

Spread this railroad on your desk...
spot an opportunity in 5 minutes!



If you like surprises, flip through our Sales Kit!

A NEW SERVICE ORIGINATED BY OUR
CREATIVE CREWS



America's resourceful railroad



Are you aware of our railroad's effort to help solve your problems with specialized equipment? Do you know everything you ought to know about damage-free equipment? Are you getting the full benefits of electronic data car reporting? Are you familiar with all rate committee procedures? Are you familiar with export shipping forms? Let our salesman show you his Sales Kit and see!

This unique new service of the Milwaukee Road answers your questions. It keeps you posted on late developments that may spell big savings for you. It enables our salesman to show you the *complete* picture of a modern railroad, in terms of *what the railroad can do for you and your problems.*

The Sales Kit was developed by our Creative Crews to meet a very real need of present-day business management. Railroad equipment and services have changed more rapidly in recent years than many executives realize. That's why the Sales Kit is designed, not as a "conversation piece," but as a gold mine of practical ideas, with actual photographs of special equipment and services. The Sales Kit was designed with you in mind, so it's easy to use as a problem-solving tool. And it's as up to date as tomorrow's newspaper!

Spread our Sales Kit on your desk, and you'll quickly see where you can save, speed up shipments, serve and satisfy customers. Ask your Milwaukee Road salesman to prove it!

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