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THE NORTH SHORE BULLETIN

JANUARY, 1921

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"The Road of Service"

THE GREEN BAY TRAIL.

HAVE you seen "The Green Bay Trail," an educational motion picture film, showing scenes along the North Shore Line from Chicago to Milwaukee? It is now showing in a number of theaters and is quite interesting. It depicts the difference in methods of travel of today with that used by the Indians when they followed Green Bay trail and camped along the shore of Lake Michigan.

The picture begins with some scenes of old Fort Dearborn in Chicago and contrasts them with the modern skyscrapers in the loop as viewed from the windows of a North Shore train. It shows a North Shore dining car with the passengers enjoying the unequaled service which Tom Welsh provides. A little girl is watching the scenery as the train dashes along and her father explains how the Indians used to travel the same road, building their camp fires in Ravinia Park.

Places of interest are shown along the line, especially good views being given of Great Lakes with jacksies drilling and doing athletic stunts. The film ends with some good views of Milwaukee's parks and driveways. Any clubs or associations who plan giving entertainments during the holidays and who wish to exhibit this interesting and instructive film can have the use of it by communicating with the BULLETIN. It isn't merely an ad for the North Shore Line—in fact, that feature is kept in the background. But in case you shouldn't know what railroad gave such good service and ran through such scenery and served such good meals in its dining cars, we are telling you that it is the North Shore Line.

Here's a chance for the various Kiwanis Clubs, Racine Boosters' Club and such organizations to put on an interesting show at

some of their meetings. To relieve your minds of any anxiety on the point, we might add that you can have the use of the film free of charge. Just write the editor of the BULLETIN and we'll have it fixed up for you.

MADE FAST TIME

MOST of the readers of the BULLETIN know "Loophound," who writes such breezy letters. In another column appears a letter of his from Minneapolis. As a postscript to that letter he adds the following, showing how he got up there in a hurry. We are quoting it exactly as it was written, and we do not doubt that it is true, because the North Shore timetable confirms it. He says:

When I got home last Thursday night (he lives in Rogers Park) at 6 o'clock I found a wire to be in Minneapolis at 9 o'clock Friday morning. I couldn't catch the only C. & N. W. train at the downtown station—it leaves at 6:30 o'clock—so I tried to catch it at Evanston and missed. The North Shore Limited, leaving the Loop at 6 o'clock was delayed on the Elevated, so that instead of reaching Evanston at 6:43 it arrived at 7:01, fifteen minutes after the "North American" on the Northwestern had gone through. I took a chance of making it at Milwaukee, although I didn't expect to. Conductor Samuels was on the Limited and we pulled into the new Milwaukee terminal at 8:40, just 1 hour and 39 minutes after leaving Evanston. I got a street car to the C. & N. W. depot and caught the "North American" out at 8:55 o'clock. When I told the conductor he had left Evanston fifteen minutes ahead of me I knew he thought I was a liar. Of course you know different and if you don't, ask Conductor Samuels. Incidentally tell him I made my train.

Yours,

Loophound.

That boy knows how to make quick jumps. The ordinary traveler wouldn't have thought it possible to overtake a fast train on the steam road, but those who know the ropes understand that it can be done. Look at the timetables if you doubt the truth of the above letter.

The North Shore Bulletin


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LUKE GRANT, Editor

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 463 No 3

EDITORIAL COMMENT

HERE we are writing it 1921. Another leaf has been turned in the Book of Life and before us we have a clean, white page. What shall we write on it?

* * * * *

THAT question doesn't apply merely to this page of the BULLETIN. It applies to all our readers and to mankind generally. We are all writing a record and whether or no we think so, the record we write never can be effaced. We may turn a new leaf but the old record will stand. We ought, therefore, to see that it is one of which we need not feel ashamed.

* * * * *

IT sounds as if we were beginning a sermon. Well, it may turn out to be one, for as we have told you before, we never know exactly whether this page will be a song or a sermon until it is done. Sometimes it is difficult to tell even then. But we can assure you of one thing. If this should turn out to be a sermon it certainly won't be an orthodox one. With orthodoxy we have no patience, but as a writer whose letter appears on another page says, we try to find "sermons in stones and good in everything." We think our correspondent flatters us, but we know there are better sermons in stones and woods and mountains and rivers than you can hear in orthodox pulpits if we only could read them.

* * * * *

THE idea for this sermon—if that is what it turns out to be—was suggested by a recent visitor to the editorial sanctum. Breezing in with his usual cheerfulness he said: "I would like

to suggest an editorial paragraph or two. Tell us what you think of the proposed Sunday blue laws." We replied jokingly that the BULLETIN was a respectable family paper. "I am quite serious," he continued. "You could show that the Puritans were driven out of England and went to Holland, that they were driven out of Holland and came to America and that it may be necessary to drive them out again, say down in the vicinity of Magellan Straits." He spoke of the blue laws in a perfectly scandalous way and the interesting thing about it is that he lives in Wilmette.

* * * * *

AFTER turning the suggestion over in our mind for a few minutes, we considered it a good subject for a few paragraphs. Our friend, like many others, however, seems to have got the Pilgrims and the Puritans confused. It is a very common mistake. The Pilgrims left England and went to Holland, whose laws at that time permitted a religious freedom which the laws of England did not. From Holland they emigrated to the United States and we have just been celebrating the tercentenary of their arrival. The Pilgrims wished only to be let alone to worship in their own way. It was to obtain that freedom that they came over in the Mayflower. They didn't seek to impose their views on others. Now that is exactly what most of us wish in this twentieth century, that is, to be let alone to spend our Sundays in our own way. That being the case we have only respect for the memory of the original Pilgrims.

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THE Puritans arrived in this country at a later date. They were a different sect. The Pilgrims left the orthodox church and were known as Separatists. The Puritans stayed within the church and sought to reform it. As we read the history of England for a half century following the arrival of the Pilgrims in this country, we cannot say we approve of the reform methods of the Puritans. They drenched Great Britain in blood to compel people to worship according to prescribed formulas. They instituted blue laws with a vengeance. No wonder that the mere suggestion of a recurrence of those laws is arousing the people of this country today. Perhaps their fears are not altogether

groundless, either, for the liberties of nations, whether religious or civil, have always been taken from them by insidious methods rather than openly. Our modern Puritans have prepared a bill for Sunday blue laws in the District of Columbia, hoping that if it is enacted the various states will follow suit. We cannot believe that they will succeed, but if they should we wish personally to shuffle off this mortal coil before that day arrives.

* * * * *

THE Puritan idea of Sunday observance gives us a pain. No theaters, no amusements of any kind, no baseball, no golf, swimming, boating, or any healthful recreation of that kind, because, according to their narrow conception, such pastimes are a desecration of the Sabbath. Even the play and laughter of little children would be hushed and stilled by the Puritan. Just think what that means! Stop the sweetest music on earth, for there is more music in the laughter of a little child at play than ever was heard in the finest cathedral in the world. Let them laugh and shout to their heart's content. Send them out to the parks and playgrounds, to the green places, to the streets if there is no better place, but send them out in the sunlight and let them shout and play. It will do them more good than going to church and please them infinitely more. Does that sound irreligious? Not according to our notion of religion. So many confound religion with theology. So many blindly adhere to forms and dogmas, most of them of pagan origin, and think they are religious. If that is religion we personally haven't any and don't want any. And no Sunday blue laws will make us think differently, either.

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WE believe the friend who suggested that we express our views on Sunday blue laws had in mind the subject of prohibition. That isn't what we have in mind. The liquor question, in our opinion, is less a moral than an economic question. It is an economic question as we view it. The liquor habit had become an abuse and a menace to society. It was sapping the economic strength of the country. From that standpoint closing saloons on Sunday was in every respect commendable. Personally we're glad they were closed on Sunday and we can't say we feel sorry that later they were closed every day. If the re-

formers who put the saloons out of business did so in the hope that closing the saloons would fill the churches, they probably are disappointed. But closing the saloons on Sunday filled the parks and the bathing beaches and the golf links and baseball grounds. That was good for the health of the country. We believe the closing of saloons increased bank savings which was good for the economic life of the country. But to give us Sunday blue laws in the hope it will drive people into the churches is another proposition. If the churches cannot compete with the theaters, the golf links and ball parks as attractions, that is their lookout. If the people are progressing faster than the theologians, it is up to the theologians to keep pace with the procession. They shouldn't ask Sunday blue laws to reform the people. They should begin at home and reform themselves, so that the people will go to them without laws.

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IN certain directions we believe it is necessary that the idea of being our brother's keeper be applied. The liquor question is one direction. But the idea may easily be carried too far. We are in danger of having too many self-constituted "keepers" when we don't need them. There are too many who think we need more laws. The enforcement of some of the laws we have would do more good than the enactment of new laws. The reformers who knocked out the saloons can rest on their laurels for a time. If they attempt to go farther and give us Sunday blue laws they will find it hard sailing. There were hundreds of thousands who favored abolishing the saloons, who do not favor blue laws. A people may be made moral by education, but we doubt if they can by legislation. The pages of history tell the unhappy results of a union of church and state. They are separate now and let us forever keep them separate. There never was and never can be any real affinity between them.

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NOW you know what we think about blue laws, but before we come to the "lastly" in this little lay sermon, we must take a glimpse at the industrial future. We have unbounded faith in this great country of ours and know that it will emerge successfully from the present little business depression. But we cannot

help thinking that some employers of labor are pursuing a course that is anything but helpful. During the war when the country was united as never before with a single purpose, many of us hoped that out of all the struggle and sacrifice would come a better human understanding between those who work for daily wages and those who pay the wages. There has come a better understanding, but it is not as general as we could wish to see it. Some plans that were evolved during the war which promised to give the workers a larger voice in determining the conditions under which they work, have been thrown into the discard and the old conditions restored. It is a pity and we think a grave mistake from both an economic and a social standpoint.

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WE understand, of course, the temptation of some employers to return to the old conditions. They will justify their actions by saying the workers brought it upon themselves by their arbitrary methods when they had the power. In many instances the workers were arbitrary, that may freely be admitted. But this is, in our opinion, a very inopportune time to engage in reprisals. It was a natural thing for the workers to take advantage of their power when they had it. It was natural that they should abuse that power, for it was a new thing to them and they had little experience in exercising it. The employers on the other hand are accustomed to the exercise of power. Their long experience should enable them to see that it is unwise to exercise their power arbitrarily. The employers who are now engaging in reprisals are more to blame than were the workers a year ago, because they ought to know better. It simply means jumping from one extreme to another, which is not the way to make progress toward a better understanding. All progress has come through moderation. The extremist, no matter on which side of a question he stands, never gets anywhere. He hinders progress. Two wrongs have never made a right and never can.

A GLANCE at some recent industrial history in this country confirms what we have said. Take a few of the worst strikes of the last year or two, the steel strike, the switchmens'

strike, the anthracite coal miners and the Illinois coal miners. They were all unauthorized by the conservative leaders of the unions involved. They were revolts brought about by the radicals. The conservative leaders were not able to control the men, nor convince them that they would have their grievances adjusted through conciliatory methods. Why can't the employers, who are now resorting to methods of reprisal, see that they are furnishing those same radicals with ammunition and weakening the influence of the conservatives? When the radicals get up in their meetings and point to the actions of some employers, what answer can the conservatives make? They haven't any answer. They are being forced against their better judgment to believe that after all the radicals maybe were right. There can be only one result, that is another revolt when the opportunity presents itself. The old "class" spirit, which has prevented a better understanding, is being fostered and strengthened, when there was an opportunity to remove it, or at least to weaken its influence.

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FORTUNATELY we believe that the employers who have taken the course we have criticized are comparatively few. There are many, among them some of the largest corporations in the country, which are continuing a liberal and enlightened policy, evolved during the war period. The machinery organized for the adjustment of grievances when the employes were in a position to dictate, is still functioning since the pendulum swung the other way. That machinery which functioned successfully when the trend of wages and prices was upward, has, in some instances at least, stood the strain when the trend is downward, which is a much more severe test. The workers have in many instances proved that they are fair when there was a disposition on the other side to treat them fairly. Where employers laid their cards on the table face upward, they found their employes reasonable. Where it seemed that a reduction in wages would procure orders and keep factories running, which otherwise would be forced to close, the workers of their own volition accepted the reduction. They had, however, in such cases to be convinced that the reduction was necessary. The employers had to be open and above board so that the employes could understand. What we criticise

is the method adopted by some of closing down without a word of explanation to employes and opening up later at a reduced scale of wages. Some may say: "Hasn't the employer that right? Isn't he responsible if he conducts his business at a loss?" Why, of course, he has the legal right to do as he pleases. He is responsible for the losses. No one is disputing that. But is he morally right in depriving hundreds or thousands the opportunity to earn a livelihood without a word of explanation? And if we concede that he is morally right, is it good business policy? We don't believe that it is.

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A SHORT time ago we talked with a man engaged in a business which was one of the hardest hit when the slump came. The outlook wasn't encouraging. His employes number several hundreds, more than a thousand in fact, and he follows a liberal policy of letting them know the exact business conditions. He did not wish to reduce wages and did not even suggest it, but he faced a condition of closing down for a time, or of at best running two or three days a week. He laid the situation frankly before the representatives of the employes. After some discussion they asked if a temporary reduction in wages would help to procure orders and keep the factory running. He told them of one large contract that was pending and which he might be able to get if he could figure it on a lower cost basis than he did on a previous contract. The employes took a secret ballot on accepting a 10 per cent reduction in wages and it was carried by about 8 to 1. The contract actually was secured and the factory kept running. Now the plan worked well in that particular instance. It might not in some other case, but the point is that this particular employer showed business sense by putting the question squarely up to his employes. They were satisfied that it was to their own interests to accept a lower wage per hour and work more hours per week. In other words he convinced them he was not taking advantage of them but was giving them a square deal. They in turn showed that they understood and appreciated the situation.

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WE have read in the newspapers of some other instances where similar action was taken, but we do not always rely on what we read. The case we have spoken of, we have directly from the owner of the factory and know it to be true. The greatest gain which comes from such action, as we see it, is not that the employer obtained a large contract and the workers steadier employment. The greatest gain in the long run lies in the fact that harmonious relations continue undisturbed and that the cause of a better human understanding between workers and employers has been advanced. What is most needed in the industrial world is more human understanding. As long as employees are kept in ignorance of the financial conditions of their employers, just so long will they be suspicious. As long as they are treated as so many cogs in the machinery and their labor as a commodity like raw materials, just so long will they harbor a feeling of resentment toward their employer and believe they are engaged in a "class struggle." Employers have an opportunity now to do something really constructive in the way of bringing about better industrial relations. The business depression has placed them in a position of greater power than they have had in some years. Are they big enough and broad enough to exercise that power judiciously? Are they willing to approach the subject in the proper spirit, or must they think only of reprisals and of "getting even" for some of the arbitrary things which their employees did when they had the power? They have before them the clean page of which we spoke at the beginning of this little sermon. Much depends on what they write on that page.

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WELL, it's time to quit our sermonizing and pronounce the benediction. Our readers seem to enjoy these little monthly messages and that is why we write them. As we have pointed out before, they are just the views of one individual and are worth that much and no more. We don't ask you to accept them. We would like, however, to have you read them and then do your own thinking. We might fill this page up by telling you about the good qualities of the North Shore Line, but you know them from experience. You know it is giving you excellent

service, so why should we point out the obvious? The things we have been writing about are more or less in the realm of speculation. At least there is room for an argument. We may be all wrong in our ideas and are willing to be shown that we are. But when we say that the North Shore Line is the best electric railroad in the country, there is no room for argument. That isn't giving an opinion; it is stating a fact. Anyway, we hope you will take this little sermon in the spirit it is offered. In fact we know you will and we wish you all prosperity and happiness throughout the coming year. That shows that our heart is all right at least, whether our head is or not. That will be all for this month.

TO NORTH SHORE EMPLOYEES

EVERY employe of the North Shore Line should have a personal interest in the success of the company. The company is engaged in serving the public. Its success depends upon its rendering a service that will please and satisfy its patrons. In supplying that service every employe is a factor, but more especially those whose work brings them in direct contact with the public.

Good service does not consist entirely in the speed and frequency of trains. An important part of the service is the attitude of the employes toward the public on whose patronage the company depends. In a large measure the public judges the company by the conduct of its employes.

The employes of the North Shore Line, and of any other company giving a public service, are in the position of salesmen. They are daily selling the service of the company, which is the only thing it has to sell. If they are good salesmen, if they are interested in increasing the number of their sales, they will aim in every way possible to please their customers. They will be polite

and courteous; they will give customers any information they may seek and give it cheerfully; they will in every way try to have that customer "come again" just as does the good salesman in a commercial establishment.

Employes should not forget that their own personal interests are closely connected with the character of the service they give their customers. A situation entirely different from that obtaining a year ago exists today. There are dozens of applicants for each vacant position. The company will not tolerate any incivility from any employe toward any customer or any prospective customer. There is no room on the North Shore Line for the employe, man or woman, who does not show by his or her work that he, or she, is endeavoring to give the public service.

This is a matter in which Britton I. Budd, president of the company, is deeply interested. He wishes every employe to understand exactly what is expected of him. Every employe is expected to give the best service of which he is capable. If he feels that he cannot do that, if he feels that he cannot put himself wholeheartedly into the service, he had better resign.

We are beginning a new year, so that the season is particularly appropriate for taking stock, as it were. All of us are working for a company which does everything possible to make our work pleasant and agreeable for us. Every employe knows that he will get a square deal. He should endeavor to give the company a square deal in return.

A good many years ago we read a book, the title of which was "Put Yourself in His Place." Although the book did not impress us so particularly, the title of it remained firmly fixed in our mind and almost daily we have occasion to think of those five words. You know how you feel when you go into a store and the salesman who waits on you is surly and discourteous. You may not walk out without buying, but you certainly will avoid that store in future. The proprietor of the store may himself be as courteous and polite as it is possible for one to be, but his business has been given a black eye by a surly and discourteous employe.

Now on the North Shore Line a similar situation exists. One discourteous employe may do the company more injury in a day than a dozen good employes can overcome in a year. It is possible also to give offense to a patron without being positively discourteous. Employes of the company are expected to have at their finger ends such information as the average patron would be apt to ask for. Should a patron enter a station and inquire about a train for a certain destination, the agent should be ready with that information. It does not satisfy the patron to be told that the agent doesn't know. He or she is supposed to know and to keep informed on any changes that may

be made. The information should be supplied promptly and pleasantly. The impression which the customer gets of the company depends on the conduct of employes under just such circumstances. Sometimes the questions asked may appear a little foolish. Frequently they are, but even so, they must be answered correctly and politely. That is what the employes are being paid for and what is expected of them when they are hired. If they are not fitted to give that kind of service, then they are in the wrong place.

This word of advice is not intended in any captious, criticising way, but is intended to be helpful. The editor of the BULLETIN is just as much an employe as is the trainman or ticket agent, so that what we have said applies to ourselves as much as to any other. We personally do not come in contact with patrons as much as conductors and ticket agents, but we receive a great many letters from customers and if we did not reply to them courteously and give the information asked for, we would not consider that we were doing our duty.

We are all proud of the North Shore Line and of the reputation it is building up for giving the public real service. Let us feel that it rests with us individually to uphold that reputation. Let us begin the new year with a firm determination to do everything we can to increase the patronage and popularity of the road. It is individual effort that counts and if every individual could feel a sense of responsibility and take a real interest in his work, it could not fail to bring good results.

All together now to give the public real service throughout the coming year.

Increasing the Efficiency of Transportation.

By George H. Ingalls,

Vice President New York Central Lines.

[In an address before the Traffic Club of New York two months ago Mr. Ingalls, vice president of the New York Central Lines, presented the case of the American Railroads in a very clear and able manner. The limited space in the BULLETIN precludes the possibility of printing the full address, but we have selected portions of it which are worthy of the careful consideration of readers.—Editor.]

The problem of greater railroad efficiency really is the problem that has been common to every American industry in this reconstruction period. Transportation is such a complicated industry, touching as it does, every branch of human activity and necessarily participating in the widest variety of regular lines of endeavor, that its disruption and disorganization naturally were felt and lamented more generally than the unhappy conditions that came also to agriculture, manufacturing and merchandising. The business man generally suffered from the same symptoms and effects of the delirious fever of war that the railroads did, but none of their activities seemed to touch the American people at quite so many points and create quite so many sore spots. The extra heavy demand for coal at home and abroad, with decreased production and aggravating strikes, sorely tried the public, but even this was largely put up to the railroads, which were held responsible alike for hauling the lumber and steel for ships and camps as well as the soldiers to them.

Why should we, the carriers, have any fight with the various

commissions? It seems to me that the entire country has had enough fighting and with the end of the war wished normal conditions restored as soon as possible and the railroads placed upon a pre-war basis as rapidly as could be accomplished. Furthermore, the new fabric of rates necessarily must be studied and given a fair trial, so as to judge how they will affect the commercial needs of the country. Each city, each county and each state must pay their proportion of the new rates, and it is only with that condition existing that we can decide whether rates are too high or too low, and only in this way can we avoid discrimination, or to speak bluntly, wipe out legalized rebates, because that is all in reality that such rates are. I can give you no hope for reduction in fares—in fact, I think it is due to the magnificent railroads we possess that we in this country have come out of this great crisis better than any of the other countries that participated in the war.

The British Board of Trade Journal has made computation of the percentage of increases in other parts of the world as follows:

Austria, 390 per cent.
France, 140 per cent.
Holland, 70 to 140 per cent.
Norway, 150 per cent.
Sweden, 200 per cent.
Switzerland, 180 per cent.
United Kingdom, 101 to 114½ per cent.

The Bureau of Railway Economics has announced that the increase in American freight rates for the years 1914 and 1920 has been only 67 per cent, and one must bear in mind in considering these figures that all the above countries prior to the war had much higher rates and fares

than were in effect in the United States.

High Mark for Future

I cite these general facts merely to remind you of actual conditions and am not here tonight to offer any alibi, as the responsible railroad officers of this country long since put behind them any vain regrets for past events and set their faces firmly to the future. The moment the disturbing question of wages was settled by the award of the Federal Board and the later rate increases were granted by the Interstate Commerce Commission, the American Railroads gave definite and tangible evidence of their determination and purposes through the action of the Association of Railway Executives, which embraces representatives of 95 per cent of the Class 1 railroads of the country.

The executives set for themselves an efficiency program which was indeed a high mark and included the following three principal aims:

First, to increase the average freight car mileage to thirty miles per day. In 1919 the average daily mileage of a freight car for all railroads was 23.1 miles.

Second, to increase the average load per freight car to not less than thirty tons. In 1919 the average loading per car was 27.8 tons.

Third, to reduce the percentage of "bad-order" cars to not more than 4 per cent. At the end of Federal control the reports showed 6.7 per cent of our 2,362,000 freight cars were in bad order, but of the box cars, a survey showed that they had been permitted to deteriorate from the floor upward to such an extent that from one-fifth to one-third of all box cars were actually unfit to carry general merchandise, such as grain, flour, etc., and two months after Federal control had

ended the percentage of bad order cars had increased to 7.4 per cent.

The Interstate Commerce Commission's statistics show that despite the "outlaw" railroad strikes which restricted operation in April and May, more freight was handled during the first seven months of this year than in the same period of any preceding year and that 1920 as a whole also will show a record of freight service by the railroads exceeding any earlier year in history.

For the seven months' period ended with last July, the increase was 17.1 per cent in ton-miles of freight over the same period one year ago.

The I. C. C. figures for July show that the average daily freight car mileage had been increased to 26.2, as against 23.1 miles in 1919.

In passenger carrying there is similar conclusive evidence of increasing efficiency by the railroads. I cannot give you the records for all railroads, but the New York Central Lines during the eight months ended August 30, 1920, handled 65,873,333 passengers, an increase of 9,654,885, or 14.5 per cent, over the same period of 1919. The higher fares seem thus far to have had no deterrent effect upon travel. As an example, I would tell you that the Twentieth Century Limited last month carried into New York an average of 207 passengers per day, as compared with a daily average of 197 in August. During the month of August 425,000 persons traveled to view Niagara Falls.

My observation during the war was that the real shipper, the man who paid the freight and who had to get his goods to the market, was disposed to co-operate and helped out at all times. It was the man who used to buy a ham sandwich for 5 cents and

now has to pay 10 cents who was making the most complaints and using the Bureau of Railway Complaints. The majority of men, such as you, realize the carriers cannot be restored to their full efficiency overnight. It is going to take a long time and a great deal of patience. I think what you and I have to do is to go into a campaign of education for the general public, get them on our side, eliminate the obstacles that prevent equitable rates, convince the country that now is not the time to branch out in wider fields; that at the present time the crying need is to lend all their energies, time and money toward helping the railroads to rehabilitate themselves.

As you know, under the Esch-Cummins Bill, Congress appropriated \$300,000,000, which is to be advanced to the carriers under the rules as outlined by the I. C. C. It does seem to me, while I appreciate it was necessary that Congress take some action toward helping the railroads finance themselves, it does seem a sad commentary upon us—that is, you and I—not the railroads—that while we all have voted and talked against Government ownership and were glad to see the carriers returned to their owners, that at the same time, it is not possible for the carriers in all instances to finance themselves in the open market, and had to obtain Government assistance for the purchase of equipment and terminals. Why should you and I not go out and make an investment in a well-managed railroad in the United States, as good as a Government bond?

WITH BULLETIN READERS

THIS is the season of the year to look forward. Not that we have any objection occasionally to looking backward. We don't agree with the philosophy that looking backward is a waste of time, but we also like to look forward.

Some folks have a notion that when one begins to look backward—to grow reminiscent—that it is a sign that his arteries are hardening, or, in other words, that the journey ahead is shorter than the one behind. But there is no way of judging the future except by the past, and for that reason it is well occasionally to look back and ponder a little on the foolish things we have done and how to avoid them in the future.

What we had in mind, however, when we spoke of looking backward, pertains to this particular column. We have had a lot of fine letters in the last year and we look forward to having a lot more in the year to come. We are getting so many new contributors all the time that unless we look back once in a while we are apt to forget some of the old ones, which, in our case, would be the unpardonable sin.

We have a few "regulars," like "Loophound" and Mr. Peebles, who would no more think of forgetting us than they would think of forgetting to eat, or in the case of "Loophound" (according to himself) to drink, but there are others who are not quite as constant. Some of them came and saw and conquered, and apparently they have passed on to pastures new, for we never hear of them. Mr. Peebles keeps a close tab on them and he asks in a recent letter what has become of "Kentuckian" and our Glencoe correspondent and a few others. That question set us thinking about some fine correspondents who seem to have forgotten us

and this is the season of the year to jog their memories a bit.

We enjoyed "Kentuckian's" breezy letters immensely, but haven't seen any of them in many months. Once he called at our office, we understand, when we were absent from the city, but there is nothing about the office that should scare a correspondent. Had we been in when he called, we might be able to account for his deciding to have nothing further to do with us. Still others have called and recovered from the shock. "Loophound" is a regular visitor and seems to be able to stand it all right.

We don't know what we did to our Glencoe correspondent that caused her to forsake this column. We know she is still a devoted reader and she hasn't forgotten us entirely, for we received a nice Christmas card from her, for which we return our thanks. But we would like a letter for this column once in a while.

Then there is "Railbird" in Waukegan. He used to send us excellent letters which occasionally supplied us with an idea for editorial comment. As he never met us personally, we couldn't possibly have scared him off, and as our views seemed to pretty nearly coincide with his, we don't see that we can have done anything to cause his desertion.

There are a few others we might mention who have neglected their duty lately. You know, family, what is expected of you to keep in good standing in the Ancient and Accepted Order of North Shore Prevaricators? Let us remind you that one letter a year to this column is the minimum. "Michigander" got under the wire last month and "Kentuckian" is now in the home stretch. Better take this hint and get busy.

What we wish to impress on you old-time correspondents is that we miss your letters. Never mind how many new ones come along; they never will crowd you out. What was it that Polonius remarked to Laertes: "The friends thou hast and their adoption tried, grapple them to thy soul with hoops of steel, but do not dull thy palm with entertainment of each new-hatched, unfledged comrade." Well, that's how we feel, at least in part. We're willing to hear from the new-hatched, unfledged comrades, but we wish to retain a stranglehold on the old ones. Now, come on and do your duty in the coming year.

We believe our regular correspondent, "Loophound," still maintains his popularity, and as he hasn't appeared for a month or two, we give him the top of the column.

Here is what he writes from Minneapolis:

Dear Mr. Editor:

The top o' the morning to you—I'll keep the rest of the day to myself.

A year ago today in Minneapolis it was 26 degrees below—today we are enjoying Florida weather. How come? When I asked the colored waiter to account for such balmy Minnesota weather, he said he done guessed Providence was grateful for a Republican administration and was rewarding us for voting right.

You may think I've moved to the northwest, since several letters have been penned from this sector, but I am still paying my gas bills in Chicago.

Where does this annual event labeled "Michigander" get his license to kid me, an old contrib, about Detroit. Before attempting to make merry at the expense of an old settler in this column, he ought to do as Battling Nelson used to say "Go get a reputation," which in this case means become a regular in this column so the gang will know him. Maybe he feels that because we are, or were, members of the Ancient and Diligent Order of Bar Flies that he can get fly with me, but I can't permit it, when my distress signals in Detroit fell on deaf ears, or should I say on blind pigs.

He's probably correct in that the stuff is coming in from Canada all ways. I hope it so continues—always.

There's no doubt they get their share in Detroit, it's the only town on the map where I've seen a man fall aboard a street car alone and insist on paying two fares. Maybe though they aren't bunned up at that. He might have been a Detroit census-taker who has the habit of counting double, one of those fellows who put Detroit ahead of Cleveland in the census race. If Detroit is bigger than Cleveland I'm a toe dancer. How does Michigan-der account for the dearth of ball players in his town? Can't they find nine ball players in a city of one million people? Now in Cleveland—oh, well what's the use?

Yours truly
Loophound.

We know "Michigander" reads this column carefully, so it is up to him to send along a comeback. We know "Loophound" likes a foeman worthy of his steel and "Michigander" is no mean adversary.

We have with us a new correspondent who has just made his acquaintance of the BULLETIN. He seems to like it, judging by his letter. Only at rare intervals have we been accused of writing "literature" and we believe in the very first issue we disclaimed any such intent. We advised readers who were looking for "literature" to read the local papers along the line. But the accusation doesn't give us any offense and the new correspondent seems to know what he is talking about. Being, at least, partly in the writing game himself, he ought to know, or are the writing men the poorest critics? Anyway, this is what he writes:

Today for the first time I saw the NORTH SHORE BULLETIN, it was the October issue. I liked it so much, the fine spirit of the little publication and the literary flavor of the copy that I have been moved to write this note, telling you of my praise for it and yourself, the editor.

The article, "A Little Bit of Heaven," a write-up of the Scottish Old People's Home at Riverside is one of the finest compositions I have seen in any periodical. Filled with sentiment and yet not sentimental, with much thought and yet not dull, with wit and yet not too clever, this description of the Home and the Scots is more than newspaper copy—it's a bit of literature.

With my best wishes to the BULLETIN and yourself for the future,

Very truly yours

William Lewis Judy,
Advertising and Circulation Mgr.,
British American.

We have heard a lot of comments about that story in the October issue. We knew, of course, that it would please the Scots. It had a sort of Scotch flavor to it, and you know how hard it is nowadays to get anything with that sort of flavor. We know, also, that if it pleased the Scots we wouldn't be likely to hear much about it from them, for, as we said in that story, they are not given to praise. But we heard about it from others who are not Scots, who liked it.

While on that subject, let us introduce another new correspondent, who evidently is a Scot and a lady. We like to hear from the women folks, as we have only a few women correspondents, and, really, without throwing any bricks at the men, we think the women correspondents are sometimes the cleverer. The new correspondent lives in Chicago and writes:

I wish to acknowledge receiving the October and November numbers of your inspiring and delightful BULLETIN. Accept my heartiest thanks.

Your article on our beloved Scottish Old People's Home is a gem. It seems so refreshing in the present "Dark Age" to find someone who is able to find "sermons in stones and good in everything," and willing to tell the world.

I wish you and your NORTH SHORE BULLETIN and the North Shore Line a "gude New Year and mony may ye see."

Sincerely yours,

Annie C. Fraser.

That's the sort of letter we like to get. We don't know that we find "sermons in stones and good in everything," but we know that the sermons are there. We try sometimes to find them and they are much more impressive than any you hear in the average pulpit. We welcome Miss Fraser into the North Shore Family and hope we may hear from her again.

Here is another new one who promises well. We hope to hear more from him and become better acquainted in the coming year. He writes from Caledonia, Wisconsin, and as proof that we are very ignorant we might say that we don't know just where it is located. But we like the name, anyway. He writes:

Well here's just a few lines from a country burg, so maybe it won't be very interesting, but anyhow I took the liberty to write. I have been reading the NORTH SHORE BULLETIN for the past year and think it is the finest and most interesting little paper published.

I also praise the service of the North Shore Line which I must say is excellent. I always use the North Shore Line when traveling between Chicago and Milwaukee. My local stop is the 7-mile road. Please put me on your mailing list for the BULLETIN.

Wishing you and all the BULLETIN readers a Happy New Year.

Yours truly,
Raymond Rought.

We are very glad to hear from you and must get acquainted with Caledonia. We used to have some acquaintance with another place of that name. That was:

Caledonia stern and wild

Meet nurse for a poetic child,
or words to that effect.

Occasionally we print a joke or two in the BULLETIN. They come in handy as "fillers" and help in the "makeup." If they produce a laugh so much the better, because most of us don't laugh enough. But sometimes the jokes may serve a useful and laudable purpose. One that we printed lately promises to do that. It may start our faithful correspondent Mr. Peebles to play golf. It was that joke about all the Scots in heaven being out playing golf, as they were the only people the Lord could trust out of his sight. Well, that joke seems to have tickled Mr. Peebles, for he writes that he will be forced to take up golf so that he won't be lonesome when he

goes to heaven.

Mr. Peebles in part says.

I am going to get out and learn the game of golf. I am convinced that if there is a chance of my entering heaven, I want to be along with other Scots and have all the liberties and privileges they enjoy. I have been more interested in other lines of sport heretofore. We have in Plymouth the best basketball team in the country and you may tell Loophound Jr. that we are ready for his U. of P. team at any time. The Plymouth team has played so far six games and won them all. We beat three Milwaukee teams and they were good ones, too, although there doesn't seem to be anything good down there since they stopped the brew. Mr. Matthewson got up a team in Sheboygan but he has been having poor luck with it. His team lost the last three games they played.

I notice that "Michigander" came to bat just in time to hold his membership in the BULLETIN Family. He ought to thank Loophound and Sol N. Lasky that they woke him up to the fact that his subscription had expired. He ought to do better this year and keep himself in good standing.

Well, we also think that Michigander ought to do a little better, but of course one letter a year is all that the rules require. As to your taking up golf, Mr. Peebles, we would strongly advise it, regardless of how it might improve your standing with St. Peter. We are not sure that all golfers go to heaven, anyway. In fact we have heard one occasionally use language which would indicate that he was headed in the opposite direction. But it's a good game.

A Milwaukee reader wrote asking to have his name placed on the mailing list and to have a copy of the November issue sent him. He wrote an acknowledgment as follows:

Received the BULLETIN and wish to thank you. I enjoy reading it very much. It gets better all the time, and I wish you all the luck in the world. I should have written you sooner. Well, here's wishing you a Merry Christmas and a prosperous New Year for the good old North Shore Line and many of them.

Very truly yours
Norman J. Forsman.

We already have one correspondent in Kansas City, but here goes to welcome another one. The latest Missourian writes:

Some time ago I had occasion to go from Kenosha to Milwaukee and took the opportunity to ride on the North Shore Line. In the station I found some copies of the BULLETIN, I put a copy in my pocket and fully intended to write you on my return home to ask that my name be put on your mailing list as I would enjoy receiving the BULLETIN.

However, I am hoping that it is not too late to put this into action, and if agreeable I will be very glad to receive a copy of the BULLETIN each month. It certainly is a big little publication.

Yours very truly,

E. S. Shoecraft,
Truck Sales Manager,
Nash Sales Company, Kansas City.

It's never too late, Mr. Shoecraft, and your name goes on the list. We are glad to admit you to the family circle. One letter a year is the minimum required to keep you in good standing. We hope you won't become delinquent.

We have another good letter from a new correspondent, written from Racine, but whom we suspect lives in Chicago. He writes:

As a salesman of the Sprague Canning Machinery Company of Chicago I frequently take the North Shore because it takes me, and I always come out ahead by nabbing a fresh BULLETIN.

Last summer I became prejudiced against the North Shore because it ran over a cow. I sell dairy machinery. But I am satisfied now that the cow must have been crazy to get in the way. There is no excuse for walking on the North Shore, because there is a train every little while.

I went to Milwaukee to buy some fittings. The salesman asked, "Will you have these sent by freight or express?" "Send it on the North Shore Line, I'm in a hurry," says I. So they did and it got here before my customer got impatient. Such service would suit the man who went on his honeymoon all alone.

Send the BULLETIN to my Chicago address so that I won't have to get on a train to obtain one. The only road that has the North Shore "skun" a mile is one in Indianapolis that does

not charge anybody for riding on it, but it is too short.

Yours respectfully

A. J. Davis.

There's always a fly in the ointment, isn't there? We never heard of that road in Indianapolis that doesn't charge anything, but we expect its service is in keeping with its charges. With the exception of this BULLETIN we never knew anything that was free that was worth a hang.

Another good one, the second we have had from this contributor:

Thanks for the November copy of the NORTH SHORE BULLETIN. I have just got through reading it and I'll tell the world that you have surely got a wicked line of dope. I am sure you never get time to go to Cuba for your inspiration, so before I write anything again it would be well for me to take a trip to the Cream City via the Road of Service and investigate the town that made Wisconsin famous.

Keep the good work up, and if the increase in business warrants it we'll all vote you a raise in salary, just so you won't lose your keen sense of humor worrying over the h. c. l.

In the morning rush hour on the Elevated the other day, when trains are only three minutes apart, an old guy came rushing out on the platform just in time to see a train pulling out. He stamped and swore and said if the d---d agent hadn't been washing her hands he wouldn't have missed the train. I smiled, put my hand on his arm and told him it was a good thing she wasn't washing her feet or he'd probably missed a couple of more trains. He got laughing and almost missed the next one. Oh yes, even the blackest of them have that proverbial silver lining! Cheerfulness is infectious, so Merry Christmas to you.

Yours truly

J. A. Clarke.

We would advise you by all means to investigate Milwaukee, Mr. Clarke, but if there is any place there dispensing inspiration, we haven't been able to find it. But honestly we don't need it. The North Shore Line is an inspiration in itself, that's why we enjoy working for it.

We've had a number of Christmas cards from busy correspondents and while they don't quite take the place of letters, they are nevertheless welcome. Among

those sending cards are "Loophound, Jr.," now at the University of Pennsylvania, Harold E. Rasmussen, still at the University of Illinois, one from Norman J. Forsman of Milwaukee and one from our Glencoe correspondent, who refuses to let us tell her name.

By the way, Mr. Rasmussen called the other day. He will get his degree in February and maybe will have more time to write a letter occasionally. As for Loophound, Jr., he's about due for a letter, but the card proves his good intentions.

PRAISE NORTH SHORE CONDUCTORS

RECENTLY there appeared in the Chicago Tribune a letter written by Hugh W. Fisher, chief clerk at the U. S. Naval Training Station at Great Lakes, commending a North Shore conductor for courtesy. In his letter Mr. Fisher said:

"Among other instances which have struck me with force was one occurring this morning on the Chicago North Shore and Milwaukee Railroad, car No. 400, passing Lake Bluff early in the forenoon, I inquired of the conductor as to where I might find a certain banking institution in Lake Forest. His conduct and attitude could not possibly have been more accommodating had he suspected that I might be one of your reporters charged with the privilege of substantially rewarding exceptional courtesy."

The conductor referred to in the above letter is M. Lundgren and to him the BULLETIN extends congratulations.

The BULLETIN is in receipt of a letter on the same subject from A. C. Klein, who is a steady patron of the North Shore Line and is connected with the Shoe

and Leather Reporter. He writes: "A collector on one of the North Shore trains displayed so much courtesy, politeness and all other things that go to make a long ride a short and pleasant one, that the writer asked the gentleman for his name. He is to be commended for the excellent service he renders to patrons of the line. His name is Carlo Pearson."

"Sincerely yours,

"A. C. Klein.

"P. S. I think the habit of giving patrons of your line a Christmas card is a wonderful idea and hits the right spot.

"A. C. K."

Good work boys, keep it up.

PRAISES MERCHANDISE DESPATCH.

THE following letter was received from the Zana Proprietaries Company of Chicago which speaks for itself:

May we say a word in commendation and appreciation of the efficiency of your Merchandise Despatch service between Chicago and Milwaukee? We believe in giving credit where it is due, instead of following the time honored practice of fault-finding.

Our product—Zana Stomach Tablets—is dispensed in large quantities in Milwaukee. Recently one of our most extensive dealers in that city found himself out of a supply when he had several calls for our tablets. The best he could hope for either by express or parcel post was delivery in forty-eight hours and he wished quicker delivery if possible. He called us up by long-distance, asking us to rush a dozen as fast as we could. We had experience with express and decided to try the North Shore Merchandise Despatch service and so advised our customer. The result was that our customer had his supply the same day we received the order.

Hereafter when we want anything done right and done in a hurry it is the North Shore Merchandise Despatch for us.

Yours very truly,
Zana Proprietaries Company.

That is the way they all speak of North Shore service when they give it a trial. If you have any doubt about it try it yourself and be convinced.