



*Route of the SUPER DOME HIAWATHAS and WESTERN "CITIES" FLEET*

For the information and guidance of all concerned, we are giving complete particulars concerning the reproduction of the trade-mark on signs and printed matter.

It is important that the trade-mark be placed at the proper angle. This can be determined by tilting the rectangle so that the word "Milwaukee" is exactly horizontal. It should never be placed at any other angle.

The proper proportions are as 5 is to 7. In reproducing the trade-mark, either in a larger or smaller size, these proportions must be maintained. The ratio refers exclusively to the measurements of the red panel, and the addition of the white and black border should not be taken into consideration in determining the proper proportions.

When the short dimension only is known the long dimension may be determined by using seven-fifths of the short dimension. When the long dimension only is known the short dimension may be determined by using five-sevenths of the long dimension.

It should be noted that the border consists of a white line and a black line around the red panel. The border lines should each be the same width and the proportions followed as shown above. The inside panel should always be red when conditions permit. An imprint of the trade-mark as described is reproduced above.

Whenever the trade-mark is used on a background where a black border is impracticable, it should then be shown with a red border.

When the trade-mark is included in printed matter where only one color is used it is permissible to print the entire trade-mark, including the border, in the color that is used. When it is included in printed matter in which black or red, or both black or red, are used the border should be printed in black if practicable, otherwise in red. When it is included in printed matter in which two or more colors other than red and black are used, the entire trade-mark, including the border, may be printed in one of the colors used.

In case of doubt as to the proper color in which the trade-mark or the border should be printed, request should be made on this office for instructions and color proofs.

Electrotypes or cuts in one or two colors in varying sizes as shown on the attached proof sheets are available in our advertising department.

Requests for electrotypes should specify the length of the long side of the rectangle — also whether the printing is to be in one color or two colors.

PUBLIC RELATIONS AND ADVERTISING  
824 Union Station  
Chicago 6, Illinois

February, 1961

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MILWAUKEE  
ROAD**

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