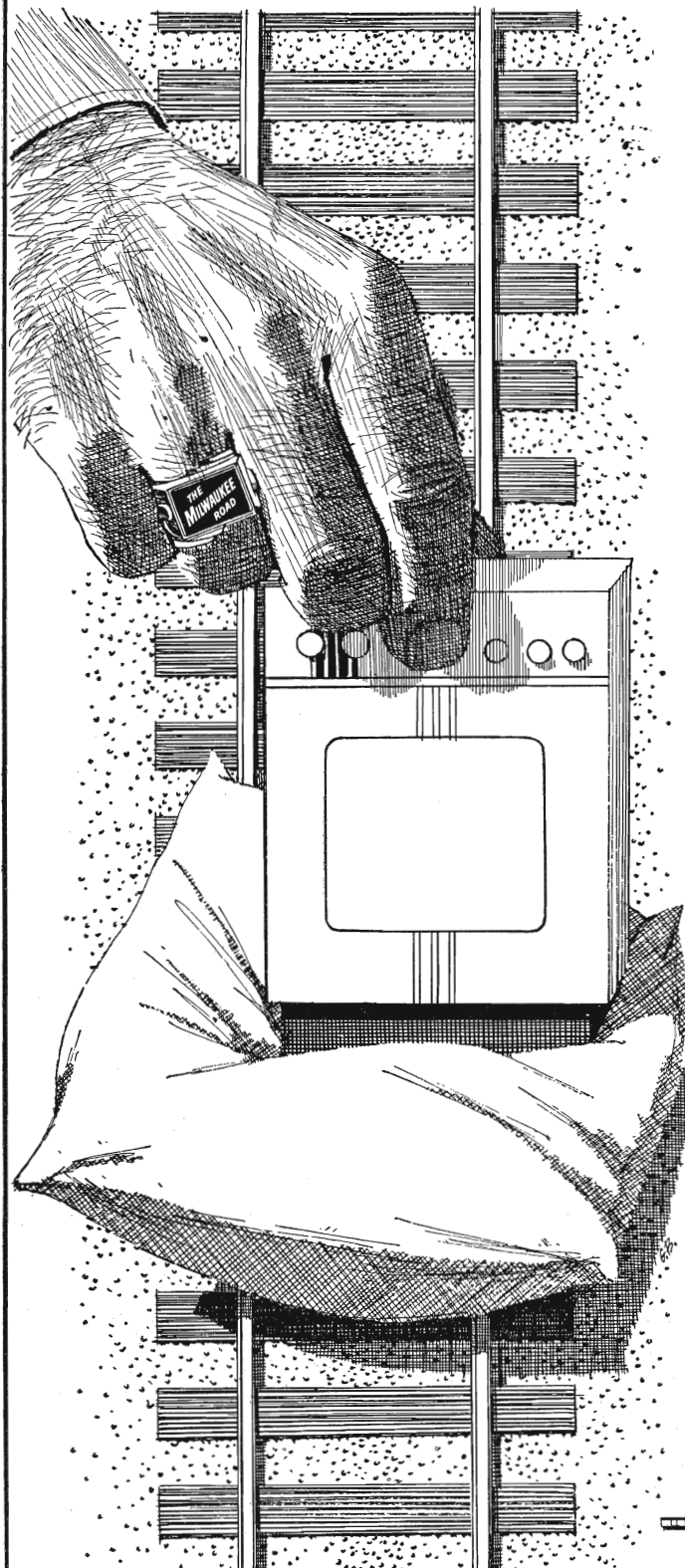


THE MILWAUKEE ROAD'S "CREATIVE CREWS" IN ACTION IN THE HOME LAUNDRY INDUSTRY



PILLOW-SOFT HANDLING ASSURES MAR-FREE DELIVERIES

Ask any housewife. There's nothing more practical in her home than her washer and dryer. And, almost nothing more beautiful. Home laundry equipment manufacturers have seen to that. Now, washers and dryers are "living room attractive."

The "Creative Crews" of The Milwaukee Road have kept pace with the new efficiencies of the home laundry industry.

Smoother, quicker handling in rail yards and terminals cuts down damage and delay. Special device cars, more and better cars, have been equipped for the carefree, "clean" handling of washers and dryers. Additional freight cars have been rebuilt, giving increased loading capacity.

To help reduce dealer inventories, The Milwaukee Road offers the XL-Special, fastest freight service from Chicago to the Pacific Northwest, as well as excellent service to Omaha, Kansas City and St. Paul-Minneapolis.

Faster service, improved handling and better equipment, are all part of the "shippers first" attitude of our "Creative Crews". An attitude that's pushing the profit curve up—for The Milwaukee Road and for its shippers, too.

"Creative Crews"

a distinctive idea in railroading

A dynamic creative way of doing things is the service philosophy of the entire Milwaukee Road. It's an attitude toward transportation problems that breaks with tradition and pioneers new ideas. It's inspired by a forward-looking management outlook that is making The Milwaukee Road America's resourceful railroad . . . the railroad of "Creative Crews". The Milwaukee Road, Union Station Building, Chicago, Illinois.

The railroad of "Creative Crews"

