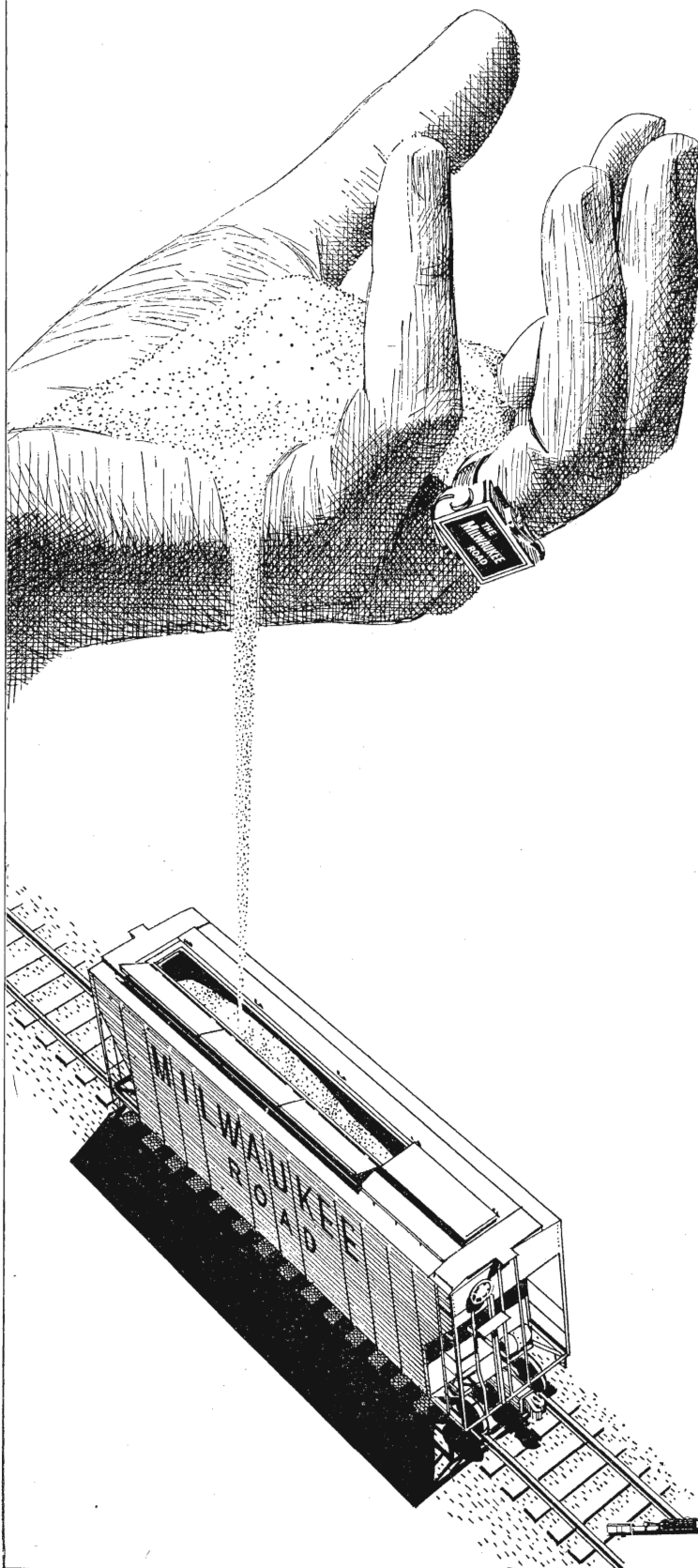


THE MILWAUKEE ROAD'S
"CREATIVE CREWS" IN
ACTION IN THE AMERICAN
DISTRIBUTION SYSTEM.



SOLVING "MOVING DAY"
PROBLEMS
FOR PRODUCTS!

We've "tooled up" again at The Milwaukee Road to help keep America's products on the move. Products like millions of tons of grain, for example—or almost anything else you can think of.

In 1965 and 1966, The Milwaukee Road committed \$85,000,000 for new equipment, including 87 Diesel locomotives, giant hopper cars, damage-prevention equipment, wide-door and extra capacity boxcars.

The Milwaukee Road also is continuing its multi-million dollar freight car modernization program to put a flow of top grade, Class A freight cars into service as another contribution to its effort to better serve shippers.

It's all done to help assure—the right freight car, at the right place, at the right time. It's all done as part of The Milwaukee Road's creative approach to helping solve "moving day" problems for more and more products—more and more shippers.

"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, Ill. 60606.

The railroad of "Creative Crews"



Serving 14 States

Circle 28 on reader service card