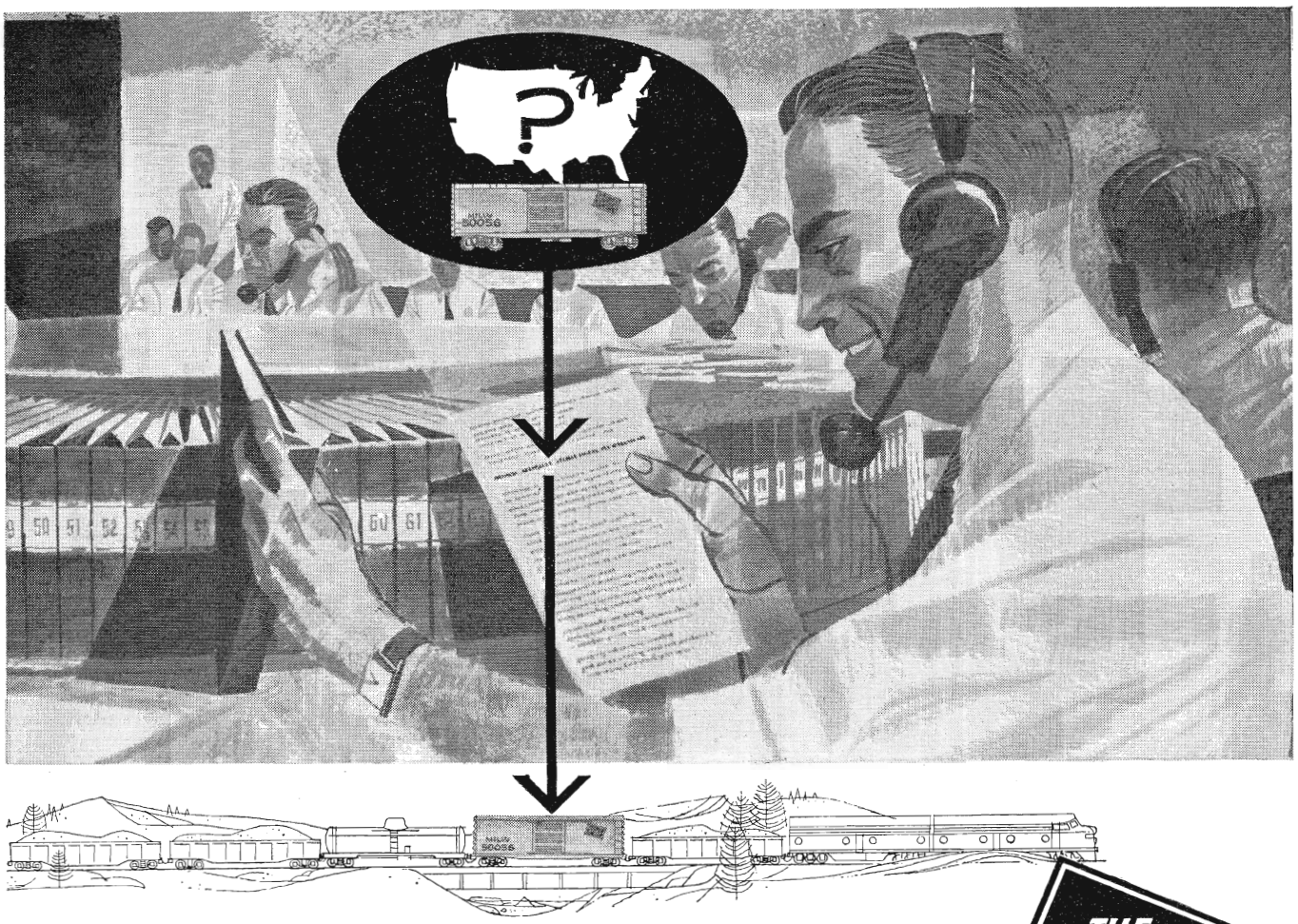
Amazing CARSCOPE gives you 5-way control over thousands of carload shipments!



THE MILWAUKEE ROAD

America's resourceful railroad

A **NEW** CONCEPT ORIGINATED BY OUR

CREATIVE CREWS

Imagine being able to **order special type cars, trace, expedite, divert or reconsign carload shipments** with a phone call to *one* department of a railroad!

CARSCOPE—the Milwaukee Road's customer-oriented Central Freight Service Department—will do all 5 of these vital jobs for you in a matter of minutes. Special electronic equipment keeps tab on *every* carload shipment that rolls over our 10,500-mile system every day! And when *you* need a Load-Protection Device car, or a covered gondola or similar special equipment, we know where to locate it, fast. We keep track of all Milwaukee Road specially equipped cars, whether they are on our own lines or on other railroads.

Our CARSCOPE service is staffed with *specialists*—men who have worked in the field and gained first-hand knowledge of shippers' problems. When you call with *your* problem, they know how to begin solving it right away! This super-service, with 5-way control, gives you decisive advantages when dealing with your own customers.

CARSCOPE is one more creative contribution made by the Milwaukee Road to the new efficiency of America's strategic railway network.

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