

# PICK A CARD, MY FRIEND.

When our railroad started, back in 1850, it may have been a game of chance. But it wasn't...it was a sure bet. Hard work and dedication saw to that. Since then, we've concentrated on making the Milwaukee Road the best in the business. Last check showed us right on track.

We've given you Carscope\*, the Know-it-all\*, the Roaring 90's\*, 11 Western Gateways\* and finally Portland\*.

So, next time our Sales Representative calls on you, tell him what service you need and he'll lay our cards on the table...face up.

The Milwaukee Road. America's resourceful railroad.



\*Carscope: Master detective who can locate your freight car in seconds.

\*Know-it-all: Ingenious computers which tell you the best plant sites on our railroad.

\*Roaring 90's: All-piggyback and container trains between Chicago and the Twin Cities.

\*11 Western Gateways: Interchange points with another railroad.

\*Portland: Served by the Milwaukee.

