

Revenue-Producing Better Business Tips

Better Business tips producing revenue during the period beginning January 10 and ending March 15 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	Tip No.	Kind of Business	Credits Awarded
1-006	Commutation	3	1-528	Passenger	1	2-167	Commutation	1
1-014	Commutation	8	1-529	Commutation	12	2-170	Passenger	5
1-022	Interline	2	1-531	Commutation	2	2-172	Special Party	18
1-023	Interline	2	1-533	Special Party	2	2-173	Special Party	9
1-047	Commutation	9	1-536	Advertising Suggestion	2	2-303	Interline	2
1-061	Commutation	2	1-542	Special Party	4	2-304	Special Party	7
1-072	Commutation	7	1-545	Interline (2)	5	2-325	Interline	3
1-087	Passenger	2	1-546	Commutation	9	2-326	Interline	3
1-093	Passenger	1	1-547	Commutation	6	2-328	Commutation	1
1-094	Interline (3)	6	1-549	Interline	3	2-329	Interline	3
1-095	Interline (2)	4	1-550	Interline	2	2-335	Interline	2
1-096	Commutation	2	1-551	Passenger	4	2-336	Interline	2
1-097	Commutation	6	1-556	Commutation	3	2-339	Interline	2
1-100	Special Party	3	1-557	Commutation	6	2-343	Stock Sale	5
1-176	Interline	2	1-558	Commutation	21	2-348	Commutation	8
1-183	Trailer (freight)	5	1-559	Commutation	7	2-413	Interline (4)	9
1-187	Freight (LCL)	2	1-560	Commutation	7	2-415	Special Party	3
1-194	Freight (LCL)	2	1-567	Service Suggestion	2	2-417	Commutation	8
1-204	Freight (LCL)	2	1-597	Passenger	10	2-418	Passenger	2
1-280	Commutation	9	1-613	Interline (3)	6	2-437	Commutation	6
1-281	Commutation	9	1-614	\$10 Script Bk. MC.	2	2-445	Special Party	6
1-289	Interline	3	1-615	\$10 Script Bk. MC.	2	2-458	Commutation	2
1-291	Interline	3	1-616	Interline	2	2-465	Commutation	1
1-292	Special Party	42	2-006	Passenger	2	2-467	Commutation	10
1-294	Special Party	10	2-009	Interline	2	2-468	Interline	2
1-296	Special Party	3	2-010	Interline	2	2-497	Interline	2
1-297	Special Party	2	2-011	Funeral Party	3	3-007	Special Party	4
1-301	Commutation	10	2-017	Special Party	5	3-008	Commutation	15
1-302	Passenger	22	2-018	Commutation	7	3-009	Commutation	1
1-312	Interline	3	2-019	Interline	2	3-012	Interline (2)	4
1-314	Interline	2	2-020	Commutation	2	3-018	Motor Coach	6
1-315	Ferry Truck	5	2-022	Interline	2	3-023	Emergency Shipment	5
1-387	Interline	2	2-025	Commutation	10	3-024	Commutation	1
1-388	Passenger	2	2-026	Commutation	3	3-026	Commutation	4
1-389	Passenger	1	2-027	Passenger	8	3-030	Interline	2
1-406	Special Party	5	2-028	Theatrical	5	3-031	Script Book	2
1-422	Special Party	20	2-029	Special Party	6	3-032	Interline	2
1-425	Special Party	10	2-031	Commutation	3	3-034	Commutation	9
1-469	Interline	2	2-032	Interline	2	3-036	Interline	2
1-480	Commutation	2	2-033	Commutation	3	3-037	Commutation	7
1-481	Commutation	2	2-037	Special Party	5	3-124	Special Party	3
1-482	Commutation	2	2-038	Interline	2	3-133	Interline	2
1-483	Interline	2	2-039	Commutation	2	3-134	Interline	2
1-485	Commutation	6	2-045	Interline	2	3-135	Interline	2
1-486	Interline (9)	23	2-051	Freight (LCL)	2	3-136	Interline	2
1-487	Interline	2	2-067	Interline	2	3-137	Interline	2
1-488	Interline	2	2-088	Freight (LCL)	2	3-138	Interline	2
1-489	Interline	2	2-132	Interline (2)	8	3-139	Interline	2
1-490	Interline	2	2-133	Interline (4)	10	3-140	Interline	2
1-491	Interline	2	2-138	Commutation	8	3-141	Interline	2
1-492	Interline	2	2-143	Interline	2	3-143	Interline	2
1-493	Interline	2	2-144	Special Party	10	3-144	Commutation	9
1-495	Interline	2	2-150	Interline	2	3-145	Interline (3)	7
1-496	Interline	2	2-151	Commutation	2	3-215	Commutation	1
1-497	Interline	2	2-152	Commutation	8	3-216	Commutation	1
1-498	Interline	2	2-153	Commutation	9	3-253	Commutation	8
1-499	Interline	2	2-154	Commutation	9	3-259	Interline	2
1-500	Commutation	3	2-155	Commutation	5	3-262	\$10 Script Bk. M.C.	2
1-506	Special Party	10	2-157	Commutation	1	3-263	\$10 Script Bk. M.C.	2
1-507	Commutation	9	2-160	Commutation	7	3-264	Commutation	4
1-508	Interline	2	2-161	Special Party	3	3-265	Commutation	2
1-510	Commutation	1	2-164	Commutation	1	3-266	Commutation	1
1-511	Interline	2	2-165	Script Bk.	2	3-268	Interline	2
1-514	Passenger	9	2-166	Commutation	1	3-269	Interline (2)	4

gold motor coaches running along Milwaukee Avenue. This tract includes Oshkosh Woods, 97 acres, west of Glenview Road; Winnebago Woods, 218 acres, west of Techny; Pottawatomie Woods, 413 acres, south of Dundee Road near Wheeling, and Mors Woods, 206 acres, north of Dundee Road near Wheeling. The last two are also served by Marigold coaches on the Glencoe-Wheeling run.

Somme Preserve, 500 acres, located on Waukegan Road west of Northbrook station on the Skokie Valley Route, is accessible by connecting Marigold coaches on the Glencoe-Wheeling run, which operate over Dundee Road.

Shore Line Offers Facilities

All of the above forest preserves lie

in the Skokie Valley and have facilities for small parties or large groups. They have been little exploited and have retained their natural beauty. With the fast and frequent North Shore Line service on the Skokie Valley Route and the connecting Marigold motor coach service, they are ideal sites for a day's outing.

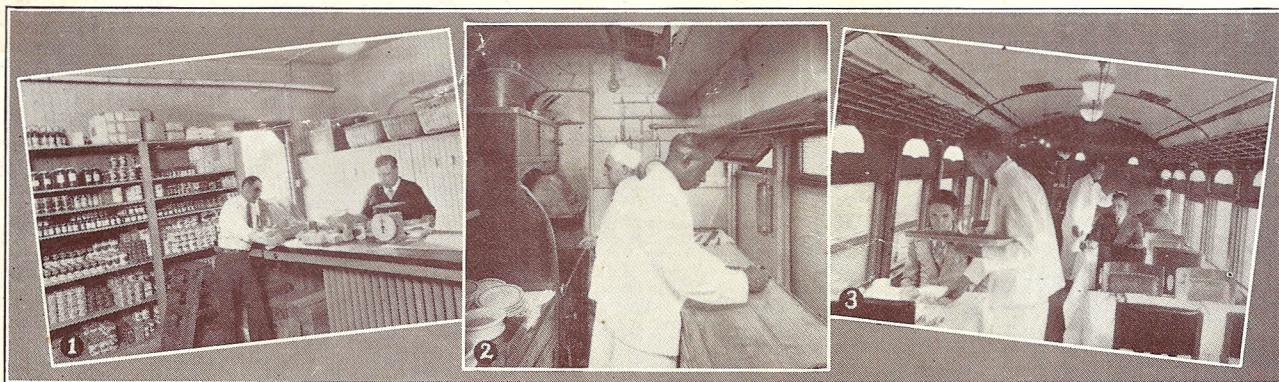
On the Shore Line, Fort Sheridan and Foss Park, North Chicago, are two popular sites for picnics, having beaches, good water and recreational facilities. North Shore Line trains stop directly in front of the Fort Sheridan entrance. For Foss Park, picnickers change at North Chicago Junction and use city car service direct to Foss Park entrance.

North Shore Line Wins Recognition as "Official Route" for Kiwanis Meet

The North Shore Line has been designated as the "official route" for delegates from the Illinois-Eastern Iowa district to the thirteenth International Kiwanis Convention to be held in Milwaukee, June 23-27.

Thousands of delegates from all parts of the United States and Canada will attend the convention. The "Road of Service" is able to participate in this convention business because of its interline ticket arrangements with steam railroads.

Efficiency Is Keynote of North Shore Line Dining Car Service



"Such popularity must be deserved!" This nationally known slogan can well be applied to North Shore Line dining car service, which last year supplied 70,000 meals to satisfied patrons, according to J. W. Mears, Supervisor.

Only efficiency and service of the highest type, which predominates in the Commissary Department under the capable leadership of P. F. McCall, have made such a record possible, with five diners making daily round trips between Chicago and Milwaukee.

Commissary Provides Supplies

A glimpse "behind the scenes" reveals the smooth-working efficiency and cleanliness which have made our dining car service nationally famous. From the outfitting of the diner for its round trip to the time the tasty food is placed before the patron an orderly atmosphere prevails which would do credit to Delmonico's or the Waldorf.

Let us follow the process of outfitting the diner on train number 425, the Interstate Limited, leaving Adams and Wabash station in Chicago for Milwaukee at 5:05 p. m., for example. All diners are outfitted from the sub-commissary at 61st Street, shown above in picture No. 1. In the picture Albert Sillifant, clerk, is shown checking supplies with John Mitchell, dining car checker. Early in the morning Mr.

Sillifant began to assemble the supplies according to the requirements of the menu, prepared and changed by Mr. Mears every week.

The sub-commissary resembles a busy grocery, with its stacks of supplies arranged on orderly shelves. The meats are stored in well-iced refrigerators with green vegetables bought fresh daily by Mr. Sillifant. All meats are special cuts, the famous North Shore Line steaks do not vary two ounces. Special humidors keep cigars and cigarettes fresh. Huge stacks of clean linen are kept piled in closets, for all linen is changed on every trip.

Kitchen Is Compact

Following the checking of supplies by Mr. Mitchell, the conductor, in this case C. R. Spitzer, also checks them into his car, where long before train time the crew has assembled to make everything spick and span for the trip.

Picture No. 2 shows a typical kitchen crew at work in its compact quarters. The kitchen crew consists of the chef and pantryman. The latter prepares salads and fruits and otherwise assists the chef. J. O. Benton is the pantryman shown above. North Shore Line chefs are among the best in the "trade." Frank Lyons, chef on the Interstate, who is shown above, has

had over 18 years of experience and heads the seniority list of "Road of Service" chefs, having been with the company nine years. He has worked in the dining car service of such roads as the Santa Fe, Michigan Central and the C. & E. I.

Service Is Unexcelled

Among the equipment in the trim little kitchen is the steam table where plates are warmed, and the charcoal broiler, where the justly famous steaks are carefully broiled from 10 to 12 minutes. A large coffee urn, in which the special-blended coffee is prepared, occupies a corner. Both steaks and coffee earn many compliments from pleased patrons daily.

In picture No. 3 Theodore P. Evans (foreground) and J. W. Jones are shown serving a meal. During the outfitting of the Interstate diner Mr. Jones has replaced the linen while Mr. Evans has polished the silver. The tables have all been "set" while the kitchen crew has prepared for the dinner "rush." Thus, when the Interstate rolls into the Chicago Loop on its way to Milwaukee, everything is in readiness throughout the diner to earn new friends for the "Road of Service" through its immaculate appearance, the excellent and well prepared food and courteous service.

Every Dog Has His Day!

North Shore Line "Hot Dogs" in Diplomatic Role Please German Envoy

The lowly "hot dog"—a truly American institution—has at last been elevated to a position of importance as a source of international good-will! "Official recognition" has been accorded it by no less a personage than His Excellency, Dr. Friedrich von Prittwitz und Gaffron, German Ambassador to the United States.

During the recent journey of the Ambassador and party from Chicago to Milwaukee aboard a special car over the North Shore Line, the diplomat's wife voiced a desire to eat a "real American hot dog." Although this item

was not listed on the North Shore Line dining car menu, the attendants saw that her desire was fulfilled, and before the party had reached Chicago on the return trip, all had feasted on succulent "hot dogs" to their heart's content.

Upon returning to his post in Washington, D. C., the German Ambassador wrote a letter to Roy Thompson, traffic manager, praising the "Road of Service" and saying: "I may add that we enjoyed our trip exceedingly and were delighted with the efficiency and service rendered us. We never had such delicious 'hot dogs' as those served in the coach of the North Shore Line!"

Bad Job, Anyhow

Guide: "This, sir, is the Leaning Tower of Pisa."

American Tourist: "Pisa? Let me think. No, that doesn't sound like the name of the contractor who built my garage, but it looks like his work!"

North Shore Line Family Swells Ranks of World's Fair Legion—1,195 Enroll

A total of \$5,975, representing 1,195 memberships in the World's Fair Legion subscribed by "Road of Service" employees, was recently turned over to the 1933 Chicago World's Fair Centennial Celebration committee by Lincoln C. Torrey, Secretary and Treasurer.

R. M. Ketchum, Chief Clerk, Maintenance of Way Department, was in charge of the enrollment on the North Shore Line and did commendable work in enlisting the large number of boosters. The 1,195 memberships represent 64 per cent of the entire "Road of Service" personnel. Membership in the World's Fair Legion costs \$5, in exchange for which a certificate is given, which entitles the bearer to ten paid admissions to the World's Fair in 1933.

Personal Service Vital Factor in Maintaining Best Public Relations

By Ernest G. Cox

Director Service Improvement

Making an appeal to the public for its favor seems to be the order of the day among business organizations. Advertising for many years has been recognized as an important and necessary means of attracting the public eye and of impressing the populace with the merits of a product or an institution. But never has this principle been applied to such a remarkable extent as in very recent years.

No enterprise of any consequence neglects keeping its purpose before those who are served by it, regardless of whether it consists of manufacturing a universally used brand of cigarettes or such a highly specialized article as an artificial sun lamp. Rather than there being a diminution in this activity as demand increases, there is an expansion of it as the volume of production grows. New and better methods of attracting attention are devised, and more importance attaches to telling the customer about the qualities of the product as well as letting him discover them in the course of consumption.

Must Maintain Standards

There is a principle underlying this extensive program which everyone engaged in serving the public, whether as a purveyor of merchandise or as the employee of a public service organization, should carefully keep in mind. That principle is that advertising and other public relations efforts can be effective only insofar as they accurately picture the real quality of the service they represent.

Those of us whose daily activities are closely identified with performing the public service for which the North Shore Line is operated, must never lose sight of the fact that all of the efforts put forth by the Public Relations, Advertising, Publicity and Traffic departments can mean very little, unless the actual performance of the service day by day measures up to a high standard. The old adage that "proof of the pudding lies in the eating" has just as specific application to railroad operation as to any other branch of human activity.

But what is high standard railroad performance? Does it consist of fast trains composed of fine cars operating over a smooth roadbed? No, not entirely. There is something just as essential to rendering a highly acceptable public service as de luxe equipment capable of high speed in comfort. The modern railroad must provide these, it is true; but it must do more. It must provide men and women to operate such equipment and to represent it before the public in an acceptable manner.

Create Public Opinion

It would be well for us, now and then, to stop and evaluate the importance of this element of our service. We should remember that, being engaged in an

Supervisors Study Service Improvement



Supervisors from four operating departments of the North Shore Line recently concluded a short series of discussion meetings in which they exchanged ideas on important questions relating to supervisory responsibilities. The chief purpose of the conferences was to enable them to get a better understanding of each other's problems, as well as to give each one an opportunity to profit by the experience of the rest. The discussions were informal and proved to be very valuable.

In the front row (left to right) are: Merle Young, Roadmaster; Henry Bloom, Roadmaster; George Merriman, Trainmaster; E. G. Cox, Service Improvement Director; Mrs. H. J. Phillips, Secretary; C. M. Hardecastle, Train Dispatcher; George Owens, General Car Foreman; Emil Czerwan, Line Foreman; Caesar Antonione, General Foreman, Electrical Department.

In the second row (left to right) are: S. R. Murray, General Foreman, Shops; W. S. Cook, Supervisor, Road Department; F. M. Golden, Supervisor, Transportation Department; Louis Homan, Supervisor, Road Department; C. G. Goodsell, Educational Director; W. G. Fitzgerald, Signal Supervisor; Oscar Joyner, Foreman, Milwaukee Shops; Clarence Robinson, Supervisor, Electrical Department, and C. A. Driscoll, Yardmaster.

Steward Failing, Foreman, North Chicago Barns, and T. H. Fincutter, Supervisor Road Department, who also attended the conferences, were absent at the time the picture was taken.

important public service, we are obligated to render that service in a manner pleasing to the customers for whose convenience it is performed.

We should not lose sight of the fact that those customers are not merely "the traveling public," but are individual men and women who react to various degrees of pleasant and considerate treatment just as you and I do when we go into a store and make a purchase. The good opinion of our company, held by the residents of the towns and cities served by the North Shore Line, is a good opinion of each one of us engaged in its operation.

You and I not only share in the benefits of that good opinion—we have an active part in making it. Sometimes we think that some feature or other of the service needs reform. That may be true, but it should not cause us to complain that it is weak as a whole. We should put forth a genuine effort to make our contribution to the service as pleasing as it can be made, with the knowledge that in so doing we are raising in public estimation not only the organization of our fellow employees, but ourselves as well.

THE MOST lovable quality that any human can possess is tolerance. Tolerance is the vision that enables us to see things from another person's point of view. It is the generosity that concedes to others the right to their own peculiarities.

New Appointments Come to Four Popular Employees of Passenger Accounts Division

Promotions and transfers affecting four well-known employees of the Passenger Accounts Division were recently announced by W. W. O'Toole, General Auditor.

L. J. Wertzler has been promoted to new duties in the office of C. R. Mahan, Comptroller. Mr. Wertzler, whose many years of efficient service as Auditor of Passenger Accounts culminated in his promotion, is now located in Room 1224, Edison Building, Chicago.

Fred E. Wagner has been appointed Auditor of Passenger Accounts, succeeding Mr. Wertzler. Mr. Wagner had served capably for many years as Chief Clerk of that department.

David A. Meyers, formerly with the Metropolitan Motor Coach Company, has been appointed Chief Clerk, succeeding Mr. Wagner. Previous to his service with the Marigold Motor Coach Lines, Mr. Meyers served many years in the Passenger Accounts Division of the "Road of Service."

Carl Lindahl has been transferred to the Metropolitan Motor Coach Company, succeeding Mr. Meyers. Mr. Lindahl had served efficiently for many years in the Passenger Accounts Department.

Cause and Effect

Magistrate: "Do you mean to say that a physical wreck such as your husband is gave you that black eye?"

Lady: "'E wasn't a physical wreck till 'e give me that black eye."

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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VOL. 7

MARCH-APRIL

Nos. 3-4

"SALESMEN"

THE SUCCESS which North Shore Line boosters are attaining in their persistent endeavor to get business for the "Road of Service" indicates that they have developed into real "service salesmen—and salesladies."

Salesmanship is an accomplishment in itself and must be learned like any other calling. Over three years of actual experience in selling North Shore Line service has given our "go-getters" the best possible training. And the results are seen in the lengthening list of revenue-producing tips being published in the HIGHBALL.

But, as we solicit new business, we should always remember that the success which we obtain as a company depends upon the SERVICE which we have to sell. And service means doing business in a way that will attract customers—then hold them!

As we look about us at other large organizations, we find many examples of successful salesmanship based on real service.

The Twentieth Century Limited, operating between Chicago and New York, was built up on service. It goes out in four to six sections and charges an extra fare. The popularity of this train proves that people are willing to pay what any service is worth.

Great department stores have developed their business on the basis of service. The same is true of hotels, which go to great lengths to please their customers.

Just as North Shore Line housewives refuse to patronize a grocer who doesn't give them satisfactory service, so do purchasers of transportation refuse to be customers of a railroad whose employees are poor "service salesmen."

The North Shore Line furnishes service of the highest type. We have the best of equipment. We have an extensive high-speed operating schedule. And our employees are courteous and efficient in the performance of their duties.

But it's the "extra bit" of service that often counts. Many a "grouch" is won over and is made a booster by reforming him with kind treatment. And many a complaint can be turned into commendation by the simple expedient of handling a difficult situation with courtesy and tact.

Let's always be ready with that "extra bit" of service

in our daily routine of duties. This, combined with our aggressive efforts to get new business, will make us even better "service salesmen." And the effects will be beneficial to both the company and ourselves.

*It's better far to lose and keep our pride
Than win and cast our self-respect aside!*

A New Kind of "Drive" Is Needed

(Editorial, Electric Railway Journal, March 16, 1929)

Again the "Road of Service" leads! The North Shore Line family woke up to this situation more than three years ago when the Better Business movement was inaugurated. This editorial is worth reading, as it indicates what the transportation industry now thinks of the business-getting plan, of which every member of the North Shore Line organization is a part.—HIGHBALL ED.

DURING the last few years there has developed within the electric railway industry a recognition of the fact that the business of urban transportation is to a large extent a merchandising enterprise, that the sale of rides can be fairly compared with the sale of any other commodity, and that one of the principal problems confronting the industry has to do with salesmanship. Yet it must be admitted that one of the greatest essentials for sales success, namely, the training of the sales force, has not received the attention it deserves. However capable the average trainman may be in other respects, it cannot be disputed that, by and large he is none too efficient as a salesman. That is not because he is congenitally inept or incapable of learning, for he has learned to do other things with a commendable degree of efficiency. Indeed, it is in no small measure due to the men on the platform that the industry has been able to hold its ground during these last few difficult years of increasing costs.

Some time ago the call went out for a power saving campaign as a means of cutting down expenses. The motorman willingly and ably responded to the appeal by improving his technique of feeding his controller and by taking advantage of every opportunity to coast. Starting as a special "drive," the saving of energy soon passed into regular routine and became a definite part of the duties of a good operator. Similarly, when the drive against accidents was initiated in a further effort to reduce expenses it was to the man on the platform that the appeal was made, and again the response was prompt and effective. The safety movement, starting as a drive, with safety weeks and safety months, has progressed to a point where it is no longer a sporadic effort but a day-to-day job, in which both the conductor and his motorman take a commendable pride. By means of energy saving and accident prevention, both brought about through the intelligent co-operation of the men on the platform, the operating expenses of electric railways have been progressively reduced by many thousands of dollars.

Now the time appears to be at hand to initiate another industry-wide movement, having as its objective the training of the platform man in the sale of rides. From saving energy and avoiding accidents the operator must be called upon to acquire the technique of salesmanship. With little more than the age-old qualities of courtesy and tact and a neat personal appearance upon which to build, he must acquire and put into practice that intangible something, that indefinable quality which will so commend itself to the average patron as to induce him to continue and increase his patronage. Individuals there are in every group of trainmen who already possess this quality to a marked degree. On every property are to be found men with whom the patrons like to ride. With these men as a nucleus around which to build and with the knowledge of sales psychology which is available from other sources, it should be possible to develop the average train force into a group whose presence would be a constructive force in any community. The stake is well worth playing for and a step in this direction would appear to be the next logical development in an industry that must go ahead if it is to survive.