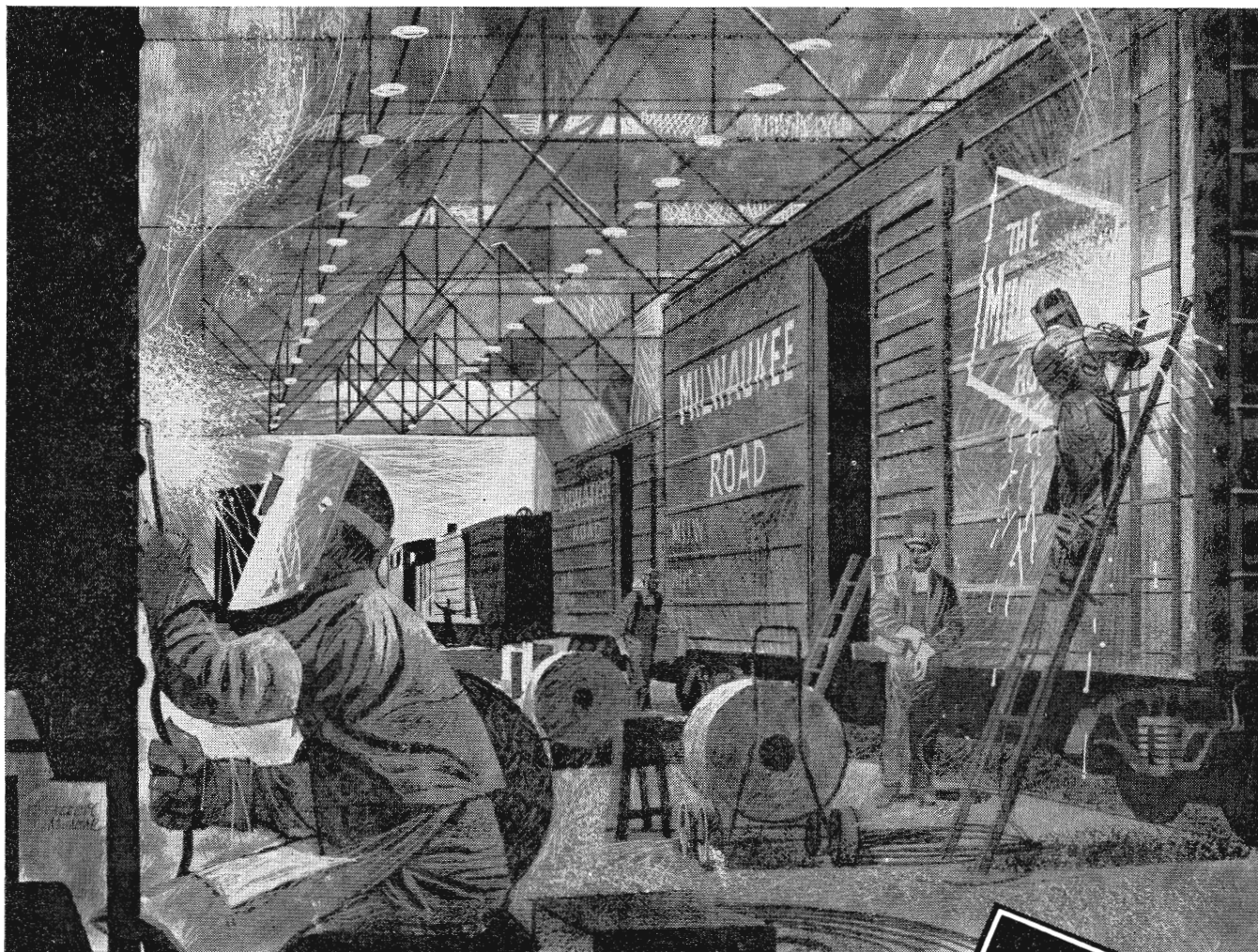


Our freight car modernization program has been doubled—now it's \$10,000,000



On their way to serve our shippers—5,300 modernized freight cars!

IT'S PART OF THE "SHIPPERS FIRST" PHILOSOPHY
THAT GUIDES OUR

CREATIVE CREWS



America's resourceful railroad



The big job is under way right now at our famous Milwaukee Shops. Highly-trained "Creative Crews" are at work around the clock rebuilding and re-equipping some 5,300 freight cars. They're proud of their work, and when the job is done, it'll be done right! The cars will be like brand-new.

This new program will add 4,300 modernized box cars to The Milwaukee fleet. We're also repairing and rebuilding scores of gondola cars, refrigerator cars, and other types. Many are being fitted with the latest loading devices.

It all will cost approximately \$10,000,000. But we think it's worth it. And so does our Freight Car Com-

mittee—the special "Creative Crew" made up of representatives from every major department of our railroad. It meets regularly to analyze our shippers' needs and establish rebuilding and purchasing priorities to meet them.

In addition to our \$10,000,000 freight car modernization program, we are purchasing many new, insulated, damage-free box cars and new turbo-charged diesel locomotives, and other new equipment.

It's all part of our forward-looking plan of offering our shippers one of the most extensive—and versatile—freight fleets in the world. Why not put it to work for you? *The Milwaukee Road, Union Station Bldg., Chicago 6, Illinois.*