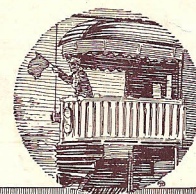


# The Highball

Chicago North Shore and Milwaukee Railroad Company



VOL. 7

January-February, 1929

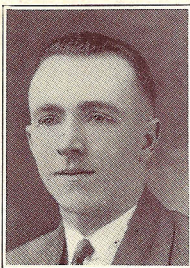
Nos. 1-2

## Your Own Neighborhood Very Fruitful Field for New Passenger Business

### Many Local Activities Provide Source of Tips for Alert Boosters

By R. S. AMIS  
General Passenger Agent

Several hundred boosters in our large North Shore Line family are sending in tips almost daily. Possibly the reason some of you are not participating is that you are at a loss to know just how you can help your company in the development of new and better business. We want to co-operate with you, so here are a few hints that may possibly be helpful.



R. S. Amis

Frequently you hear some of your friends or neighbors remark that they are planning a trip. Suggest North Shore Line service to them. Explain that we can sell them a through ticket, no matter where they are going. Tell them that we can make their Pullman reservations and sell them their Pullman tickets.

#### Many Sources of Tips

Impress on your barber, your doctor, or anyone else you may do business with, the convenience and adaptability of North Shore Line service. These men are in constant touch with the public and often may be able to give you valuable tips on who is traveling. Your neighbors and friends who make frequent shopping and theatre trips should be encouraged to use our service. Your sport fan friends who journey to such events in cities served by us should be told about our fast and frequent service.

Most of us belong to some club, lodge or church organization. Suggest trips to your group. There are many places of interest which are served by the North Shore Line and which should be just the spot for a "get-together" outing.

#### Sell Service Yourself

There are countless ways in which you can develop new passenger business. The pamphlet outlining 101 tips on how to get new passenger business should give you many ideas. Read it again.

Whenever possible you should complete the entire sale to the customer

## "Get Business!"

### FELLOW EMPLOYEES:

In this issue of the HIGHBALL you will note interesting and informative articles on the various phases of North Shore Line service. These articles contain valuable suggestions as to where new business can be found and how it can be secured for the "Road of Service."

As you know, the Better Business Department is now a permanent part of the North Shore Line organization in the Traffic Department. The company is mighty glad to receive your tips and hopes you will send in more and more of them—especially on business we are not now getting.

Some members of the North Shore Line "family" have sent in tips of great value. Now why not endeavor to actually secure some business yourselves? Follow the suggestions printed in the articles—and, if you need help in getting the business, call on the Traffic Department.

Remember—in soliciting business make no promises that cannot be lived up to. But, when it comes to real service, the North Shore Line is second to none, as our title—the "Road of Service"—implies. Freight rates and ticket fares should be confirmed. Read future Better Business Department bulletins for suggestions on how to secure business.

We are awarding bronze, silver and gold buttons to those reaching certain quotas of new business. We also plan to give special awards, such as the dinner and theatre party given on January 23 to those who had earned the silver button up to the first of the year.

But no special incentive should be necessary for us to help develop business for the North Shore Line. We are all directly interested in the successful operation of our properties. As Mr. Budd pointed out in his letter, our very bread and butter are derived therefrom. When we help the company we are helping ourselves—making our jobs more secure, and our opportunities greater.

Our slogan this year is: "Get Business!" Let's establish a reputation for this such as we have for furnishing the best of service.

(Signed) ROY THOMPSON,  
Traffic Manager.



Roy Thompson

and then report to the Better Business Department.

It is our firm determination to make 1929 a banner year, but this can be accomplished only through the united efforts of every employee. Let's all show the management that we have "IT"—and that "IT" means the faculty of getting new business!

## Carload Freight Service Rich in Opportunities to Get Additional Business

### Developments in Skokie Valley Open Big Field—Growth in Activities Rapid

By CARL H. SCHILDGEN  
General Freight Agent

Carload freight traffic on the North Shore Line can be classified as the infant in our various types of service. Being the newest branch of solicitation, it naturally affords the greatest opportunity for growth in business. It affords us great pleasure to look with a degree of optimism towards the development of our carload traffic, due primarily to the unlimited field for securing additional business, which is extremely profitable.

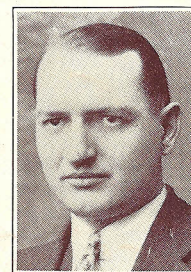
The constant growth of our carload freight business has proven conclusively that this class of traffic is extremely attractive to our company, and it has been developed to the point where it is the fastest growing business that we are now handling. During the year 1928, our total operating revenue from carload freight traffic was \$583,259.32, or an increase of \$214,414.09 over the gross earnings for the year 1927. This is an increase of better than 60 per cent in the gross revenue from this source of business over the previous year.

#### Offers Big Possibilities

These figures prove conclusively the tremendous possibilities offered to all employees of the company in giving consideration to this branch of traffic and lending their efforts wherever possible towards securing as much carload traffic as they can.

This business was largely secured through the development of our industrial locations, the securing of business for our team tracks and the lining up of business in which the Chicago North Shore and Milwaukee Railroad acts as an intermediate carrier. On the latter class of business we secured better than 5,000 carloads during 1928. In order that we all may be familiarized with the methods by which we secure this carload traffic, I am taking the opportunity of outlining the policies pursued by our respective repre-

(Turn to Next Page)



Carl H. Schildgen

Drop the HIGHBALL a Note Telling Your Business-Getting Experiences



## Carload Freight Service Good Field for New Tips

(Continued from Page One)

sentatives towards the development of this traffic.

### Industrial Field Extensive

Property conveniently located and served by the North Shore Line at all points on the Skokie Valley Route, also at North Chicago, Waukegan, Kenosha, Racine and Milwaukee, is available and extremely attractive to companies seeking new locations for their business. All companies engaging in business in this territory should give consideration to locating on the North Shore Line because of the splendid service it offers to the public. Our business in industrial development thus far has largely been confined to companies dealing in coal, material and building supplies. It should now be our policy to secure manufacturing companies, who employ considerable manual labor, to conduct their business and build establishments on our railroad. This gives us the benefit of handling both in and out bound traffic, and assists materially in the home development of the community as well as building up considerable less-than-carload and passenger business. The North Shore Line is no longer handicapped by not having the same rates in effect as over the steam lines, and there are no penalties inflicted whatsoever upon the companies locating on the "Road of Service."

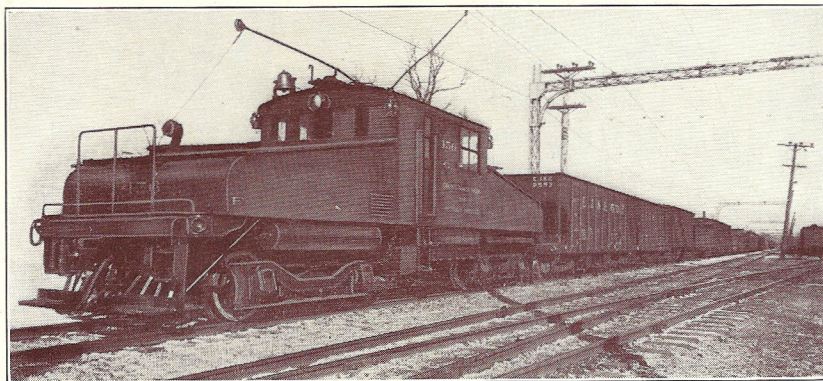
Where we come in contact with sales representatives or manufacturers of products that are marketable in our territory, we endeavor at all times to enlighten them as to the opportunities existing for their companies by conducting their business along the North Shore Line. It is well to remember that particularly along the Skokie Valley Route new opportunities are constantly being offered to companies engaging in business in this territory, due to the fact that land values as yet are not so high and that they will be established in a growing community where employment will be sound and financial conditions good, in addition to being located conveniently to the wonderful market of Chicago and Milwaukee, and the surrounding territory lying next door to them in the great Metropolitan area of Chicago.

### Team Track Facilities Excellent

Team tracks have been built and are in operation for the public at Niles Center, Northfield, Briargate and Deerpath on the Skokie Valley Route; Highland Park, Lake Forest and Lake Bluff on the Shore Line Route, and North Chicago, Waukegan, Winthrop Harbor, Zion, Racine and Milwaukee on the main line.

Many companies engaged in business do not have the advantage of side track or industrial locations served by a railroad. All of these companies are potential receivers or shippers of carload traffic, and by acquainting them with the service and the facilities of the North Shore Line, we have been able to develop considerable car-

## Carload Freight Easy for This "Iron Horse"



This picture shows one of the storage-battery type electric locomotives, which were designed especially for the North Shore Line, "doing its stuff" on the Skokie Valley Route. The ability of these locomotives to move freight on industrial sidings and switch tracks lacking overhead power makes them invaluable to our carload freight service. This is another convenience that boosters should remember when soliciting new freight business, as it is often an important detail to shippers.

load business moving to and from the team tracks served by our line. It is also true that a number of companies, not generally considered as carload shippers or receivers of freight, receive products such as flour, canned goods, iron and steel, in carload lots, and we at all times endeavor to have them receive this business at our team track, conveniently located for them.

Where building construction is going on, it is generally a fact that some of this business moves in carload lots, and we enlighten the contractors as to our team tracks and get them to receive their material over our line. Various types of construction work, such as road building, paving work, general sewer contracts, and certain improvements in the villages and cities that we serve, have enabled us to build up a very heavy carload business. Where paving contracts or other contracts on local improvements are awarded, information as to the character of the work or the successful contractor is always extremely desirable, as this offers an unlimited possibility for new business.

### Intermediate Business Grows

In June, 1927, we established through rates on carload freight traffic moving from points south and east of Chicago to destinations north and west of Milwaukee, served by the Chicago, Milwaukee, St. Paul & Pacific Railroad, permitting the North Shore Line to enjoy a haul on traffic delivered to us by the E. J. & E. Railroad at Rondout, and to the C. M., St. P. & P. at Racine, and on business moving from points north and west of Milwaukee to destinations south and east of Chicago, via the same route.

This class of traffic has given us an unlimited field for development. The great feature of this business is that we are now an actual part of the transportation systems of the country engaging in business moving from the Atlantic Ocean to the Pacific Coast, and from Canada to the Gulf of Mexico. It has enlightened the country

as a whole as to the ability of the North Shore Line to engage in traffic moving from other points than its local territory, which is between Chicago and Milwaukee.

This business started with four cars the first month of actual solicitation, and it has now been developed to the point where we are handling better than an average of 500 cars a month. This business has largely been secured through companies located at either Chicago or Milwaukee, but we now also have representation at Minneapolis, Minnesota. However, the sales representatives of all companies should be familiarized with this particular service, and should any of us know any representatives of eastern or northern roads, it would be advisable to inform them as to the ability of the North Shore Line to handle any traffic moving within the above mentioned territory. By submitting this information to the Traffic Department, giving us as much of the details as possible, you will be helping to secure new business. Tips of this nature are extremely attractive.

### Have Extensive Hook-ups

In addition to the above mentioned service in connection with the Chicago, Milwaukee, St. Paul & Pacific Railroad, some rates are now applicable via the Soo Line to Mundelein, the North Shore Line to Rondout and the E. J. & E. beyond. We hope to enlarge the scope of this service in order that we may add new business to destinations served by the Soo Line as well as the C. M. St. P. & P., thereby offering us a greater possibility to increase our traffic.

In order that all of us may be completely informed as to the interchanges that we now have on our various lines, I would like to mention that we have an interchange with the Chicago, Milwaukee, St. Paul & Pacific Railroad at Howard Street, Chicago, at which point coal in carload lots to industries located at the south end of the Skokie Valley Route is being handled, and also to the Public Service Company of



### Interline Ticket Sales Source of New Business For North Shore Line

One of the important sources of new business for the North Shore Line is the sale of interline passenger tickets. Arrangements are in effect between the "Road of Service" and leading steam railroads whereby tickets can be sold to any point in the United States, Canada or Mexico.

Under this convenient arrangement, a traveler buys his complete transportation from a North Shore Line ticket agent. He then boards a North Shore Line train for Chicago or Milwaukee, where he transfers to his steam train without any delay or bother in purchasing tickets. Pullman tickets also may be secured from our ticket agents at the time of securing transportation.

With a view to acquainting "Road of Service" employees with the extensive interline facilities offered our customers, arrangements are being made to run a series of articles in the HIGHBALL, telling about the service of leading steam railroads with which we have interline arrangements. However, lack of complete information should not deter you in developing business of this nature. All you have to do is call the Traffic Department and you will be furnished all the information necessary to sell interline transportation.

Northern Illinois, located at Oakton Street, Niles Center.

We also have an interchange with the C., M. St. P. and P., at Rondout, where considerable sand and gravel is being handled from points in Wisconsin moving to contractors and material dealers on our line, located primarily on the Skokie Valley Route and at Highland Park.

We have an interchange with the E. J. & E. at Rondout, from and to which we receive all business moving to and from points north, west, south and east of Chicago.

#### Opportunities Are Unlimited

We have an interchange with the Soo Line at Mundelein, at which point we receive a number of cars of sand and gravel and building materials, also interchanging with the Soo Line on shipments of poles, originating on their line, moving to points south and east of Chicago.

We have an interchange with the Chicago, Milwaukee, St. Paul & Pacific Railroad at Racine, where our carload traffic is delivered to or received from the C., M., St. P. & P., moving to or from points north and west of Milwaukee.

When we realize the opportunities that these interchanges afford us in the development of carload freight traffic, and when we visualize the immense opportunities that we have in our industrial and team track development, I am sure that each of us should feel highly optimistic as to the future of the North Shore Line. If all of us get behind this class of our service, it will not take us very long to pass the million dollar mark in gross revenue on carload traffic. Every employee can rest assured that any information or leads given to the Traffic Department, which will tend in any way to develop this class of business, will be heartily received and given the utmost of attention.

### Strong Selling Point!



The winning for two successive years of the Electric Traction Speed Trophy, pictured above, officially designating the North Shore Line as the fastest electric interurban railroad in North America, gives "Road of Service" boosters soliciting new business one of the strongest sales arguments that a transportation company can boast. Competition for the trophy is unusually keen, and the fact that the North Shore Line was able to repeat its victory shows that there is not a moment of relaxation in our efforts to serve the public.

It is significant also that safety has not been sacrificed to speed. General Manager John R. Blackhall emphasized that point when, in accepting the trophy for 1928, he stated: "May I emphasize particularly that, in the two years it has been the good fortune of the North Shore Line to achieve this distinction, safety of operation has in no measure been sacrificed to speed. On the contrary, the effort to operate our trains faster has been an inspiration to greater caution, with the result that our accident record during these two years has been markedly superior to that of years past. We operated throughout the past year without one fatality or serious injury to passengers."

Speed plus safety—what greater combination could North Shore Line folks want to back them in their efforts to sell our service?

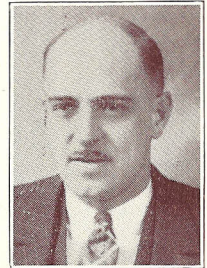
### Keep Posted on Service

*Alert Booster Gets Results  
—Milwaukee Offers Big  
Business Field*

By T. F. GNEVO

Asst. Gen. Passenger Agt., Milwaukee

Milwaukee, with its extensive recreational, social and industrial facilities, is rich in new business possibilities, which can be developed by employees of "Road of Service" residing in the "Cream City." All that is necessary is constant alertness to the activities in your neighborhood which require transportation.



T. F. Gnevo

Somebody is going somewhere all the time. And, as there is no point on this continent that the North Shore Line cannot serve in transportation, there is no reason why we should not secure a substantial share of this business. Point out the extent of our service to people you meet.

#### Good Selling Example Cited

For example, one of our employees in Milwaukee, when purchasing an automobile recently, gave her business address as the North Shore Line Terminal. The dealer remarked that he had always admired the North Shore Line but was using a competing road which was much more accessible to his residence. Our employee pointed out that we operate trains direct to the heart of the Chicago Loop which, inquiry disclosed, was exactly where the dealer did business.

Our employee also mentioned a service which no other line has, namely the free parking facilities at our terminal, where cars can be parked free and are watched by an attendant while the owner is out of town. This little feature of our service so appealed to the car dealer that he has become a regular patron of the North Shore Line.

#### No Business Too Small

This illustration shows what can be done if we will be "alive" all of the time. It also serves to illustrate the fact that nothing is too small for us to go after, as we never know what results our efforts will bring.

The Traffic Department is ready and willing at all times to be of service to you and your friends, and if you will call on us we will be glad to help you out at any time of the day or night.

Remember, we are all one large family, working for a common interest. Let's get thoroughly acquainted with ourselves first, and then with each others' friends, relatives and acquaintances. In this way we cannot help but make our company the best organization in the transportation field, which position it rightfully deserves.

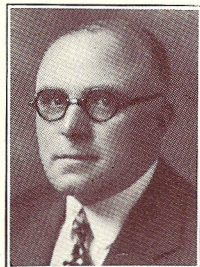


## Less-Than-Carload-Lot Freight Service Rich in Tips for New Business

Review Shows Progress Made  
—United Effort Insures  
Brilliant Future

By GORMAN BENNETT  
Asst. Gen. Freight Agt., Chicago

One of the most diversified and extensive fields for increasing business is offered North Shore Line folks in the less-than-carload-lot branch of our merchandise despatch service. So rich in potentialities is this service that it is well worth while to mention what has been accomplished in the past and compare it to what we hope to accomplish in the future.



Gorman Bennett

A review of the conditions surrounding the handling of our less-than-carload merchandise business over the past few years presents a very interesting picture. Our initial venture into the merchandise field brought us, first, the short haul business such as that moving between Milwaukee, Racine and Kenosha, and between Chicago and our northern suburbs. A certain volume of traffic was moving between Chicago and Milwaukee, but this did not comprise the bulk of the business.

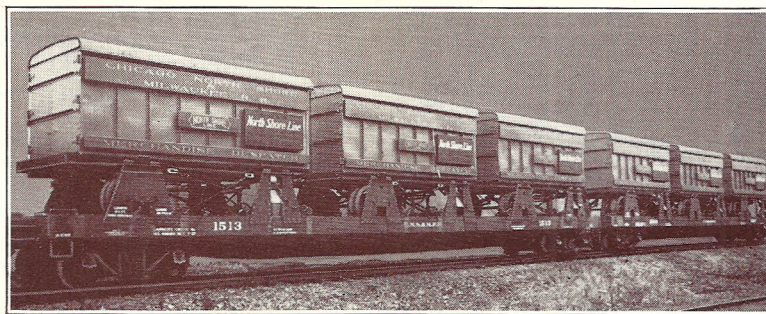
### "Superior Service" Keynote

We established two stations in Milwaukee, which we still have, and two in Chicago, at Montrose and at Franklin and Austin. From the start we performed a superior service and earned friends on that basis, and ever since then it has been our policy to increase business with the predominant thought of always rendering service superior to competitors.

Naturally our service also stimulated our competitors to greater efforts. Our short haul business was the first to feel the effect of those efforts. But there were other reasons why the short haul business began to decrease. The development of motor trucks was another factor. With the improvement of highways the running time of trucks was lessened. The anxiety of shippers to speed up delivery of their merchandise led the trucking companies into promising quicker handling and door-to-door delivery on short hauls.

In order to overcome this growing competition, we made efforts to increase our long haul business. In keeping with our motto as the "Road of Service," stations were opened at 41st and Union and 63rd and Calumet, in Chicago. We gradually expanded this service to include Kensington, Polk and Racine, Laramie Avenue and the North Pier Terminal, giving us a total of eight well-located freight stations in Chicago. This made it possible for a shipper in any part of

## Flatcar-Trailer Equipment Aid to Service



Here is a picture of six of the steel semi-trailers used in our door-to-door overnight freight service between Chicago and Milwaukee. These semi-trailers have proved their efficiency and usefulness, and furnish a strong selling point for Better Business boosters. The fact that the North Shore Line is the first transportation company in the country to use freight equipment of this type should inspire us to increase that business.

town to get his merchandise to us early and count on its arrival at its destination the following morning.

### Through Rates Established

Milwaukee conditions did not warrant the establishment of additional freight stations there, but we expanded our territory in Milwaukee by establishing through rates with the T. M. E. R. & L., the Milwaukee Northern Railroad and the Pere Marquette Line, which operates steamers to Ludington and Manistee, Michigan. All this was done while maintaining an overnight service, not only between Chicago-Milwaukee and intermediate points, but also to points on electric lines running out of Milwaukee.

During this period we also went to great expense in building refrigerator cars to handle perishable merchandise. As business grew we purchased many new and improved types of merchandise despatch cars.

All this time our competitors were also increasingly active. Lake carriers reduced their rates. Trucking companies not only quoted lower rates but also included free pick-up and delivery service for the same price as our depot-to-depot service.

### Ferry Trucks in Service

To offset this we inaugurated our ferry truck service. Originally we merely offered to pick up shipments from one shipper at either Chicago or Milwaukee, said freight to aggregate 6,000 pounds or more, making free delivery of the same minimum of freight to one consignee. Our patrons showed quick appreciation of this service and its success led us to establish the ferry truck business on the basis of 20,000 pounds at 20 cents per hundred, for any class of freight.

It is clear that there is room for considerable expansion of business through the medium of the ferry truck. Unfortunately our next progressive step in this line, namely, the establishment of a minimum of 10,000 pounds at a rate of 30 cents a hundred between Chicago and Milwaukee with a free pick-up and delivery, was lately suspended by the Interstate Commerce Commission. But we have every hope that we will be able to convince the commission of the desirability of this

new service and, in fact, were able to show them a large number of letters from interested shippers assuring us of their support in their hearing before the commission.

### Courtesy Plus Service Wins

There is another thing that must not be overlooked in seeking to develop our merchandise business. It is something that has been a very important factor right from the start. It represents the general policy of our company and will, I am sure, always have a most important place in maintaining and increasing our business at all times. That is the matter of courtesy and genuine desire to render service on the part of all.

Our employees at the local freight offices have been and are now in a position to show results along these lines. We have received much business because truckers were pleased with the treatment they received at our stations. We have received much business through following up tips that were given to our station employees as a result of good-will fostered on the station platforms. The importance of this feature cannot be too strongly dwelt on, and I am looking for continued dividends to be declared from the smile and the pleasant word. The tips we are getting from Better Business boosters are indeed gratifying. They show the great interest that everyone is taking in the progress and success of our company.

Bearing in mind the constant struggle necessary to withstand competition, and armed with a knowledge of the excellent facilities we have for handling less-than-carload lots of merchandise, every employee of the "Road of Service" should go forth with renewed vigor to increase that business on the North Shore Line.

*HOPE is the boy, a blind, headlong, pleasant fellow, good to chase swallows with the salt; Faith is the grave, experienced, yet smiling man. Hope lives on ignorance; open-eyed Faith is built upon a knowledge of our life, of the tyranny of circumstances and the frailty of human nature.—Robert Louis Stevenson.*



## Importance of Special Party Service Stressed in New Business Drive

By J. M. MICHAELS  
Asst. Genl. Passenger Agt., Chicago

During the year 1928 the revenue derived by the North Shore Line from operation of special train service, and the handling of special parties in regular service, constituted one of the largest single items in our total of passenger revenue.



J. M. Michaels

The necessity of securing more of this class of business cannot be emphasized too greatly, and I feel confident that, through the co-operation of our employees, we can materially increase our special party business in 1929. The representatives of the Traffic Department are more than willing to co-operate with you, and any information submitted to the Better Business Department will be given prompt attention.

### Special Movements Varied

Those of you who come in contact with the public, either directly or by telephone, are in a position to receive information regarding party movements of all kinds. Our telephone and information operators are continually receiving requests for information regarding rates, service, etc. Ticket agents are in a position to learn of theatre parties, athletic movements, student trips, church group movements and others too numerous to detail. Newspapers are always a good source of information for all of us.

We, in the passenger division, are charged with the responsibility of keeping in touch with these various movements, but in many instances you are in a better position to learn of these movements before this information reaches us.

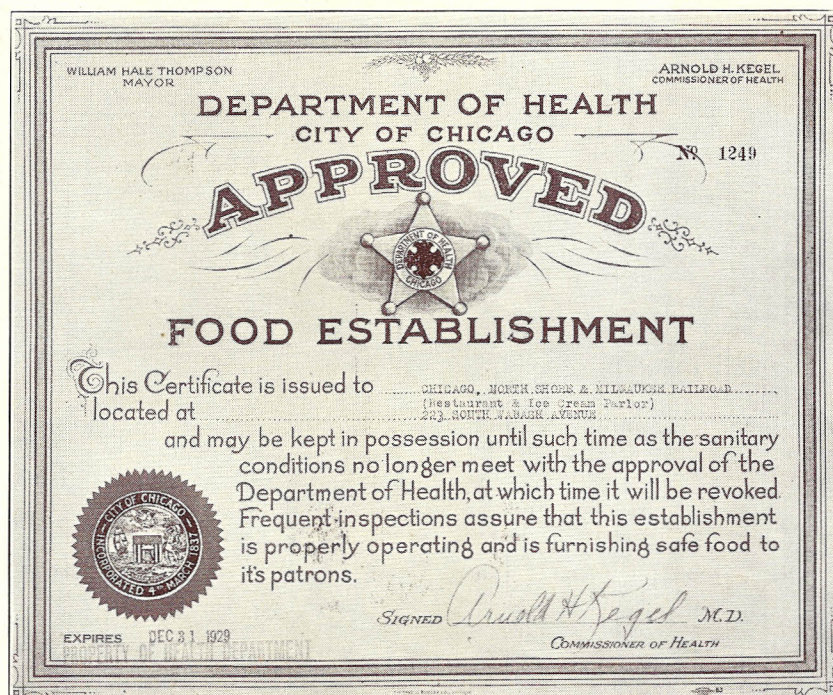
Much can be done to stimulate and encourage special party business for the "Road of Service" as against other and sometimes more popular forms of transportation, for example the automobile. On occasions in the past we have learned of trips to be made into our territory where those planning the trips had not thought of using our service. Immediate action on our part, with an explanation of our rates and service, brought us the business.

### Give Complete Service

Our operation into the heart of Chicago over the Rapid Transit Lines makes it possible for us to take our equipment direct to practically all parts of the city. We are thus enabled to give service to those who otherwise would have to depend on other means of transportation to reach their destination or to get to our lines.

Connecting Marigold motor coach operation makes it possible for us to serve groups traveling to points not

## North Shore Line Restaurant Among Best



The North Shore Line restaurant at 223 S. Wabash Avenue, the main out-bound Loop station in Chicago, is one of the most sanitary and healthful food establishments in the entire metropolis. This fact was officially established recently when the Department of Health of the City of Chicago awarded the restaurant a certificate placing it among a select list of "Approved Food Establishments."

Awarding of the certificate came only after long and careful scrutiny of the restaurant, both in regards to the food served and the methods of preparing and serving meals. That the restaurant passed all tests successfully is largely due to the efficiency of Manager T. E. Henry and his staff, according to J. G. Wallace, who assists in the operation of North Shore Line restaurants and concessions.

"The North Shore Line has reason to be proud of the distinction achieved by our Chicago restaurant," said P. F. McCall, Manager of Commissary. "This award emphasizes the fact that

North Shore Line service is of the highest quality, whether it be in operating trains or serving meals.

"Our primary reason for operating concessions and restaurants is to be of the greatest possible service to our customers. We are now serving light lunches and refreshments at twenty-two stations along the North Shore Line. These facilities greatly increase the convenience of our transportation service, since our customers often have only a few minutes to eat before boarding a train. We can help get more business for the 'Road of Service' by telling the public of our restaurants and concessions."

The certificate, shown above, is signed by Dr. Arnold H. Kegel, Commissioner of Health for the City of Chicago. It attests to the fact that the restaurant at 223 S. Wabash Avenue is an "Approved Food Establishment" and that "frequent inspections assure that this establishment is properly operating and is furnishing safe food to its patrons."

directly located on our lines. The lake regions of Illinois and Wisconsin are examples of such points.

In Milwaukee, our connections with the electric interurban lines serving the north and central part of Wisconsin make it possible to operate our equipment direct to stations served by these lines. Our through ticket arrangements with the steam lines also make it possible for us to serve patrons to many points beyond our line at both Chicago and Milwaukee.

### Personal Contact Valuable

Many of us live in the smaller communities along the "Road of Service." Through contact with friends and neighbors we can learn of trips

planned by both individuals and groups. Information of this character is what we are anxious to secure.

Our interline and Pullman ticket arrangements place the North Shore Line in a position to render the same service as that given by bigger lines, and our fast and frequent service, plus our convenient terminals, all combine to provide an unexcelled service for us to sell.

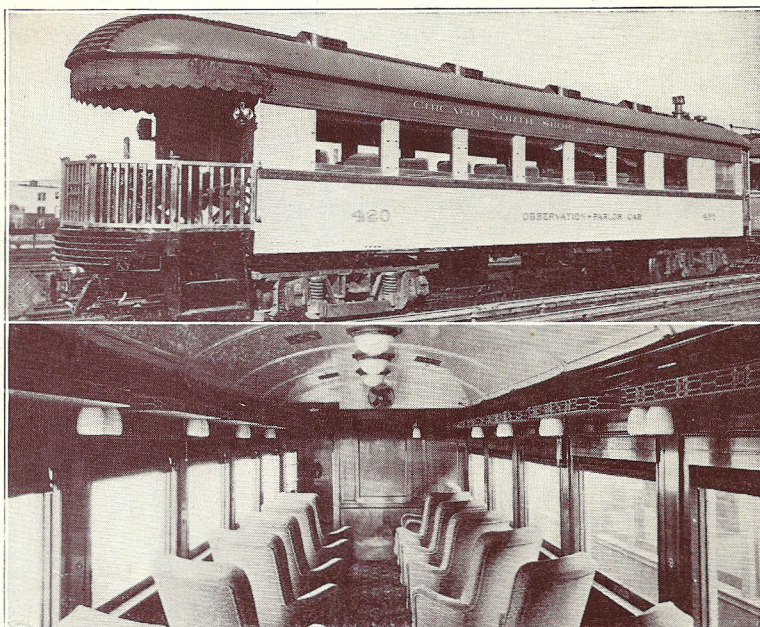
### How Chivalrous!

"It was the old, old story," sighed the pretty wife on the witness stand in divorce court, "a horse and a jackass can never agree."

"Don't you call me a horse!" roared the husband as he shook off his attorney's restraining hand.



## Parlor Cars Help Sell Our Service



The comfort and convenience afforded customers by the luxurious parlor-observation cars operated between Chicago and Milwaukee offer strong selling points in developing new business for the North Shore Line. Four limited trains operating daily in each direction offer this special travel feature. The above pictures give interior and exterior views of the new additional parlor-observation car recently placed in service. It has 17 of the latest type revolving easy chairs. The interior is finished entirely in walnut, while the floor is covered with carpeting in black and gold design with felt padding underneath. Persons who desire real travel luxury have to ride in one of these cars but once to become regular customers of the "Road of Service." Sell them North Shore Line service through this distinctive feature.

## Fame of North Shore Line Dining Car Service Strong Point in Securing Business

By J. W. MEARS  
Dining Car Supervisor

The high reputation established by North Shore Line dining car service through the choice food served and the courteous treatment accorded customers makes this branch of our service an excellent selling point in getting new business.



J. W. Mears

Every effort has been made to maintain that fine reputation. Our menus include only the best of steaks, poultry and dairy and garden products. Frequent compliments are paid us on the excellence of the coffee served on our diners. The employees connected with this branch of the service strive constantly to please patrons and have earned many tributes by their courtesy and efficiency.

All members of the North Shore Line family can aid our company by acquainting themselves with details of this special feature of the "Road of Service." Five trains northbound and five southbound carry dining cars at convenient hours morning, noon

and night. Tell your friends and neighbors about them. The cheerful atmosphere of our dining cars make them ideal for special parties.

The management has gone to considerable expense to make our dining car service and equipment unexcelled. Recently two new diners, seating 24 persons each, were placed in service. They are the last word in travel luxury, combining both beauty and utility in their construction. During the holiday season prize winning beef was purchased and served. In short, the company spares no pains to make our dining car service the best in the country. Now it is up to us to take advantage of this distinctive service to increase business on the "Road of Service."

## Shriners' Orchestra Uses "Road of Service"

Special dining car service was provided for the Chicago Medinah Temple Shriners' Jazz Orchestra on the evening of January 11, when that organization journeyed to Great Lakes to present a concert at the U. S. Veterans' Hospital.

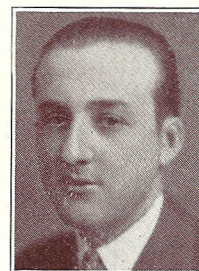
Under the leadership of George D. Chase the musicians rendered many numbers which were much appreciated by the disabled veterans. Regular North Shore Line service from North Chicago Junction was used by the orchestra for the return trip.

## Lake County Activities Center in Community of Waukegan-North Chicago

### Two Flourishing Cities Ideal Source of New Business to Employ Residents

By P. J. BUTLER  
Traffic Agt., Waukegan-North Chicago

Fellow employees living in Waukegan and North Chicago—what are you doing to support the Better Business Department? You are living in a community that is noted for its wonderful diversified industries, employing thousands of people steadily, year in and year out, giving this community an employment record which cannot be equalled by any other community of its size.



P. J. Butler

Waukegan-North Chicago is the natural shopping center for all Lake County. It is also the social center of the county, having six civic clubs and two very fine women's clubs, besides numerous fraternal and athletic organizations. With all these groups working in harmony, there is a fine spirit of friendship pervading the community.

### Boost Your Community

You, an employee of the North Shore Line, are a part of this wonderful community. You are buying from the merchants; you belong to the social life; you are interested in building up the community, and I am sure you are proud of your homes and your city.

The "Road of Service" has also contributed to the success of this community to such an extent that there is not another community of its size in the country that can boast of having such efficient and extensive transportation service. We must maintain this service, and to do this we must have the patronage of your friends, your neighbors and your merchants.

Here are a few suggestions which may aid you in co-operating with the writer in increasing our business in this community.

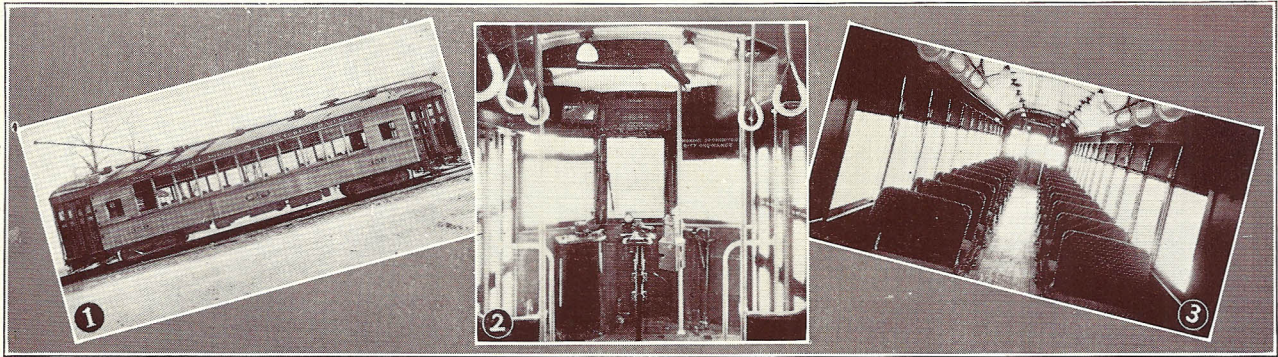
### Talk "Service" Always

By careful observation you can secure many new passenger tips daily. Where does your neighbor spend his vacation? Does his daily business take him to Chicago or Milwaukee? Your butcher, baker, grocer, doctor, lawyer and anyone else you have business with, is willing to listen to your message. Tell them about our service and keep on telling them if they are not using it. If you cannot convince them on certain points of our service, tell us about it and we will be glad to call with you.

You have friends employed by various local industries who may be in a position to know of any meetings or



## Comfortable City Cars Aid Boosters in Getting New Business



Employees residing in Milwaukee, Waukegan and North Chicago who are "hot on the trail" of new business have ten silent and efficient "assistants" in the new city safety cars, serving the three cities daily. These cars, which are the latest type of equipment and embrace all the most modern devices for the safety and comfort of customers, have proved exceedingly popular with patrons since they were placed in service. The picture shows one exterior and two interior views of these "snappy" cars. With such equipment in daily use, is it any wonder that "Road of Service" employees are inspired to greater efforts in spreading the message of North Shore Line service throughout the communities in which they live?

conventions which their employers or their salesmen will attend. Keep alert for such information. Your friends who are members of lodges and clubs can also keep you informed on special movements and similar activities which would be a source of new business to us.

You and your friends can also assist greatly in the development of our merchandise despatch service. Ordinarily a merchant is on the defensive when a member of the Traffic Department approaches him for information about where he buys his merchandise and how he ships it. He may often regard that representative as merely another salesman. But if you, who buy from him daily and are acquainted with him, should approach the subject he may be inclined to appreciate your interest and eventually may avail himself of our service.

### Enlist Your Friends

You have friends and relatives working in industrial plants who may be only too glad to keep you informed on freight movements in their industry. Tell them about our service, explain our facilities and keep in constant touch with them so that, thanks to your association, they will think of our service first when the time comes for shipment.

The same alertness will secure carload freight business for us from your business acquaintances. Tell them about our facilities for handling carload lots, our interchange, our team tracks and many other conveniences. With all these opportunities about you, with all your friends willing to help you succeed, there is no reason why we cannot sell North Shore Line service 100 per cent in this interesting community. Friends, my wife and I are at home at 46 South Elmwood Avenue, Waukegan. Don't wait for a formal invitation. Stop in any evening and we shall be very glad to see you and discuss any problem with you. This is a live community and deserves the best of transportation facilities. We have the service—let's sell it to the community!

### Embarrassing Moments— Or Why Traffic Agents Always Need Your Help!

By H. R. ERICKSON  
Traffic Agent, Kenosha

Imagine my embarrassment, when soliciting a Kenosha club for a chartered car movement to Chicago, to have the president announce that the North Shore Line had received enough of its business, and it was time to give our competitors some of the patronage of the club.

Investigation developed that the president of this organization was an employee of a competing line, and the thought was brought home very forcibly that a traffic solicitor is often quite helpless when faced with such odds as this case presented. However, the North Shore Line offered service that could not be equalled, and the club overruled its president.

### Need for Activity Shown

Imagine my surprise when I learned that two members of the party making the trip were North Shore employees belonging to that club. Our company actually had twice as many members as our competitor, but they were passive members. Our competitors are using every honorable means to increase their business, and I plead with all North Shore Line employees living in Kenosha to help me in securing as much business for the "Road of Service" as possible. Attend your clubs and lodges and use your influence whenever possible.

The same condition applies in securing carload and less-than-carload freight business. If you buy an automobile, your dealer should be glad to

give your company consideration in handling the carloads of automobiles he receives. Your plumber may figure that his present service is satisfactory, but on your account he might be convinced that he should use our line.

### Business Tips Appear Daily

A few suggestions thrown out by you here and there in the course of your social and business life in Kenosha will work wonders in securing new business. Kenosha is a bustling and rapidly-expanding city and is therefore ideal for securing new business prospects daily. I will be happy to go with you at any time to call on prospective customers or to go over any phase of the Better Business drive with you.

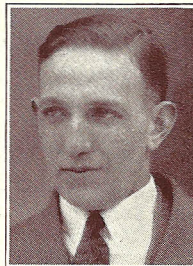
### "Always on Time!"

The following excerpt from a letter received by Luke Grant, Publicity Manager, from T. W. Passallaigue, District Sales Manager of the Ohio Brass Company, Chicago, tells its own story about North Shore Line Service:

Two ladies (on a North Shore Line train) were in the aisle getting ready to get off at the next stop. The first lady asked the second one: "Is this Winnetka?" Her answer was: "Just a second, and I will tell you when I look at my watch. Yes, this is Winnetka, for our train is due there in a minute and the North Shore Line is always on time."

I am a newcomer to Chicago, and this struck me very forcibly, for these days when a patron of an interurban railway makes a remark like this, it means considerable. I think your company should be congratulated, not only for the excellent service rendered but for having your patrons pleased with your service.

All of which is further proof that our reputation as the "Road of Service" is based on actual performance by the North Shore Line and its loyal family. And such words of commendation are a source of new business, as they induce others to use our service!



H. R. Erickson

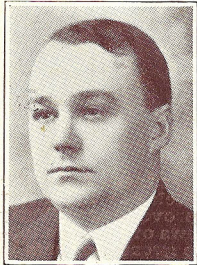


## Outing and Recreation Bureau Is Vital Factor in Selling Our Service

By C. EDWARD THORNEY,  
Director Outing and Recreation Bureau

"Yes, sir, every hour on the hour from Adams and Wabash."

That answer, familiar enough to every member of the North Shore Line family, is just as familiar to those of the Outing and Recreation Bureau—a free service for all the public. A considerable number of the hundreds of daily transportation inquiries in the Bureau's ground floor office at 72 West Adams Street—in the heart of the Chicago Loop—are answered by that statement, "every hour on the hour."



C. E. Thorney

Particularly favored by nature, the territory through which the North Shore Line operates lends itself admirably to the aim of the Bureau, popularizing "Metro-Land"—Chicago and a Hundred Miles Around—as an all-year recreational center. In fact, scores of prominent play places, some of the biggest athletic events and many of the most renowned features of general interest are quickly and conveniently served by this electric interurban railroad and connecting motor coach lines.

### Serves Thousands Monthly

Queries of every kind, many regarding the North Shore country and others pertaining to regions served by the associated electric interurban, public utility and motor coach companies, are handled—350,000 personal contacts in 1928! In one month, transportation aid and solutions to outing problems were given to nearly 40,000 persons.

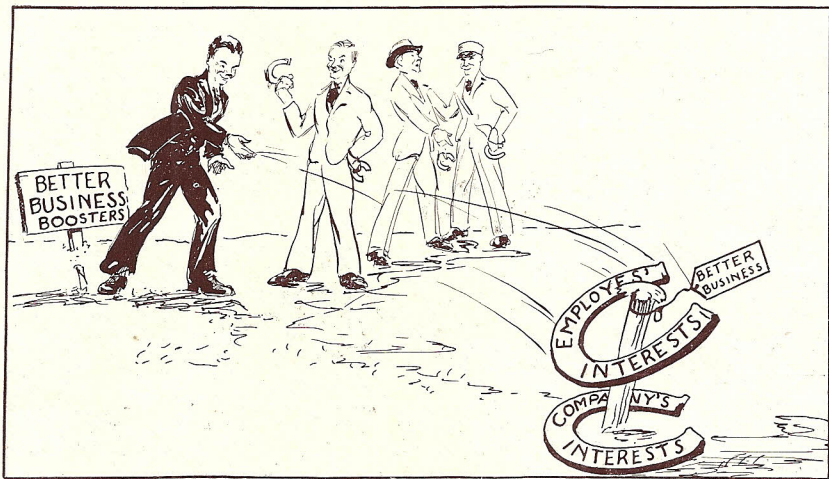
No small share of the success the Bureau has attained as an information gathering and distributing agency is due directly to the close co-operation of employes of the North Shore Line.

For example, when a hike enthusiast who lives in Waukegan came upon an interesting ramble north along the lake shore through the Waukegan Dunes, he mapped out the trail, wrote a report and sent it to the Bureau. There it was set up in pamphlet form, printed and then distributed in station racks throughout Metropolitan Chicago. Other trails at Mundelein and Fort Sheridan were similarly planned and advertised.

### Employee Co-operation Valuable

A North Shore Line man also found that one of Racine's most flourishing industries—the egg producing industry—was little known. He aided in getting together data about egg production in Racine County, and the result was broadcast in an interesting radio talk. Letters from all over the country attested to the value of this

## Both Ringers on the Same Peg



publicity; some writers sought information about the egg market and others wished to travel to Racine to visit the egg farms there. Trips were arranged via North Shore Line.

An agent telephoned about a winter carnival to be held along the North Shore Line. That same day a special bulletin detailing events, admission and how to get there was mailed to ticket agents, information bureaus and traffic departments of all the electric interurban and motor coach companies. Attendance from the whole region resulted in that agent's "tip."

The North Shore Line family is realizing that this co-operation is important, both to themselves and to the Bureau. Every kind of suggestion and all manner of information which will tend to make the service complete and accurate is welcome. By relaying such data to the Outing and Recreation Bureau, members of the "Road of Service" family can render a material benefit to their company. And anything that helps the company in turn helps the employe by making his job better and more secure!

### Bureau Aids Boosters

In many instances permanent attractions on the North Shore Line warrant the printing of pamphlets and folders descriptive and illustrative of these features. Among the points on which literature is available are the Northern Illinois Lake Region, Lower Wisconsin Lakes, Milwaukee and its parks, Lake Geneva, St. Mary's of the Lake, Mundelein and the Model Farm, Great Lakes Naval Training Station, Fort Sheridan, Waukegan and the nearby Dunes and the Skokie Valley. During 1928 more than 107 pieces of such literature were distributed. In June, record month in the season of pleasant outings, nearly 20,000 were given out.

From time to time the Adams Street display window has been occupied by North Shore Line exhibits. Throughout the past year radio talks of the same nature as the one previously mentioned were broadcast as a regular weekly feature of a popular program.

The Bureau has a world of informa-

tion and it's going to take a pretty "tough" question to "stump" its staff. So whenever you get one that you're not quite sure about, just ask the Bureau—it's your service and you can easily use it to your advantage in your efforts to increase business on the "Road of Service."

## New Illustrated Talk For North Shore Line Speakers Wins Favor

A new illustrated talk entitled "Modern Railway Transportation," prepared for members of the North Shore Line Public Speakers' Club, was introduced during the month of December and proved very popular with seven groups before which it was presented.

The initial presentations were made before sixth, seventh and eighth grade pupils of the Waukegan public schools, and this new way of telling the story of the "Road of Service" met with unqualified approval. Other illustrated talks will be prepared in the near future, according to C. G. Goodsell, who collaborated with Fred F. Butterfield and Ernest G. Cox in preparing the first one.

A total of forty-two talks and five miscellaneous engagements comprised the activities of members of the speakers' organization and co-operating groups during December. Audiences aggregating 4,959 persons were present for these appearances of North Shore Line orators and entertainers.

The South End Club had a record of ten talks and two engagements by the North Shore Line Band to its credit, while the North End group showed a record of thirty-two talks and one engagement each by the string orchestra, the wood wind trio and a male and mixed quartet.

Members who participated in this program of talks and the number of engagements filled by each follow: R. L. Short—9; M. W. Brown—8; Fred Butterfield—8; J. W. Oliver—6; C. G. Goodsell—5; E. G. Cox—4; C. K. Thomas—2.



## Industrial Milwaukee Is Inspiration to Boosters Seeking Freight Business

By F. J. BURKARD  
Asst. Genl. Freight Agt., Milwaukee

Advertising made Milwaukee famous—the simple and effective advertising of a brewer who made good beer and was proud of it. His slogan rang 'round the country and the magic of his advertising was so great that, when the law took the percentage out of beer, folks thought the grass would grow in Milwaukee streets and the trains would pass through without stopping.



F. J. Burkard

But the grass grows only on the well-kept lawns of the steadily increasing number of prosperous homes and the trains continue to do business in Milwaukee, even though the city's most generally known industry abruptly ceased to exist ten years ago.

### Milwaukee Industries Famous

The reason that the city of Milwaukee failed to pass out of the picture was primarily due to co-operation among the manufacturers, business men in general and a clearing house known as the Association of Commerce. Due to the latter's untiring efforts, Milwaukee is now known as the best balanced industrial city in the entire country.

Every member of the Association of Commerce, of which there are more than 2,000 who represent as many industrial plants in this great industrial capital, is what might be termed a solicitor for one great institution—the city of Milwaukee. To enumerate in this article the vast and various industries would take up considerable space, but I might mention a few of the leading industrial plants which are some of the largest in the United States in their respective lines:

The Allis Chalmers Manufacturing Company, largest machinery manufacturing plant in the world.

The Bucyrus Company, largest manufacturer of steam shovels, dredges and excavators in the United States.

The Harnischfeger Corporation, largest manufacturer of cranes and hoists in the United States.

The A. O. Smith Corporation, largest manufacturer of automobile parts in the United States.

The Phoenix Hosiery Company and the Holeproof Hosiery Company, largest silk hosiery manufacturers in the United States.

The National Enameling and Stamping Company, largest manufacturer of tinware and enameled ware in the United States.

### Co-operation Explains Growth

In addition, Milwaukee is the largest coal receiving port on Lake Michigan

## Revenue-Producing Better Business Tips

Better Business tips producing revenue during the period beginning December 1 and ending January 10 are listed below. Credits are awarded for the actual amount of business secured, on the basis of one credit for each \$5 of revenue produced. Your tip has been given a number by the Better Business Department. Check the numbers listed here to learn how many credits you have received:

Tip No.	Kind of Business	Credits Awarded	Tip No.	Kind of Business	Credits Awarded
9-084	Interline	2	12-072	Interline	2
9-243	Commutation	2	12-073	Interline	2
10-117	Interline	2	12-076	Interline	2
10-118	Passenger	1	12-077	Interline	2
11-044	Interline	2	12-078	Passenger	1
11-057	Interline	2	12-081	Interline	2
11-080	Interline	2	12-084	Interline	2
12-013	Commutation	8	12-097	Passenger	2
12-018	Interline	2	12-100	Commutation	4
12-019	Passenger	16	12-122	Interline	2
12-022	Interline	2	12-127	Interline	8
12-025	Commutation	3	12-135	Interline	4
12-033	Interline	2	12-136	Interline and Comm.	6
12-034	Passenger	13	12-137	Commutation	6
12-038	Interline	2	12-141	Interline	2
12-042	Passenger	2	12-151	Passenger (3)	2
12-044	Commutation	8	12-153	Commutation	1
12-045	Interline	2	12-175	Interline (4)	8
12-046	Interline	2	12-213	Interline	2
12-047	Commutation	7	12-215	Commutation	2
12-048	Spec. Party	19	12-216	Commutation	3
12-050	Interline and Comm.	4	12-217	Interline (3)	6
12-051	Interline	2	12-219	Interline	2
12-052	Interline	2	12-220	Commutation	9
12-053	Interline	2	12-221	Commutation	6
12-054	Interline	2	12-222	Commutation	1
12-056	Interline	2	12-224	Commutation	10

and the second largest on the Great Lakes. This gives you in a small way an inside idea of how Milwaukee has progressed since it became a city 83 years ago on January 31, 1846. What is the answer to the wonderful success the city of Milwaukee has experienced during the past 83 years? The answer is "co-operation."

The North Shore Line likewise is a great institution, serving the leading cities of both Wisconsin and Illinois and the thickly-populated, highly-developed area between these two great urban centers. It has earned the title of the "Road of Service" by giving the best service possible. It has an excellent roadbed and first-class equipment, furnishing the fastest and most comfortable transportation consistent with the greatest degree of safety.

### City Teeming With Tips

Like the city of Milwaukee, the "Road of Service" also has a clearing house, known as the Traffic Department. But the members of this department should not be the only ones soliciting new business. You too can help your company considerably, not only by discharging the duties to which you are assigned, but by doing a little more. You can assist in the securing of much new freight business by constantly talking our service everywhere you go and by selling our service at every opportunity.

To employees living in mighty Milwaukee, the world's most diversified and best balanced industrial city, new freight business lurks constantly just around the corner. The city is literally teeming with new tips, yours for the asking. Any assistance which the Milwaukee traffic representatives can give you is also yours for the asking.

As all forces have co-operated in winning for this city the title of

"Mighty Milwaukee," so let us all work together to make the North Shore Line the greatest and busiest electric interurban railroad in the world—even more widely known as the "Road of Service"!

## Inter-Departmental First Aid Contest to Be Held at Waukegan on February 21

The third annual inter-departmental First Aid contest for the championship of the "Road of Service" will be held on Thursday evening, February 21, at the new High School gymnasium in Waukegan, scene of last year's battle, it is announced by David F. Whitelaw, First Aid Director for the Medical Department.

Six teams will compete for the title now held by the Electrical Department, which gives the winner the right to represent the North Shore Line at the annual American Red Cross contest for the First Aid Championship of Chicago, to be held later.

The teams entered this year and their captains are: Milwaukee Transportation, Ben Shaffer; Highwood Transportation, Mike Wittry; Mechanical Department, E. Boetger; General Office, F. E. Wagner; Maintenance of Way, Bernard Knippie, and Electrical, Lawrence Bentley.

This year, members of teams winning first, second and third places will be awarded gold, silver and bronze medals, respectively, by the company. In addition to the departmental shield, the champions will also receive Borglum medals, donated by the American Red Cross.

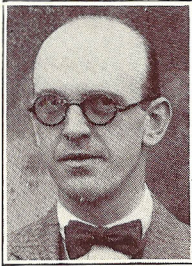
At the inter-departmental First Aid Contest of the Chicago Aurora and Elgin Railroad, held on February 7, the Shop Department team won the right to represent the company at the Red Cross finals in Chicago. Lawrence Bentley and Harry Renner served as judges at the "civil war" of the "Sunset Lines."



## Thriving Racine Offers Many Business Tips to All Employe Residents

By H. C. ELLIOTT  
Traffic Agent, Racine

Racine with its 78,000 people, second largest city in Wisconsin, boasting 172 factories manufacturing practically everything from small bolts to



H. C. Elliott

large farming implements, automobiles, radios and hundreds of other useful articles, and employing thousands of workers, is one of the most important cities along the North Shore Line and has unlimited opportunities in store for "Road of Service" workers intent on

getting new business.

We of the North Shore Line family who are fortunate in residing in the Belle City should be proud of that fact. But our obligation does not end with just being citizens here. We must all boost the various projects, both in the city as well as on the North Shore Line, for by our continued co-operation we benefit not only the community but also the company, which means ourselves.

### Outlook Is Bright

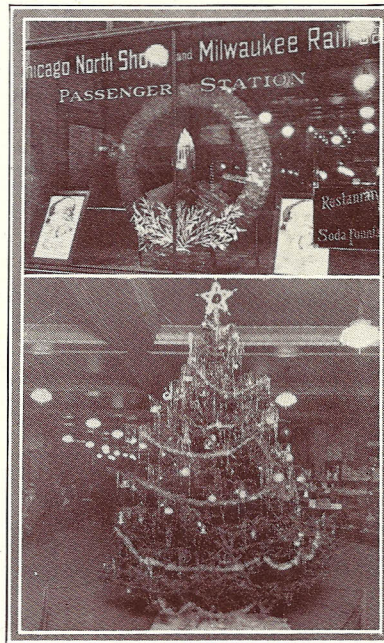
There is much to be accomplished in the future, and part of that accomplishment must come from "Road of Service" employes residing in Racine. Fortunately, more prosperous conditions now exist both in the country at large and here in Racine to make our task lighter. A bigger industrial expansion is at our doors, and our company has the facilities and connections which will help to bring a good part of that expansion to Racine. We can be both good citizens and good boosters by doing our humble part in securing some of that new business.

I am here, serving Racine as a sort of ambassador of good-will from the "Road of Service," endeavoring to bear the message of the excellent service and facilities offered by the North Shore Line to both residents and industries of this city. Naturally I depend upon all of our employes residing here to do their part in spreading that message throughout their neighborhoods. A co-ordinated and co-operative campaign on such a scale would not fail to unearth new and better business which I might never hear of and which should not be neglected.

### Co-operation Brings Results

With competition so keen today, we should never let any new business slip by, no matter how small it may appear. A new passenger or another carload of freight each week from each of us living here would soon loom up in pleasing proportions on the credit sheets of the Better Business Department. There is no limit to the extent our message would carry if all of us here would constantly talk North

## Yuletide Spirit Shown



The spirit of Christmas was extensively reflected in decorations all along the "Road of Service" from Chicago to Milwaukee. Large illuminated trees were installed in the stations at Milwaukee, Racine, Kenosha and Wilson Avenue. A tree also was placed on the roof of the Milwaukee Terminal. One of the neatly-trimmed trees is pictured above.

Diners and parlor cars had wreaths in the windows and festoons throughout the interiors, while the season's greetings were conveyed to the public by illuminated markers on the rear of all dining-car and parlor-car trains. Cards bearing a personal greeting to passengers from the North Shore Line management were distributed by conductors on all trains.

One of the most striking Christmas decorations in the downtown Chicago business district was displayed in the window of the Adams and Wabash station. It consisted of a wreath eight feet in diameter, in the center of which was an artificial candle five feet high. The candle was lighted by a cluster of thirty flame-colored electric bulbs which alternately flickered off and on so that a realistic impression of a burning candle was given. The above picture also shows the wreath which attracted much attention.

Shore Line service to friends, neighbors, fraternal associates and trades people with whom we deal.

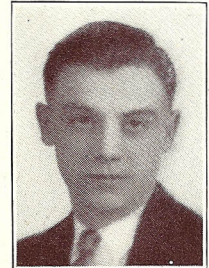
My services are at the disposal of fellow-boosters at any time. Any questions or suggestions you may have to offer will be appreciated. By working hand in hand, we shall be able to make the management proud of the part played by employes residing in Racine, in making the development of this city an important factor in our "Get Business" campaign.

## Marigold Motor Coach Service Source of Tips

### Many Connections Made With North Shore Line at Convenient Points

By A. H. MEHL, Traffic Mgr.,  
Marigold Motor Coach Lines

One of the features of co-ordinated transportation service in the Chicago metropolitan area which is an attractive source of new business for the North Shore Line is the extensive service of the Metropolitan Motor Coach Company—the Marigold Lines—with which direct connections are made at a number of points on the "Road of Service."



A. H. Mehl

This company operates Marigold coaches over 12 routes connecting north shore communities with leading resorts in the Northern Illinois and Southern Wisconsin lake regions and important communities to the west of the rail lines. The routes and leading communities served are as follows:

### Many Communities Served

Kenosha-Lake Geneva; Kenosha-Twin Lakes-Powers Lake (summer operation); Waukegan-Zion-Kenosha; Waukegan-McHenry-Woodstock; Waukegan-Lake Villa-Antioch-Fox Lake; Libertyville-Grays Lake-Lake Villa-Fox Lake; Highland Park-Lake Zurich-Wauconda; Highland Park-Deerfield-Northbrook; Wilmette-Glenview; Niles Center-Wheeling; Niles Center-Des Plaines; Glencoe-Wheeling; Evanston-Niles Center.

Service is also maintained between the Chicago Loop and downtown Milwaukee. Techny, Northbrook and Deerfield are served by coaches on the Milwaukee run.

Direct connections with North Shore Line trains are made at Kenosha, Waukegan, Highwood, Highland Park, Glencoe, Wilmette and Evanston on the Shore Line Route; at Niles Center terminal, Glenayre, Northbrook, Briergate and Highmoor on the Skokie Valley Route, and at Libertyville terminal. North Shore Line stations serve as motor coach stations in these communities. Downtown terminals also are maintained at Kenosha, 616 Fifty-ninth street; at Milwaukee, 141 Sixth Street, and at Waukegan, on County Street South of Washington Street.

### Cover Metropolitan Area

Other companies included in this network of Marigold motor coach lines serving communities throughout the metropolitan area to the north and west of Chicago are:

The Western Motor Coach Company, operating coaches between Chicago and western suburbs throughout the Fox River Valley; the Niles Center Transit Company, furnishing service between Chicago and suburban points



## C. A. Waite Wins Special Better Business Prize of One-Week Tour of East

By MARY V. DUNNE, Secretary  
Better Business Department

Charles A. Waite, Supervisor of Records, was the winner of the one-week free tour of cities in the east, offered by the company as a special award in the employees' "get business" drive. At the counting of the final ballots on January 28, Mr. Waite had the largest number of votes to his credit—a total of 1,620.

Carl A. Walberg of the Maintenance of Way Department finished second, just a shade behind the winner, with 1,575 votes. James Marsh of the Transportation Department took third place honors, amassing a total count of 1,060 votes.

### Race for Trip Close

Thus ended the red-hot contest for this major award which created so much interest among the "Road of Service" family. The three leaders had raced neck-and-neck since the first of the year. Only in the final quarter did the winner step into the post position and nose out his competitors. Just how close the contest was is shown in the final tabulation. Mr. Waite finished with a plurality of forty-five votes.

Interest now centers on the badge awards which are being given to boosters whose business trips produce revenue. Since the last issue of the HIGHBALL six "go-getters" have won the handsome North Shore Line emblem buttons.

### "Go-Getters" Are Entertained

A very pleasant evening as guests of the company was spent by a small group from the North Shore Line family on January 23, when the Better Business Department sponsored a surprise dinner and theatre party for em-

ployees who won silver button awards during 1928. Seven of the eight "go-getters" and their wives were present and enjoyed a dinner at the LaSalle Hotel, Chicago, following which they attended a performance at the Palace Theatre.

## Six Business Boosters Win Merit Badge Awards

Six members of the North Shore Line family were awarded Better Business merit badges during the period beginning December 1 and ending January 20. Three silver and three bronze buttons were presented as follows:

### SILVER

E. W. Moyer      W. O. Eubanks  
David E. Evans

### BRONZE

C. A. Walberg      William M. Brown  
Mrs. A. M. Carlson

Credits are awarded on the basis of one for each \$5 worth of business secured from tips. Ten credits are necessary for a bronze award, fifty for a silver award, 300 for a gold badge and 2,000 for a diamond award. Let's all boost for a good business year in 1929!

This unannounced treat was greatly appreciated by all who were fortunate enough to receive invitations as a result of their business-getting efforts. Those who were guests on this occasion were: Mr. and Mrs. J. W. Oliver, Mr. and Mrs. H. A. Densmore, Mr. and Mrs. R. W. Voss, Mr. and Mrs. W. O. Eubanks, Mr. and Mrs. James Marsh, Mr. and Mrs. M. Rutkowski and Mr. and Mrs. E. W. Moyer. Mr. and Mrs. Waite were unable to be present. Roy Thompson, Chairman of the Better Business Committee, and the writer acted as hosts.

Let us all unite in the one purpose of making 1929 a banner better business year for the "Road of Service."

tions with North Shore Line trains. From the information given above you may be able to secure many new business tips for both the Marigold motor coach lines and the "Road of Service."

## German Ambassador and Party Use Special Parlor Car on Trip to Milwaukee

Special parlor-car service was furnished by the "Road of Service" for His Excellency Dr. Friedrich von Prittwitz and Gaffron, German Ambassador to the United States, and party including his wife and Dr. Hugo F. Simon, German General Consul in Chicago, when they journeyed to Milwaukee on Friday, January 25.

The Ambassador and his party were met at the Milwaukee Terminal by a reception committee of leading citizens. Mayor Daniel Hoan officially welcomed the distinguished visitors to Milwaukee. An industrial tour of the city, a luncheon at the Schroeder Hotel and a public reception rounded out the Ambassador's visit. The party returned to Chicago on the North Shore Line, leaving the terminal at 6 p. m.

## Celebrate Record Year In First Aid Training Activities at Banquet

## Five Companies Set New High Mark With 558 Employee Graduates in 1928

By David E. Evans

Celebrating the establishment of a new record in First Aid training activities during 1928, employees of the North Shore Line and four associated transportation companies serving the Chicago metropolitan area gathered in the Grand Ballroom of the Palmer House, Chicago, on the evening of January 22, for the seventh annual First Aid and Safety banquet and entertainment.

Approximately 600 First Aid graduates and guests were present to join in the festivities of the evening. In addition to the North Shore Line delegation, there were representatives from the Chicago Rapid Transit Company, South Shore Line, Chicago Aurora and Elgin Railroad and the Marigold Motor Coach Lines of the Metropolitan System.

### Graduates Number 558

A total of 558 employees of the five companies completed the training course under the direction of the Medical Department during the past year. Of this number, fifty-one were from among the ranks of the North Shore Line family. The Rapid Transit Lines led the list in the number trained, having a record of 317 graduates. Other employees graduated were: Chicago Aurora and Elgin Railroad—105; South Shore Line—60; Marigold Motor Coach Lines—25. All of these received Medical Department certificates and American Red Cross diplomas.

Immediately after the dinner, Dr. Hart Ellis Fisher, Chief Surgeon of the Medical Department, which serves all companies represented, took up his duties as toastmaster and launched the extensive program of the evening. After extending greetings to the guests, he introduced Bernard J. Fallon, Vice-President in charge of operation, who made a brief address on behalf of the management.

### Medals Are Presented

"These annual banquets always receive the approval of the management because each marks a definite step forward toward a goal that means a great deal to all of us," Mr. Fallon said. "Each year the First Aid movement grows on our properties. It must continue to do so. The thought uppermost in the minds of a First Aid man is that, because of his training, he can be of greater service to his fellow workers and fellow human beings. This has been proven in many cases on record."

George R. Jones, chairman of the committee on awards of the Britton I. Budd Medal for the Saving of Human Life, followed Mr. Fallon. He read the citations and findings of the committee on the applications made for John B. Andrews, North Shore Line;

(Turn to Next Page)

to the north; the Northwestern Transit Company, operating local service in Oak Park, Ill., and the Evanston Bus Company, furnishing local motor coach service in Evanston.

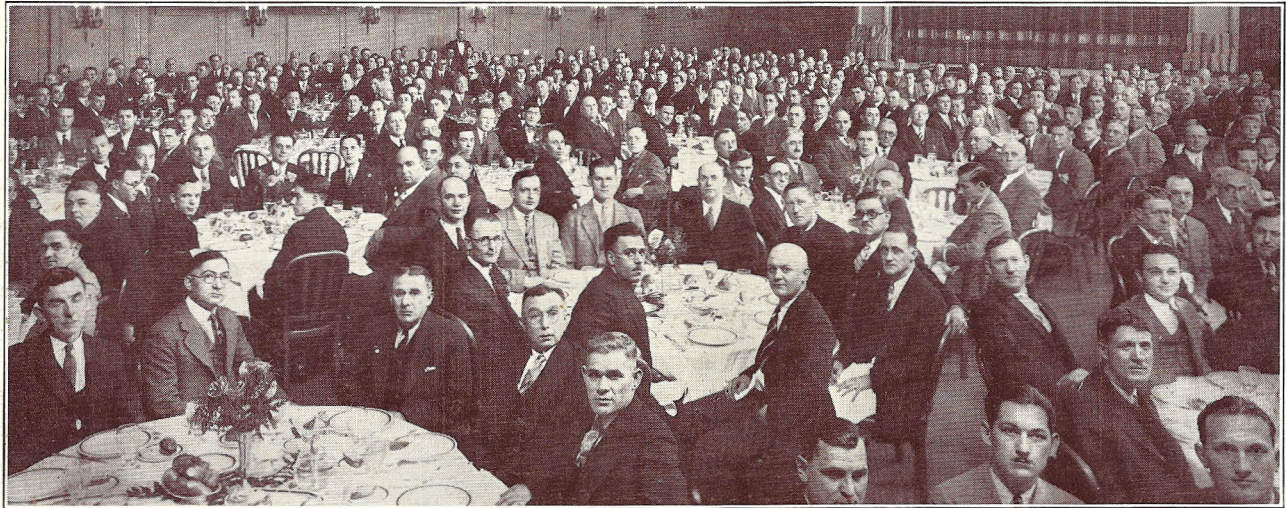
The new Union Bus Depot, at Roosevelt Road and Wabash Avenue in the heart of the downtown Chicago business district, is the main terminal for all coaches of the Metropolitan System operating in and out of Chicago. At this central station motor coaches of 24 companies serving all points in the United States can be boarded. The terminal is located conveniently for North Shore Line customers, being only half a block east of the Roosevelt Road station.

### Chartered Coaches Operated

In addition to this regular service on established routes, Marigold 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 this special motor coach service as well as details about the convenient connec-



## Record First Aid Year Celebrated at Banquet



A group of nearly 600 First Aid graduates and guests which crowded to capacity the spacious grand ballroom of the Palmer House, Chicago, were present at the seventh annual First Aid and Safety banquet and entertainment, held January 22. The event was in honor of 558 employees of the North Shore Line and four associated transportation companies serving the Chicago metropolitan area, all of whom completed the Medical Department training course during 1928. The picture shows part of the assembled group which was present to join in the festivities of the evening. The ballroom was so crowded that the camera could not include everybody in the picture.

### Celebrate Record Year in First Aid Training

(Continued from Page 11)

John E. Haney, South Shore Line, and Henry W. Matthews, Chicago Aurora and Elgin Railroad, all of whom were instrumental in the saving of a human life during the past year. The citations and story of presentation appears in another column.

#### Entertainment Makes Hit

Previous medal winners were introduced following the presentation, as also was the North Shore Line championship First Aid team, winners of third place in the Chicago championship contest held early last year. Vice-Presidents R. Floyd Clinch, H. M. Lytle and Charles E. Thompson and General Manager John R. Blackhall likewise were introduced, the first three making a few brief and appropriate remarks.

Then the meeting was turned over to entertainment, and a real show was presented. This was a combination vaudeville-minstrel show, including a number of talented "L" employees as end and chorus men, supported by an all-star cast of professional entertainers, dancers and comedians. A full orchestra assisted and played the musical accompaniment for the show.

During the dinner, the guests were entertained with selections by the male quartets of the North Shore Line and the Chicago Aurora and Elgin Railroad. The Rapid Transit Band was also on the job providing plenty of music during the evening. A number of other acts were presented before the feature show of the evening got under way.

### Save Human Lives

**Motorman J. B. Andrews Is  
One of Three Receiving  
Britton I. Budd Medal**

John B. Andrews, "Road of Service" motorman, was one of three employees of the associated electric interurban railroads serving the Chicago metropolitan area, who were awarded the Britton I. Budd Medal for the Saving of Human Life at the seventh annual First Aid and Safety banquet held at the Palmer House in Chicago on the evening of January 22.

#### Saves Life of Neighbor

Mr. Andrews saved the life of Henry Kunz, 2214 Hervey Avenue, North Chicago, on April 9, 1928, when Mr. Kunz was overcome by carbon monoxide gas while working under his automobile in the garage at his home. The unconscious form of Mr. Kunz had been discovered and efforts to revive him were being made without success when Mr. Andrews passed the place. He proceeded a short distance when curiosity as to the gathered crowd caused him to turn back. On reaching the scene Mr. Andrews took charge of the situation and applied the Schaefer prone pressure method of resuscitation with successful results. Mr. Andrews lives at 2011 Hervey Avenue, North Chicago, being a neighbor of the man he saved.

The two other recipients of the award were John E. Haney, crossing watchman for the South Shore Line, and Henry W. Matthews, night car inspector for the Chicago Aurora and Elgin Railroad. Mr. Haney rescued a man from between two South Shore Line passenger cars when the latter

slipped in attempting to board a moving train at Hegewisch, Ill. Mr. Matthews rescued and resuscitated a fellow-workman who had received a heavy charge of electricity through his body while changing a trolley pole on top a car in the Wheaton shops of the C. A. & E. Railroad.

#### First Aid Saves Many

The medals were presented to the three life savers on behalf of Mr. Budd, President of the companies, by Bernard J. Fallon, Vice-President in charge of operation. This makes a total of 17 employees of the associated transportation companies who have saved human lives as a result of the training in First Aid principles which has been given by the Medical Department, of which Dr. Hart Ellis Fisher is Chief Surgeon and David F. Whitelaw is First Aid Director.

**THE** purpose of public utility regulation is to provide ample protection for the public from exorbitant rates or insufficient or unsatisfactory service. This purpose is not served by hampering development of utility companies or by preventing their earning a fair return on investment. Regulatory supervision and laws which cripple utilities are no more in the interest of the public good than are those which give to the companies an undue advantage in service or charges. An honest, impartial and intelligent exercise of the regulatory powers of the State Commerce Commission will be the established policy of this administration.

—From inaugural address of Louis L. Emmerson, Governor of Illinois.



## Additional Fast Trains Feature New North Shore Line Operating Schedule

**Chicago - Milwaukee Limiteds  
Total 45 Daily—Waukegan  
Service Is Increased**

Addition of three new limited trains operating daily between Chicago and Milwaukee, two Chicago-Waukegan expresses and one local from Waukegan to Chicago are features of the new operating schedule of the North Shore Line, which went into effect Sunday, January 20.

This new service is largely for the convenience of persons wishing to reach their destination quickly at a late hour, such as theatre-goers or persons attending night meetings. The additional trains make a total of forty-five limiteds operated by the North Shore Line daily between Chicago and Milwaukee, making stops also at Racine, Kenosha, Zion, Waukegan, North Chicago Junction and Niles Center. A total of 81 trains are operated daily between Chicago and Waukegan, while the limiteds make a total of 122 trains serving Waukegan residents daily.

### Faster Service Furnished

The new northbound service includes two limiteds, which leave Adams and Wabash station in the Chicago Loop at 11:10 p. m. and 12:05 a. m., operating over the Skokie Valley Route and arriving in downtown Milwaukee at 1:19 a. m. and 2:14 a. m., respectively. These trains take the place of the Chicago-Milwaukee expresses which formerly left the Chicago Loop at 11 p. m. and midnight and operated over the Shore Line Route. The new limiteds reduce the running time between Chicago, North Chicago and other points north to Milwaukee by 26 minutes.

For the convenience of persons living in North Shore suburbs two new northbound Waukegan expresses have been added to furnish service formerly provided by the late-hour Chicago-Milwaukee expresses. These new trains, operating over the Shore Line Route, leave Adams and Wabash, Chicago, at 11:03 and 11:58 p. m., making all express stops and arriving in downtown Waukegan at 12:45 and 1:40 a. m., respectively.

### Give Complete Transportation

Under the new schedule the southbound express, which left Milwaukee Terminal at 11 p. m. and operated over the Shore Line Route to Chicago, is replaced by a limited leaving Milwaukee at the same hour and operating to Chicago over the Skokie Valley Route. This change reduces the running time between Milwaukee and Chicago at this hour by 27 minutes. A local train, leaving Waukegan at 12:01 a. m. and connecting with the limited at North Chicago Junction, has been added for the convenience of southbound passengers destined for points on the Shore Line Route.

Other features of the new schedule include the addition of Madison-Wa-

## Receive Awards for Saving Human Lives



The picture shows Bernard J. Fallon, Vice-President in charge of operation, presenting the Britton I. Budd Medal for the Saving of Human Life to three employees of the associated electric interurban railroads serving the Chicago metropolitan area, at the seventh annual First Aid and Safety Banquet.

From left to right the men are: Motorman John B. Andrews, of the North Shore Line; Henry W. Matthews, of the Chicago Aurora and Elgin Railroad; John E. Haney, of the South Shore Line, and Mr. Fallon.

bash "L" station to the regular northbound stops of North Shore Line trains in the Chicago Loop and the establishment of the Quincy-Wells station of the Chicago, Aurora and Elgin Railroad as an inbound Loop station for all southbound North Shore Line trains. Schedules of the Marigold Motor Coach Lines of the Metropolitan System, showing connections with North Shore Line trains, emphasize the complete transportation service afforded North Shore communities and cross-country points by the "Road of Service" and co-ordinated coach lines.

## Four Employees Elected Trustees of E. M. B. A.

R. D. Wells, City Trainman; Harry Peterson, Gate Foreman; Fred Roevers, Shopman, and L. J. Wertzler, Auditor of Passenger Accounts, were recently elected to the board of trustees of the Employees' Mutual Benefit Association to serve for a two-year period from the first of February, 1929.

Mr. Wells, elected to represent the Waukegan City Division, succeeds himself in that office. Mr. Peterson, who represents the Wisconsin Division of the Maintenance of Way Department, succeeds Henry Bloom. This is Mr. Peterson's first term. Mr. Roevers succeeds John Orting in representing the Wisconsin Division of the Mechanical Department. Mr. Wertzler, who represents the General Office, Stores and Commissary Department, succeeds himself for the second time.

### General Mix-up

"She wanted me to 'ave a finger in the pie but I smelt a rat and nipped it in the bud."

Cook—"Lor', Mrs. Jones, 'ow you do mix your semaphores!"

## Meet Mary Dunne —Often!

Folks, meet Mary V. Dunne, who in her official capacity as Secretary of the Better Business Department stands ready at all times to serve you in our co-ordinated drive to make 1929 a record year in securing new business for the "Road of Service!"

Miss Dunne has been a member of our family for over five years, taking a position with the Traffic Department on July 6, 1923. She has had experience in practically every branch of activity connected with the Traffic Department, and is thereby very well fitted for her new work.

Being of a constantly genial disposition and showing at all times a spirit of co-operation and assistance she has earned many friends in other departments as well as among her immediate fellow-workers, who were unanimous in their approval when Miss Dunne was recommended for the position of Secretary of the Better Business Department.

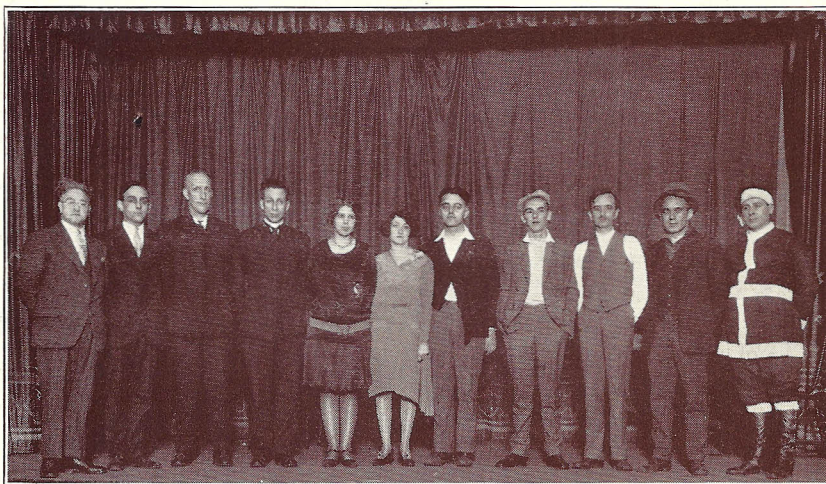
It is Miss Dunne's expressed wish that members of the North Shore Line family call on her or write her for any information relative to securing new business, or on any matters pertaining to credits, tips and other features of our "get new business" drive.



Mary V. Dunne



## Entertain at Company Section Meeting



Approximately 200 hardy members of the North Shore Line family, who braved the first cold snap of this winter to attend the December meeting of Company Section No. 14, A. E. R. A., were rewarded by one of the finest programs ever presented by that organization.

A concert by the "Road of Service" band under the direction of Earl P. Shultis preceded the meeting. Following a short business session conducted by John R. Blackhall, president of the Company Section, the North Shore Line male quartet made its first appearance and delighted the audience with several fine selections.

Fred Butterfield delivered an interesting address on "Modern Railroad Transportation," which was illustrated by stereopticon slides. The text and illustrations of this talk were prepared by E. G. Cox and Mr. Butterfield for use in industrial science talks in schools.

In keeping with the spirit of the season a one-act play entitled "Christmas in the Flop House" was presented. H. J. Phillips, Harold Duffy and R. M. Ketchum played the parts of hardened derelicts in a "flop house" conducted by E. T. Gurney. Kenneth Wilkins played the part of Santa Claus, whose visit softened the hearts of the "tramps" and infused the spirit of the season into them again. A mixed quartet consisting of Mary Crandall, Luella Klann, Earl Shultis and George Stevens aided the players in the presentation by singing several carols.

Refreshments and dancing concluded the program. The entertainers, pictured above, from left to right are: William Brown, George Stevens, A. Shultis, Earl Shultis, Luella Klann, Mary Crandall, Harry Phillips, Harold Duffy, E. T. Gurney, R. M. Ketchum and Kenneth Wilkins.

## Annual Report of "Ask Us" Bureaus Shows Wide Range of Public Activities in 1928

An interesting story of the public's eagerness in accepting the Outing and Recreation Bureau and the Own Your Own Home Bureau as clearing houses for information on "Metro-Land"—Chicago and a Hundred Miles Around—is contained in the annual report of the two organizations, recently issued by C. Edward Thorney, Director. One of the most significant features is the great number of people served and the large amount of literature distributed during the year.

A grand total of 263,367 inquiries were cleared through the two organizations in 1928. Of this number the Outing Bureau received 259,888 telephone, personal and mail inquiries, while the Home Bureau staff handled 3,479. The Outing Bureau distributed 504,226 pieces of literature, and the Home Bureau gave out 61,290 informative pamphlets.

North Shore Line literature was in heavy demand, a total of 107,700 pieces

of printed matter advertising the "Road of Service" being given out. Although the chief function of the twin bureaus is to "sell" the territory served by the various companies rather than to sell transportation on the electric lines operating through the area, North Shore Line transportation amounting to \$1,789.90 was sold through the consolidated ticket office of the Outing Bureau.

Other activities of the bureaus included: 127 public addresses, including twenty-six radio talks; arranging window displays; establishing information booths at various conventions; preparing advertising literature for special events; conducting statistical and special surveys of the metropolitan area; arranging educational tours for special groups, and co-operative work with civic and commercial organizations in developing interest in recreational and home-owning advantages of various communities.

### Untimely Death

Undertaker (to Pat): "Are you one of the family or one of the mourners?"  
Pat: "Be gad, I guess I'm one of the mourners, because the corpse owes me five dollars."

## Hints on Home Owning

By George Laurence, Ass't Director,  
Own Your Own Home Bureau.

(Consult the Own Your Own Home Bureau, 72 W. Adams St., for information on house heating or any other home problem.)

Winter's penetrating blasts prove the advisability and economy of heat-insulated homes.

But, if your home happens to be one of those built before it was found that insulation cut heat bills and eliminated drafty homes, you can still prevent considerable heat loss and make the house comfortable in cold weather.

### Keep Basement Warm

A reasonably warm basement is one of the first aids to home comfort. Be certain that crevices and cracks are blocked, for even a quarter-inch space provides an avenue for a cold draft. On the other hand, much heat is wasted by keeping the basement too warm—usually because of poorly insulated furnaces, particularly where steam or hot water heat is used. If the outer surface is hot to the hand, it is evidence of too little insulation. By increasing the covering to a thickness of 1½ inches, this can be remedied. Other heat losses occur when pipes are not completely covered, including even the joints.

Rattling windows often indicate a source of cold air. This source can be done away with by removing the "stop" and setting it closer to the lower sash, where most of the leakage is ordinarily found.

### Insulated Homes Best

Heat losses through the attic are easily avoidable. Their common cause is the presence of uncovered louvers, or latticed openings. By covering from the inside, this loss is averted.

There are any number of minor conditions that in uninsulated homes result in loss of heat and discomfort. In most instances these discomforts and wastes can be remedied.

If you are building a new home, insist that modern methods of insulation throughout are applied. The little extra cost will bring returns in lower heat bills and solid cold-weather comfort.

## In Our Library (1202 Edison Building)

By Marie McNamara

The following volumes have recently been received:

Report of the American Committee on Electrolysis, 1921.

Stray Currents from Electric Railways, by Dr. Carl Michalke, published, 1906.

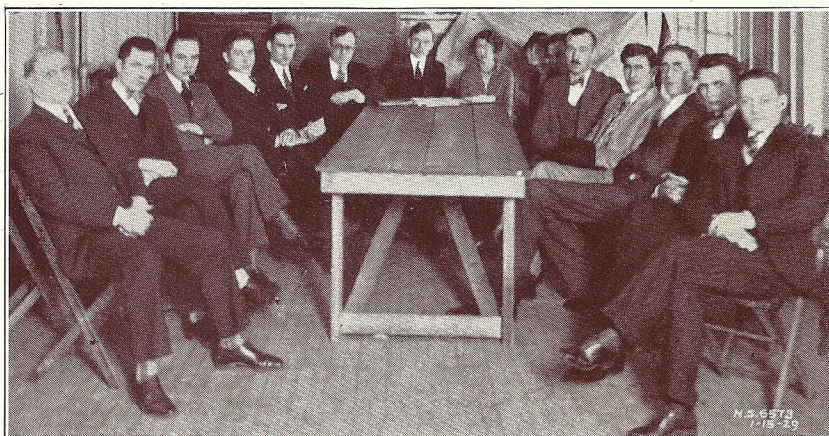
Commerce Year Book, 1928, compiled by Bureau of Foreign and Domestic Commerce of United States.

Public Utilities Reports, 1928, volumes A and B.

The Traffic World, January to June, 1928.



## Ticket Agents Study Service Improvement



By Ernest G. Cox  
Director Service Improvement

An institution or an organization is judged in very large measure by the quality of its representatives. At the same time, when we think of an organization of good repute, we associate with it individuals of a high order. It is this latter consideration which causes a degree from a well-known university of high standing to carry with it a prestige not enjoyed by graduates of a minor institution of lower rating. Likewise a representative of a great national banking institution is accorded more consideration than a local financier, and so on.

It is a working principle that there is a direct relationship between the reputation enjoyed by an organization and the personal qualities of those individuals who represent it. With this thought in mind, should not we, who are the North Shore Line in the eyes of the public, ask ourselves: "Do we worthily represent our organization before our customers?"

### Employees Build Reputation

The North Shore Line enjoys a splendid reputation as an electric interurban railroad. It is especially well known for the speed of its schedules, the quality of its equipment and the high standards of courtesy and service on the part of its personnel. Of these three elements of service the first two are fairly constant. The speed of trains and excellence of equipment cannot easily be improved upon. In the field of personal service, however, there is always a chance for us to put forth greater efforts. Furthermore, this is a quality of North Shore Line service which is unlimited in its influence for good, as much new business is derived from personal service well rendered.

Our customers appreciate and respond to good treatment at the hands of the personal representatives of our company just as we react favorably to such treatment accorded us by others. We patronize and appreciate the service of stores and business concerns where some consideration is shown us. It is true that the quality and the price of a product or service ren-

dered influence our choice of where we go for it; yet another factor of unusual importance in determining whether we shall continue such patronage, is the manner in which we are handled by the representative of the company involved.

### All Influence Public

Practically every North Shore Line employe has contact with the public in some way or other. Many, such as trainmen, agents, concession clerks and merchandise despatch forces, deal with customers directly. Others have contacts over the telephone. Still others are known as North Shore Line people by their neighbors and acquaintances. Every member of our organization has some opportunity to help mold the attitude of the general public toward the company and its service.

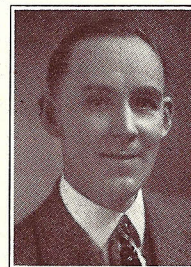
The reputation enjoyed by our company is a matter vital to all of us, not alone because of the material benefit involved, but also because each of us shares in the respect and esteem in which the "Road of Service" is held by the general public. It is our good fortune to be connected with a splendid transportation company, rendering a vital and important service to thousands of people each year. Let each of us, every day of this year, determine to lose no opportunity to show the public by our conduct and standards of personal service that the North Shore Line is an organization of genuine, intelligent, sympathetic men and women.

The first of a new series of service improvement sessions was held recently when a group of ticket agents gathered to consider how their contacts with passengers can best be made to reflect credit upon themselves and the organization. The above picture includes: W. C. Upton, General Ticket and Baggage Agent; Mary Crandall, Secretary to the Director of Service Improvement; Agents M. Schramm, Paul Mendel, N. Jacobs, W. Casler, G. Robbins, O. D. Green, S. E. Worthen, W. Holt, L. Christensen, G. E. Hartman, John Lange and Mrs. A. Brookhuizen, and the writer.

## George Owens Noted As First White Child Born In South Dakota County

By Albert W. Gerbin

George H. Owens, Chief Car Inspector of the North Shore Line, has the unusual distinction of being the first white child born in the County of Codington, South Dakota. This fact was established when Mr. Owens returned recently to visit a relative. A Watertown newspaper carried a lengthy article about his claim, conceding it in full. This was reprinted in the *Daily Sun* of Watertown, where Mr. Owens makes his home.



George H. Owens

According to the article, he was born in a sod "shanty" about six miles southeast of Watertown, on a homestead taken up by his grandfather. His father and mother soon took a homestead nearby. Upon revisiting the spot, Mr. Owens found only a thick growth of weeds. During his visit he was the guest of honor at a reunion, where he met approximately 60 persons to whom he is related but most of whom he had never seen before.

When he left for Wisconsin with his parents George was only five years of age. The countryside was sparsely dotted with a few sod homes, and the railroads had not yet reached that section of the country. The Owens' traveled overland to Wisconsin, a trip which is only vaguely recalled by Mr. Owens. His boyhood was spent in Wisconsin but later he lived in California, eventually returning to North Shore territory.

Mr. Owens has been with the "Road of Service" for 16 years. He started in 1912 as a carpenter. He was made carpenter foreman in 1919. He also served for a while as assistant master mechanic. With the adoption of motor coaches he became general garage foreman. Later he was appointed to the position in which he serves today.

### Getting Even

"Shut the door," yelled the rough man. "Where were you raised—in a barn?"

The man addressed complied, but the speaker, looking at him a moment later observed that he was in tears. Going over to the victim, he apologized.

"Oh, come," he said soothingly, "you shouldn't take it to heart because I asked if you were raised in a barn."

"That's it, that's it," sobbed the other man. "I was raised in a barn, and it makes me homesick every time I hear an ass bray."



# 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  
ALBERT W. GERBIN.....Associate 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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JANUARY-FEBRUARY, 1929

Nos. 1-2

## "GET BUSINESS!"

THREE YEARS ago a Better Business Campaign was launched among members of the North Shore Line family. Departmental and divisional teams were organized, and keen rivalry developed in the drive to secure more business for the "Road of Service."

So successful was the campaign in 1926 that it was extended through 1927. Although certain changes in the method of organization were made, the good work continued in the nature of a campaign.

This organized drive to develop business for the North Shore Line had continued steadily for almost three years when it was decided that the time was ripe for a change. A Better Business Department was instituted as an integral part of the Traffic Department.

What did this change signify? It meant that the work of securing new business for our company thereupon ceased to be a campaign and became a definite part of our regular duties. Without business our company—and our jobs—would not exist. Everyone has come to recognize that getting business is a real part of our daily work.

As our President, Britton I. Budd, pointed out in his recent letter to us, the success of the North Shore Line means our individual success, as most of us are making employment with the "Road of Service" our life's work. As the company's future becomes more secure, so do our jobs become more secure—and of course all of us are vitally interested in our own welfare!

Quoting Mr. Budd: "Effective at once, every employe is ex-officio a member of the Traffic Department. The family needs new business, as well as to hold present business, and it is distinctly up to the family to get it. Every employe who has a friend or acquaintance who can travel or ship via the North Shore Line is going to be depended upon to get that business. People know much less about our service than you think they do. Talk North Shore Line everywhere you go."

The company's interests and the employe's interests are one and the same. They can no more be separated than can the equipment and the personnel, which together comprise the only commodity we have to sell—

SERVICE. And both these interests are wrapped around the issue at hand—**MORE BUSINESS.**

It is unnecessary to point out here the many phases and features of our service which make the North Shore Line one of the finest transportation organizations in the world. All these things are ably set forth elsewhere in this issue of your publication. True, there are many transportation companies which exceed the North Shore Line in size. But we need not take our hats off to any when it comes to quality of service—which covers both personnel and equipment.

There is no richer or more productive area in the entire world than that served by the North Shore Line. The density of population and the vast number of industries make this one of the most potential fields for new business to be found anywhere. And there is no doubt that much new business awaits us—if we but go after it.

That's the nub of the whole matter. We must **GO AFTER IT!** Again quoting from Mr. Budd's letter: "We are going to quit 'just filling orders'—only taking the passengers and freight that come to us. There is not a service or commodity in the world, no matter how valuable or useful it may be, that does not have to be sold. **WE ARE GOING TO SELL!**"

The facilities of the North Shore Line have been expanded greatly during the past few years. We are prepared to handle more business in every branch of our service. We have the best of equipment, and plenty of it to accommodate new customers. We have a splendid organization of loyal employes who have won world-wide recognition for efficiency and courtesy.

Only one thing remains to put this job of getting more business over as it should be. That is for **EVERY MEMBER** of our transportation family to become a **SALESMAN**—with North Shore Line SERVICE as his stock in trade. Then will we **GET BUSINESS** in ever-increasing amounts from the many prosperous communities which we so faithfully serve.

Remember, when we endeavor to get new business, we are working for our bread and butter, just as much as when we perform our routine duties in the operation of our properties. In fact the benefits of our activities in getting new business are threefold. We help the company by increasing its field of service and thereby aiding in its development. We help ourselves by increasing our opportunities and making our jobs more secure. And we help the communities which we serve by stimulating their growth and progress.

We are now in the fourth year of our persistent endeavor to **SELL OUR SERVICE** 100 per cent. No time is better than the present to accomplish what we have set out to do. Let's all put our best efforts into this work and help the North Shore Line **GET BUSINESS!**

*Make each day's work the best you've done,  
And thus each day success you've won!*

Congratulations to the Milwaukee City Lines on the fine safety record which they have established. It just goes to show what co-operative efforts will accomplish!

The North Shore Line bowlers and basketball stars are showing a splendid brand of sportsmanship. Whatever members of our family do, they make a good job of it.



**"The Road of Service"**

This is the fourth of a series of articles especially prepared for the **HIGHBALL** by Fred F. Butterfield, Student Engineer in the General Manager's office, in which he is outlining the functions of the North Shore Line in all branches of its operation. The present article deals with the Maintenance of Way Department.

In the last issue we finished discussing the Transportation Department, and now we turn to the Maintenance of Way Department. This department is second in number of employees and plays a very important part in the operation of the North Shore Line. Its function is to provide and maintain all the tracks, bridges and buildings necessary for operation.

Since a great deal of its work is technical, a chief engineer is in charge of the department. Under him in regular line and staff organization are assistant engineers, supervisors and foremen. Typical of the economy and efficiency of this department is the fact that most of the foremen are working foremen.

**Insure Speed and Safety**

This department can readily be divided into two divisions, namely, the Track and Roadway, and the Bridge and Building. The Track and Roadway Division, as the name implies, takes care of the maintenance and construction of all tracks, and this in itself is no small job. There are twenty-two sections, comprising 115 men, engaged in this work, and in times of severe snowfall extra men are hired for short periods to aid in clearing the snow from all switches and other moving track parts. At such times the whole department is held subject to call in order that the snow may cause as little delay as possible. Oftentimes these men work long hours to keep the trains from delay.

The track and roadway forces also must maintain an ever vigilant watch over the track, so that any wear, caused by the constant passage of high-speed trains may be detected and corrected immediately. That they perform their duties well is amply proven by the remarkable absence of track failures of any sort. During the past year these men, with the aid of an extra gang, installed 32,545 ties and laid 586.81 gross tons of rails.

**Many Skilled Men on Job**

The Track and Roadway Division plays a very important part in the safe, rapid and comfortable transportation of the large number of North Shore Line patrons. But the Bridge and Building Division is equally important for, though the trains must have properly built tracks, the tracks cannot go very far without bridges. In addition to skilled men to build the bridges and maintain them in a safe condition, this division has many men, skilled in many trades. There are blacksmiths for sharpening and making tools and repairing parts; carpenters to build and repair stations and other buildings; plasterers to plaster them; plumbers to install and

**The Call of the Great Outdoors**

Among the many winter sports that may be enjoyed along the North Shore Line, there is none that offers greater pleasure or more healthful exercise than ice skating. There are many places, served directly by the North Shore Line, where ice skating may be enjoyed. One of the most convenient and best equipped spots is Liberty Lake, at the east end of the village of Libertyville. A story on this new winter sports center will be found elsewhere in this issue. Tell your friends of this natural outdoor skating rink, reached directly by the "Road of Service." Here is another source of new business.

repair all kinds of plumbing; tin-smiths to care for the construction and repair of all tin parts, and machinists with their machine shop to repair all manner of mechanical things that may get out of order, such as the gasoline speeders used by the section men to get about on the railroad, cranes of all sorts, rail grinders, etc.

Men in this division also take care of the preparation and application of the chemical weed killer, which sprays the right-of-way twice during the summer to kill the weeds. And we must not forget the painters, who by protecting the surface protect the work of all the others. They travel from one end of the road to the other armed with their pneumatic paint gun, shooting all vulnerable and exposed places, so that the slow fire called rust and weathering cannot attack the bridges and buildings.

**Automatic Gates Infallible**

There is an engineering staff that plans most of the work and makes the necessary surveys. And there is a signal corps, which installs and maintains the block signals, interlocking plants and automatic gates.

Let me tell you an interesting thing about the automatic crossing safety gates now being installed by this group of men. The track circuits that cause the gates to operate are able to distinguish the approach of a fast passenger train from the approach of a slower freight, and the gates act accordingly. That is, if a fast train is coming the gates start going down while the train is some distance away, so that the gates are down before the train reaches the crossing. But, if it is a slow train that is coming, there is

no need to hold up street traffic so long, so the gates wait until the slow train gets closer before they start to go down. Thus the automatic gates distinguish the speeds of trains, and their judgment is unfailing, even though the night be foggy or snow is falling. The gates come down in time to protect the crossing, no matter what the weather or the speed of the train—and there is no possible chance for the human element to enter into their operation.

These gates and their operation comprise but one of the many interesting phases of the maintenance of way work—work that is interesting, diversified and vital to the well-being of the transportation service which the North Shore Line renders and which is also vital to the social, political and economic well-being of the entire territory served.

**T**HOSE infernal thought waves of procrastination are mental "bugs" that have a brilliant headlight in front and a long sharp "stinger" behind.

They breed by the millions with a little encouragement and inject their poison into the mind of man only to hinder his happiness and success.

Earnest, hard work is the only antidote that will successfully exterminate these pests.

One good lick of work is worth 10,000 wishes in striving for success. The whole world respects a good worker. Work is the great conqueror—the one best friend of the living and the foundation stone of all successes.



### Set Safety Record!

**Milwaukee City Trainmen  
Operate 56 Consecutive  
Days Without Mishap**

By Albert W. Gerbin

Hanging in a conspicuous place on the wall of the office at Harrison Street, Milwaukee, is a glass case containing a calendar for the month of December, 1928. A huge red star covers each number of the entire 31 days. Not perhaps a work of art, but never was an art collector prouder of his treasures than are Superintendent W. H. Burke and every employe of the Milwaukee City Lines as they gaze on that simple glass case!

For that unique record tells a story of the fulfillment of the ambition of every man who ever piloted a city car through rush-hour traffic—namely, to operate an entire month without an accident of any nature. And for the first time in the history of city car operation this record comes as a remarkable tribute to the extraordinary care and skill exercised by the Milwaukee city trainmen.

#### Honor Roll Has 20 Names

The magnitude of the feat can be appreciated by the figures disclosed by Superintendent Burke, which reveal that the mileage operated during December was 34,110.22. Although December was the first no-accident month, the exact number of consecutive days operated without mishap of any nature was fifty-six, for it was from November 24, 1928, to January 19, 1929, that the trainmen made the new record for safety on the North Shore Line.

The trainmen who worked so zealously to set this record were:

W. Byrne	F. Schaar
J. Larke	O. Swift
W. Leadley	D. Fisher
C. Shortal	H. Rozek
L. Borchardt	V. Clark
E. Kornicke	F. Schreiner
J. Maxwell	E. Van Dyke
W. Landers	E. Smith
M. Momblow	A. Johnson
E. Ortmann	C. Nyberg

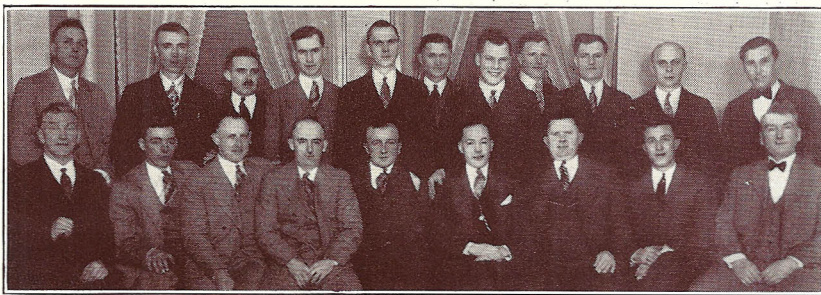
On January 19 an autoist ran into a city car which was at a standstill and, although the mishap cannot be charged against the motorman, nevertheless the accident terminated the perfect record which had been approaching the two-month mark.

#### Safety Increased Yearly

J. W. Oliver, Safety Engineer, commended the Milwaukee city trainmen highly for their feat, adding a word of praise for the men of the Milwaukee shops who kept the equipment in perfect condition and thus aided in making the record possible.

A glance into the records of Superintendent Burke's division reveals the laudable fact that accidents have been steadily decreasing. For example, in 1923 there were 216 accidents. In 1927 there were ninety-three, and last year only sixty-three were charged against the division. This constant determination to reduce accidents to a minimum has resulted in establishment of a record which gives other

### Milwaukee City Trainmen Feted at Banquet



This picture, which appeared in the MILWAUKEE JOURNAL on January 24, shows the Milwaukee City Lines trainmen at the Hotel Wisconsin, on the evening of January 23, when they were guests of honor at a banquet celebrating their achievement of operating without an accident for 56 consecutive days. This record included perfect operation of city cars during the entire month of December. The names of the trainmen are given in the accompanying story.

divisions of the "Road of Service" a shining mark at which to aim. However, should that record ever be surpassed, it is the firm determination of the Milwaukee city trainmen to surpass it themselves!

### Keen Interest Shown as Employees Elect Service Annuity Board of Trustees

Lloyd M. Triplett, Transportation Department; Carl Arnsward, Maintenance of Way Department, and John H. Nichols, Passenger Accounts Department, were named trustees for the North Shore Line Service Annuity Plan to serve during the year 1929, at the recent election of employees' representatives.

This is the third successive year that Mr. Triplett has been elected in that capacity, it was revealed by O. E. Foldvary, Assistant Secretary for the Service Annuity Plan, who declared that interest in this year's vote was greater than ever. The feature was a three-cornered fight for third place, finally won by John Nichols over George W. Berry and Richard Horman. A total of 1,194 ballots were cast, while the number of actual votes given to all candidates was 3,209, clearly indicating the increased interest displayed in the selection of trustees this year.

### Seminarians Use Special Service on Vacation Trip

Special service was provided by the North Shore Line for approximately 350 young men from Chicago and vicinity who are studying for the priesthood at St. Mary's of the Lake Seminary, Mundelein, when they journeyed to Chicago on January 19 for their annual mid-winter vacation with home folks.

The seminarians were transported in a seven-car train, which operated over the Skokie Valley Route, making regular stops from Howard Street south through the Loop. Another seven-car special train was provided on February 1 for the return of the seminarians to their studies.

### Liberty Lake Opened To Skaters—Has 25 Acres of Smooth Ice

Twenty-five acres of smooth, constantly attended ice, free at all times from snow and roughage and floodlighted for night skating, awaits skaters of the north shore at Liberty Lake, located at the east end of the village of Libertyville.

Strictly a skating lake, this winter sports center has a two-mile shore line and all the accommodations—including benches and a shelter house for skaters—which go to make it an ideal spot for this outdoor sport.

The Libertyville Chamber of Commerce and the Libertyville village board are sponsoring the development of Liberty Lake as a winter sports center. An attendant is in charge to keep the ice free from snow, and the Libertyville Fire Department floods the lake at frequent intervals, keeping it in the best condition for skating. There is no charge to skaters.

Fast and frequent service on the North Shore Line makes this skating center easily accessible. All trains on the Lake Bluff-Libertyville-Mundelein and the Chicago-Libertyville-Mundelein routes stop at Liberty Lake station, where the skater can step directly from the train to the ice.

The lake can be reserved for ice tournaments, hockey games, special parties, etc., upon request to E. T. Langworthy of the Libertyville Chamber of Commerce, chairman of the Liberty Lake Winter Sports Committee, or through the Outing and Recreation Bureau, 72 W. Adams Street, Chicago, telephone Randolph 8200.

### A Touchdown!

"I played golf yesterday for the first time."

"How did you make out?"

"Fine! Made a home run right at the start. I batted the ball into the tall grass in left field and ran around the entire course before they found it."



## North Shore Line Folks Receive \$18,694.09 From E. M. B. A. in Past Year

### Annual Report Shows Growth Of Organization—288 New Members Join

Members of the North Shore Line family received a total of \$18,694.09 in sick, accident and death benefits from the Employees' Mutual Benefit Association in 1928, according to the annual financial statement compiled by L. J. Wertzler, treasurer of that organization. This was an increase of almost \$3,500 over benefits disbursed in 1927.

Premiums paid by both the company and employees amounted to \$22,797.50, an increase of \$3,532.50 over the previous year, while the benefits and other expenses were greater in the year just closed over 1927 by \$3,859.49. An increase in membership of 288 brings the total number of employees participating in the plan to 1,378, which is 66 per cent of the total employees of the "Road of Service."

#### Financial Condition Good

The increase in benefits disbursed brought the net income for 1928 to \$1,539.91 as compared to \$1,866.90 for the previous year. However, other sources of income, including interest on bonds and bank balance, showed an increase of \$373.83 over 1927. The financial report for the year of 1928 follows:

ASSETS	
Cash .....	\$ 2,385.69
Investments:	
Stock .....	5,000.00
Bonds .....	13,554.45
Furniture .....	164.60
Total .....	\$21,104.74
LIABILITIES	
Prepaid Insurance Premiums..\$	12.00
Surplus:	
Balance Jan. 1, 1928 .....	18,183.25
Surplus Adjustment .....	112.38
Balance transferred from income .....	2,797.11
Total .....	\$21,104.74

#### Benefits Exceed Premiums

Statistics compiled by Secretary O. E. Foldvary show that the number of new policies issued during the year was 480. There were 140 sick cases, sixty-four accident cases and five death cases. The percentage of benefits received by members as compared to premiums paid in was 123. In other words, 23 per cent more was paid out in benefits to members than was received in premiums.

The foregoing figures disclose the important part which the Employees' Mutual Benefit Association plays in the every-day life of members of the North Shore Line family. For the small sum of 50 cents per month the employee has at his command the services of this efficient organization, which has reached the excellent financial condition it now enjoys, as revealed in the annual income statement.

#### Modern Moonshine!

"What keeps the moon from falling?"  
"I guess it must be the beams."

## High Lights of North Shore Line Activities During 1928

(Digest of news appearing in HIGHBALL for months listed)

### JANUARY

New equipment costing \$900,000 ordered. Fifteen all-steel passenger cars, 15 steel semi-trailers, 10 city safety cars and two storage-battery type locomotives included among additional facilities for all branches of service.

Electrical Department wins inter-departmental First Aid contest and championship of "Road of Service" with score of 96 3/5 per cent.

### FEBRUARY

Better Business Campaign for year 1928 launched with enthusiasm by boosters at banquet. Total of 16,654 tips turned in during 1927 spurs participants toward greater record for 1928.

New double-truck safety city cars placed in service in Milwaukee and Waukegan.

New type of automatic crossing safety gate installed at Wheeler Road, near Libertyville. Results prove satisfactory after practical tests.

### APRIL

New automatic safety gates installed at Oakton Street crossing in Niles Center. Prove source of interest to signal engineers of many railroads.

### MAY

Operating plan of Better Business Campaign revised. Two special trips, in addition to cash prizes, comprise awards. Concentrate on passenger tips.

North Shore Line First Aid team wins third place honors in fifth annual American Red Cross contest for championship of the city of Chicago.

### JUNE

Air-rail service established by North Shore Line and the National Air Transport, Inc.

Operation of Sunday special excursion

trains during summer months between Chicago and Milwaukee inaugurated.

### JULY

North Shore Line motor coach routes taken over by the Metropolitan Motor Coach Company. Howard P. Savage appointed General Manager of the Metropolitan System, operating the Marigold Lines.

All of the fifteen new steel passenger cars placed in regular service, final delivery being made.

### AUGUST

Second annual basket picnic for "Road of Service" employees held at Sunset Park in Highland Park.

North Shore Line adds Pullman ticket sales service to inter-line accommodations.

### SEPTEMBER

Belmont Avenue in Chicago made regular North Shore Line stop for all trains, both inbound and outbound.

Better Business prize winners to get special awards of bronze, silver, gold and diamond emblems under new plan inaugurated.

### OCTOBER

North Shore Line wins international honors for the second successive year as the fastest electric interurban railroad in North America. Retains Speed Trophy awarded by publishers of ELECTRIC TRACTION.

### NOVEMBER

Better Business Department established in Traffic Department. R. S. Amis, General Passenger Agent, heads new department, aided by committee of all traffic representatives along the North Shore Line.

Two new diners and one new parlor-observation car placed in service.

### DECEMBER

Work started on the installation of twenty-six automatic safety gates at crossings between Niles Center and Racine.

Madison-Wabash station of "L" lines designated as new outbound North Shore Line station in the Chicago Loop. Quincy-Wells terminal of Chicago Aurora and Elgin Railroad designated as North Shore Line inbound station.

## Joint Meeting Held By A. E. R. A. and E. M. B. A.

The annual meeting of the Employees' Mutual Benefit Association, combined with the regular monthly meeting of Company Section No. 14, A. E. R. A., in the Parish House in Waukegan on January 16, provided an interesting and entertaining program.

John R. Blackhall, president of the Company Section, turned the meeting over to Samuel Shawcroft, president of the E. M. B. A. Reports of the secretary and the treasurer featured the short business session. A summary of the financial statement of the E. M. B. A. for the past year appears in this issue. Isaiah Gordon, well known speaker of the Bureau of Safety, presented an extremely inter-

esting talk on "What Insurance Means to the Employees." His talk was interspersed with good safety suggestions and showed the connection between safety and insurance.

Mrs. R. H. Black, wife of Conductor Black and an instructor in dramatic art, entertained with two well rendered readings, which won enthusiastic applause. J. W. Oliver, O. E. Foldvary and Gage Stevens presented a clever minstrel act. Mrs. Foldvary accompanied the musical numbers at the piano, while Mr. Foldvary favored with a violin solo. Vocal solos by Mr. Oliver and Mr. Stevens, as well as many new and witty minstrel jokes, made this a highly diverting act. Refreshments and dancing followed. The program was arranged by L. J. Wertzler, chairman of the E. M. B. A. committee on entertainment.



## Conductors Still Lead In Pin League as Race Passes Half-way Point

OFFICIAL STANDINGS			
Team	W.	L.	Pct.
Conductors	29	16	.644
Waukegan City Lines	26	19	.578
American Legion	26	19	.578
Motormen	26	19	.578
General Office	21	24	.467
Electrical	20	25	.444
Mechanical	17	28	.378
Traffic	15	30	.333

By Albert W. Gerbin

As the half-way mark was passed on January 28 in the merry scramble for the title of bowling champions of the "Road of Service," the Conductors, last year's champs, were still on the throne. Just one week before, however, they were one badly frightened crowd of title-holders when they were forced to share the lead with the Waukegan City Trainmen. The champs then displayed their real strength by taking three in a row from the City Lines crew when the "croocial" series was fought out for the lead.

### Everyone Wins and Loses

But, gentle readers, what a dizzy free-for-all it was a few weeks back! The Motormen started things by taking two out of three from the Conductors. The General Office quintet took another slap at the leaders by the same count. Meanwhile the City Lines strategists were quietly sneaking into first place by drubbing the Traffic and Mechanical crews. In turn the Trainmen were defeated by the Motormen. At the same time the Electrical wizards, who do not appear to be headed for any place in particular, took two from the lordly Conductors, and thus Mr. Huttleston's lads became the innocent cause of the tangle for first place which involved the Conductors and the City Lines team for the week of January 21.

While the champs were securing a strangle-hold on first place by taking three from the City Lines team, the American Legion drubbed the Electrical outfit to take part in the tie for second place. A sensation was provided when a thoroughly-aroused Traffic horde rose up in their might and smote the surprised Motormen down for two out of three games. The General Office team took two from the Mechanical boys to retain fifth place.

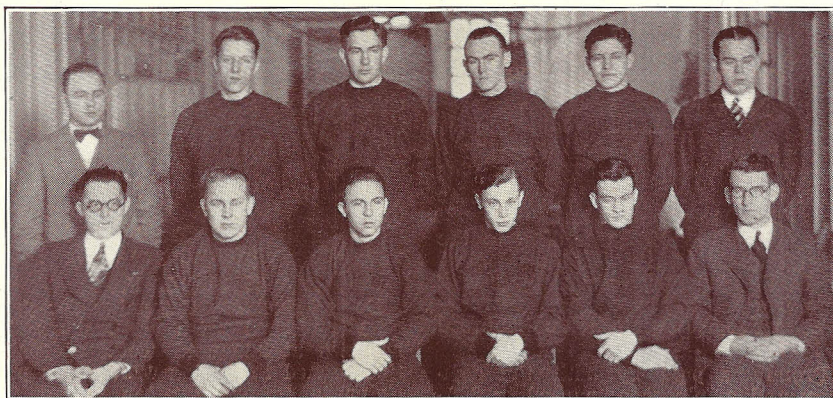
### Waukegan Leads in Records

Statistics show that the high team series mark is held by the Waukegan City Lines team with a count of 2,844. High team single game record of 1,003 is held by the same crew. William Henderson, a member of the said aggregation, holds high individual game score with a count of 253. Although temporarily despondent over the loss of their golden opportunity to take the lead from the Conductors, the City Lines gang declares it has "just begun to fight." And that goes for all the others of the pack, hot on the heels of the high and mighty Conductors!

### Embarrassed - - Financially

"Why not take me to a night club, Fred? You're not bashful, are you?"  
Fred: "Not bashful, no,—but terribly, terribly shy."

## Basketball Team Setting Fast Pace



With a record of eight victories and no defeats, the recently-formed "Road of Service" basketball team is rapidly earning an enviable reputation in amateur sport circles of Lake County. At the time of going to press our basketballers were leading the Industrial League of Waukegan.

...breaking attack of the railroaders by a 36 to 21 count. Another Waukegan team, the Trojans, caught the "Road of Service" boys on a night when the latter couldn't connect at will with the basket, although the decision finally went to the North Shore Line team, 12 to 11.

Following these three practice tilts, the first game in the Industrial League of Waukegan was played with the Postoffice quintet. Led by Ray Cote, captain, who has been sinking baskets in the same deadly style which earned him fame in prep school circles a few years ago, the North Shore Line quintet won 31 to 27. Following this game the Public Service Company's team at Waukegan dropped an easy game 28 to 10. Cote again starred in the third game against the Greiss-Pfleger Tanning Company when he sank eight

baskets and three free throws, the final score being 37 to 17. The Johnson Motors squad was the fourth victim by a score of 44 to 18. The Abbot Laboratories fell next 26 to 7.

A. Kilponen, Melvin Nystrom and "Bob" Plummer were other outstanding stars in these frays, the former two being runners-up to Cote in scoring, while Plummer has been displaying some stellar guarding. A recount of the first eight battles shows that the "Road of Service" team has scored 233 points to 121 for their opponents. The fact that the railroaders have made less personal fouls than any team they have met reflects creditably on their fast, clean brand of playing. Present indications are that this year's team will hang up one of the best records ever made by a quintet bearing the monogram of the North Shore Line, and it deserves the support of every employee.

The above picture shows the team and officers of the North Shore Line Basketball Association. From left to right in the front row they are: J. W. Oliver, president; William Kapheim, Melvin Nystrom, E. Lindroth, T. Townsend and C. A. Clarke, treasurer. In the second row are: Kenneth Wilkins, secretary; A. Kilponen, Ray Cote, captain; G. Anderson, George Lawrentz and Harold Oglesby, vice-president. "Bob" Plummer and E. Nuutilla are the two regulars not shown in the picture.

## North Shore Line Donates Land to City of Waukegan For Playground Purposes

The North Shore Line, through John R. Blackhall, General Manager, at a recent meeting of the Waukegan City Council, dedicated a three and three-quarter acre tract of land adjoining the right-of-way on Dugdale Road and Washington Park, to the city of Waukegan for public playground purposes.

Two other minor dedications also were made. The east half of Washington Park, between Ninth and Tenth streets, was given to the city together with the north half of Tenth Street, running across the right-of-way. These

dedications were in return for the favor conferred by the city in vacating certain streets and alleys intersecting property owned by the "Road of Service" in the same vicinity.

The dedication of the property was received with much appreciation by the council and residents of the city. Waukegan papers lauded the gift, stating it will provide a recreation center for the children in that section of the city, who heretofore have had no public playground. Previous to the grant the land had been used for recreational purposes by permission of the company.

*TRIFLES make perfection, but perfection is no trifle.—Michelangelo.*



# ALONG THE NORTH SHORE LINE

## Stores and Commissary Departments

**Lydia Garling**  
Correspondent

Tom Evans, after many years of faithful service as Stockman in the South Store Room, has retired. The best wishes of all of us go with him.

Elmer Curley doesn't travel often as he is not of a restless or roving disposition. Therefore, we think it is due him to mention that he journeyed to Princeton, Illinois, to give the old home town folks a treat on Christmas. Have him tell you about the band and the speech made by the mayor on the steps of the town hall!

The office bowling team has had its "ups and downs" but it is still a force to be reckoned with. Without boasting, we are still of the opinion that those boys will be at the top soon!

None of the girls in our "hangout" here started the new year by sporting a "sparkler" on the fatal finger. Our disappointment at this blot on our record is lessened by a persistent rumor that Harold Oglesby, prominent clubman of North Chicago, has been "taken into camp" by "Kid" Cupid. We are grilling him now and he may weaken and confess at any time!

The personnel of the North Store Room has been strengthened and increased by the acquisition of Robert Goodwin. Welcome to our "gang," Robert!

Another improvement for the best, made recently in the North Store Room, occurred when Melvin and George very generously donated a new pipe to replace the old corncob which has given A. C. Frank many years of faithful service—and incidentally has given everyone else many years of assorted ills and pains!

Mr. Mears may have to give up riding on the 5:05 P. M. out of Adams and Wabash. The list of personages trying to talk him into a "free feed" on the diner has been steadily mounting and now includes such notables as C. Edward Thorne, Irving Raatz, Al Gerbin and even a few aristocrats from the Traffic Department. "Wotta life!"

## Transportation Department

### CHICAGO DIVISION

**Donald Zealand**  
Correspondent

A notable change was made recently at Adams and Wabash. Jack "Desperate Ambrose" Searle, who served the Chicago Division faithfully for many years and earned a literary name for himself as correspondent to the HIGHBALL, has left us! Your correspondent merely succeeds him, but can never replace him.

Jack is now connected with the Cable Piano Company at Kenosha, Wisconsin, selling musical instruments. He says he handles all kinds except pianos. (Like us, he avoids heavy work.) We were all sorry to see Jack leave and wish him great success in his new work. Jack extends an invitation to any of us who are up that way at any time to drop in and see him.

The new "voice with the smile" at the "mike," which is now warbling out the trains during the day at Adams and Wabash, belongs to Joe Searle. Yes, he

## "Childhood Days"



It is a far cry from the plains and mountains of the "wild and woolly" West to the more placid and calm atmosphere of the General Office at Highwood. But as some obscure sage has declaimed: "It's a long lane that has no parked cars," or something to that effect; hence little did this serious-looking damsel think that some day she would grace the aforesaid "G. O."

History tells us that the little lady was born in Colorado—Denver to be exact—and that she was three years of age when this picture was taken. At that time "Service Improvement" was an unknown phrase in her everyday problems, but today—ah! that's something else again! We won't tell you any more about her; you'll have to find out for yourself which of your fellow-workers posed for this view a few years ago. But as a hint we'll disclose that her last name is Crandall and her first one is Mary. Now think hard!

is a brother to the noted Jack. He will fill Jack's shoes very creditably, we are sure, as he says he is able to wear Jack's ties with becoming grace!

### Service—Plus!

Anyone desiring to have his car towed should get in touch with Conductor Palmer. Service is guaranteed, which also includes instruction on how to drive. For further information see Mr. Palmer, who found it necessary to hook his paper train onto a roadster near Tenth Street and tow it as far as Twelfth Street, North Chicago one Sunday morning recently. Yes, you guessed it! The roadster was driven by a demon for speed who, thinking he was a motorman, drove the car right on down the tracks instead of following Sheridan Road south into North Chicago. He did not get very far, however, before the snow proved too much for the car and he had

to wait till "help" came. It was Sunday morning, as noted before, but we will not repeat the "helpful" sermon delivered by Conductor Palmer!

## MILWAUKEE DIVISION

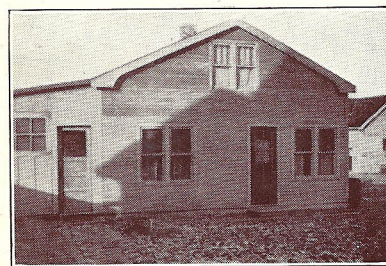
**Ray E. Helgert**  
Correspondent

Two notable events during the final month of 1928 closed a successful year for the Milwaukee Division. The first was the opening meeting of the Foremen's Safety School. A large number attended, and we were pleased to note that the "Road of Service" was represented by a total of 68 from many departments.

The second big event was the establishment of our no-accident record on the City Lines, the details of which appear elsewhere in this issue. Needless to say we are all proud of this achievement and of the trainmen who have made the Milwaukee Division famous!

We mustn't forget the official dedication of the Milwaukee Tractor and Truck Garage, which was opened in December. The lack of ceremonies was due no doubt to the fact that Mr. Burke and Mr. Finnell could not locate the tall silk hats necessary for such occasions!

John Wallner, erstwhile fashion plate of Milwaukee, has been stepping out in society but has been experiencing great difficulty in selecting and donning the proper attire. He recently bought a new shirt for social functions and was puzzled when he discovered that it buttoned in back instead of in front. However, after taking it back to where it was purchased, he was convinced that this was strictly in vogue and that he had not been sold a "second." We would suggest that he see Harry Elliott for complete data. Harry knows all about these things because he once took a correspondence course on "How to Be the Life of the Party."



At last! At great expense to us we have secured for our readers of this rotogravure section an exclusive view of the charming little bungalow which was designed and built by Carl Nyberg, Milwaukee City Trainman, in person. During his spare time and between trippers on the City Lines, Carl labored hard on the "old homestead." Building your own home is something to brag about, and we congratulate Carl on his splendid accomplishment.

Roman Noske is not driving his car during this weather because he claims that the snow cannot be removed as easily as dust. The other blue Studebaker is always nice and shiny, and we wonder if its owner holds an umbrella over it when out in the elements, or what have you?

Eddie Stemper says: "It sure is plendy cold this winder and I'm going to wear my golf sweater because it's warmer than a vesd."

Roman Noske, our genial Station Master, is losing weight steadily. No,



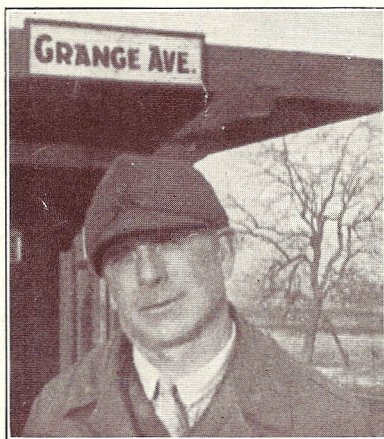
## ALONG THE NORTH SHORE LINE

he's not on a diet. Careful investigation develops that the boys in the Traffic Department have stopped buying his lunches—and how Roman could eat!

### Maintenance of Way Department

**Carl A. Walberg,**  
Correspondent

F. J. Kramer was so proud of the North Shore Line quartet, which sang at the Waukegan Rotary Club one evening recently, that he could hardly get his hat on. Mr. Kramer, who is director of programs for the Rotary Club, decided to give the club members a treat by engaging the quartet for the evening program. Many congratulations were received by Mr. Kramer for their performance. This stellar quartet consists of A. Shultis, W. Brown, G. Stevens and E. Shultis. They can sing, too!



The North Shore Line Track Foremen's Club, which has been functioning very successfully for the last seven years, has launched another successful year. At a recent meeting a speaker was on hand and stereopticon pictures of points and objects of interest along the North Shore Line were shown. After the pictures were shown refreshments were served. The purpose of the club is to bring the track foremen together for fellowship, promote interest in better track conditions and safety practices and also furnish some entertainment for the men. The above picture is a reprint of one of the stereopticon slides shown to the foremen at the meeting. The husky fellow is none other than Harry Kent, foreman of Grange Avenue track section, who was the past year's president of the Foremen's Club. The other officers were C. Hespe, vice-president, and Steve Athas, secretary and treasurer. C. G. Goodsell, Educational Director, is the successful promoter of this club.

The yearly track and roadway Christmas party was again held in the Trainmen's Room at Highwood. Track foremen, section men, wives, kiddies, friends and guests were on the scene. The party this year was handled by the Track Foremen's Club, with Harry Kent presiding.

The program started off with community singing, after this Mr. Kramer greeted all present. This was followed by a solo by Mrs. Steve Athas who was warmly applauded. Steve and his wife then rendered a duet. Mr. Cordell, master mechanic, gave a talk on his boyhood Christmas experiences, which was delivered in his clever style. Master

### "Who's Who?"



Mutual affection, which has kept together such noted pairs as Damon and Pythias, Romeo and Juliet, ham and eggs, pork and beans, "sinkers and coffee," seems to have its influence upon this devoted couple who are depicted here in a touching little scene, which could be entitled: "Undying Devotion," or possibly "Recess at Elgin!"

These "amachoor" Shakespearean actors have kindly consented to dispense with their "make-up" in order that we may identify them for our "Who's Who" album. The lad with the banjo, who appears to be yodeling or perhaps trying to borrow five dollars, is Conductor R. Harris. The sad-eyed gentleman mounted on his charger, who seems to be distressed by the musical efforts of his "pardner," is the well-known Conductor W. Raetzman.

Lyle McClure followed with a Christmas recitation. Harry Kent then called upon Mr. Blackhall and Duvall Williams, who gave impromptu talks. Jean Goodsell, daughter of our educational Director, read a Christmas story, which was illustrated by stereopticon slides. This was followed by all singing the beautiful carol, "Silent Night." Mildred Wrench played all accompaniments on the piano.

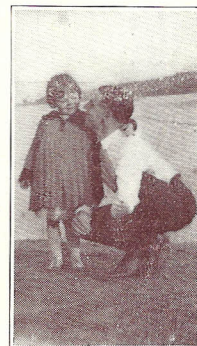
The lights in the auditorium were then turned off, with the exception of those on the Christmas tree, and Santa Claus, impersonated by L. C. Torrey, secretary and treasurer, appeared on the scene. Christmas presents were given to the youngsters. The party was proclaimed a great success. Those who attended are looking forward to the next annual event.

Ketchum: "Duke! The roof on the Highwood barns is leaking."

Williams: "That's funny; it hasn't leaked since the last time it rained."

The sudden death of Vito Bellantuono, laborer of Section Gang No. 1, brought much sorrow to those of this department. Vito was cleaning snow out of a track switch near Eldorado Avenue during a recent snowstorm when he was fatally injured on being struck by a train.

Herewith we present an ultra-exclusive picture of Jack William Oliver, safety engineer, as he appeared in conference about five years ago. It appears off hand as if he were pleading with the beautiful little lady for "just one more kiss," and from all indications, including the smile on the little lady's face, his appeal must have been successful! But, lest our remarks cause some jealousy on the part of Mr. Oliver's co-workers, we hasten to add that the little lady is named Beverly Charlotte Oliver, and she was three years of age when this picture was taken five years ago. That should make her eight years old this year, which isn't bad mathematics for such cold weather!

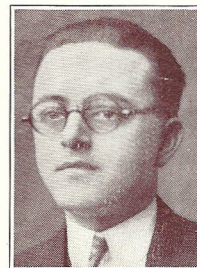


### Traffic Department

#### CHICAGO OFFICE

**F. J. Devaney**  
Correspondent

Harry J. Phillips, formerly M. D. Agent at Highwood, is now connected with this department as Passenger Traffic Representative, taking the place of W. H. Lewellen, who has been promoted to City Passenger Agent. A. H. Mohl, who formerly held the latter title left the department to take over "Bob" Johnson's position as Traffic Manager of the Metropolitan Motor Coach Company. Harry is well known over the line and we're certainly pleased to see him with us. At the same time we extend our congratulations to all three of these young men on their promotions.



**Harry J. Phillips**

The girls in the department recently tendered a shower in honor of our charming young "steno," "Lee" Thrasher. However, the young bloods needn't be frightened as it was a false alarm, the honor having been extended because of a change in address only and not because of the acquisition of a new name.

On a recent occasion, after completing his bowling duties for the night in the North Shore League at Waukegan, ye scribe was rather surprised to see Ray Zinnen of Milwaukee seated in the Waukegan passenger station crunching peanut brittle. Not realizing at the moment the reason for Mr. Zinnen's presence there, as he had not been at the Waukegan Recreation Parlors, naturally we questioned him. We were informed that the said Mr. Zinnen had allowed his enthusiasm to get the best of him and, to be sure of getting a good seat, he was in town for the E. M. B. A. meeting, scheduled for two days later. Ray's ambition was a little overdone in this instance, but the peanut brittle went over big.

"Johnnie" Wallner, the Milwaukee Beau Brummel, evidently misses the