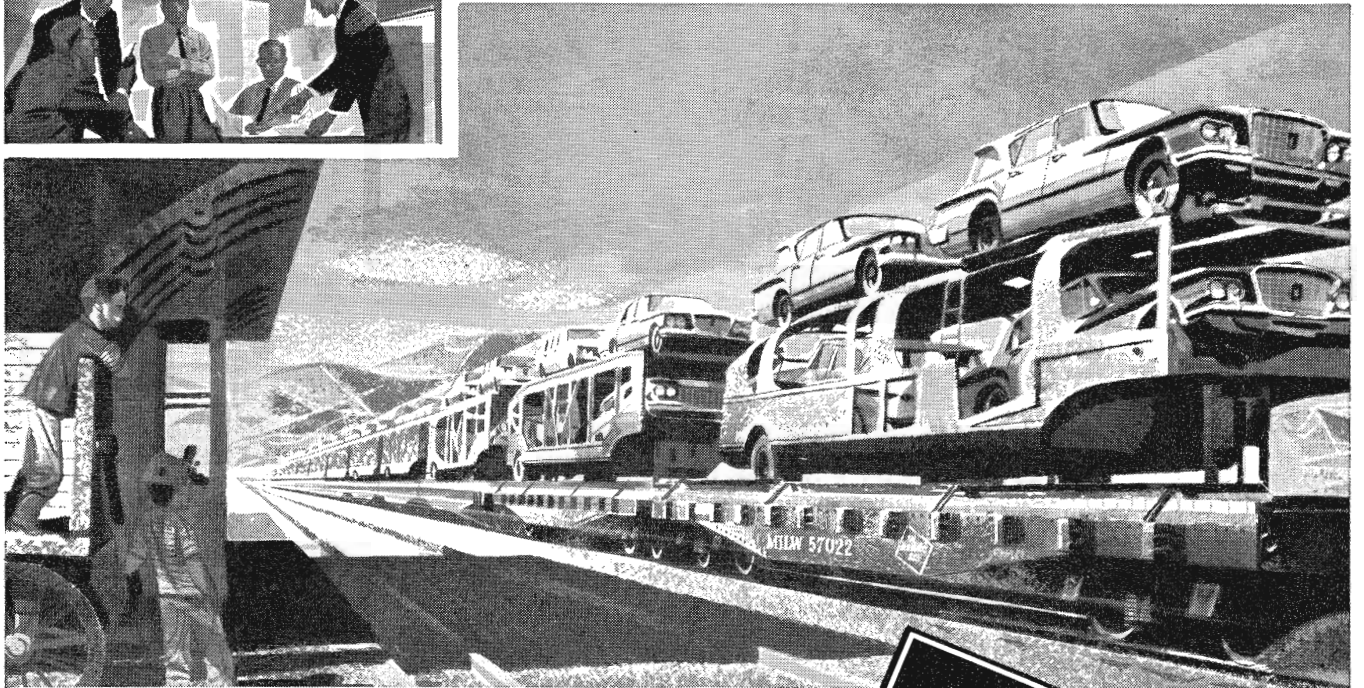


SOMETHING **NEW** IN RAILROADING...

"CREATIVE CREWS" of the Milwaukee Road



**How a transcontinental "new-car pipeline"
opens the way to dramatic savings
through truck-rail-truck shipping**



**America's
resourceful
railroad**

It's a long, expensive haul—often 2500 miles—from auto factories in Detroit to new-car dealers in the Pacific Northwest. That's why auto makers, railroaders and truckers took notice, recently, when the Milwaukee Road stated it could **cut transcontinental dock-to-door delivery time in half, and reduce the delivery cost per auto by a substantial amount.**

The idea that makes this possible was sparked by a Creative Crew of the Milwaukee Road. The plan hinges on an ingenious new interchange loading facility; on a special stripped-down auto trailer, and on a novel 90-foot Milwaukee Road

"double flatcar" holding two of these trailers.

New autos from Detroit reach North Harvey, Ill., by regular highway trailer. There they are shifted to the special trailers and run onto the double flatcars. At destination, the autos are finally delivered by over-the-road truck trailers.

This is not "just another piggyback plan." It's a *pioneering exploration* into providing a service to meet a customer's need.

New ideas build new business. No wonder management groups turn to the Creative Crews of America's resourceful railroad for new ways to do *better* what the railroads do best.

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