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HISTORICAL
SOCIETY

THE NORTH SHORE BULLETIN

DECEMBER, 1921



"The Road of Service"

RACINE ASSOCIATION OF COMMERCE

AN important step was taken by the Racine Commercial Club at its annual meeting on November 14, when it was decided to change the name to the Racine Association of Commerce and unite the various associations of business men in the city in one organization.

Racine is one of the best cities in the country for doing things and the activities of its Commercial Club in the last eight years has proved the truth of that statement, still the business men felt that there was a duplication of effort and a divided interest because of a multiplicity of organizations.

It is proposed to pattern the new Association of Commerce after the Milwaukee Association, having the existing organizations function as separate bureaus under one head. The success of such associations has been shown in Milwaukee, Chicago and many other cities and there appears no doubt that the plan will work in Racine and prove a forward step for the city.

There is an old adage that "too many cooks spoil the broth" and the saying might be applied to associations, where a number are attempting to function separately, although all striving to attain the same general end. Under the proposed new form of organization the activities of the various associations will be co-ordinated and each will be strengthened thereby.

The annual meeting lacked something of the spirit of some former gatherings of the kind, for Racine being essentially a manufacturing center has been hit harder in the business depression than many cities, but the business men who attended were forward-looking and optimistic. That civic and industrial activities will take a spurt when the new organization is completed seems assured.

BEG YOUR PARDON

A CHICAGO daily newspaper runs a column under the caption "Beg Your Pardon" in which it seeks to correct some of the mistakes made in a previous issue. You will notice we said "some."

Well, we're going to correct a statement made in a circular distributed among employees and others on the North Shore Line, although we weren't responsible for the mistake, as we didn't write the article. It was a very good article, however, and we are not criticising it. It was entitled "A Mile a Minute with Safety" and was written by Louis Resnick in the National Safety News.

When we read the article which described the safety work on the North Shore Line, we thought it good stuff and had a reprint made and distributed. It appears in the article in question that the North Shore employees attend safety meetings in the company's time and consequently are paid for their attendance. That is only partially true. Some employees do attend meetings in their working hours, because the nature of their work is such that it would be a hardship for them to get together in the evening, but a majority of the employees attend such meetings on their own time.

The employees who attend meetings voluntarily because of their interest in the work feel that the article was a reflection on them, although we feel sure the writer never intended it to be. They have asked us to correct the statement and we are pleased to do so, for we agree with them that they are entitled to credit for attending meetings regularly and taking such a splendid interest in the prevention of accidents.

A Clean Joke

"May I hold your Palm Olive?"
"Not on your Life Buoy!"

The North Shore Bulletin

Issued Monthly by
Chicago North Shore & Milwaukee Railroad

LUKE GRANT, Editor

Room 1105 Edison Building

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28 No. 2

Editorial Comment

*Then let us pray that come it may
As come it will for a' that,
That Sense and Worth o'er a' the earth,
Shall bear the gree, an' a' that.
For a' that, an' a' that,
It's comin' yet for a' that,
That Man to Man, the world o'er
Shall brothers be for a' that.*

THAT verse seems peculiarly appropriate as a text at this time. The Christmas season is at hand when the spirit of peace and good will is abroad in the land. Incidentally, may we remark, that if Burns had never written anything but the poem from which the above lines are quoted, his name would have been immortal.

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NEARLY two thousand years ago at this season, the wise men of the East turned their eyes toward Bethlehem, their hearts filled with hope, as a new star appeared in the firmament. Today the wise men of the whole world are turning their eyes toward Washington, for there, is being held the most momentous conference in the world's history. Our National Capitol is the star of hope in the firmament today, dim and obscure as yet, but destined, we hope, to burst with a brilliance that will bring joy and gladness into a war-spent and war-weary world.

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THE opening of the conference was most auspicious. The proposal made by Secretary Hughes to declare a ten-year naval holiday, took the world by storm. It was as bold as it was unexpected, for even the cynical must admit that it was the most courageous step ever taken in modern statesmanship. All the secret diplomacy and hidden intrigue, prolific sources of wars in the past, were swept aside. It needed tremendous moral courage to break away from custom and tradition and strike out on a new path. Secretary Hughes took the lead and chal-

lenged the world to follow. Two months ago in this column we said that America was in a position to lead the world into the pathway of peace, and that it was the only country which could. We rejoice that it has taken the step, and whether the other nations follow or not, we feel prouder of being a citizen of this country than ever before. Secretary Hughes is in a fair way to accomplish, partially at least, what Woodrow Wilson tried to do. His proposal is more practical, perhaps, less idealistic than Mr. Wilson's, but, perhaps, too, the world today is more in a mood to listen. Let us hope so.

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WE notice a little sneering in some quarters, but that is to be expected. From the same sources we saw efforts made to belittle the work of our country in the war. Suspicion and distrust are common to certain types of mind. Suspicion and distrust have kept nations and peoples divided from the beginning of history. This is the time to rise above them, to look forward and upward, as well as backward. The scrapping of battleships alone will not prevent war, it is true. Men fought centuries before battleships and modern weapons of war were dreamed of, but that is not sufficient reason for concluding that we are always going to have wars. The world has made tremendous advancement in the art of killing in the last decade. Why cannot it make as much advancement in human relationship in the next decade? Why should there be so much hate and envy and jealousy and greed in the world? Why should there be so much misunderstanding? After all world peace will come through better understanding of peoples, rather than through the scrapping of the navies. But the one is a step towards the other. The proposal of Secretary Hughes means a great deal more than the destruction of a few ships. It proclaims to the world the good faith and sincerity of purpose of the United States and invites the other powerful nations to show equal good faith. That is vastly more important than the scrapping of battleships.

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HAVE you ever noticed a herd of dehorned cattle grazing in a field or enclosed in a pen? They are sociable and chummy, they rub against each other in a quite friendly way. But turn loose in the herd one long-horned steer and the trouble begins. The rest of the herd at once become suspicious. They fear the intruder and keep away from him. Were it not for his horns he would have been a welcome guest and would not have created fear and suspicion in the others. But he has the horns and knows it. So he becomes a bully and struts around, a disturbing element in the herd. It's about the same with human beings and with nations. Big armies and navies are heavy burdens on the productive forces of nations. Most of the nations are now on the verge of bankruptcy, our own country being about the only exception. And what use will all our gold be if the other nations of the

world go bankrupt? The proposal to limit armaments surely is desirable from an economic point of view and, like the dehorning of cattle, will tend to remove suspicion and distrust and have nations live peaceably together.

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IT has often been said that the scrapping of navies will not prevent war, that the causes for wars must be removed. Well, big armies and navies constitute one of the causes of war, so that limiting them is a step in the right direction. It probably is too much to hope for, even at this Christmas season, that all the nations of the earth can be brought together in a spirit of peace and goodwill, to live together in amity. Disputes between nations necessarily will arise, as they do between individuals, but is it too much to expect that they can be settled without resorting to force of arms? In carrying on trade and commerce within a nation, disputes between individuals and groups occur daily, but the disputants do not settle them by killing each other. At least that is not the common procedure, and when in individual cases violence is resorted to, swift punishment comes to the violator of the established custom. If internal disputes can be adjusted through the arbitrament of courts, or other established tribunals, why not disputes between nations? The task would be more difficult, but why should it be impossible? Why cannot we do on a large scale what every nation does on a smaller scale? As for justice, wouldn't the peaceful method be more apt to establish justice than the forceful method? If history shows us anything, it shows that wars do not always establish justice. The side which is the stronger wins, whether justice be on that side or not.

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THE Washington conference was not called to discuss the formation of an international court, or an association of nations, or anything else to end wars, but chiefly to discuss a cessation, by mutual agreement, of the mad race to build battleships for offensive purposes. The Hughes proposal was clear and definite. In substance it said, if we are going to stop, let us stop now and completely. Let us declare a naval holiday for ten years. Great Britain and Japan accepted the principle. Since the opening of the conference we have read columns of discussion about the ratio of naval strength of the three principal nations involved. The Hughes proposal did not establish the ratio. It was established before the proposal was made. All the talk about this nation being at a disadvantage and that nation having an advantage, is beside the point. How could any nation gain an advantage that it does not now possess by simply stopping where it was with its naval programme on an agreed date? That is precisely what the Hughes proposal amounts to. The sincerity of this country cannot be questioned, either, for should the battleship building race continue, the world knows that the United States can outstrip any other nation.

This country has nothing to fear. Those who are finding fault with the Hughes proposal because of the ratio of power it gives, are those who wish the race to continue.

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THAT the conference will go farther than declaring a naval holiday for ten years, and that it will provide a plan for the settlement of disputes which might lead to wars, is what the world hopes for. Whatever the outcome may be, the holding of the conference is of itself a distinct gain. It is difficult to estimate the good that may come from the intimate meeting of the representatives of the different nations at the conference table. Each nation will learn something of the problems confronting the other and come to a better understanding. We see in our domestic affairs, particularly in industrial relations, the good that comes from frank and open discussion at the conference table. Most of our troubles would disappear with a better understanding of each other. Some of the writers who are writing about the Washington conference see France as the possible trouble-maker. Some others see Japan. Personally we believe some writers are seeing many obstacles in the way that are purely imaginary with themselves. One prominent writer, with a national reputation, points out to his thousands of readers that the conference cannot bind the United States to a naval holiday. He says it would be necessary to amend the constitution, as Congress determines our naval programme through the appropriations it makes for battleships. What a wonderful discovery he has made. What is to prevent Congress from making future appropriations in accordance with the proposed limitation? Of course, there is nothing to prevent it, and the writer referred to knows that perfectly well. But he has to write so much every day and a good part of it is bunk.

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SPEAKING of the reasons being urged against the limitation of armaments programme, one of the most amusing we have read is that the big money interests are for it. If they are, more power to them. They were accused of being in favor of the war. Now they are accused of being in favor of preventing future wars. Isn't it amusing? It would appear that the "money interests," so-called, must always be wrong. That at least is the way that some argue. We don't know who is authorized to speak for the "money interests." We have heard soap-box orators dozens of times tell their hearers that the "money interests" were for this and against that, but we always felt inclined to question their authority to speak for the said interests. We are inclined to think that is the situation with respect to the disarmament conference. And that raises an interesting question. Who, or what are the "money interests?" Can anyone in the class answer? What qualifications are necessary to belong to them? A paragraph or two devoted to that subject might make an interesting digression.

WHO, or what are the "money interests" so-called? Why the big corporations, of course. We suppose that nine out of ten might give that answer. Probably eight out of the nine don't know what a corporation is, nor could they give any valid reason for their opposition to corporations. But we hear that opposition on every hand. If a man is running for a public office, to say that he is in favor of corporations, is many times enough to defeat him. That is due to the lack of understanding of which we spoke a few minutes ago and comes from loose thinking, or rather, we suppose, from no thinking at all. Yet in spite of all that is said against corporations, society could not enjoy many of the comforts and conveniences it enjoys today without them. In fact progress would be impossible without corporations. Society might exist, of course, as it did a hundred years ago, or more, before the advent of corporations, but it wouldn't have the comforts it enjoys today. The traveler between Chicago and Milwaukee, for instance, might cover the distance by ox-team in two or three days, and suffer many discomforts and difficulties on the way. But without the corporation he couldn't make the journey in ease and comfort in two hours, as he does today on the North Shore Line. The resident along the north shore might make candle dips as his forefathers did, to furnish him with light, but we venture to say he would not find it as convenient as he finds it today to touch a button. It is the corporation that has made the electric light possible, just as it made the railroad possible. So with all our public conveniences, the telegraph, the telephone and other modern necessities.

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THE modern corporation in reality is organized to give the people the comforts they demand, which could not be supplied in any other way. Some forms of business, in their very nature, must be done on a large scale, the larger the scale the more economical the operation, as a rule. Take our own North Shore Line as an example. It is a corporation, and although a relatively small one, will serve for an illustration as well as if it owned and operated five thousand miles of track. The building of the line between Chicago and Milwaukee would be too big an undertaking for a single person to finance. So an artificial person is created in the form of a corporation. It adopts a corporate name, procures a charter from the state which gives it many of the powers which a single person would possess, such as the power to buy and sell, to make contracts, to own real estate, to sue and be sued, etc. Its charter gives it what a single person could not get, that is the power to perpetuate itself so that its existence is something quite apart from those who organize it. It will continue to operate and give the public service, after its original organizers and owners are no more. That in simple language is a corporation. It is organized to do business on a larger scale than could be done by an

individual, and in the case we speak of, it is the public's business that is being done. What is wrong about it? Can you think of any other way of doing business on a large scale?

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HOW is this artificial person financed? It must have capital to buy its right of way, lay tracks, build stations, procure equipment and other things necessary to give the public service. It invites a lot of partners to come into the enterprise, by selling stock. Every share of stock sold is an evidence of part ownership. The corporation in that way is much more democratic than is the private firm, owned by one or two individuals, for the reason that it is owned by thousands, every one of whom has a vote in its affairs. In the state of Illinois alone there are upwards of 500,000 persons who own securities in public utility corporations and those figures do not include the owners of steam railroad stocks. Each one of those persons, if he owns only a single share of stock, is a part owner of the corporation represented by that stock. Such shareholders are not necessarily persons of large financial means. As a matter of fact a majority are workingmen and women in moderate circumstances, for under the customer-ownership plan, now being adopted by all the large public utility corporations, one thousand customers purchasing a single share each, are preferred to one customer, purchasing a thousand shares. Don't forget that if you own a single share of stock in a corporation, you are a part owner of it, and when you hear some blatherskite denounce corporations from the top of a soapbox, remember that he is denouncing you and thousands of others similarly situated.

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IT isn't always from the top of a soapbox that such denunciations come, either. A short time ago we heard a college professor, whose business it is to teach economics and business administration, give a lecture on corporations. He told of attending a church in Boston on one occasion, when the preacher made a virulent attack on corporations and to strengthen the position he took, he asked his congregation to imagine Abraham Lincoln in the role of a corporation lawyer. After the services the college professor met the minister and asked him if he felt justified in taking the position he did, especially with reference to Lincoln. The minister thought he was quite right. The professor then pointed out that as a matter of fact Abraham Lincoln did appear in court as attorney for the Illinois Central Railroad and did not think it a disgrace, either. The trouble with many of us is that we think anything that is big must be bad. We hear talk of "Big Business" as something especially wicked. Why should size make any difference? The merchant doing a small business of a few hundreds of dollars a year, is quite as apt to be dishonest as the corporation doing a business of hundred of millions. In fact he is more apt to be, for he is a free agent, subject only to the law of competition, while the large corpora-

tion—the public utility at least—is subject to government regulation. There may be dishonest corporations, as there are dishonest individuals, but size has nothing to do with it. Under present day practice a public utility corporation cannot be dishonest even if it wished to be, for it is under too strict supervision to get away with anything.

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AS we started this little talk with a hope that there may come about a better understanding between nations and peoples, we might wind it up by hoping that a better understanding may come about in everyday affairs at home. Stirring up class hatred at home, is closely akin to stirring up hatred between nations and peoples. Both have their origin in suspicion and distrust of each other. What is needed most in the world today is a better human understanding of each other, less envy and jealousy, in brief more of that spirit which is supposed to come at this season of the year. When we come to understand each other, we find there isn't so much difference in us after all. As Kipling says:

When you get to a man in the case,
They're like as a row of pins—
For the Colonel's Lady and Judy O'Grady
Are sisters under their skins!

So with that we'll wind up our Christmas sermon and wish you all a Happy New Year.

MAKING SAFETY CONTINUOUS

IN last month's BULLETIN we mentioned the remarkable record made by the North Shore Line in the "No Accident-No Fire" week. We told you a little of the work that is constantly being carried on by the road to prevent accidents to the public and to employees. We said that the main reason why the North Shore Line is the safest high-speed electric railroad in the country is because the president of it is a "Safety First" man. His reputation in that respect is so well known throughout the country that he was asked to write a paper on "Safety" to be read before the Transportation and Traffic Association of the American Electric Railway Association, at its annual convention, held in Atlantic City in October. We believe an abstract of that paper would be of interest to BULLETIN readers.

Confidentially we have another reason for wishing to print it here. While attending the convention an enterprising photographer caught a good snapshot of the boss, as he was walking with some friends along the Boardwalk. We got a print of the picture and as many of the readers of the BULLETIN who praise the North Shore service have never seen the man who is responsible for giving that service, we are going to print that picture along with the article.

With that explanation let us give you an abstract of the paper to which we have referred:

BY BRITTON I. BUDD

(President, North Shore Line)

In industry we find that a concentrated effort to reduce accidents keys up those concerned to the highest tension for the period and reduces the number of acci-

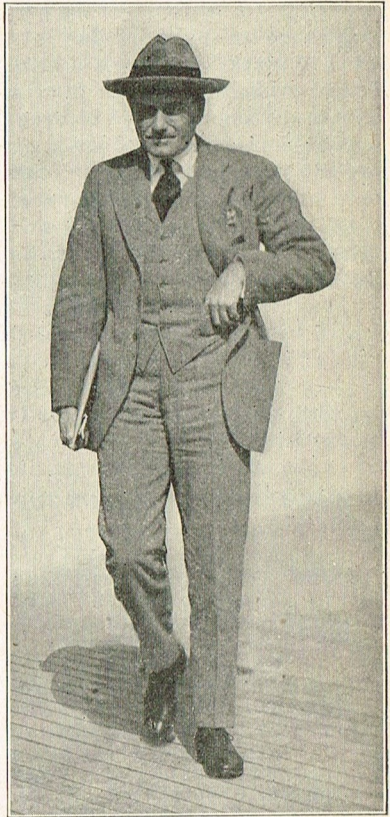
dents materially. But does it pay? At the end of the drive the impressions gained wear off and we are again back in the old rut. If we can concentrate on **safety** for a short time and obtain results, why not make it a systematic and co-operative drive for 365 days in the year and obtain these results every week instead of for only one or two weeks of the year. It can be done; safety work in industry has proved it.

To educate the employee we find that we must first educate the employer, for in safety, as in other things, the attitude of the employee toward the work is dependent on the attitude of the employer. To accomplish this object the employer must show the employee that he is behind the safety movement heart and soul; that any recommendation that may be made by the employee tending to reduce or eliminate hazards and to establish safe working conditions is closely investigated and if found practicable is carried out. The employer must establish an efficient first aid system to care for employees who may become injured and must see that all injuries, no matter how slight, are given proper treatment immediately.

In an examination of the reports of the injured and killed we find that in 1920, out of 82,000 fatalities, 15,000 were children under fifteen years of age. What have we done to prevent the report for 1921 being a duplicate of that of 1920, or, in fact, what measures have we taken to prevent this list from being doubled this year? The number of autos on our streets has already increased 30 per cent over last year, and automobiles were the cause of a great number of these deaths. An energetic and systematic public safety campaign throughout the country is the only way we can accomplish our object. We must reach the public at home, on the streets and in

business; in fact, the prevention of accidents must be brought home to the citizens of our country at every turn; they must not be allowed to forget it for an instant.

The establishment of safety in-



Britton I. Budd,
President, North Shore Line

struction in our schools will give us a firm foundation which will not only bring results during the present generation but in the generations to come. The instruction of the children has begun on a small scale in many schools; in some it consists of periodical lec-

tures and in others a half hour or an hour a day is being given over to this instruction. The older children have been given instruction in accident prevention at street crossings and in some cities have acted with the police department as traffic officers at the crossings during the hours that the children are going to and coming from school. In the instruction of children the effect of the word "don't" on the average ones results in their doing the very thing they have been warned against, while if they were told what they must do to accomplish a certain thing the result will be much more satisfactory.

The public safety work is in its infancy and to succeed must have the support of the management of the industrial plants who are experienced in safety work. It is just as much a part of their work in the upbuilding of the community to make it safe to walk the streets of their city as to make their shop or factory a safe place to work. With this support and with the chambers of commerce, clubs and civic organizations, police departments, boards of education, Boy Scouts and the general public, it is certain that we will make a material reduction in the list of preventable deaths and injuries.

The Chicago Safety Council operates as a department of the Chicago Association of Commerce, in conjunction with the National Safety Council. Its sole purpose is to make Chicago a safer city. Its activities are divided into four major divisions, known as public safety, industrial safety, railroads and public utilities and business administration.

The plan of the Public Safety Division, as shown in the progress report issued by the council, is as follows:

"1. On the committee composing the Public Safety Division are representatives of the homes, in-

dustries, churches, schools, women's clubs, civic bodies, city, county and state authorities, insurance companies, automobile clubs and all other organizations which have an interest either in the prevention of accidents or the education or prosecution of those who violate laws designed to safeguard vehicular traffic. This group of representative citizens, who have banded themselves together for the purpose of accident prevention, is already making its influence felt in an aroused public sentiment against the careless and many times inexcusable accidental deaths and injuries which occur altogether too frequently.

"2. Under this division there is a police and traffic committee, which is co-operating with the city and park police and the public generally in educating motorists in particular to have proper regard for enforcement of traffic laws and regulations. It is also developing plans for educating motorists in safe driving by means of bulletin boards installed at filling stations, garages, etc.; to conduct a school for chauffeurs and truck drivers, with a definite course of six lessons in safe driving, rules of the road, mechanical operation, etc., and to operate a school for women automobile drivers.

"3. The women, homes, churches, schools and colleges committee of the Public Safety Division has undertaken as its most constructive immediate function the matter of having safety instruction made a part of the curriculum in public schools and parochial schools.

"4. It also is preparing to carry on safety in the homes by means of distribution of illustrated bulletins describing the many home hazards. This subject is being presented to the women's organization of the city and it is contemplated that safety will be given

due consideration by the clergy in their sermons from time to time.

"5. Another arrangement about to be launched by the highway safety committee is one by which its reporting members will report to the safety council any dangerous practice or condition coming to their attention, including violation of laws and rules by motorists and others. These men will have neither insignia of any kind nor authority to stop or arrest violators, but reports made by them will be taken up with the offenders and an earnest appeal made for their assistance in the elimination of accidents. The plan provides for education and co-operation rather than prosecution, except that prosecution may be resorted to in extreme cases."

With the co-operation of the members of this association in a concentrated public safety campaign, along the lines of the National Safety Council's plan, the citizens of our great country will be brought to realize the value of human life and the necessity of exercising care and caution, which is a duty each and every individual owes to himself and to his fellow man.

BEWARE OF THE "TWISTER"

WARNINGS have been issued by the Chicago Association of Commerce and by the Milwaukee Association to look out for insurance experts, so-called, who are known in the business as "twisters."

Many workingmen are being victimized by these sharps, who are smooth talkers and whose operations may be within the law, yet are fraudulent in their effects.

The method of operation of these "twisters" is to approach the workingman and talk insurance. If the man already has an insurance policy, the "twister" wishes to see it and after looking it over he "discovers" that it has a value which its owner never

dreamed of. This great value is nothing more or less than the surrender value which every policy carries on its face, but the "twister" induces the man to turn the policy into cash to be invested in some security, which may or may not be good and then take out another policy in the particular insurance company which he represents.

Reliable insurance companies, of which there are many in the country, do not permit their agents to engage in such practices, so that it may be taken for granted that the new policy is not as good as the one which has been surrendered, if, in fact, it is of any value at all.

An insurance policy in a reliable company is for all practical purposes the same as money in bank. It carries a cash surrender value and also a loan value, so that the holder of it can obtain either the full cash value or a loan, as he may wish, and he has only to call the agent of the company on the telephone to obtain that service and without any charge.

Workingmen should be exceedingly careful about giving up insurance policies and should consult with one who understands the business and in whom they have confidence.

During the war and after its close, thousands of workingmen were induced by some of these "twisters" to part with their Liberty Bonds and invest in some securities which promised a high rate of return. They are sorry now that they did so.

Oh Mercy!

He and the Sweet Thing were conversing earnestly. "Oh," said she, "If I only had a little window in my heart for my love to peep through."

Said the Cynic: "How would a little pain (pane) in your stomach do?"

With the Bulletin Family

HERE'S wishing all the Family a Merry Christmas.

We can't have a Christmas tree for the Family, the members of it are too widely scattered for that, but we can at least exchange good wishes at this festive season.

It would be a jolly idea to have a Christmas tree, but we can see many difficulties in the way. Assuming that we had one, and that Ye Editor was playing the role of Santa Claus, how could he select appropriate gifts for his children? For instance what would be a suitable gift for Loophound? We might present him with a fancy lariat. Every reader will agree with us that he is an expert in its use. He has been down in Mexico a lot and became an adept at the great Spanish game.

For Loophound, Jr., we had planned to get a case of "medicinal beer," whatever that is, but President Harding the other day spoiled our plans. No encouragement for thirsty souls to get sick.

A sprig of heather might suit Mr. Peebles and that is procurable. We saw scads of it at a dinner we attended the other night. For Jim Ham we'd have to get some sort of a wreath, myrtle or laurel or something like that. He's a poet and ought to be crowned. Something sharp and keen, like the blades of his "Ever-Ready" razors would do for Sol Lasky.

The problem would be easy if we were like our two esteemed morning newspapers in Chicago and had a few millions of dollars to give away in "smiles" and "cheer" coupons. What intrigues us is how they can afford to give away so much money. The transportation companies couldn't afford to do it. And they are the same

newspapers that have been so anxious to save the "dear peepul" two or three cents a day on their carfare or ten cents a month on their gas bills. We haven't seen any newspaper offer to reduce its price, although they raised prices 200 and 300 per cent during the war.

Well, we don't have to give our readers a million dollars to get them to read the BULLETIN. They read it of their own free will and accord. Of course, we haven't raised our prices. In the first BULLETIN we issued we said it was "priceless" and it is still.

When we started getting out this column we thought it would go to the printer without a contribution from Loophound. In fact, we had it all ready to shoot when his monthly contribution arrived. We had to change our plans and rearrange the copy, for we haven't the heart to deprive our readers for a month of the pleasure of reading his latest. We really believe he is getting better and more truthful all the time.

Here is Loophound's latest from Pittsburgh:

Dear Friend Grant:—

Please accept my thanks for the November BULLETIN with the golden-rod cover. I sneeze every time I try to read it though a magazine with the BULLETIN'S class is not to be sneezed at. Can't help being subject to hay fever—that's one of my inherent defects. It reached me only on Thanksgiving Day as I had been in the east, but I was sure of finding it on my desk when I returned as I was of having turkey hash on Friday last. I enjoyed the editorials and the other contrihs say-so, but wasn't expecting such an artistic kidding from you. Never realized how vital were my literary efforts to the future issues of this glorious sheet until I read your glowing terms of appreciation (?). O well, I don't mind being kidded by an expert and the well known world knows you're no amateur.

Possibly it was because I had temporarily sworn off smoking that I felt reminiscent or blue or whatever it was. The head of our house kept telling me how my health and good looks were being ruined by an over indulgence in the weed, and I tried the "straight and narrow" for a week. It near ruined me, I mean the swearing off part. NEVER AGAIN. I'll smoke tobies, Xmas cigars or chair rungs from this day and date as the spirit moves, and may some guy's guardian angel be hanging around to pick him up if I hear him say that Lady Nicotine isn't SOME Queen.

I noticed Marshal Foch enjoying his Jimmie pipe in Philadelphia recently—what a wreck ole tobac' has made of him, eh? If his health is breaking down blame it on our institutions of higher learning. They are stepping on one another's toes in their efforts to wish a string of letters on him to be worn behind his regular monicker. He'll soon have more degrees than a thermometer. I don't know how the old warrior stands this life in Pullmans where the lowers are as hard as the way of the transgressor, and in diners where they serve you portions of a step-child. These Gauls must be a hardy race, no?

When I passed through Quebec this summer I cogitated more or less on the change which Father Time has wrought in the French whose forefathers pioneered in North America three hundred years ago. The old Mother country, France, is probably the best (or worst) example of race suicide in modern history. In Quebec the inhabitants raise families like Ford raises money. By the time Pere and Mere get the last kid to bed the first ones are getting up. Yea, verily, it's a long drag from gay Paree to Gaspé.

Earlier in the month we celebrated our young heir's second anniversary. Doesn't seem two years since the news of his arrival was chronicled in these columns, does it? Took home a horn for him to toot so he would think he was back in that Chicago town, and eke a doll for the little girl. (Never told the fans about her, did I?) It wasn't two minutes till she had the horn and he the doll. When they were put to bed an hour later she still clutched the horn while he was singing the doll to sleep. And yet some folks say votes for women was a good thing. I'll bet anyone that when her next birthday rolls around that she'll be yelling for a football or a pair of boxing gloves. It's all wrong, Luke—it's all wrong.

The Missus says that was a flat bear story in my last effusion and says I should tell you about the old bear we used to take fishing when we were kids. He would hunt up a nearly empty molasses can that the camp cook had thrown out and when his right front paw was properly smeared with molasses would strike out for the fishing grounds on three legs. By the time he arrived there his paw was covered with flies and he'd wade out in mid-stream and hold the paw up to tempt the fish. Every time the fish nabbed at one of his flies Mr. Bear would slap him ashore, and we kids soon had a basket full. He got tired of being the Isaak Walton for the village finally and we missed him. He never showed up to this day, though a Barnaby River guide claims to have surprised him one morning in a hen house. When he came up on him he had chased the hens off their nests and was mixing an eggnog. And I believe this to be the bare facts. We sure missed him though.

Yours,

Loophound,

That bear story is an improvement on the last one. It bears out our original idea of a Christmas gift for you. As to giving up smoking, all we have to say is "don't." We heard a story of a man who went to see a doctor to have his life prolonged. "You must cut out tobacco in every form," said the doctor. "But I never used tobacco in my life," said the patient. "Then you must quit the booze," said the physician. "You have made a wrong diagnosis," said the patient. "I never used alcohol in my life."

"Well, why in hell do you want your life prolonged?" asked the doctor.

We have a few new contributors this month and will begin with one from Cleveland. He writes:

I had occasion recently to make use of the North Shore Line, first going from Chicago to Milwaukee. The experience was so pleasant that I deliberately planned to return from Milwaukee ten days later by the same route.

Permit me to congratulate you upon the service you are giving the traveling public. It is a pleasure to note the courtesy and efficiency of the trainmen and

other employes with whom the traveler comes in contact. I have at hand two copies of the NORTH SHORE BULLETIN and if you will put me on your mailing list I shall appreciate the favor. There are so many interesting pages in this BULLETIN that I believe I must find a few minutes out of a busy day to go over it carefully.

Sincerely yours,

C. W. Stowell,

Director of Branches, Electric Vacuum Cleaner Co.

We are glad to put your name on the mailing list Mr. Stowell and hope we may have the pleasure of your company in the Family Circle. Of course, the employes of the North Shore Line are the most courteous in the business and as for the "interesting" pages in the BULLETIN, we might say that they number only sixteen and cover, except when we take a fit and make them twenty-four. Anyway, we'll be glad to have your assistance in keeping the pages interesting.

We have another interesting letter from a new contributor who lives in Chicago. He writes:

Permit me to add my humble share to the words of commendation which are being offered for the lady who dispenses tickets at your Wilson avenue station. Many nights I have boarded the 6:21 Limited at that point and she never fails to smilingly hand me my ticket to Great Lakes without awaiting my request. Very soon after I started boarding the train at this point she recognized me and added not only to the ease of travel by prompt and courteous attention, but also added to the pleasure of travel by the personal attention considerably afforded.

The spirit of courtesy to the public manifested by your organization's personnel is frequently demonstrated. I have seen a trainman lend an unfortunate passenger fare—not forgetting to register it, either—and have observed another conductor spread newspapers on a seat for a tired gentleman to rest his feet without soiling the seat. None of these incidents seem to occur in the ordinary course of present commercial life, and one cannot help but congratulate the Line.

Yours very truly,

D. E. Hobelman.

It is just the little things mentioned in the foregoing letter that makes the North Shore Line different from other roads. Every employe takes a personal pride in the road and gives patrons personal attention. You are a real honest-to-goodness customer on the North Shore Line and not a mere "fare" as is the case on some roads.

We have another one here marked "Personal" from our old friend Conrad Shearer, secretary of the Manufacturers Association of Kenosha, but as it isn't so terribly "personal" and as this is a "personally conducted" column we are going to use a part of it. Mr. Shearer is a real Kenosha booster and he likes to have us write anything about his city and its industries. Besides he evidently wishes us to feel that when we pay a visit to Kenosha, we needn't worry about taking up too much time. Really, Conrad, we don't worry much about that, because you and a few other good fellows always make us feel that you enjoy the visit as much as we do.

Mr. Shearer writes:

Allow me to express my sincere appreciation of your splendid article in the November BULLETIN on the Cooper Underwear industry. Bob Cooper says he is going to write you himself on the subject, for he wishes you to know how well you performed the task of giving a fair review of one of Kenosha's best industries.

We do not wish you ever to worry, Brother Grant, about taking up our "precious" time when you come to Kenosha. Tom Lockhart, Sandy Whyte, Bob Cooper and even his Honor the Mayor, together with your humble servant, will be ready at any time to let business rest while we show you a few of the principal points about our city. Just say you are coming and if you find any of the old bunch in town, you may rest assured they will stretch several points to see that you are not lonesome. Even though you fail to find the Manufacturers' secretary on the job it will not be necessary for you to repeat the ex-

perience of your first visit to my office, when you walked about the streets to put in time. You are making new friends on every trip and will never lose any of them.

But I must close now and proceed to business. I expect soon to send you another contribution for the BULLETIN. We are learning to appreciate the splendid service of the North Shore Line more and more, if that is possible, and we want your people to know it.

Thanking you again for the nice boost you are giving our industries and extending my very best wishes, I am

Very sincerely yours,
Conrad Shearer.

Well, Mr. Shearer, we haven't touched many of the famous industries in your busy city, but we'll get around to them from time to time. Certainly we enjoy our occasional visits to Kenosha. We have had letters recently from both Mr. Cooper and Mr. Whyte. We also appreciate the nice boosts we get from Mr. Marlatt, editor of The Kenosha News, every time we say something about Kenosha. He is the kind of editor we like, always ready to boost his home town. There are so many editors of the other kind, unfortunately.

We haven't heard from Sol Lasky for several months, but he is still on the job selling "Ever-Ready" Safety Razors. At least we suppose that is still his "line," although he doesn't say so in his last letter. He writes from Detroit:

The November issue of the BULLETIN has just been forwarded here from my Chicago home and I will read it through from cover to finish, you can bet. Met one of the BULLETIN contribs in Milwaukee last week and he said, "How come? I don't read your letters in the BULLETIN any more." I had to explain to him that I have been real busy of late and have neglected to write, so he said I had better let you hear from me or else you and the BULLETIN Family will forget all about me.

As I was saying I have been pretty busy. When asked how I find business I always tell my inquirers "by going after it." It sure is there if a fellow plugs hard enough.

However, I will admit I have run

up against some pretty tough customers here in Michigan. In comparison, Wisconsin looks like a million dollars. I cover just those two states and I'll say I cover them.

They have so many elections here in Michigan I can never remember what they are all about. A couple of weeks ago the dear public gave the city authority to oust the Detroit United Railway from two of the principal streets, but the mayor has decided that the D. U. R. doesn't have to move after all. The D. U. R. has a vast system and cars run as often as they change signboards in Zion City, but the cars are of the 1820 vintage. The city operates some lines but the last report showed a loss. Still the people clamor for municipal ownership. The city of today has enough to do to keep the streets clean and enforce the laws and should stay out of the street car business.

I have used the North Shore Line to Milwaukee about umpty-eleven times since August and I never enjoyed the service so much before. On time trains, courteous employees always. You should charge a courtesy tax and put it in a fund for the men, but I imagine all the North Shore employees are well paid for their services, because they perform them so cheerfully.

Henry Ford has again broken out with printer's ink. He wants to buy up all the abandoned battleships and junk them. Of course it wouldn't be Hank if he didn't pop up every day or so with some idea. Sometimes he has good ones. No doubt he can run railroads at a profit, own copper mines and a score of other enterprises, but he should change the spirit of the Dearborn Independent and quit knocking the Jewish people. Someone recently remarked that Ford disliked the Jews because they could get more for a second-hand Ford than he could get for a new one.

Speaking of Ford I was interested in your editorial some time ago where you spoke of the "miracles" he had worked with the D. T. & I., a broken down road. I have never traveled on that line.

Well I will have to close and get busy.

Yours,
Sol N. Lasky.

We like your philosophy, Mr. Lasky, about business. The way to get it is to go after it and if more would adopt that policy instead of sitting around and grumbling, business would be much better than it is.

Here is Jim Ham at it again. We didn't hear from him last month, but he is still able to get around. He writes:

Receipt of November BULLETIN yesterday reminded me that I have been somewhat dilatory, but then Chief, you know I love you, don't you?

Some fellow was babbling the other day about the times, allowing as how the disarm pow wow will be for nix, being as we Americans are shy red chips in the big poker game. Told him I couldn't agree that

"All the joy left in the land
Lies with a lily in its hand."

I never talk about the ladies—know better, am married—but may I not compliment our Detroit lady friend in the way she put it in commenting on your worthy editorial on the amputation conference. Been hoping these birds down in Washington would really get together, and I think they will in a measure, but then Chief, you've been in on these conference things and know a prescribed lot of bull must of necessity be pushed around before the human element in the congregation is satisfied to kid themselves they've got what they thought they were after, or the party breaks up in a row, diplomatic or otherwise. Somehow these diplomatic rows don't seem to satisfy the animal instinct in us humans, but then likker doesn't abound as freely as in days of old.

Recall back some years ago being an innocent bystander, or bysetter, at a Roundup Conference at Miles City, Montana, and incidentally ice cream has replaced snake likker out there also. Well, the conference was settled on the basis of the quickest trigger. Our diplomats pulled a quick trigger stunt at Washington and may we not say at least, got on the target. Let's hope subsequent shots will be bull's-eyes.

Thanks for the indulgence.

In conclusion permit me to state I intend going to Milwaukee today the "proper way."

Cordially,

Jim Ham.

P. S. Raving again:

When the spoils of war were parceled

Amongst the hungry crowd,
Our nation found peace prospects
Hidden 'neath a cloud
Of envy, hate and malice

Which bitter greed embroils
If we cling to that old adage

"To the victor belongs the spoils."

And now we have in session

A great conclave of men
Who would show the way whereby
War will not come again.

Time will tell the story,

In a short time we shall see
If our friends from o'er the water

Have in mind full equity,

In relations among nations

As they their navies scrap

And lay a noble legacy

In every Mother's lap.

Jim Ham.

We have heard before from Roland Nystrom of Chicago, although not for some months, until a few days ago, when he wrote:

I reckon it's about time that I should write again to the BULLETIN Family. I am receiving the BULLETIN regularly and wish to thank you for it. Now I would like to have you send it to my father's farm monthly. The milk or freight trains of the North Shore Line are of as great service to the farmers as the Limiteds are to the city folks. I must recommend the milk train crew for waiting for farmers who are late, if they are seen speeding toward the depot.

Best regards for the good old North Shore Line.

Yours truly,

Roland Nystrom.

All right, Roland, we'll see that a BULLETIN is sent to your father's farm.

Our valued Plymouth correspondent, Mr. Peebles, seems to be alarmed over the implied threat of his co-worker, Loophound, to desert the column. He writes:

The BULLETIN has entered on its fifth year and keeps going strong and is getting stronger as the days go by. I see that General Loophound is just a little bit serious about quitting his job, but I don't think he will. He is not made of the kind of stuff to quit. He thinks that after four years of service he should get an honorable discharge. Nothing doing. Too valuable to let go. I might consider the suggestion of giving him a vacation of six months, provided that he finds some one to take his place in the meantime who is just as good. But where, oh where is such a person to be found? My advice to you, Loophound, is to stick to your job like molasses to the stick.

Mr. Peebles then discusses what we said in the BULLETIN last month about safety work on the North Shore Line and relates two tragic incidents which happened in his neighborhood within the last two weeks. Both shotgun accidents resulting in one case in the death of a 15-year-old boy and in the other of a 2-year-old child. Careless father and elder brother leaving loaded guns around rooms in which children were playing. In both instances the hunters "thought" that the cartridges had been removed.

It's the old story, Mr. Peebles. The North Shore Line wouldn't have the record for safety it has if the employes only "thought" that everything was all right. They must "know" that everything is right and they are constantly drilled and warned never to take a chance. It is tragic to think how human life is snuffed out every day by carelessness.

Conductor E. J. Whiting, who told a joke on a fellow employe last month, learned of another which he thought worthy of recording. A motorman on a Milwaukee city car had the joke turned on him, which Mr. Whiting tells as follows:

THE BITER BITTEN

Not long ago a traveler came
To visit and to ride,
He jumped on a Milwaukee city
car
And stood by the motorman's
side.
Being somewhat of a joker
He thought he'd have some fun,
So asked the motorman questions
After his friendship had been
won.

The motorman was not so very
dense,
But alert to joke and story,
Thought he, too, would have some
fun
Which would put him in his
glory.
The motorman's name, we'll say,
was Bill,
The stranger's we do not know,
But for asking all kinds of ques-
tions
He certainly was not slow.

One of the questions he asked of
Bill,
Just to see if Bill would know,
Was "What is this electricity stuff
That makes these cars all go?"
Bill smiled to himself when he
heard it,
And thought he had caught a
Tartar,
And to turn a joke on his unknown
friend
Needed only this for a starter.
"You see, those supposedly wires
overhead?
They're only a hollow tube,"
Said Bill to his questioner,
Whom he thought might be a
rube.
"The electricity commonly known
as juice
Is a liquid flowing through
Those tubes you see up over us
Till it's furnished to the crew."
"It runs along till it hits a wheel
At the end of the trolley pole,
It is then deflected from its course
And drops through a little hole.
It makes its way down through
the car,
Through some machinery into
the ground,
So that is called electricity,
Which makes the wheels go
round."

The stranger appeared to be satis-
fied,
But to him the joke was hard,
So he handed Bill the champion-
ship,
Likewise his business card.
Bill laughed softly to himself,
Thinking he'd taught a rube a
lesson,
But the laugh was turned to a
look of surprise,
The card read—"Expert of
Thomas Edison."

Others from whom we have had
letters in the last month are C. G.
Tracy of St. Paul; Walter Reed,
secretary of the Racine Commer-
cial Club; "Dad" Kade of Sheboy-
gan, who writes from Sacred Heart
Sanitarium in Milwaukee; Dave
Wilson, golf professional of Blue
Mound Country Club, and we have
had personal visits from Ralph E.
Jones of Rockford, Ill., and Ray-
mond Bopp of Highland Park. We
are always glad to meet person-
ally our contribs, so when any of
you good scribes are in town, drop
in and get acquainted.

COMMENDS GOOD SERVICE

THE Knights of Columbus of Milwaukee took part in the reception given Marshal Foch in Chicago on November 6 and traveled over the North Shore Line. The following letter sent the company shows that the attention given them was appreciated.

"Your service in transporting the Knights of Columbus Band and members of our Council to Chicago, Sunday, November 6, the occasion of Marshal Foch's celebration, was much enjoyed and appreciated. Particularly do we wish to commend the splendid attention given us by your Mr. Welsh, Mr. Moran and the train crew.

"Very respectfully yours,

"A Reisweber,
"Grand Knight."

On occasions like the one mentioned the North Shore Line gives a personal service and attention which can not be obtained from any other transportation line.

GIVING REAL SERVICE

THE following incident, relayed from Kenosha, is an example of the kind of service which the North Shore Line gives its patrons. A Limited rolled into the Kenosha station and a passenger stepped off, handed a message to Lou Gleisner the agent and stepped back on the train, for it does not stop long at that station. The message was a request to call a telephone number in Chicago and to say that Mr. Williams would be at Madison and Wells street, Chicago, at 1.45 P. M.

The Limited reached Kenosha at 11:48 on schedule time, Chicago was called on long distance telephone at 11:50 and the message delivered at 11:53. That is a good record not only for the agent at Kenosha but for the telephone operators in Kenosha and in Chicago.

We're in the habit of complaining most of the time about the public utility companies, but they do give service.

PRAISE FOR CONDUCTOR

THE following letter was received by the Traffic Department of the North Shore Line and is self-explanatory:

"The writer was a passenger on the 5 P. M. Limited from Milwaukee to Chicago yesterday, October 18, and I desire to bring to your attention the very commendable courtesy of the attendant thereon, Mr. H. Cawley. The writer was directed by him with the utmost pains and courteous treatment on his part. This man is a valuable asset to your road from a patron's point of view and it is with a sense of deep appreciation that I place this on record. The writer assumes that you are as anxious to know of such incidents as of reverse ones.

"I am not acquainted with Mr. Cawley. The impression he made on me prompted me to ask his name.

"Yours truly,

G. McDonald,
"Chicago."

We are always glad to get commendations of employes and it encourages all to strive to give perfect service, which is the aim of the North Shore Line.

COLLECTOR IS COMMENDED

THE following letter from a pleased patron was received by Superintendent J. W. Simons at the General Offices in Highwood:

"I take pleasure in complimenting you upon the courteous and efficient men you employ upon your line. As I am a daily passenger on the train that leaves Chicago at 7:00 A. M., I have especially noticed the splendid spirit that the collector in rear car puts into his work. He seems

to have a motto of his own 'Our passengers first.' He is very courteous, efficient, and avoids arguments and the like. From observation of over two months he has proven himself to me to be a most considerate employee. In all my traveling days, I have never come in contact with a better man.

"I therefore feel justified in bringing this before you, for a faithful servant should be justly rewarded.

"You may use this for any purpose you wish with my name attached.

"Again commending you, I remain

"Yours truly,"

"Herbert A. Alexander,
"Chicago, Ill."

The employee referred to is Collector Carlo Pearson.

CHEAPER AND FASTER

ALTHOUGH most of the live, up-to-date traveling men know that the North Shore Line is not only more economical to travel over than the steam roads, but is also faster, there are still some who are inclined to dispute such a statement.

The following incident, relayed the BULLETIN by Z. J. Morey, station agent in Zion, is of interest. Two men who live in Zion happened to be in Green Bay, Wis., and left there on the same train. One had a through ticket on the steam road, while the other left the train at Milwaukee and took a North Shore Limited. The man who traveled over the North Shore reached Zion at 6:58 and telephoned the family of the other man to meet him at the steam railroad station. The train on the steam road reached the Kenosha station at 8:30 o'clock. The man who rode on the steam railroad all the way paid \$5.94 railroad fare. The other paid \$5.61 and reached home one and one-half hours earlier.

It pays to travel on the North Shore Line.

LIKE DINING CAR SERVICE

THE Foulds Milling Company of Chicago, the well known manufacturers of Foulds' Macaroni, recently took a party of Milwaukee business men and bankers to see the big plant of the company at Libertyville. There were more than 100 men in the party and, being good business men who appreciate real service, of course they took a special train on the North Shore Line from Milwaukee to Libertyville.

In a letter to William Petersen of the Traffic Department enclosing his check for the special train, C. S. Foulds of the company wrote:

"Your entire service was satisfactory and the courtesy and politeness shown by your employees was very pleasing.

"Our good friend Mr. Welsh is to be complimented on the splendid dinner served on the return trip. Nearly everyone commented very favorably on this meal and I think the whole trip has made many new friends for the North Shore Line.

"I have always been a consistent booster for the North Shore Electric and this trip makes me even more enthusiastic over your service.

"Yours very truly,

"C. S. Foulds,

"The Foulds Milling Company."

That letter is just a little additional evidence that parties who show good judgment and charter a special train on the North Shore Line get service that pleases them.

Smith—Do you see that muscle? I could stop a car with my right arm.

Brown—Then you must be a professional athlete?

Smith—No; I'm a motorman.