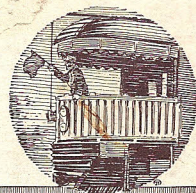


The Highball

Chicago North Shore and Milwaukee Railroad Company



Vol. 6

May, 1928

Nos. 4-5

New Awards Offered in Revised Operating Plan for Business Campaign

Quarterly and Annual Trips Added to Cash Prizes For "Go-Getters"

By L. H. Ball, Secretary
Better Business Campaign

A full-week trip for two to New York, via Washington, Philadelphia, the Hudson River and Pittsburgh, at the end of the year.

A three-day trip for two persons, all expenses paid, to any point within a radius of 100 miles of Chicago at the end of three months.

Two cash quarterly prizes of \$100 and \$50 and eight of \$25 each.

These are the choice awards held up for Better Business boosters to shoot at as a result of a new plan, designed for the purpose of creating a better grade of tips and suggestions. The new plan went into effect at the start of the second quarter of 1928.

Concentrate on Passenger Tips

During the second quarter only tips producing actual passenger business receive credit. The basis of the awards is the cash value of the tip, based on a credit for each \$5 of new business. In order to concentrate on actual passenger business, these offers are applicable only to North Shore line passenger, inter-line ticket sales and motor coach traffic suggestions. Service slips will be credited as to their value based on the committee findings.

Under this revised system, the department head is in full charge of all Better Business activities among the employees of his department. He will work directly with the campaign office in keeping his employees on their toes to fulfill or surpass the departmental quota, which is \$1 per employee per week. The department exceeding its quota by the largest amount will be awarded a silver cup at the end of the three-month period, the cup to be retained until some other department makes a better showing on the above basis.

Credits for Bona Fide Tips

One credit is allowed for every new bona fide passenger tip submitted. In

Winners for First Quarter Of 1928 New Business Drive

First Award—\$100.00
Stanley C. Bickness

Second Award—\$75.00
Mitchell M. Boyer

Third Award—\$50.00
Carl Lundahl

Awards of \$25.00 Each
J. C. Zwetsch
W. R. Voss

25-Ride Ticket Awards

James Marsh	\$50.00
O. H. Burghardt	25.00
U. S. Kiehl	15.00
Ed. Gunderson	10.00

Awards of \$15.00 Each

Mary McGavick	Frank Grum
Hattie Boehm	J. H. Nichols

Awards of \$10.00 Each

C. A. Walberg	C. A. Waite
L. H. Ludwig	C. F. Christiansen
S. F. Cretan	John Walker
B. A. Thompson	A. M. Massie
William Tanchin	John Mitchell
William Kapheim	Fred Okey
R. Lavelle	Emma Nelde
Frank Winder	Roy Gabrielsen
Paul Muzik	C. A. Klinger
	L. M. Triplett

Awards of \$5.00 Each

Wesley Linstroth	H. Becker
M. Setterlund	C. A. Roberts
Paul Nordgren	A. O. Packer
W. C. Morrison	E. J. Daigler
Louis Homan	W. T. Devine
J. S. Crosby	Fred Sorenson
H. J. LaMack	Jessie Lahn
Victor Walulis	Genevieve Smith
Luella Attridge	C. E. Hammer
F. E. Barber	C. W. Robbins
J. M. Selin	A. Wagner
S. Simonds	H. E. Warner
	Howard Johnson

In addition one credit is allowed for each \$5 of new business developed by the tip. The prize list has been modified to include the 10 best "tipsters" who will receive the cash awards stated above. The employee who, in the opinion of the committee, made the most outstanding efforts to secure new business during the quarter will receive the special free trip award for himself and any member of his family whom he may designate. This prize will not necessarily be won by the employee who turns in the largest amount of cash revenue.

At the end of the year, the special one-week trip prize will be awarded to the individual credited with the largest number of votes. Only employees with 50 or more credits to their account are eligible for this award. Boosters with less than 50 credits can, if they so desire, give their votes to their favorite eligible candidate, thus helping him to build up a total score for the trip. Each credit on the Better Business books is good for one vote.

Better Business Drive Awards for First Period Of 1928 Are Announced

Stanley C. Bickness Receives \$100 Prize—M. M. Boyer Takes Second Money

Stanley C. Bickness, Assistant Cashier, Merchandise Despatch Department, Franklin and Austin station, Chicago, topped the Better Business Campaign prize list for the first quarter of 1928, winning the \$100 major prize as the most consistent "tipster" for the period.

Second prize money, amounting to \$75, was taken by Mitchell M. Boyer, Joint Facility Accountant, General Auditing Department. Carl Lundahl, Passenger Accounts Division, General Auditing Department, was awarded third place honors and the \$50 prize.

Many Share Awards

Topping the special prize list for the greatest amount of 25-ride ticket business secured was James Marsh, Transportation Department, who received \$50 as his share of the quarterly melon. O. H. Burghardt, Transportation Department, won second place money of \$25 in this division. U. S. Kiehl, Transportation Department, and Ed. Gunderson, Motor Coach Division, took third and fourth place honors, receiving \$15 and \$10 respectively.

Other "go-getters" who shared in the substantial awards for Better Business activities were the following two \$25 prize winners: J. C. Zwetsch, Freight Accounts Division, and W. R. Voss, Ticket Agent. Four others received \$15 each, namely: Mary McGavick, Disbursements Accounts; Frank Grum, Disbursements Accounts; Hattie Boehm, Disbursements Accounts; J. H. Nichols, Passenger Accounts, all employees of the General Auditing Department.

In addition to these, 19 others received \$10 prizes and 25 more were awarded \$5 each.

Tips Total 7,179

According to the official report of the Better Business office, 7,179 tips were received during the first quarter. This compares favorably with corresponding period of last year's drive and indicates a consistent increase in activities. With a little more effort on the part of the individual employee, 1928 can be made the biggest and best Better Business year.

Personal Service Vital Factor in Securing and Retaining New Business

By Ernest G. Cox
Director Service Improvement

In these days when the need for more business is so apparent, it behooves us to give careful thought to every means of making our service more attractive to the passengers we have. It goes without saying that the efforts constantly being put forth to secure new business must be supplemented by the best service possible in order to insure such business remaining with us.

One of the most effective agencies we have with which to accomplish this end is our personal contact with our customers, and the opportunity we have to influence them as individuals. Just as we make an effort to please our friends by little acts of kindly consideration, we can do a great deal to make our patrons think well of us as an organization through the medium of personal contact.

Keynote Is Personal Service

To do this it is not necessary to devote a great deal of time to each individual who rides on our trains or uses our service in other forms. It is not necessary to be elaborate or do a great deal of talking. However, personal service is a matter to which we can all profitably give some thought, for it has unlimited possibilities for good. Our conductors and collectors, and other public contact employees, give considerable thought to this problem in the Service Improvement meetings.

For several months they have discussed the various elements which go to make up what we call good personal service. In these discussions they have considered one element at a time. They began with a study of the subject of showing a friendly interest in the customer. Their conclusion is that a cheerful disposition, respectful attention to the customer's statement of his case, and pleasant and intelligent questions designed to get a better understanding of his needs, coupled with an effort to satisfy those needs, are the important things to do, to leave him feeling that we have a desire to render good service.

Pleasant Attitude Necessary

In other meetings they have considered the questions of good information, the quality of speech which impresses the customer for good, politeness and personal appearance. These various elements all go to make up the sum total which we call personal service. They are all common-sense, every-day principles of good business. They are not all equally important, yet neglect of any one of them is sufficient to undo the splendid effect of all the rest.

A conductor might have a splendid appearance and a good reliable fund of information, and use choice language, yet if he gave information grudgingly, his attitude would rob him of all the credit he would be entitled to for the good qualities of his contact. Even if he were pleasant in his approach, the

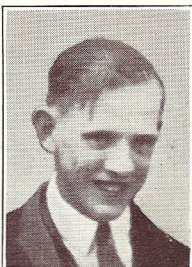
Head Prize List



Stanley C. Bickness



M. M. Boyer



Carl Lundahl



James Marsh

Two Departments Record Scores of 100 Per Cent

Two departments—Passenger Accounts and Freight Accounts—have perfect scores for the first three months of the 1928 Better Business Campaign and lead in the contest to make this a banner business year for the North Shore Line. Two others, the Disbursements Accounts and Stores Departments, are close behind with a percentage of 97. Scores of the eight high teams for the period follow:

Department (or Division)	Percentage
Passenger Accounts.....	100.00
Freight Accounts.....	100.00
Disbursements Accounts...	97.00
Stores Department.....	97.00
Highwood Offices.....	93.00
Capital Expenditures.....	41.00
Ticket Agents.....	28.00
Merchandise Despatch.....	21.00

A total of 360 employees participated in the drive during the quarter. There are 100 per cent scores. Let's have 100 per cent participation.

slightest use of a sharp tone of voice might give his passenger a feeling of resentment, which all the good points of his service would be insufficient to overcome.

Personal service is one of the most effective agencies at our disposal. It is also the easiest to apply and will insure a good return.

HAVE YOU carefully studied your copy of "101 Tips on How to Get Passenger Business"? There's a wide field, isn't there? Let's cover it completely.

North Shore Line Team Wins Third Honors in Red Cross First Aid Contest

Scores High Average of 98.8 Per Cent in Meet for Chicago Title

Scoring the high average of 98.8 per cent for five problems, the champion Electrical Department First Aid team, representing the North Shore Line in competition with 11 other teams at 132nd Regiment Armory, Chicago, on the evening of April 20, won third place honors in the fifth annual American Red Cross contest for the First Aid championship of the City of Chicago. The Chicago Rapid Transit Lines won the title for the third time in five years.

Before the largest crowd ever in attendance at an event of this kind, the North Shore Line boys put up a gallant fight for the title, falling short of the goal by only one point—the margin over the "Road of Service" team by which the "L" First Aiders won the meet. The team representing the Public Service Company of Northern Illinois finished in second place with a mark of 99.6 per cent.

Score Three Perfect Marks

Final standings of the meet were as follows:

Team	Ave.
Chicago Rapid Transit Company.....	99.8
Pub. Service Co. of No. Ill.....	99.6
North Shore Line.....	98.8
Western Electric Company.....	98.6
Illinois Bell Telephone Co.....	98.2
Commonwealth Edison Co.....	97.8
South Shore Line.....	97.2
Canadian Pacific Railways.....	97.2
Peoples Gas Light and Coke Co.....	97.0
Chicago Aurora & Elgin R.....	95.6
Sherwin-Williams Paint.....	94.8
132nd Regiment, I. N. G.....	88.0

The splendid effort made by the North Shore Line boys is indicative of the problem by problem score. Of the three of them the Electrical Department men scored 100 per cent. On the remaining two they received a 98 and 96 per cent rating. They demonstrated their First Aid proficiency in a manner that sent their co-workers, rooting from the side-lines, into enthusiastic outbursts of cheering. The following men comprised the team:

Lawrence Bentley, Capt.; John Kruszka, H. K. Sorenson, Leslie Smith, George Hottinger, E. R. Woodward.

Each member of the team received a bronze lapel button, awarded by the American Red Cross and presented by James B. Forgan, Jr., Chairman of the Chicago Chapter.

Demonstrate High Proficiency

All through the contest, despite the fact that the huge armory was packed with roaring spectators, the North Shore Line team went about its work on the problems coolly, intent upon winning out if at all possible. Each problem might have been a life or

On the Sidelines at the Championship First Aid Meet



Enthusiasm was rampant among the huge crowd of spectators that saw the representative teams of 12 companies contend for the First Aid championship of the city of Chicago at the 132nd Regiment Armory, Chicago, on the evening of April 20. Although the North Shore Line rooters, part of whom are seen above, were outnumbered by the cheering sections of some other contestants, they vocally "did their darndest" to assure Captain Lawrence Bentley and his boys that they were with them to the finish.

death case, insofar as the handling of the patient was concerned.

The North Shore Line rooting section, although greatly outnumbered by the enthusiasts boosting some of the 11 other teams, made itself prominent through spirited cheering of the "Road of Service" boys. And the fact that Captain Bentley's men finished up among the leaders gave our folks plenty to crow about.

Literally, the championship meet was a clean sweep for the public utility companies served by the Medical Department, of which Dr. Hart E. Fisher is Chief Surgeon and David F. Whitelaw is First Aid Director. The three high teams were all trained under the supervision of this department, and their accomplishments in the contest attest to the splendid First Aid work being done and the fine results being attained.

Girls' Team Ushers

The North Shore Line Girls' First Aid Team served as ushers during the evening and did yeoman duty in finding seats for "Road of Service" rooters. The following girls served in this capacity: Esther Zersen, Genevieve Smith, Mary Esther Krueger, Hattie Boehm, Florence Martini, Frances Tourtelotte.

Other North Shore Line representatives on committees in charge of the meet were: H. M. Lytle, Vice-President in charge of public relations—Honorary Committee: J. W. Oliver, Safety Engineer—Recorder; J. R. Blackhall, General Manager—General Committee; David F. Whitelaw, First Aid Director—Floor Committee.

NOW THAT summer is here, our connecting motor coach routes will be busy—if we tell the world about them!

E. M. B. A. Drive Adds 300 New Members to Roster

By David E. Evans

Approximately 300 new members have already been added to the roster of the Employees' Mutual Benefit Association as a result of the membership drive now being conducted. The total number of employees now affiliated with the organization is 1,382, or about 66 per cent of the employees in service, according to O. E. Foldvary, Secretary.

Merle Young Leads Field

In addition to the employees already enrolled, another 100 applications are on hand, being held pending receipt of doctor's certificates.

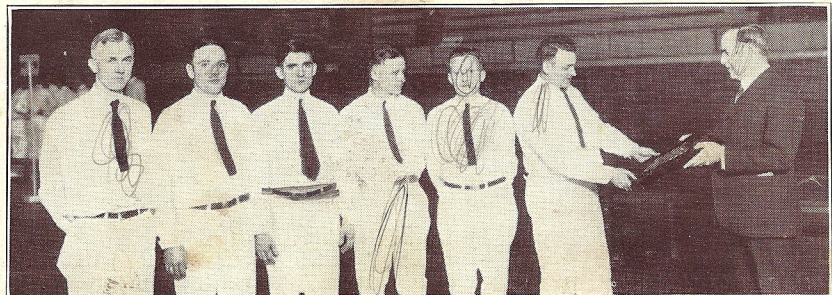
Merle Young, Roadmaster, Maintenance of Way Department, is the leading contestant in the drive, having

brought in the largest number of new members at the time of going to press. Others follow in the order named: Thomas Finnell, F. L. Miller, William Erwin, R. L. Mercer, L. M. Tripplett, R. J. Harris, Harry Peterson, Rudolph Soerquist, Mrs. Emma Lathrop, J. W. Mears.

Goal Is 100 Per Cent

In a statement on the drive, Secretary Foldvary said: "There is little doubt that, if non-members fully understood that for \$1 a month they can secure \$15 a week disability benefits and can draw a maximum amount of \$1,560 in any one case and still be eligible for a \$300 death benefit, they would appreciate the opportunity of joining our association. With the new members we have an organization of great strength and efficiency. But 100 per cent employe membership is our goal."

Score High for North Shore in First Aid Meet



Here are the members of the champion North Shore Line First Aid Team who did such fine work in the fifth annual American Red Cross contest for the Chicago title. This picture shows J. R. Blackhall, General Manager, presenting the company trophy to Captain Lawrence Bentley on the occasion of the inter-departmental contest, when the Electrical Department team won the North Shore Line title. The team members are, reading from right to left: Captain Lawrence Bentley, John Kruszka, Leslie Smith, George Hottinger, E. R. Woodward and H. K. Sorenson.

Speakers' Clubs Out To Establish Record Year

North Shore Line Folks Are Heard by 12,800 Persons in Four Weeks

By David E. Evans

Audiences aggregating 12,800 persons heard 48 talks and programs furnished by North Shore Line employees through engagements secured by the North and South End Public Speaking Clubs in a period of four weeks recently, according to the official reports of the two groups.

Employees talented as musicians and public speakers, as well as First Aid teams aided in establishing this record in public relation's activities. The audiences were about equally apportioned among educational, church, industrial and civic organizations.

North End Club Busy

During the four weeks the North End Club gave 17 talks, eight musical programs and one First Aid demonstration before audiences totaling 8,190 persons. Talks made were as follows: C. G. Goodsell, 6; Fred Butterfield, 2; B. A. Thompson, 2; R. L. Short, 2; Lawrence Bentley, E. G. Cox, C. E. Thorney and Harry Phillips, one each.

Musical programs presented were as follows: William Chalmers entertained three audiences with Scotch songs. Mr. and Mrs. O. E. Foldvary gave a violin and piano entertainment at a Racine meeting. C. A. Clarke entertained with vocal selections before another Racine meeting. Charles O'Hara and his violin gave a program at a Parent-Teachers' Association meeting. The North Shore Line Band filled two concert engagements and the String Orchestra one.

South End Club Active

The South End Club during the same period filled 22 engagements, includ-

May 23 Renewal Date for Auto Insurance Policies Issued on Employees' Plan

Employee automobile owners who hold insurance policies with the American Automobile Insurance Company through the company club plan are notified that May 23 is the expiration date of all policies, regardless of the date on which they were written.

All policy holders are urged to make arrangements for renewal before this date in order that there be no lapse in the protection offered through this medium. Fire, theft, public liability and property damage policies are held by many employees, and renewal at the low rates made possible through this plan effects considerable saving over the premiums of outside brokers or agents.

Any information on this plan can be secured by communication with V. J. Pigors, Room 1210 Edison Building, Chicago, who is handling this phase of employee insurance.

ing 16 talks and six musical programs. Those making talks were: F. J. Meade, 4; E. G. Cox, 2; H. P. Savage, 2; C. K. Thomas, Lawrence Bentley, H. Kresge, Harry Amsden, John Kruszk, L. J. Wertzler, A. E. Zell and C. G. Goodsell, one each. The String Orchestra gave three concerts, the North Shore Line Band one, and the North Shore Line quartette one. Al Hellwig and Ruth Shultis gave a piano and banjo entertainment at a Waukegan Parent-Teachers' Association meeting.

This splendid showing indicates the steadily increasing popularity of North Shore Line speakers and entertainers. The record made so far in 1928 points to the most successful year since organization of the clubs.

Diagnosis

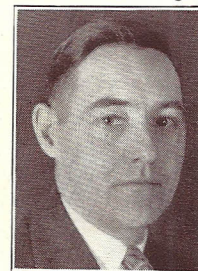
"Now, tell us about it—why did you take the purse?"

"Your Honor, I won't deceive you—I was ill and thought the change might do me good."

Peoples Gas Company Man Is Named Assistant Director of Own Your Own Home Bureau

By William E. Pierce

George M. Laurence, Special Representative of the New Business Department of The Peoples Gas Light & Coke Company, has been appointed Assistant Director of the Own Your Own Home Bureau, 72 W. Adams St. Chicago.



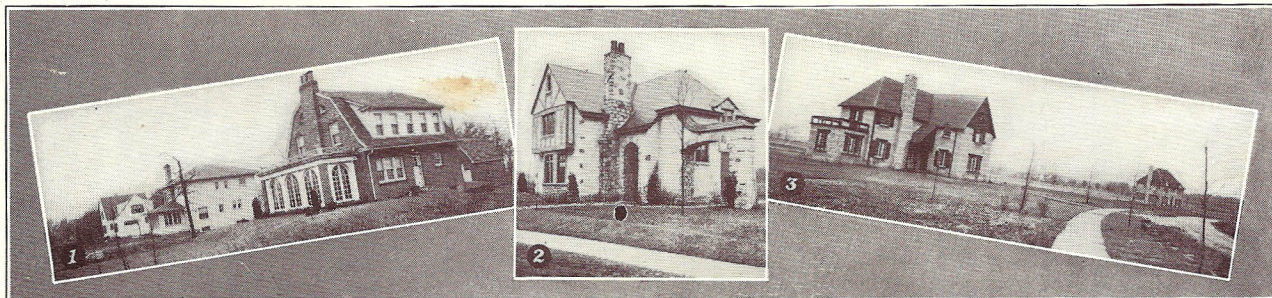
George M. Laurence

Having been in the employ of The Peoples Gas Company since 1903, Mr. Laurence comes to the Bureau with a wide experience in all branches of the public service business. During the short time he has been in the Bureau this experience has proved invaluable as an aid to prospective home-owners seeking reliable information about home problems.

Mr. Laurence joined the gas company forces at the age of 15, starting from the bottom, and in 1919, after having held several intermediate positions, he was appointed second assistant superintendent of the Bookkeeping Department. In 1924 he was promoted to first assistant superintendent of the Customers' Accounts Department. The year 1927 saw Mr. Laurence selected as one of 10 men to take the President's Training Course, created by Samuel Insull.

In his new work, Mr. Laurence has charge of the Own Your Own Home Bureau under C. Edward Thorney, director of both that Bureau and the Outing and Recreation Bureau, which are maintained as a "free service for all the public" by the North Shore Line and affiliated public utility companies.

Beautiful Skokie Valley Developing as Suburban Home Area



The beautiful Skokie Valley has been rapidly developing as a select suburban residential area since the North Shore Line first opened this territory to suburban homeseekers with inauguration of service on the Skokie Valley Route.

Modern and attractive homes of the better class have been springing up around the nine new North Shore Line stations with increasing regularity, and

indications are that building activities will reach enlarged proportions this summer. The above pictures show some of the new homes along the Skokie Valley right-of-way.

Aside from the beauty of the countryside, the Skokie Valley is enhanced as a home area by the fast and frequent service of the North Shore Line. Trains cover the distance between the Chicago Loop and the various new sta-

tions in from 39 to 63 minutes, placing the Skokie Valley within convenient commuting distance of the metropolis.

North Shore Line folks can aid in the development of this area and at the same time help build up more business for the "Road of Service" by telling their friends and acquaintances about the transportation and other utility services in the beautiful Skokie Valley.

North Shore Line Motor Coaches Give Extensive Service on Many Routes

Cross-Country Lines Connect With Trains—Serve Many Resorts and Towns

Are you acquainted with the extensive motor coach service which is operated by the North Shore Line? If not, you would do well to secure a copy of the new schedule which went into effect on April 29 and become familiar with this important phase of the North Shore Line service.

"Marigold motor coaches of the Metropolitan System are being operated by the North Shore line over twelve routes, with the same regularity of schedule as our trains," said Fred A. Klock, General Manager Motor Coach Division, in calling attention to this branch of our service. "Our motor coaches serve all important cross-country points along our rail right-of-way, including the leading summer resorts in the Northern Illinois and Southern Wisconsin lake regions.

Furnish Essential Service

"While motor coaches serve primarily as feeders to our high-speed electrically-operated trains, we also maintain service between many communities which otherwise would be without regular transportation. There are convenient connections between motor coaches and trains at stations along both the Skokie Valley Route and the Main Line. With our combination rail-motor coach service we are able to take our customers to practically any point in the North Shore territory."

One of the important motor coach routes is that between Kenosha and the popular resort of Lake Geneva. Coaches leave the downtown Kenosha station at frequent intervals daily, making direct connections with Chicago-Milwaukee limiteds at the main line station. Other points served by these coaches include Paddock Lake, Silver Lake Resort, Twin Lakes, Aquilla Resort and Powers Lake.

Serve Many Summer Resorts

Coaches leaving downtown Waukegan and connecting with Chicago-Milwaukee limiteds at Edison Court operate daily to the summer resorts of Lake Villa, Loon Lake, Antioch and Channel Lake. Mundelein Expresses to and from the Chicago Loop make direct connections at Libertyville station with motor coaches operating to Grays Lake, Lake Villa and Fox Lake. Coaches on these two routes connect at Lake Villa, where one may transfer for any point on either line.

Another important cross-country route is between Waukegan and Woodstock, serving also Grays Lake, Round Lake, Volo, Lily Lake and McHenry. Leaving the downtown Waukegan station, these coaches make convenient connections with

"Marigold" Motor Coaches Start From Here



A new Union Motor Coach Terminal, the largest station in the world devoted exclusively to motor coach transportation, has been opened at Roosevelt Road and Wabash Avenue, in the heart of the Chicago downtown business district.

At this central station motor coaches of 24 companies serving all points in the United States can be boarded. The terminal is conveniently located for North Shore Line customers, being only half a block east of the Roosevelt Road station.

Among the companies using the terminal are included the Metropolitan Motor Coach Company, operating limited service between Chicago and

Milwaukee; the Western Motor Coach Company, serving points west of Chicago, and the Shore Line Motor Coach Company, operating through service to southwestern Michigan cities and resorts.

The terminal has two large waiting rooms, rest rooms, washrooms, smoking rooms, baggage and check rooms, concession stands, ticket offices, a travel information booth, a restaurant, fountain lunch, drug store, haberdashery and taxicab stands—all under one roof. Information on any of the lines using the terminal can be secured by visiting the terminal or telephoning Wabash 7700. The picture gives a general exterior view of the terminal.

Chicago-Milwaukee limited trains at Edison Court.

Connections in Skokie Valley

An extensive motor coach service is operated between Waukegan, Zion, Winthrop Harbor and Kenosha, 18 coaches being operated daily each way. Direct connections with limited trains to and from Chicago are made at Edison Court, and with Milwaukee trains at Kenosha station. Other routes and points served by Marigold coaches of the North Shore Line are:

Highland Park—Briargate—Deerfield—Northbrook—Techny. Direct connections with Mundelein Expresses to and from Chicago at Briargate station, Skokie Valley Route, and with Shore Line trains at Highland Park station.

Wilmette—Glenayre—Glenview—Techny. Direct connections with Mundelein Expresses at Glenayre station, Skokie Valley Route, and with Shore Line trains at Wilmette stations.

Highland Park—Highwood—Highmoor—Lake Zurich—Wauconda. Direct connections with Shore Line trains at Highland Park and Highwood, and with Mundelein Expresses at Highmoor, Skokie Valley Route.

Niles Center—Morton Grove—Glenview—Wheeling. Direct connections with North Shore Line trains at Dempster Street station, Niles Center.

Niles Center—Morton Grove—Des Plaines—Mt. Prospect. Direct connections with North Shore Line trains at Dempster Street station, Niles Center.

Evanston—Evanston Golf Club—Niles Center. Direct connections with Shore Line trains at Church Street, Evanston, and with Skokie Valley trains at Dempster Street, Niles Center.

Glencoe—Northfield Church—Wheeling. Direct connections with Shore Line trains at Glencoe station.

Chartered Service Offered

In addition to this regular service on established routes, Marigold motor coaches are available for charter to any place, any time and for any

length of journey. Parties of from 25 to 450 persons can be accommodated, and complete arrangements—schedules, hotel reservations, routes, etc.—will be made on request. Tell your friends of our regular motor coach service and the convenient connections with North Shore Line trains. And, whenever you hear of a chartered motor coach movement, get in touch with the Motor Coach Division offices, Room 1230, 72 W. Adams St., Chicago, telephone Central 8280, Local 360.

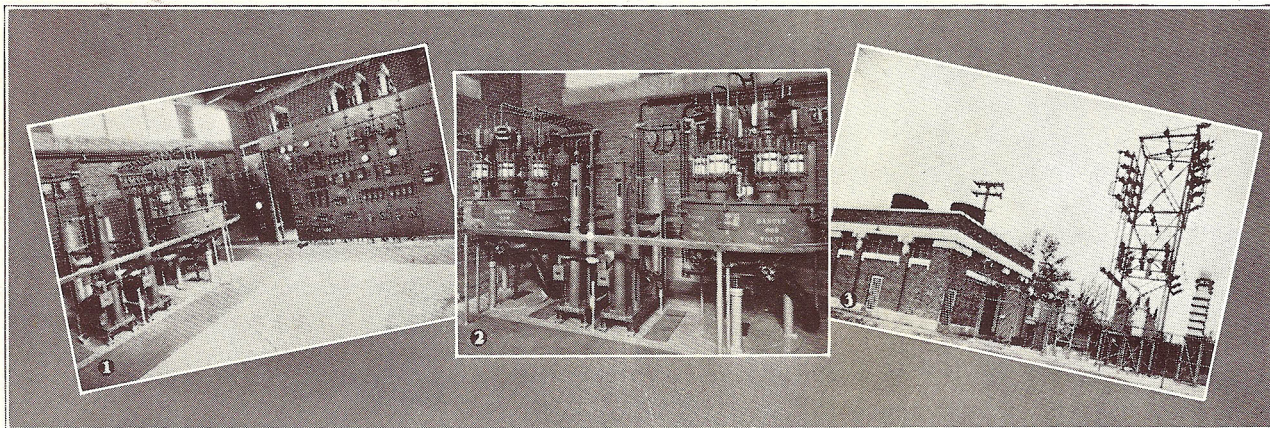
Scores as Cook in Contest with Prize Winning Recipe

Mrs. Katherine Glascock, wife of Conductor H. H. Glascock, recently won a prize of \$10 in a "popular products" contest held by the *Chicago Evening American* in its Saturday feature section. The contestants were required to write a letter stating why they preferred some popular market product. Mrs. Glascock's entry was a recipe for preparing either macaroni or spaghetti and reads as follows:

Place in casserole dish one layer of spaghetti which has been boiled and drained properly. Sprinkle with grated cheese. Place over this layer one formed of green pepper which has been chopped up fine, and arrange five pork chops around the dish. Salt and pepper to taste and use remaining spaghetti to form top layer. Sprinkle lightly with grated cheese and pour over these layers one cup of hot milk; place in oven and bake one hour.

Mrs. Glascock has long been an ardent booster of the "Road of Service." Her activities in the Better Business Campaign placed her among the prize winners some time ago.

North Shore Line Introduces Power Innovation



Views of the new automatic substation at Lake Forest, Ill., in which the mercury arc rectifier is used successfully for the first time in this country. (1) Interior of substation, showing rectifier on left and automatic switchboard on right. (2) Close-up of the mercury arc rectifier. (3) General exterior view of the Lake Forest substation and switching equipment.

Mercury Arc Rectifier Introduced to Industry By North Shore Line

New Power Equipment at Lake Forest Substation First Installed in U. S.

Another innovation has been introduced to the interurban electric railroad industry by the North Shore Line with the placing in service of a new automatic power substation at Lake Forest, Ill., in which the mercury arc rectifier is used with successful results for the first time in the United States.

First Installed in U. S.

This rectifier is the first 600-volt machine made in this country and installed in actual service. The application of the mercury arc rectifier is one of the newest developments in the railway power field.

Its advantages over the synchronous converter and motor generator, now generally in use, include: higher efficiency over the whole working range, very high capacity to absorb momentary power loads, insensibility to short circuits, no synchronizing, simpler operation and minimum attention, noiseless operation and no vibration, lower maintenance cost and greater reliability of service.

Tests Prove Advantages

The rectifier was manufactured by the General Electric Company and installed under the supervision of Caesar Antoniono, General Foreman Electrical Department. In a paper which he recently presented at the regional meeting of District No. 5, American Insti-

tute of Electrical Engineers, Mr. Antoniono discussed the various advantages of the mercury arc rectifier over other power equipment on the basis of tests on the North Shore Line. The results of these tests proved quite favorable to the new device.

Adoption of this newest power equipment by the North Shore Line is in keeping with the policy of the "Road of Service" to lead the way in development of the electric transportation field. Other equipment of the latest type placed in service for the first time by this interurban electric railroad includes flatcars and trailers for door-to-door freight delivery, electric refrigerators for high-speed delivery of perishables, trolley storage-battery freight locomotives and a new type of electric automatic crossing safety gate.

"Roll of Honor"

Dining Car Conductor H. R. Ford is commended by Al Hoennecke for courtesy and geniality.

Telephone Operator Gertrude Puhman is commended by W. S. Trumbull for courtesy in giving information to persons telephoning the Milwaukee terminal.

Conductor Henry Glascock is commended by John R. Ritchie for courtesy and attention to the comfort of an aged passenger.

Motor Coach Operators Earl McKay and Robert Hardy and Supervisor George H. Burden are commended by A. A. Woerner for consistent courtesy and attention to duty.

Agent Roy Morey is commended by Mark R. Whiteside for courtesy in aiding to recover a valuable package left on a train.

Write the Editor

WHAT OTHER advantages has North Shore Line service in addition to those included in "101 Tips"? Let's include every possible source of passenger revenue in our Better Business Campaign activities.

C. E. Thompson Speaks At A. E. R. A. Meeting

Outlines Plans for Chicago World's Fair—Urges All to Co-operate

C. E. Thompson, Vice-President, speaking at the April meeting of Company Section No. 14, A. E. R. A., urged the co-operation of all "Road of Service" employees in telling of plans for the World's Fair, to be held in Chicago in 1933.

Declaring that the exposition would greatly benefit Chicago and the entire metropolitan area, Mr. Thompson said: "Any project which benefits the Chicago metropolitan area also benefits the North Shore Line." He outlined briefly the plans for financing and housing the project, plans which will make the event the greatest of its kind ever held.

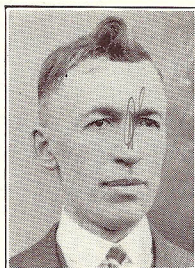
Need for Economy Told

Mr. Thompson also spoke of the economy program necessary on the North Shore Line due to its many recent improvements, stating: "We should all observe the strictest economy possible without impairing our high standard of service."

Luella Klann, General Auditing Department, and her father, Frank Klann, pleased the audience with a piano and saxophone duet. A feature dance by two little girls, Irene McNally and Mona Henderson, delighted the crowd and received many encores. Refreshments served under the direction of Richard Marlowe, followed by dancing, concluded the program.

Drive for Members Continues

Competition in securing new members is still keen and the drive will continue throughout the summer months, although after May there will be no Company Section meetings until September. Robert E. Keefe, A. C. Wridt, Sylvester Kryszewski and Thomas Wilkinson are new members recently signed up by contestants.



Caesar Antoniono

Ideal Summer Vacation Spots Abound Near Home

Chicago Metropolitan Area Has Many Attractions for Low-Cost Outings—Our Rail or Connecting Motor Coach Lines Reach All of the Places Listed Here

The approach of summer once more brings the urge to get out in the open and enjoy the health-giving recreational advantages which nature affords us. Many members of the North Shore Line "family" are preparing for their annual vacation at some favorite haunt which has called them in former years.

Those who have not selected any definite place for their vacation, or will be unable to enjoy a lengthy stay anywhere during the summer months, are offered a world of opportunities to enjoy an outing of a day or a week-end near home. For the Chicago metropolitan area — the territory within 100 miles of the Loop — abounds in unusual places to go and things to see. And the cost of a fine outing — or a series of them — in this great region is within the means of all.

Many Places for Picnics

The wonderful park system of Chicago offers unusual opportunities for picnics, with facilities for golf, tennis, boating, bathing and myriad other outdoor sports. You can pack a picnic basket and take the entire family on a day's outing in Jackson, Lincoln, Washington, Garfield, Douglas, Humboldt or to any of the other parks for as low as 20 cents apiece.

The large wooded tracts comprising the Cook County Forest Preserve also offer excellent picnic sites. An 18-hole golf course is located in the Harms Forest Preserve in the beautiful Skokie Valley, where you can play a round for 50 cents on week-days and a dollar on Saturdays, Sundays and holidays. An ideal spot for a day's outing is at Dam No. 1 in the Pottawatomie Woods Forest Preserve on the DesPlaines River, where you may enjoy boating, bathing, hiking through the woods and other outdoor sports, with playground apparatus for the children and benches for picnic lunches scattered about under the trees.

Lake Region Resorts Ideal

Those wishing to enjoy fishing, swimming, boating and other outdoor sports in picturesque surroundings near home can spend a delightful week-end at Fox Lake, Grass Lake, Channel Lake, Grays Lake, Lake Zurich or any other of the many resorts in the famous Lake County countryside. On Fox Lake is Point Comfort, an ideal bathing and boating resort. A motorboat trip costing only a dollar gives you a view of enticing Crab Apple Island in Fox Lake, the Egyptian lotus beds and wild rice in Grass Lake and other scenic spots. Fish are plentiful—and it does not cost you a cent to pull in a string of beauties.

Just a short distance north in Wisconsin's Land O' Lakes is beautiful Lake Geneva, offering free bathing and fishing and all other aquatic sports. A two-hour motorboat trip costs only a dollar. Yerkes Observatory, North-

western Military Academy and Fontana — site of the original Pottawatomie Indian village — are interesting places open free to the sightseer. Sporty golf courses, tennis courts and scenic hiking trails beckon the outdoor enthusiast. Living accommodations here, and at Twin Lakes, Powers Lake and other Wisconsin lake resorts, can be secured for as low as \$1.50 a day.

Fox River Valley and Dunes Near

West of Chicago is the scenic Fox River Valley, unexcelled for its natural beauties and recreational attractions. At Aurora is Exposition Park, with the world's largest outdoor swimming pool, a modern cottage apartment hotel with rates as low as three dollars a day per couple, all sorts of amusement devices, a dancing pavilion, tennis courts and extensive picnic facilities. Fishing and boating may be enjoyed on the river and golf on an excellent course nearby. Near Aurora is Mooseheart, famous "child city" of the Loyal Order of Moose, with over 1,000 acres of rolling land and scenic Moose Lake, offering free picnic sites galore.

Lovers of nature in its wildest forms will revel in a trip to the famous Dunes of northern Indiana. In this unique area along the southern shore of Lake Michigan, with its sandy wastes, green hills and swamps, is every type of growing thing, from the cactus of the desert and the wild ferns of the tropics to the great pines of the northland. A delightful day or week-end can be spent hiking along beaten trails and camping along the lake shore or between towering sand dunes. You can spend a day in the Dunes for as low as three dollars.

"Ask Us" Bureau Plans Trips

Stretching along the south and east shores of Lake Michigan are innumerable summer resorts, such as Michigan City, Sheridan Beach, Long Beach, Duneland Beach, Michiana Shores, St. Joseph and Benton Harbor, where one may enjoy an outing of any length at most reasonable rates. The lake waters of this region are delightfully cool and clear, while the beaches are of clean white sand, making this a bather's paradise. Inland lakes of northern Indiana, notably Hudson, Long and Flint Lakes, are excellent sites for picnics or outings — and all these places are near home.

There are vacation spots in the Chicago metropolitan area to fit the convenience and pocketbooks of all. The Outing and Recreation Bureau, 72 West Adams St., Chicago, telephone State 0080, will plan an outing of any nature or duration for you. The Bureau is maintained as a "free service for all the public" by the North Shore Line and affiliated public utility companies serving this great area. Make use of the Bureau in planning your summer outings — and tell your friends about it.

Motorman J. B. Andrews Saves Man Overcome by Carbon Monoxide Gas

Motorman J. B. Andrews recently made commendable use of the knowl-



J. B. Andrews

edge gained in First Aid classes conducted by the Medical Department when he resuscitated a man who was in a serious condition due to carbon monoxide asphyxiation.

Mr. Andrews was driving by the house of Henry Kunz in North Chicago, on the morning of

April 9, when he noticed a crowd of neighbors collecting in front of the house. He drove on for a short distance but, as he stated: "I became curious and turned back." His curiosity was undoubtedly responsible for the saving of a life, for when he arrived on the scene he discovered that Mr. Kunz was unconscious, having been overcome while working under his car with the motor running.

Wasting no time, Motorman Andrews placed the unconscious man on a blanket and started the Schaefer prone pressure method of respiration. After he had worked approximately 30 minutes, his efforts were rewarded when the patient began to breathe normally again.

Mr. Andrews stated: "When I started to revive the man, he appeared to be past any aid, and I thought it was a useless task. But I'll never waver again." As a result of his determined and successful struggle, J. W. Oliver, Safety Engineer, declared recommendations would be made in behalf of Motorman Andrews for a Britton I. Budd Medal for the Saving of Human Life.

In Our Library (1202 Edison Building)

By Marie McNamara

The following volumes have recently been received:

Proceedings of the following associations for the year 1927:

American Electric Railway Transportation and Traffic Association.

American Electric Railway Claims Association.

American Electric Railway Association.

American Electric Railway Accountants' Association.

American Electric Railway Engineering Association.

Daily News Almanac and Year Book for 1928.

Commercial Atlas, Rand McNally, 59th Edition, 1928.

Maybe She Knew

"Madge married a conductor and got a divorce the next week."

"He must have told her where to get off at."

The Highball

Published Monthly by and for Employees of
The Chicago North Shore and Milwaukee
Railroad Company
(THE NORTH SHORE LINE)
"The Road of Service"

Editorial Offices: 1319 Chicago Trust Bldg.,
Chicago, Illinois

LUKE GRANT.....Managing Editor
E. R. EGGER.....Editor

Contributions from North Shore Line employees should be in the hands of the Editor by the first of the month for publication in issue of that month. Name of contributor is desired, although same will not be used if so requested.

Employees not receiving THE HIGHBALL at their homes by mail are urged to report the fact, with their address, to the Editorial Offices. Give Department in which employed, to aid in preparing mailing list.

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Vol. 6

MAY, 1928

Nos. 4-5

EXAMPLE

AS WE go about our routine duties of the day, it is easy to slip into the habit of carrying on with the least possible effort. Perhaps we can "get by" without even putting our best foot forward or indicating our desire to be of real service.

But we should remember that every action in our daily lives becomes a part of us and has its influence in shaping our destinies. We are the sum and substance of our habits and our deeds.

Furthermore, each one of us is setting an example for someone else to follow. And while we may not know it, each of us is helping establish a standard by which some line of endeavor is being judged.

In the case of North Shore Line folks, our individual efforts go to make up the standard by which our service is judged. It is our efficiency, our courtesy and our attention to duty that determine whether our company wins the approval or disapproval of our customers.

The many commendations for courteous and efficient service received by North Shore Line folks bear witness to the importance of our individual efforts in maintaining our reputation as the "Road of Service." And, incidentally, those performing these praiseworthy deeds are setting excellent examples for others to follow.

RECORDS

IN THIS day of wonderful achievements in science and industry and superhuman feats of physical prowess, one marvels at the progress being made by man.

New records of accomplishment seem to be the order of the day. In every line of endeavor we find man always striving to do something a little better than it was ever done before—and reaching that goal.

A record in itself is of significance only in that it shows a greater degree of efficiency and ability in that certain field of activity.

True, the human race has made wonderful strides. But there is always room for another record—another deed just a little better than the last one.

This fact is borne out by the accomplishments of the North Shore Line. We are continually setting records for speed and efficiency of operation.

What makes it possible for man to continually reach

new heights of efficiency and skill? Is it that the human mind and body are inherently better than those of our predecessors? We seriously doubt it, for the wisdom of Aristotle and the strength of Hercules are still marvels of the ages.

The great force back of continual advancement to new records of achievement is the will to do greater things. The industrial leader or the athlete could not startle the world with greater accomplishments unless he had set his heart and soul on reaching that end.

Likewise, we as members of the North Shore Line family could not continue to improve our efficiency as public servants if we did not strive to do so. And "where there's a will there's a way," as the old saw goes.

In the same manner any and all of us as individuals can do something a little better than it was ever done before—if we but set ourselves to the task and persevere until the end. After all is said and done, it's up to the individual in the case as to whether he shall ever place his mark on the records of achievement.

Take nothing for granted; make sure and you'll be Prepared for success when its portals you see.

The fine score made by the Electrical Department team in the First Aid contest for the Chicago title shows that the boys were in the fight until the finish.

The record hung up by our Public Speakers' Clubs represents excellent public relations work well done.

What Others Are Thinking

STEAM AND ELECTRICITY

By Glenn Frank

President, University of Wisconsin

(From Chicago Daily News)

We have thought of steam and electricity as just two forms of power.

We have not realized the profoundly different effects they may have upon our civilization.

From a technical point of view we are today in a twilight zone between an old machine industry and a new machine industry.

The old machine industry rested on steam power:

The new machine industry will rest on electric power.

And between the two there is a difference as wide as the world.

In a machine industry resting on steam power the worker must go to the power.

In a machine industry resting on electric power, the power can be taken to the worker.

A machine industry resting on steam power must centralize.

A machine industry resting on electric power may decentralize.

Most of the human disadvantages of machine industry, against which the muckrakers have rightly hurled their criticisms, have been the inevitable by-products of industrial centralization.

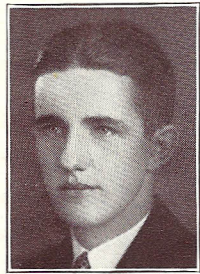
You cannot crowd production into hideously congested centers and have a happy and creative civilization.

We have tried, through years, to correct the evils of industrial centralization by political and social reform movements; but the results of these movements have been distressingly transient, because until recently it has been technically imperative for industry to centralize, and industrial centralization has created these human disadvantages faster than political reform could correct them.

Electric power can remake our machine civilization, but it will not remake it unless the voice of the engineer and the social statesman outweigh the voice of the financier in its development.

Transportation in Europe

The following interesting and instructive article was written by Harold H. Rice, Chief Clerk, Motor Coach Division, North Shore Line. It is based on his observations and experiences during an extended trip through western Europe last summer. The article is reproduced as a valuable source of information for all those connected with the transportation industry.



Harold H. Rice

Transportation in western Europe, while it differs in detail of operation from our own, either presents the same problems now or will some time in the future. By this I mean there are problems that American railway companies have already had to face that have not yet presented themselves to European railways. Chief among these are the problems of the motor coach and the private automobile.

The European railways on the whole have not had motor coach competition to contend with, nor have they attempted to use the motor coach in place of trains or to feed rail lines. Recently in England and Scotland there has been a considerable development of inter-city motor coach operation, but as yet the railways have not met the competition with motor vehicles of their own. They have attempted to retain the business by means of very cheap week-end tickets. Motor coach service on the continent is negligible outside of a few city operations and strictly sightseeing trips.

Automobile Not Big Factor

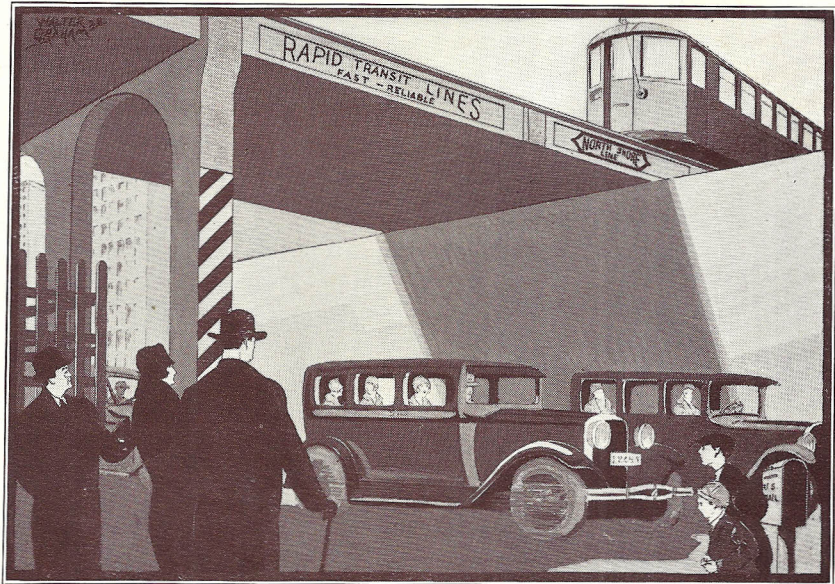
The private automobile at the present time is in the same stage in Europe that it was in the United States, I should judge, about 20 years ago—that is, automobiles are few and far between, are chiefly of the limousine type and are used only by the more well-to-do persons. Although this is less true in Great Britain than it is on the continent, the depression in Europe following the war is greater than we realize and this depressed condition is inimical to the development of the motor car industry.

In Europe the effect of the private automobile has been negligible; therefore we find good business on local transportation lines that could not exist in America. We also find that the cars are slower than our American cars and are very plain. The one-man street car is used not at all in Great Britain and to no great extent on the continent.

Cities Operate "Tramways"

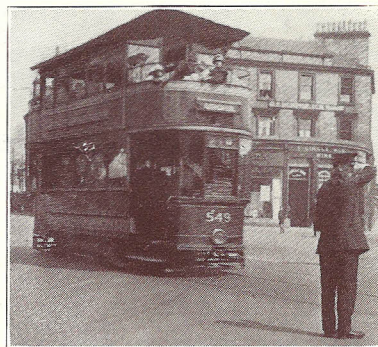
The street railways of Great Britain, or tramways as they are called, are nearly all operated by the municipalities and bear their names. The tramway system in Glasgow is known as the Glasgow Corporation Tramways; in Liverpool, the Liverpool Corporation Tramways, etc. It would appear that all of these cities had agreed

"Above the Traffic"



upon a standard tram because there is but slight difference between them. In no city do you see the variety of sizes and shapes that you see in some of our American cities.

The trams all run in single units in Great Britain, there being no trailer or multiple-unit operation. The standard British tram is a single-truck, double-deck car, often with open ends. The cars have only hand brakes, except in London, where a magnetic brake is used. In London some of the cars are of a larger double-truck variety. There is no pay-as-you-enter system in effect. The conductor must follow the passenger to his seat and then collect the fare. As the cars are double-deck, the conductor has a big job if there are many people riding.



Street scene in Coatbridge, Scotland, showing the double-deck type of "tramcar" in general use in cities throughout Great Britain.

In Manchester, heavy industrial crowds are hauled and during the peak hours three men are used on a single car, the third man being stationed on the rear platform to assist the passengers and pass the bell.

In no case is a flat fare used as in all of our American cities. Tickets are a penny, "tuppence," "thrupence," etc., and are based on the distance

traveled. There is no check on the passengers except the conductor's memory as he does not collect tickets when the passengers leave the car.

Two Classes in Paris

The trams on the continent are smaller, single-deck cars. Many of them regularly pull one and two trailers. The trams in Paris are equipped with air brakes and the magnetic brake, and are the only ones in Europe that approach our American cars in either size or speed. They are also unique among the cars in the cities that I visited in that they are of two classes. The cars have center entrances, those in one class being toward the front and in the other toward the rear. The European tramcars are not so generally attractive as are our own and their riding qualities leave much to be desired. Nevertheless, they all seem to do a very good business and give very good service, due to the small interference from vehicles on the street.

(Continued in Next Issue)

THE practice of judicious economy is one of the prime essentials to success. Economy, like intelligent and uniform work, is constructive—and no one can hope to enjoy real independence who does not keep his expenditures well within the limits of his income.

The reckless spending of money quickly becomes a habit, and those who allow themselves to be enslaved by extravagance are burdened under the triple load of past, present and future obligations without sufficient funds to meet them.

There is just pride and pleasure in knowing that there is going to be a surplus left when the weekly bills are paid—much greater pleasure than the temporary enjoyment of things we cannot afford.

Serve 30 Years!

George Merriman and E. J. Whiting Head Honor Roll of "Vets"



E. J. Whiting



George Merriman

By Albert W. Gerbin

It is a warm Sunday afternoon in the summer of 1898 at Fort Sheridan, northern terminal of the enterprising little Bluff City Electric Street Railway. Crowds of visitors, who journey every holiday to the Fort to watch the "boys in blue" go through their paces, are packing the two-car train—the cars are only single-truck, open-air affairs, one motor and one trailer—to make the long and uncertain journey of some three or four miles homeward. A young trainman gives the signal to the equally young but proud motorman and the train jerks out on its jolting run.

Riders Get Real Thrill!

The track is laid rather unevenly on the surface of the ground—unballasted for long stretches, untamped, often neither drained nor graded—and the general contour of the roadbed resembles a good relief map of the Alps. Lack of power often delays the progress of the train. But it is of little consequence to the passengers, who are thrilled by the speed of the teetering and swaying cars, which often roll along at 10 miles per hour!

That was the background when George Merriman and E. J. Whiting launched their long careers as railroaders, 30 years ago in July, 1898. "Ed" Whiting has served almost continuously as conductor, thus earning the title of "Dean of North Shore Line Conductors," while George Merriman is entitled to the designation of "Dean of Motormen." Yet many other branches of service have been experienced by Mr. Merriman. In 1916 he was appointed superintendent of the Milwaukee City Lines. Later he was superintendent of commercial freight, a position he held until his appointment in 1927 as trainmaster, in which capacity he serves today.

Both "Natural Railroaders"

Both veterans have remained loyal to their profession through all the changes and adversities experienced by the little "Bluff City Street Railway Company" and in its development into one of the world's leading interurban electric railroads. Long working days, lack of relief, tedious labor on Sundays handling the large and often quarrel-

"Ask Us" Bureaus Report 22,453 Queries in April

With the arrival of spring, a considerable increase in activities is noted in the Outing and Recreation Bureau and the Own Your Own Home Bureau, both located at 72 W. Adams St., in the heart of the Chicago Loop. The combined reports of the two "Ask Us" organizations show a large increase in the number of information calls being received.

During the month of April, 22,044 queries were cleared over the counters of the Outing and Recreation Bureau, while the Home Bureau reports a total of 409 interviews with persons seeking information on home ownership problems.

The many ideal recreation centers in the Chicago metropolitan area are proving more popular than ever with the public this year, according to C. Edward Thorney, Director of the bureaus. Hiking, picnic and pleasure trips of all kinds to points easily accessible by good transportation are some of the recreational suggestions which are meeting with great public response.



some crowds in the days of McKinley's administration failed to dampen the enthusiasm of these "natural railroaders" for a profession which in these early days considered \$50 ample remuneration for a month's work.

They have witnessed extension of service from Highland Park to Evanston and from Waukegan to Racine and Milwaukee. In 1919 they "worked" some of the first trains to run between Milwaukee and Chicago. They have lived to see the Skokie Valley Line operating in territory which in their youth was considered a wilderness.

Both are today quite active in their duties and are determined to witness even greater development of the railroad with which they grew up and which they helped make famous as the "Road of Service."

Mixed Doubles Bowling Tournery Proves Ability of Lady "Pin-Crashers"

Shrill feminine shrieks of triumph mingled with the admiring grunts of masculine partners, while the bowling alleys and pins of the Waukegan Recreation Rooms received terrific punishment on the occasion of the North Shore Line mixed doubles bowling tournament, held on April 25 under the direction of Jack Oliver. And when the last weary pin was sent crashing into the background, the boys sheepishly admitted that their lady friends knew plenty about the art of maple-crashing.

Extra Game Decides Winners

Mrs. Anna Williams, paired with her brother Herb Mead, defeated Genevieve Smith and Anthony Jerabek by 13 pins in an extra game bowled to determine the winners as they had tied with 1,082 points each at the end of the three-game series. They were awarded \$10 as first prize. Other winning teams and their prizes were:

Genevieve Smith and Anthony Jerabek, \$9; Ollie Grimm and I. R. Sals, \$8; Mrs. Ivah Henderson and W. J. McNally, \$7; Mrs. Alice Peterson and M. M. Boyer, \$6; Anna Holstein and James Daley, \$5; Mrs. L. Spazoff and Stewart Failing, \$5; Mrs. Jacob Litz and George Brogan, \$4; Florence Holstein and J. H. Turney, \$4.

Individual Prizes Awarded

Several individual prizes were awarded. Mrs. George O'Flaherty bowled 161 to win the prize for the high individual game bowled by a lady employe or wife of an employe. Mrs. Richard Filsted, with a score of 178, won the prize for high game bowled by a lady guest. The high game series prize for the wife of an employe was won by Mrs. Harry Peterson. The prize for the lady guest in this event was won by Zella Dickinson. H. C. Beimdick won the men's high game prize with 232, while the high series was bowled by R. C. Tank with a 579.

Over 38 couples took part in the exciting event and all were so enthusiastic that it is proposed to make the event an annual affair. Much credit belongs to Ernest G. Cox and Jack Oliver, who managed the tournament with great success. The party was made possible through the generous donations for prizes by John R. Blackhall, Howard P. Savage, J. W. Simons, Clifford Huttleston, C. K. Thomas, Ernest G. Cox and Jack Oliver.

Try Again

Why do you stare at me?"

"Father says you're a self-made man."

"Well, why stare?"

"I'm wondering why you made yourself like that!"

LET US be thankful for the fools. But for them the rest of us could not succeed.—Mark Twain.

Mayors of Two Cities Praise "Road of Service" at Speakers' Banquet



By Albert W. Gerbin

Expressions of appreciation for the constant co-operation of the North Shore Line were made by Mayors L. J. Yager and Walter Atkinson, of Waukegan and North Chicago, respectively, at the sixth annual banquet of the "Road of Service" Public Speakers' Clubs, held on April 26 at the Hotel Clayton, Waukegan.

Chester K. Thomas, Division Superintendent, acting as toastmaster, introduced the two executives. In his address of welcome, Mayor Yager thanked the speakers for choosing Waukegan for their annual banquet. He spoke highly of the fine spirit of service and courtesy which, he declared, "always characterizes North Shore Line employees." Mayor Atkinson of North Chicago voiced similar sentiments. The response for the Speakers' Clubs was made by Ernest G. Cox, Director of Service Improvement.

Fred Butterfield in a very interesting talk outlined the work of the speakers' organizations and told of the large numbers reached by talks and programs. "Since January of this year," he stated, "over 203 audiences, comprising thousands of people, have heard our messages on safety, transportation and the romance of power." Motorman W. M. Brown, speaking on "Public Relations," declared that the North Shore Line is achieving gratifying success in its better public relations program.

Varied Subjects Discussed

B. A. Thompson, formerly of the Valuation Department, in a talk on "The Boy—The Man of Tomorrow," appealed for closer companionship between fathers and sons and lauded the Boy Scout movement. The humorist of the evening was J. F. Kruszka, of the Electrical Department, whose witty dissertation on radio, movies,

wine and the so-called intelligence tests, amused his audience highly.

General Manager Lauds Club

J. R. Blackhall, General Manager, spoke a few words lauding the members of the clubs for their work. He also expressed his appreciation of the co-operation extended to him by North Shore Line employees since his appointment.

Prominent Waukegan guests introduced to the audience were: T. A. Simpson, Superintendent of Lake County schools; Frank Burke, County Supervisor, and Frank T. Fowler, Secretary of the Waukegan-North Chicago Chamber of Commerce. Jack Oliver led in community singing during the evening. Several piano and violin selections by Mr. and Mrs. O. E. Foldvary pleased the audience.

The picture shows the group of over 70 members of the Speakers' Clubs and their guests.

Utility Employees Raise Over \$18,000 to Assist Children's Aid Society

Check Presented at Annual Meeting of Chapter Held April 21

Record proceeds, amounting to a sum exceeding \$18,000, raised during the recent membership drive of the Utility Employees' Chapter of the Illinois Children's Home and Aid Society, were reported at the annual meeting of the chapter, held in the Edison Building restaurant on April 21.

This represented the incomplete returns from the 13 public utility organizations comprising the chapter, employees of which responded generously in the campaign for new memberships. Of this sum, \$506.35 was contributed by the North Shore Line family. Charles R. Mahan, Comptroller, was again re-elected to the Board of Governors of the chapter, representing the North Shore Line. L. C. Torrey, Secretary and Treasurer of the North Shore Line, is Secretary of the chapter.

Membership Totals 3,000

In making the report of the membership committee, George B. Foster, Chairman, stated that marked progress had been made in reaching the employees of the various public utilities during the 1928 drive. He said that the chapter had a total membership of about 3,000, adding that many thousands of others had contributed small sums. The check for \$18,000 was presented to John H. Winterbotham, President of the society, who expressed his gratitude for the generosity of utility employees.

William R. White, Chairman of the Service Audit Committee, presented the report of that group which made visits to the various private homes in which wards of the society are placed. He highly praised the work being undertaken in this field, saying that in all cases he found the children happy and contented in their environment.

Society Provides Home Care

Clarence V. Williams, Superintendent, spoke briefly on the spirit and scope of the society. He again brought out the point that the organization aims to provide private home care for

the children rather than institutional care. This, he said, gives advantages to the child not otherwise available and effects economy in operation, as is indicated by the fact that a child can be cared for at a cost not exceeding \$150 per year in this manner.

Thirty-five wards of the Evanston Receiving Home of the society were guests at the dinner served in conjunction with the meeting. A program of entertainment was furnished through the courtesy of radio station WENR.

It is wholesome to meditate upon those things I have done which have been a benefit—and it is helpful to look back upon those things I have done which proved a detriment.

Although I may wish, for the moment, that the faculty which enables me to review the past could also be employed to change it—I know, on second thought, that such a wish is unfair, even to myself.

We cannot change the past, so we are endowed with the power of retrospection that we may improve the future.

Hints on Home Owning

By C. Edward Thorney, Director,
Own Your Own Home Bureau

What will you be doing 13 years from now? Will you be the possessor of a pile of rent receipts or the proud owner of a deed for your own home and property? Will you be subjected to the restrictions of an apartment house or rented home—or will you be puttering around the back yard of your own home?

The answers to those questions are up to you. With equal effort and financial outlay, you can rent a place in which to exist or you can own your own home.

Cheaper to Own Home

Probably you will first ask: "Is it cheaper to pay rent or to assume the obligations of owning my own home?" It is cheaper to own your own home. In the first place, regular rent receipts do not pay for a dollar's worth of ownership. Your money, which is paid each month to the landlord, gives him a fair return on his investment in your place. It's a cold business proposition for him as well as for you. Rents pay his taxes, insurance and wear and tear on his property.

An amount approximating the monthly rent, if invested in your own home, will pay for that home over a comparatively few years. Not only will it comfortably make possible a home of your own for all time but in rental terms the cost will be less than if you continued to pay for the privilege of living on the landlord's property.

Figures Tell the Tale

According to mortality tables computed by insurance companies, a man 30 years old may expect to live to the age of 65. Suppose you are that man and pay \$67.50 in rent every month.

Howard Bentz Is Awarded Decision Over Esterbrook In Return Bout at Chicago

Howard Bentz of the Milwaukee Merchandise Despatch Division, who has been making a name for himself in fistie circles, was recently awarded the decision over Ted Esterbrook of Ohio after seven rounds of fighting, at White City in Chicago. This was Bentz's second meeting with Esterbrook, the latter having been awarded the decision in the first fight, although in the opinion of several Chicago sports writers, Bentz should have been declared the winner by a wide margin.

Bentz carried the fight to his opponent throughout, forcing the latter to clinch and stall repeatedly until the referee stopped the bout in the seventh round on the grounds that Esterbrook was not trying. The decision was then awarded to Bentz and seemed to meet with the hearty approval of the crowd and the sports writers.

The Milwaukee Journal in its story of the fight stated: "Bentz's solid punching to the body took all the fight out of the Buckeye, who was chased from the ring. Bentz had a big margin at the time the bout was stopped."

The Chicago Tribune sports writer wrote: "The decision was awarded to Bentz, who tried to make a fight of it from the start."

SCHEDULE OF SAFETY MEETINGS

May, 1928

THE NORTH SHORE LINE

SAFETY DEPARTMENT

DEPARTMENT	PLACE	TIME	MAY
Transportation—			
Main Line Trainmen.....	Highwood	1:30 P.M. & 7:30 P.M.	Thurs., 3rd
Main Line Trainmen.....	Milwaukee	10:30 A.M. & 7:30 P.M.	Tues., 1st
City Trainmen.....	Waukegan	12:30 P.M. & 6:00 P.M.	Fri., 18th
City Trainmen.....	Milwaukee	2:00 P.M. & 4:00 P.M.	Fri., 4th
M. D. Agents—Truckers.....	Milwaukee	8:00 P.M.	Fri., 4th
Intermediate Committee.....	Highwood	9:00 A.M.	Thurs., 3rd
Mechanical—			
Highwood Shops.....	Highwood	3:30 P.M.	Thurs., 3rd
Milwaukee Shops.....	Milwaukee	3:30 P.M.	Fri., 4th
Intermediate Committee.....	Highwood	9:00 A.M.	Thurs., 3rd
Electrical—			
League No. 1.....	North Chicago	7:00 P.M.	Mon., 28th
League No. 2.....	Highwood	3:45 P.M.	Wed., 16th
Intermediate Committee.....	Highwood	9:00 A.M.	Wed., 23rd
Maintenance of Way—			
Bridge and Building.....	Highwood	3:00 P.M.	Fri., 11th
Bridge and Building.....	Racine	3:00 P.M.	Thurs., 10th
Track Foremen.....	North Chicago	6:15 P.M.	Fri., 11th
General Office.....	Highwood	3:30 P.M.	Mon., 28th
Central Committee.....	Highwood	1:30 P.M.	Wed., 23rd

(Time indicated is Central Standard)

J. W. OLIVER, Safety Engineer.

In the course of your expected life, you'll put out about \$28,350—with nothing to show for the small fortune but a stack of receipts!

On the other hand, we'll say you have \$900 to pay down on a \$6,000 home and lot—the balance to be paid monthly. You borrow \$3,000 on a first mortgage and \$1,500 on a second mortgage. The interest the first year amounts to \$346.50; expenses and taxes over the same period approximately \$210, and the payment applied on the original cost, the principal, is \$253.50.

In 13 years, following this budget plan, your home and the property on which it stands will be your own. On a monthly basis you save \$21.12—the balance of the payment considered rent paid to yourself, your own landlord.

"Home Is Your Castle"

The most important benefits derived by the home owner cannot be reckoned in terms of money. You have your freedom to come and go as you wish. Your home is your castle. You gain a sense of security and responsibility. Your credit is better and your social standing in your community is assured. In the words of Herbert Hoover: "The home owner has a constructive aim in life. He is somebody!"

Tell your friends to visit the Own Your Own Home Bureau, on the ground floor at 72 West Adams St., Chicago, and let us help them solve their home owning problems. The service is absolutely free—there is nothing to sell!

Good Idea

"The trousers which I have washed for Ike," said his mother, "have shrunk so much that the poor child can hardly put them on."

"Well," answered her friend, looking at Ike, "why not try washing Ike? He might shrink too."

Table Tips

By Eva Hawkins Shanks

Director, Home Service Dept.
Public Service Co., of Northern Illinois.

Are You Tired of Strawberry Shortcake? Try This!

STRAWBERRY MOUSSE

1 quart strawberries
1 cup sugar
Juice of one-half lemon
1½ tablespoons gelatin
2 tablespoons cold water
2 cups whipping cream

Place berries in a sieve and run water through them. Hull the berries, crush and let stand in the sugar for half an hour, then rub through a sieve. Soften gelatin in cold water and dissolve over steam and add to the berry and lemon juice. Chill until mixture begins to thicken then fold in whipped cream, reserving enough for garnishing just before serving. Pour into wet mould and place in refrigerator until solid.

Waukegan Baseball Fans Charter Special Train to Honor "Bobby" O'Farrell

A party of 200 Waukegan baseball fans, sponsored by the Waukegan Daily News and P. J. Butler, Traffic Representative of the North Shore Line, chartered a special train on April 28, and made a trip to the Cubs' Park in Chicago to honor "Bobby" O'Farrell, catcher for the St. Louis Cardinals and a resident of Waukegan. O'Farrell made his big league debut with the Chicago Cubs, later being traded to St. Louis, whom he managed last year. Before the game "Bob" was presented with a floral piece in the shape of a huge horseshoe.

Arrangements for tickets were made by P. J. Butler, who secured a block of seats directly behind the Cardinals' dugout. The special train left Waukegan Terminal via the Skokie Valley division, stopping at Great Lakes for a delegation of Naval officers. The party returned to Waukegan after the game, which resulted in a victory for "Bob" and his Cardinal teammates.

ALONG THE NORTH SHORE LINE

Maintenance of Way Department

Carl A. Walberg,
Correspondent

Frank Cox has left the Maintenance of Way office to join Bill Fitzgerald's signal gangs, where "men are men and muscles get tough." Good luck, Frank, old top!

The Maintenance of Way Department believes that it had the best pick out of the former Stenographic Bureau in Millie Wrench, who hails from that well-known town, Libertyville.

Heard from Dorothea Freeman, Chairman of Illinois Children's Home and Aid Society for our department: "Where is your money? I'll have it now. Thank you very much."

"Florist" V. B. Olson, otherwise known as Chief Draftsman, who resides in Chicago's Edgewater Beach district, has decided to pick up everything (everything is right!) and move to the downtown engineering office. By the way "Olie," Duke Williams is after you! He was checking up on the game laws around the Edgewater Beach district.

Duvall Williams blew into town from Cuba about a half day behind schedule. Reason: five tire blowouts, not all at one time, but one by one between East Chicago and the Loop. Pretty good one half day's work at that. He wishes to state that he had one grand time while away. Ask him for further details.

"Twas ever thus," says the honorable "Ching Chow." Townsend after picking himself off the basketball floor. "It's not the fall that hurts, but the sudden stop."

"Bill" Fitzgerald, after looking over a two-page report from "Pete" Broemkamp regarding Garfield Avenue gate trouble: "Doggonit, anyway, there must have been a screw loose!"

To keep the taxicabs and other vehicles from pushing his road barrier down into the open cut, Louis Homan sent his bridge gang to Callen Avenue Niles Center, to install two 8x16-28 bridge timbers. This is a bit larger and heavier than the usual road barrier and we believe this will hold 'em for awhile. "Yes, sir, this material was charged out!"

R. M. Ketchum, Esquire, is now having a new home built in Lake Forest. According to plans it will be some home. Mr. Scholz and his camera gang should have some pictures of construction progress. All who wish to venture into this field of home financing should see Ray as he is one who does not throw his money away. There may be a little Scotch (nationality) in him.

"Steamship" McKay of the Suburban Construction Company, which is located in the Edison Building, Chicago, has paid us two visits—March 31, 1928, and April 15th—in the same year. How come, Mac?

"Ted" Fincutter's yard gang, under the able captainship of Walt Pople, has spent most of the last few weeks delivering a fine grade of creosoted oak cross ties along the line. "Bye-bye old ties" when Merle and Henry get hold of the new ones!

Alex Adams and his "Bucks" put in some new 100-pound steel rail between Kotz Road and a point south of Substation No. 2 on the Skokie Valley Line. This new steel sure makes riding comfortable.

The Signal Gang is busy getting ready to install automatic gates at Garfield Road, similar to those oper-

"Who's Who?"



Several of our readers guessed the identity of the hero of last month's "Who's Who," but some of them guessed the location of the background wrong by saying: "I didn't know that Frank Kramer helped to dig the Panama Canal." We have it on good authority that he didn't. The scenery in the picture was the terrain up north, when he was engaged in construction work.

But what have we here this month—a flashback to Colonial days? Lest any of our readers be deceived into thinking that we have unearthed a view of George Washington and Benjamin Franklin playing hookey from school, let us hasten to state that the young gentleman on the left is today employed in the Disbursements Accounts Division. No one can identify his pal.

Now for a few more hints: Our hero today is tall, quite portly, almost corpulent, blonde, resides in North Chicago but can be found almost every evening in the vicinity of Libertyville—but enough, you must know him by now!

ating at Wheeler Road. One might ask Fitzgerald where the gateman's shanty is to be placed for this new location.

Those who think that the Maintenance of Way folks haven't a chance to win the big awards in the Better Business Campaign have only to read the results of the second quarter's activities!

Otto Lawrentz is receiving the congratulations of his fellow workers with much pride and much business of expanding his manly chest. His daughter, Mrs. Henry Weise, nee Dorothy Lawrentz, who once worked in the Commissary and Stores Department, is the mother of a daughter, born April 23. Otto is proud to be a grandfather but doesn't think the boys should call him "grandpop" as he says he can step 15 or 20 rounds with the best of them,

anytime, without a guarantee of a million-dollar gate!

General Accounting Department

PASSENGER ACCOUNTS DIVISION

Mary Esther Krueger,
Correspondent

The marriage of Priscilla Conrad to Harold Forssum took place at 8 o'clock on the evening of May 7, at the Lutheran Church, Highland Park. Helen Large was bridesmaid. Priscilla kindly invited us to attend the ceremony. You can be sure we didn't forget the old shoes, rice, tin cans, and so forth. She said she wanted a simple wedding, but we felt she should have all the trimmings. We wish you great happiness, Priscilla.

We have a noted actress and actor in our midst, of whom you probably hadn't heard—Mathilda Hehner and George Lawrentz. They played in "Such a Girl" given by the Luther League in Highland Park.

It has looked like Christmas around here recently. Marion Hubbard and Mathilda had birthdays. How old are they? Do you care if I tell? I knew you wouldn't. Just one year older than they were last year.

Dave Myers had a birthday, too. He's not ashamed to tell his age. He says he's, "Every bit of 16 years."

George Lawrentz came in the other day and didn't notice anyone. I asked him why he was "high hatting" everyone. He said, "My dear child, I am 'Uncle George.'" Yes, "Dot" Lawrentz Weiss has a daughter.

Art Anen was in to visit us recently. It seemed good to see him; he's just the same old Art. He's "taking in" the horse races next month. Anyone having money to throw away should give it to Art. He'll lose it for you!

We thought John Gantor had forgotten to wash his upper lip, but upon close observation we find a few stray hairs here and there. Johnny is growing a mustache!

Frances Dalton, who used to work here several years ago, is back again. We are glad to have you back again and we hope you'll like us.

The Passenger Accounts Department was well represented at the First Aid meet in Chicago. From the condition of Mr. Morrison's hat it looked as though he had a hard fight getting there. The traveling auditors were there with their wives—all except Jeppe, because he hasn't one yet.

PAYROLL DIVISION

Roy Gabrielsen
Correspondent

Don't be astonished if some of the boys in the Payroll Division come to work some morning garbed in the latest thing in empty barrels. Some of them are dabbling in the stock market, even going so far as to buy shares of a popular stock quoted at 25 cents. At present the per cent of profit is less than nothing, but they have great hopes!

Frank Grum, "Duke" Walker, "Vic" Walulis and others can be seen any noon hour trying to lose golf balls in our back yard here—and incidentally they are making a good job of it! Stanley Cretan, our "Skipper," doesn't believe in observing spring by such strenuous labors. He goes for a brief

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stroll through our rose arbors with a representative of the Passenger Accounts Department.

"Buddy" Fisher has left our ranks for the Highland Park Freight Accounts office. His position has been filled by Waino Cook, a new member of our organization. We hereby extend a "glad hand" to Waino and at the same time wish "Buddy" the best luck possible, as "such popularity must be deserved."

Among the entrants in the mixed doubles bowling tournament held recently were Johnny Gantor, "Bill" Kapheim, Victor Walulis, Johnny Walker and your correspondent. Although none of the boys or their partners set any high marks they all reported having a great time.

The Payroll Division made an excellent showing in the Better Business awards for the first quarter of 1928. Five individual prizes were won by our boys, which is a remarkable record, considering the size of the division.

William Kapheim has been christened "The Flying Dutchman" by virtue of a beautiful swan dive he recently made over a fence at the 18th Street station in North Chicago. He was attempting to catch a train at the time and, when he failed to clear the foot-high fence, the passengers comprising the impromptu audience were highly delighted. That's right, "Bill," observe our slogan as the "Road of Service" at all times and keep our patrons amused!

Some time ago Millie Wrench, from the Maintenance of Way Department, asked Lee Abegg, our dignified Chief Clerk, to play a game of jacks. To her surprise he consented and now he is quite a "jack" addict and plays with her quite often!

Rumor drifts to us with the startling hint that William Kapheim and someone else are working hard in the Better Business Drive to get that long trip which is promised. Now we wonder if congratulations are in order or if we should wait and see who wins the trip first?

C. E. Robinson was talking with Nurse Hudson and in the course of their conversation Mr. Robinson mentioned the ages of his daughters, Marshall Setterlund, our versatile mail boy, cartoonist and man-about-town, who was right on the job, immediately asked: "What are the addresses, please?"



Here we have a typical scene which takes place in our back yard at Highwood every noon hour. The strenuous sport of volleyball engages the attention of every red-blooded, two-fisted, he-man almost every day. The fierce battles wage relentlessly while strong men pale and women faint. Wagers, running as high as two bottles of pop versus one package of P. K.'s, are made daily. Marshall Setterlund drew this "motion picture."

"Spring Training"



When spring comes to Highwood, with its glory of bursting buds and sweetly singing birds, the General Office "athletes" feel the so-called urge to get out in the sunshine where the thud of the horsehide against mitt or bat sounds the call of the baseball season. Limbering up the old "soupbone," after an indoor season of strenuous exercise with a pen or pencil, is a popular noon-hour diversion.

Here we see a few of said athletes parked on a lunch cart of the Commissary Department, proving they are capable of breaking into the big leagues in some respects at least. Albert W. Gerbin of the Publicity Department, on the left, is apparently getting a little early season dope for the sports columns. The others who seem to be enjoying themselves after the "work-out" are: Roy E. Gabrielsen, HIGHBALL correspondent, Payroll Division; William Kapheim, Disbursements Accounts Division, and Frank Grum, Payroll Division.

Mechanical Department

MILWAUKEE SHOPS

Henry E. Draeger,
Correspondent

The Milwaukee shopmen held their monthly safety meeting on April 3 with an attendance of 99 per cent. We are certainly having some real safety meetings now and should try for a perfect attendance. The newly elected officers for the coming year are: H. Snippen, Chairman; Otto Schmidt, Secretary. Interesting talks were given by Henry Cordell, Jack Oliver and Otto Schmidt.

Abe, our well known oiler, is home ill at present. From last reports he is doing fine. We hope to see you back soon, Abe.

R. W. Draeger is back on the job after a week of illness. We are all glad to have "Dick" back again.

One of our prominent shopmen suggests that firms selling furnaces should furnish an axe with each one. Upon questioning, it developed that he had a little mishap with his heating apparatus recently and declared that, if

he had had an axe handy, he would have demolished one useless heating plant!

We are getting some fine pits at Milwaukee. We can put our barns up against any of them now. Incidentally the boys appreciate the improvement.

Our night foreman opened a new store recently and it is a real one! Anyone desiring the highest grade of groceries should patronize the big "butter and egg man of Tippecanoe!"

Anyone with a new car which he desires to have "broken in" should see H. Marks. He certainly runs them "ragged." His formula is: "Out of the garage, dust them off and back in the garage again!"

Our friend Martin is working for the reputation of the safest and most efficient worker on the railroad. He takes his tools every night, wipes them carefully and tenderly tucks them away with the greatest of care. That's a good example, Martin!

Our truckman, Albert, says he has an all-electric radio set on which he got Canada one night. One of his hearers said: "That's nothing; these cold nights I always get 'Chile'!"

We have two newlyweds to report this month. They are J. Schmidt and Anthony Bauer, the big bowler from St. Francis. Congratulations, boys!

Our carpenter, G. Wallet, bought an Overland some time ago. He tried a new system of running it, but from reports we understand that he believes it impossible to run a car without water now! Another Edison!

Your correspondent sold his Ford and the boys are anxiously waiting to see if we get a Rolls-Royce with the alleged \$75,000 we are supposed to receive, following John Orting's experience.

HIGHWOOD SHOPS

William Chalmers
Correspondent

We extend our congratulations to the Electrical Department First Aid Team on its wonderful work in the contest for the Chicago title. Now the shopmen have something to go after, and the boys declare that they are going to win next year. We're pleased to see the North Shore Line on the honor list and are very proud of our "live wires" for their efforts.

We regret to announce the death of Mrs. Earl P. Shultis, wife of our brother shopman and popular band leader, which occurred on April 11. Funeral services were held at the Christ Episcopal Church in Waukegan. Interment took place in the Masonic section of the North Shore Cemetery. Mrs. Shultis is survived by her husband and two children, Raymond Shultis and Mrs. Irma Gurney, wife of our chief clerk. The entire shop force extends deep sympathy to the family in their bereavement.

Our popular shop cheer leader, Ted Belke, has been running around in a strange car. He says it's a baby car. We're not so sure about that, but we do know there is a rattle in it. (It's all right, Ted.)

We are hoping for a speedy recovery for our shopmate Sam Seifert, and also the wives of two of our shopmen, Mrs. John Decker and Mrs. Tom Pavak.

We regret to announce the death of J. E. Cook, our colored car cleaner, who passed away on April 6 and was buried in Sunset Cemetery, Evanston. Mr. Cook had served the North Shore Line 11 years and three months.