Highest standards of construction, maintenance and operation, with careful regulation of the service.
An electric ride insures safety, comfort and cleanliness.
FROM MILWAUKEE TO WISCONSIN'S PLAYGROUND

June 1913
THE Electric Railway System of The Milwaukee Electric Railway and Light Co. and the Milwaukee Northern Railway, and the motor bus routes of the Wisconsin Motor Bus Lines, cover some 8,500 square miles of southeastern Wisconsin and furnish a fast, frequent and reliable passenger and express service of great value.

The rates of fare with the commutation rates and mileage books now in effect on all these lines are less than steam railway fares. The frequent and adequate service furnished, makes the most reasonable, reliable, convenient and fast method of travel available. The schedules have been prepared so as to make reasonable connections with other electric railway, motor bus and steamboat lines.

Sept. 1914