

Many called fools for making themselves generally useful are credited with great wisdom when promoted to higher ranks.

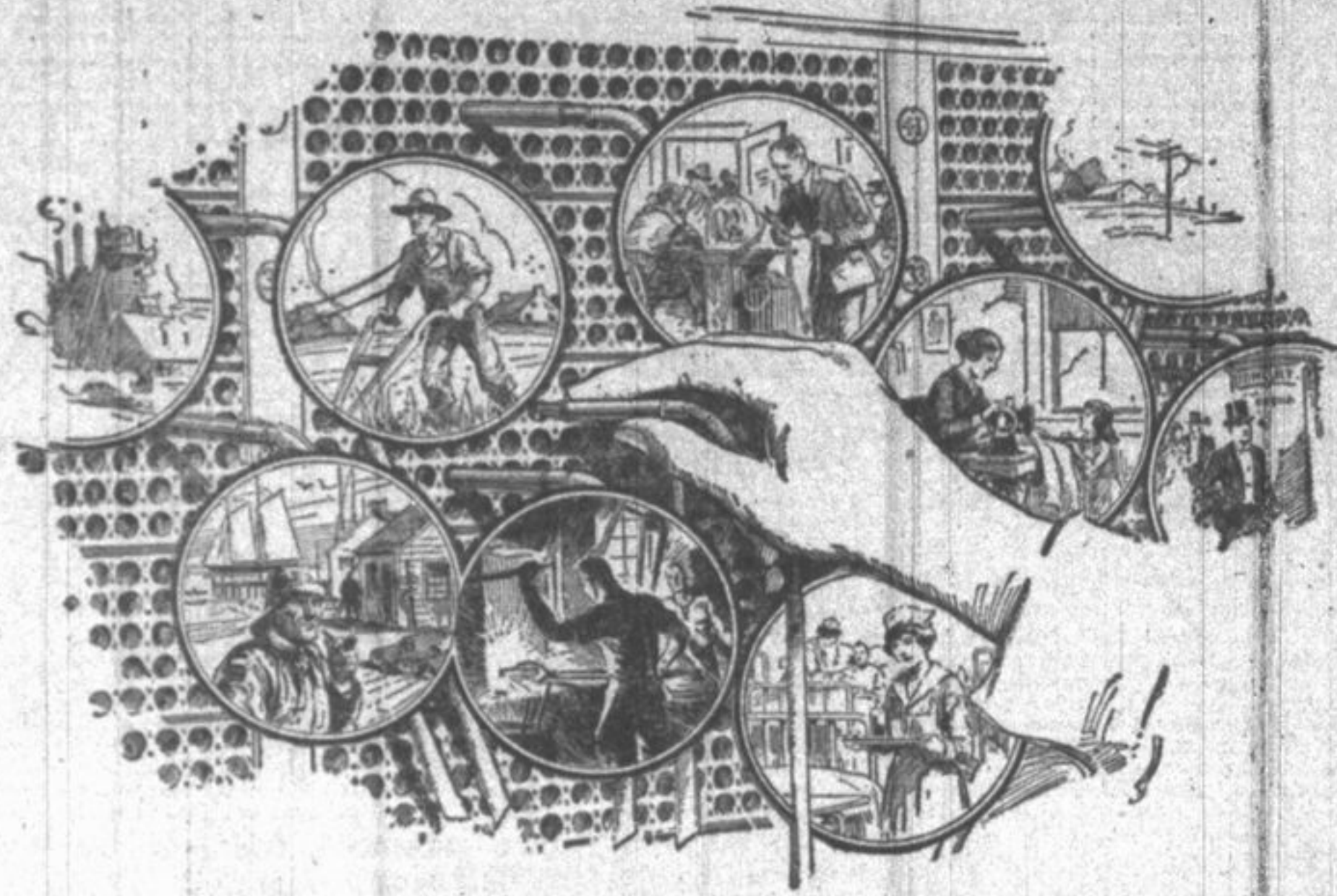
The boss hires us to think. "I didn't stop to think," indicates a shortage in delivery of something for which we have paid.

Captain: "If anything moves, shoot!"
Sentry: "Yes, and if anything shoots, I move."

Many a thankless task earns deferred dividends.

Employment is a contract for our best services at a stipulated price.

The go-getter is the development of the go-after.



Windows of the Switchboard

A SIGNAL shows on the switchboard, a telephone number is asked for, and a wire highway is created over which two persons may send their words and thoughts, one to the other.

Over forty million times a day these messages pass over the wires of the Bell System, to transact negotiations between buyer and seller, to keep hearts and homes united, to summon aid, or protection in emergencies.

To find the worth of this service would mean to look into nearly every home and office, nearly every

shop and factory, in America, to watch how the nation's habits of life are geared to the power of communication.

The telephone operator cannot follow her work to its results, but she can appreciate its importance. In her keeping is part of a great mechanism of nation-wide intercommunication, but those whom she serves and the benefits of her service remain unknown. Each summons for her cooperation is of equal urgency, for each helps to further the progress of the community and the nation.



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NORTH SHORE LINE

The Spirit of the North Shore

RESIDENTS of North Shore towns feel themselves to be citizens of the North Shore as much as of the particular town in which they live. There is a common bond of spirit, energy and ideals that characterizes the whole North Shore.

The North Shore Line has become part of the lives of North Shore citizens because it gives exactly the sort of transportation service suited to this remarkable territory. A friendly, courteous transportation service, dependable, convenient and rapid.

The North Shore Line has been a potent force in welding North Shore towns to each other for their mutual improvement, and has made the cities at both ends of its system immediately accessible to all these North Shore communities.

Fast, frequent trains whenever you want them, from the center of Milwaukee to and through Chicago's Loop to 63rd Street on the South Side, serve every intermediate community.

Chicago North Shore and Milwaukee Railroad Company
Highland Park Ticket Office
Telephone 140



The Charles A. Coffin Medal awarded to the North Shore Line for distinguished contribution to the development of electric transportation for the convenience of the public and the benefit of the industry.

POSTAL HISTORY IS FULL OF INTEREST

THROUGH 3 CENTURIES

Outline of Origin and Growth of Post Office Service in United States Features

America's most cherished quality is the pioneer spirit of its people. The United States postal system, in the spirit of America, has been a pioneer in the 17th, 18th, and 19th centuries, and now, with the opening of the 20th century, it is abreast of the foremost in progressive ingenuity and invention and service.

It was a mail courier who blazed the first trail between New York and Boston.

It was the mail coach which brought into existence the old Boston-New York-Philadelphia-Baltimore turnpike—the first great American highway.

Benjamin Franklin, as deputy postmaster general, made this post road serving the scattered colonial settlements show a greater income than the principal post road between England and Scotland.

Richard Fairbanks, who conducted an office in a Boston tavern in 1633 to receive letters from ships, was the first colonial postmaster.

Benjamin Franklin in 1775 became the first Postmaster General of the United States.

Railroads were patronized by the Postal Service from the time the first few miles of track were laid. Subsidies through the Postal Service made possible the maintenance of many of the early railroads.

The railway post office was adopted in the United States in 1864.

The Postal Service has always been on the heels of the pioneer settlers as they advanced westward. Service to-day to Point Barrow on the northernmost tip of Alaska, and to the isolated miners in the fastnesses of the mountains, bears out the motto, "Where American citizens go, the mails go."

Gummed postage was adopted in the United States in 1847.

Postmaster General Montgomery Blair initiated the movement in 1861 which has resulted in the formation of the Universal Postal Union. A concrete example of this international cooperation is found in the fact that the letter sent for 5 cents to Australia to-day cost \$2.04 in 1857.

It was the demands of the Postal service which first brought night trains on the railroads, and the first "fast mail trains" were followed by fast passenger trains.

The money-order system was adopted in 1864.

Postmen to-day bring mail to the doors of millions of homes. Free delivery of mail service in cities began in 1863.

Postal savings banks, the greatest savings bank in the world was started in 1911.

R. F. D. service brings the city to the country. This rural service was started in 1896.

Parcel post was adopted in 1913.

Air mail service was started May 18, 1918. For two years it has been operating an advancing service on a transcontinental route 3,000 miles long from New York to San Francisco, and earned in 1922 and 1923 the honor of making the greatest contribution to the progress of American aviation.

Pioneering never stops in the Postal Service. Faster, faster, faster, the relay must be made. This summer the Postal Service probably will inaugurate through service, 28 hours, between New York and the city at the Golden Gate. One-third of this journey will be at night.

STATES REGULATING USE OF MOTOR BUS

All But Six Have Taken Action In This Respect; Feeders To Railways

All of the states in the United States except six have taken official action in respect to the motor and jitney bus. This action has come through the increased use of motor busses as common carriers using the public highways for their roadways.

In seventeen states public utility commissions have issued general orders governing their operation, as it has been found that local or home rule failed in most cases.

Through this official action the bus is rapidly finding its place not as a substitute but as an ally to electric and steam transportation, to which it acts as a feeder.

Anyway when the people lose their money in foolish investments, they don't have to worry how they are going to spend it.

If it's something you overheard in business, it's safest to keep it to yourself.

The end of the "endless" task is generally just over the top of a climbable hill of work.

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| TOWN | TOWN |
| STATE | STATE |

HIGHLAND PARK OFFICE
52 0W. Central Ave. Phone H. P. 406

ANNOUNCEMENT

It has been rumored that the New York Life Insurance Company has refused to pay the claim of Matthew F. Cassidy, who was killed on the North Shore Line January 5, 1924.

We wish to announce that this claim, carrying a Double Indemnity clause WAS PAID IN FULL, \$4,000, which was twice the amount of the face of the policy.

Attention! Life Insurance is like fun! The older you get the more it costs, so DON'T FORGET TO CALL YOUR OLD FRIEND

M. J. COSOVER

With the
New York Life Insurance Co.

Phone Waukegan 2874
Central 5501