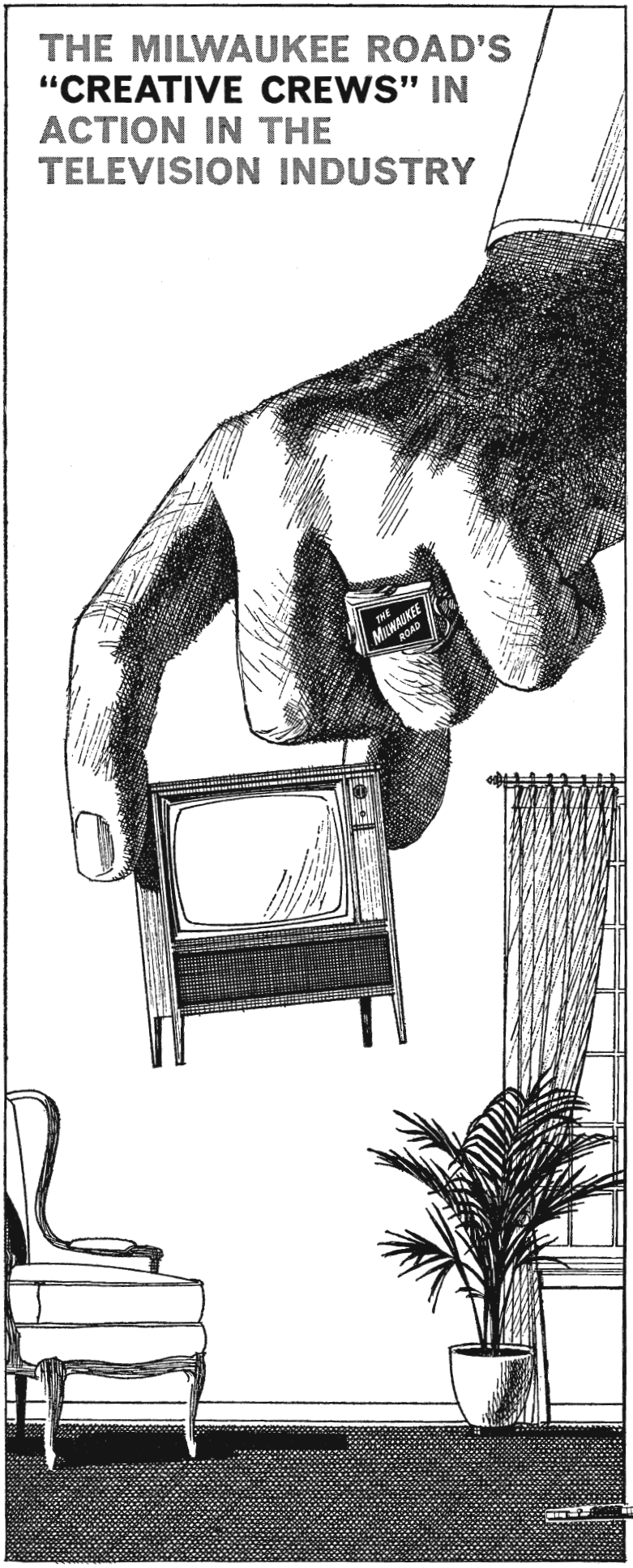
# THE MILWAUKEE ROAD'S "CREATIVE CREWS" IN ACTION IN THE TELEVISION INDUSTRY




## GETTING THE PERFECT PICTURE INTO YOUR LIVING ROOM

Bringing American homes better TV entertainment through better TV equipment is the daily objective of manufacturers. This calls for imaginative engineering and exacting production skills. But just one hard jolt in transit can severely damage the delicate mechanism of the TV set that may someday be in your home.

Here, our "Creative Crews" make the difference. They do their part to make sure *you* get the picture. With a typical creative approach, they have eliminated many of the problems of damage and delay that have plagued shippers of delicate appliances such as TV's and radios.

They've done it with more and better freight cars, special device cars and additional cars specially rebuilt for increased carrying capacity. They've done it with new rail-yard handling techniques that are faster, yet gentler than ever before.

Our "Creative Crews" have helped TV and radio retailers, too. From Chicago to the Pacific Northwest in 55½ hours, The Milwaukee Road's XL-Special fast freight service helps reduce dealer inventories. Service to Omaha, Kansas City and St. Paul-Minneapolis is equally fast.

It's this creative combination of better equipment, better handling and faster service that is winning increased TV and radio business for The Milwaukee Road. Increased business from *every* major American industry, as a matter of fact.

***"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