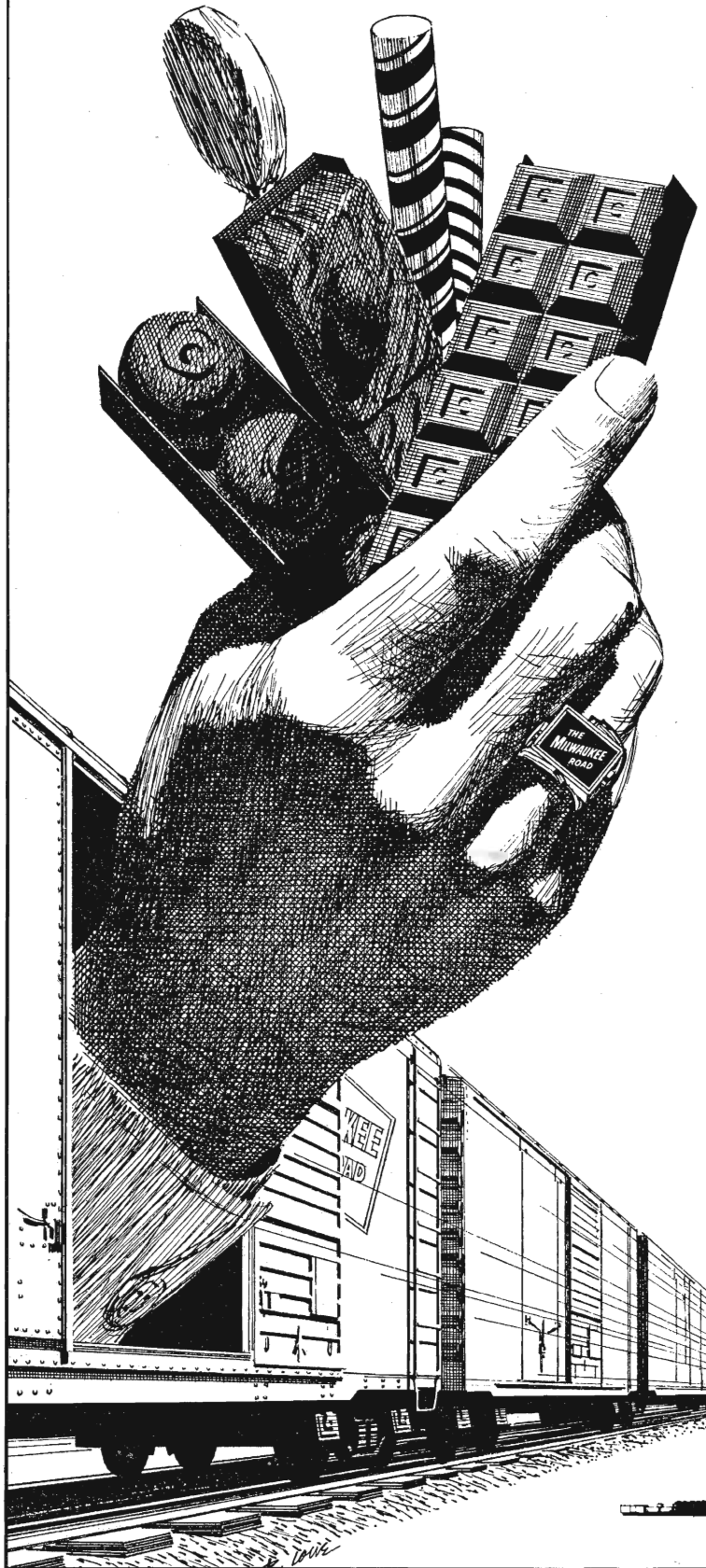


## THE MILWAUKEE ROAD'S "CREATIVE CREWS" IN ACTION FOR THE CANDY INDUSTRY



## KEEPING CANDY FRESH 'N' HANDY

Candy making is a sweet business—sugar-coated by *good* transportation: getting the raw materials *in*, the finished product *out*.

Sugar, chocolate, corn syrup, nuts, dozens of ingredients must be on hand at the same time. They have to arrive at the candy kitchen on schedule, and in perfect condition. Finished candy, too, must move fast for distant customers to keep pace with the appetites of youngsters and grown-ups alike.

That's why The Milwaukee Road's "Creative Crews" devised their improved shipping "recipe." This includes everything from special equipment for basic ingredients to new freight cars for packaging materials.

It means hurry-up to market with modern refrigerator cars and piggy-back vans on fast-freight runs. Here, too, pool car shippers expedite customer service by consolidating shipments for direct distribution to warehouses.

It's this kind of complete service to a special industry that builds The Milwaukee Road's reputation as an innovator and problem-solver—for *all* major American industries.

**"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