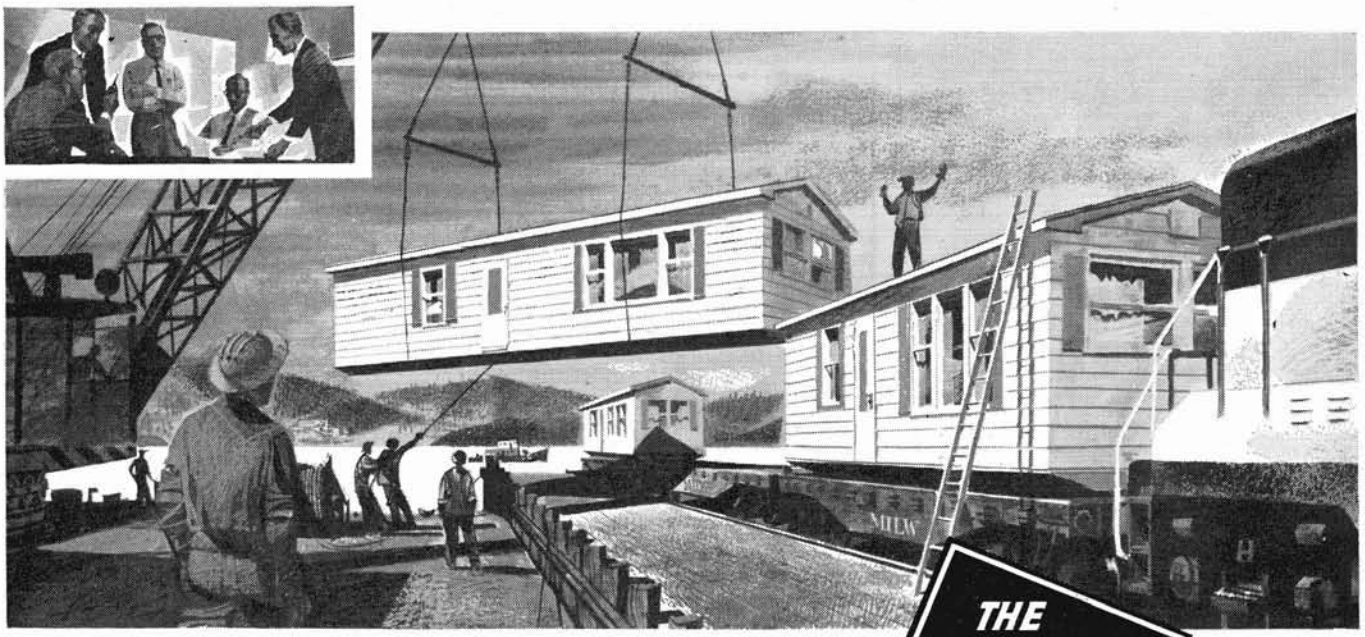
SOMETHING **NEW** IN RAILROADING...

"CREATIVE CREWS"

of the Milwaukee Road



Entire houses, complete with furnishings, *reach Alaska undamaged because of a unique damage-prevention operation that serves all Milwaukee Road customers on call.*

THE MILWAUKEE ROAD

America's resourceful railroad

Their latest: Moving whole houses from Indiana to Alaska without cracking the picture window

Big job. Long haul. How would *you* like to figure out how to move 84 houses 4,000 miles by rail and water and get them to destination damage-free?

A highly specialized Creative Crew of the Milwaukee Road recently carried out this assignment. The houses were built in two lengthwise sections which can be joined and sealed watertight on delivery. Each section is a flatcar load. Every house is complete to the last square inch of paint, even to modern appliances, curtains and drapes.

The shipper was having trouble, until our Creative Crew developed special methods of tying, blocking and bracing the load to prevent slide and sway. Details of rates, routes and clearances were worked out. The shipment reached Alaska on time, without a crack in any of the 84 houses' picture windows!

The Creative Crew involved here is officially our Damage Prevention and Freight Loading Supervision Department. The men in it have special skills vital for the job. By applying their knowledge of bracing materials and methods, for instance, they recently showed a metal sheet manufacturer how to ship bronze coils scratch-free and dispense with costly pallets.

These are further examples of how the Milwaukee Road is building a reputation for resourcefulness. That's why our Creative Crews strive constantly to do *better* the many jobs that railroads do best. And that's why management turns to us when problems demand creative solutions.

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