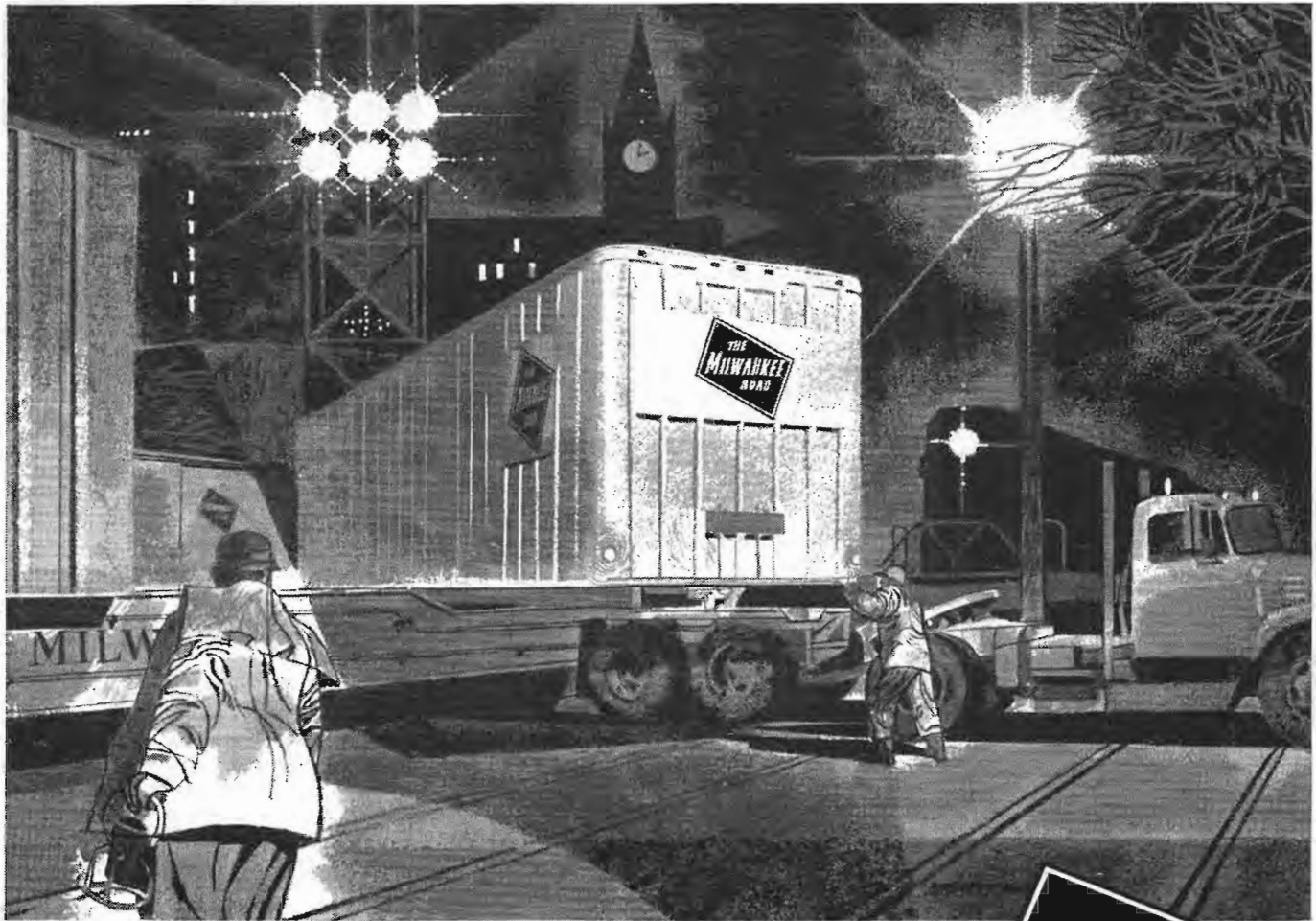


Sensational speed-up in mail delivery through new "big-package" concept!



ANOTHER **WORKING IDEA** FROM OUR

CREATIVE CREWS



America's resourceful railroad



365 days a year, a unique transfer takes place in La Crosse, Wis.

In the wee hours of the morning, a Milwaukee Road passenger train from Chicago stops at the crossing. In it are two flatcars, each loaded with two huge Flexi-Van vans. In the vans are 1600 to 2400 sacks of mail. Just imagine the work it will be to unload them... but wait! ...

The flatcars are shunted to a siding. A man walks up to the vans and starts *swinging them around on built-in rollers*. A 4-wheeled "bogey" is slid underneath to receive each van's weight. Then the whole assembly is hooked up to a tractor. Presto chango!—It moves away into the night as a tractor semi-trailer! It takes

only 12 minutes to transfer all 4 vans and speed them, with contents unopened and undamaged, directly to four Post Office Sectional Centers in Wisconsin and Minnesota. The carrier is the Milwaukee Motor Transportation Co., a Milwaukee Road subsidiary.

The story of our Creative Crews is a story of courage, as well as ideas, in breaking away from tired old traditions. The Milwaukee Road is the *first* railroad to employ Flexi-Van service for the handling of mail anywhere west of Chicago. Just one more example of the way our Creative Crews work to *improve* the basic services which the railroads perform for America! *The Milwaukee Road, Union Station, Chicago 6, Ill.*

Route of the Super Dome Hiawathas and the Western "Cities" Fleet