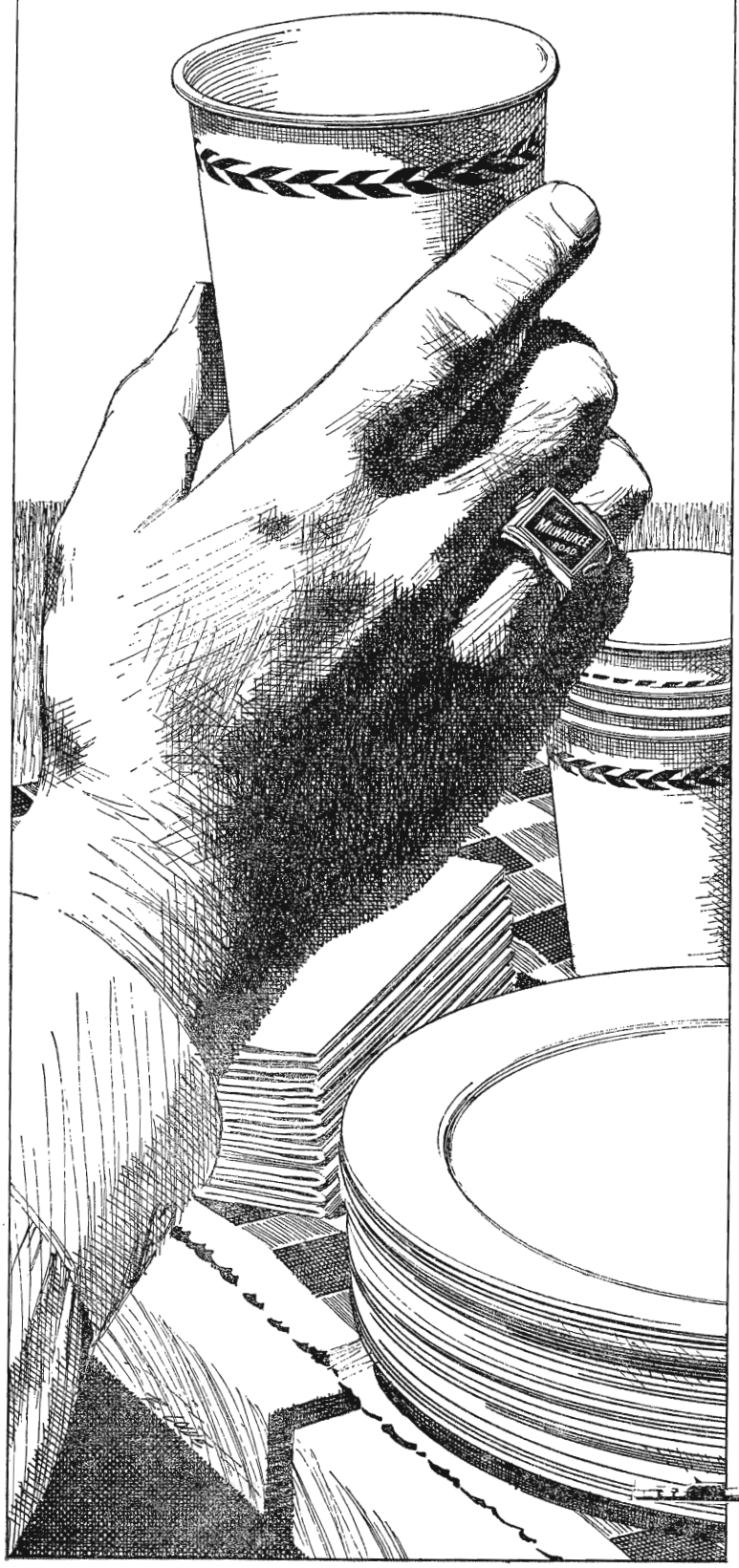
THE MILWAUKEE ROAD'S "CREATIVE CREWS" IN ACTION FOR THE PAPER PRODUCTS INDUSTRY



HELPING PAPER PRODUCTS MAKE LIVING EASIER

Cups, plates, napkins and tablecloths for the Sunday afternoon cook-out are but a few of the thousands of modern paper products that make living easier for everyone.

Right where paper products start is where "Creative Crews" service starts—with specially designed chip cars that keep bulky volumes of wood chips flowing smoothly to the pulp mills.

To carry this efficiency on through, there's The Milwaukee Road's fast-freight service to speed pulp wood to the manufacturers. And here, too, with a knowing eye on consumers, The Milwaukee Road is ready, with high-cubic-capacity box cars, to hurry paper products into the marketplace—gently and safely. Such products as: picnic items, containers, paper for business and personal communications, wrapping and packaging papers and many, many more.

It's easy to see that The Milwaukee Road's "Creative Crews" approach is basically a shipper approach—with a special concern for costs and profits. It offers advantages to firms of every size in every type of industry.

"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"



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