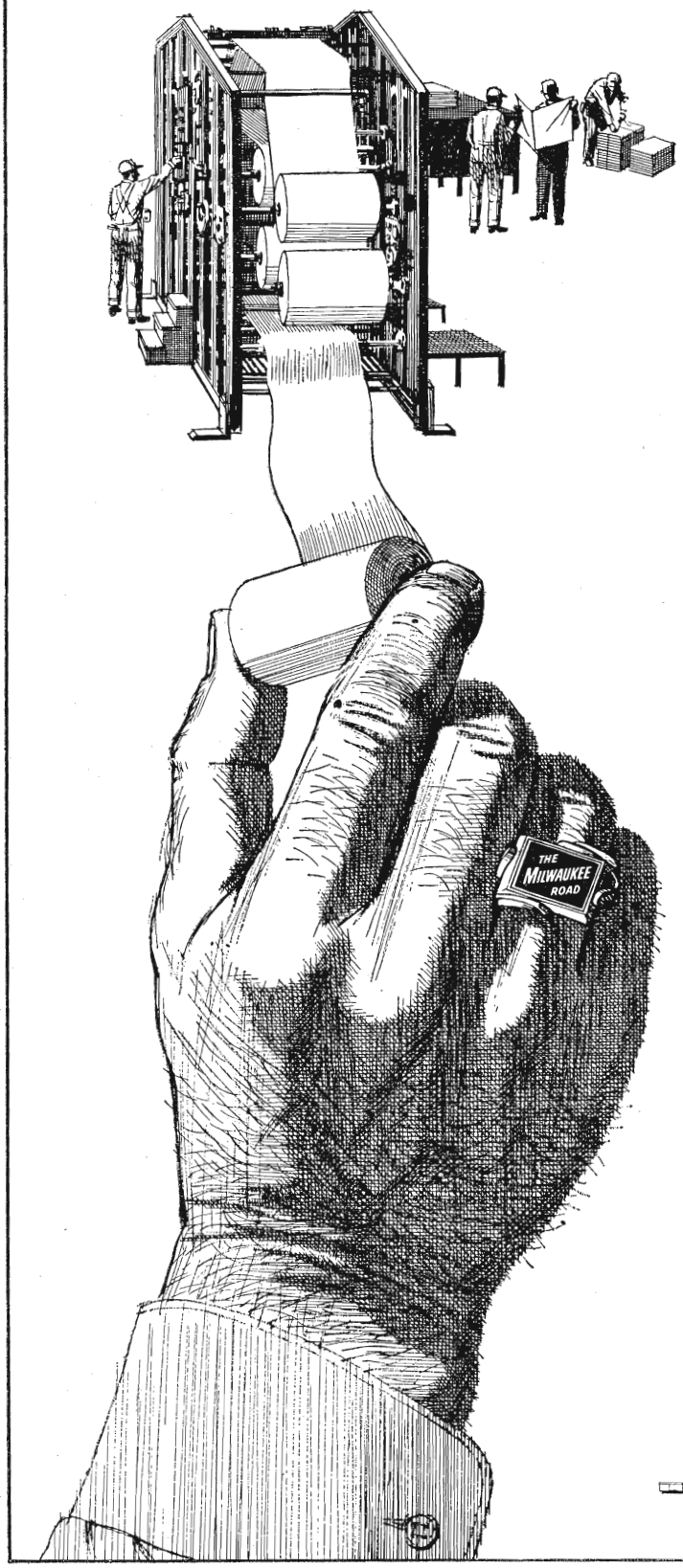
THE MILWAUKEE ROAD'S "CREATIVE CREWS" IN ACTION IN THE PAPER INDUSTRY!



PAMPERED PAPER FOR THE PRESSES!

The handling of paper stock for today's high-speed presses has always been a problem. From paper mill to publishing house, the slightest bruise, gouge, flat spot, wrinkle, or cut can cause paper to tear on the presses or print improperly. Result? Costly delays and waste.

To help solve the problem, special procedures for handling cars in yards and terminals were introduced. In addition, a large number of existing 40′ box cars were cut in half and 10′ of length added in the middle. Extra-wide doors were also installed. This assures higher capacity, easier loading and unloading.

Now we're setting damage-free records and helping paper shippers save both time and money.

This kind of "Creative Crews" thinking works to solve shipping problems for scores of other industries. It means more business for shippers—and for The Milwaukee Road.

"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"



SERVING 14 STATES