

operating revenues for 1929 were larger than for any previous year.

Increased
Net Income

Total revenue from railway operation was \$8,020,762.28 compared with \$7,967,186.11 for the year 1928, an increase of \$53,576.17, while operating expenses were \$5,913,692.01 compared with \$5,928,424.54 in 1928, a reduction of \$14,732.53. The net revenue from railway operation was \$2,107,070.27 compared with \$2,038,761.57 in 1928, an increase of \$68,308.70. Gross income available for return on the investment was \$2,168,323.50, an increase over 1928 of \$39,089.01.

The gross revenue derived from the operation of news stands and other public conveniences in stations amounted to \$521,738.08 and yielded a net income of \$60,628.38 for 1929.

First and Refunding Mortgage 5½% Gold Bonds amounting to \$2,722,000 were issued.

Bonds
Issued

A total of 10,000 shares of 7% cumulative Prior Lien Stock was issued of which number 9,300 shares had been sold by the end of 1929. This stock was sold almost entirely by employees of the Company among customers regularly using the service.

Stock
Issue

North Shore Line service was extended to air travel during the year through arrangements with three air transportation companies. Fast passenger trains from Milwaukee made convenient connections in Chicago with the Stout Air Lines operating daily airplane service to Detroit, Cleveland and other eastern cities, also with the Universal Air Lines System to St. Louis and Kansas City, and with the Embry-Riddle Company to Indianapolis and Cincinnati.

Connections
with Air
Transporta-
tion
Companies



One of the planes used in the rail-air service of the North Shore Line and the Universal Air Lines System. This is a tri-motored Fokker plane, which accommodates 14 passengers.

"From Milwaukee to Detroit in 5½ Hours!"



A graphic illustration of how in 1929 the rail-air service of the the North Shore Line and the Stout Air Lines cut the travel time between Milwaukee and Detroit to 5½ hours and brought Eastern cities closer to other North Shore communities. (1) North Shore Line Limited left Milwaukee at noon, received passengers at Racine, Kenosha and Waukegan and arrived in Chicago at 2:11 P.M. Central Standard Time (2) Marigold Motor Coach transported passengers from Roosevelt Road Station, Chicago, direct to plane at Municipal Airport (3) Passengers immediately boarded "Miss North Shore" and left for Detroit at 3:00 P.M., Central Time (4) Plane arrived at Ford Field, Detroit, at 6:30 P.M., Eastern Standard Time (5:30 Central Time) which was exactly 5½ hours after travelers boarded North Shore Limited at Milwaukee Terminal.

Through rail-air tickets with the three air service companies were on sale at our stations in Milwaukee, Racine and Kenosha. While the business developed through these rail-airline connections was not great at the time, it was another step in the way of broadening our service to customers.

An increased sale was enjoyed in 1929 in interline tickets with steam railroads, also in the business which came to the Company from foreign lines. ~~This~~ Convenience to customers ~~in~~ being able to purchase through railroad and Pullman tickets at our stations to any part of the United States, Canada and Mexico was appreciated by travelers and resulted in a considerable amount of new business for the railroad.

Interline
and
Foreign
Railroad
Business

Twelve new industries employing several hundreds of workers, located on the railroad during 1929, which resulted in a substantial increase in ~~our~~ carload freight business and also in ~~our~~ less than carload and passenger traffic. The increase in carload tonnage was about 15% over the previous year, with an approximate 12% increase in revenue.

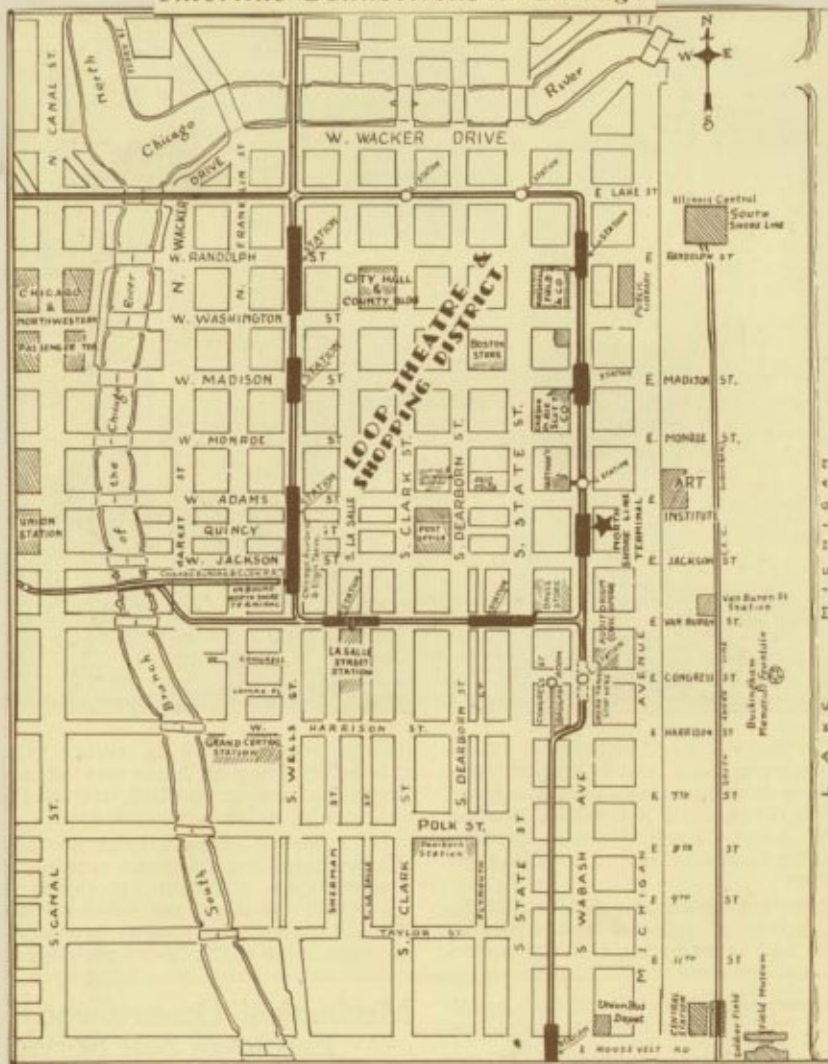
Increased
Traffic

Several of the manufacturing concerns located on the railroad and also others in the coal, lumber, building and material supplies business all of which brought to the railroad a desirable class of business.

Industrial
Development

Less than carload through rates were established to practically all points in the United States giving shippers the benefit of the same rates as apply to other carriers in the territory. This increased materially the less than carload business.

Interline Connections in Chicago



Map shows the many transfer points in Chicago which make the stations of inter-connecting transportation lines convenient to through travelers using North Shore Line service from Milwaukee, Racine, Kenosha, Waukegan and other points.

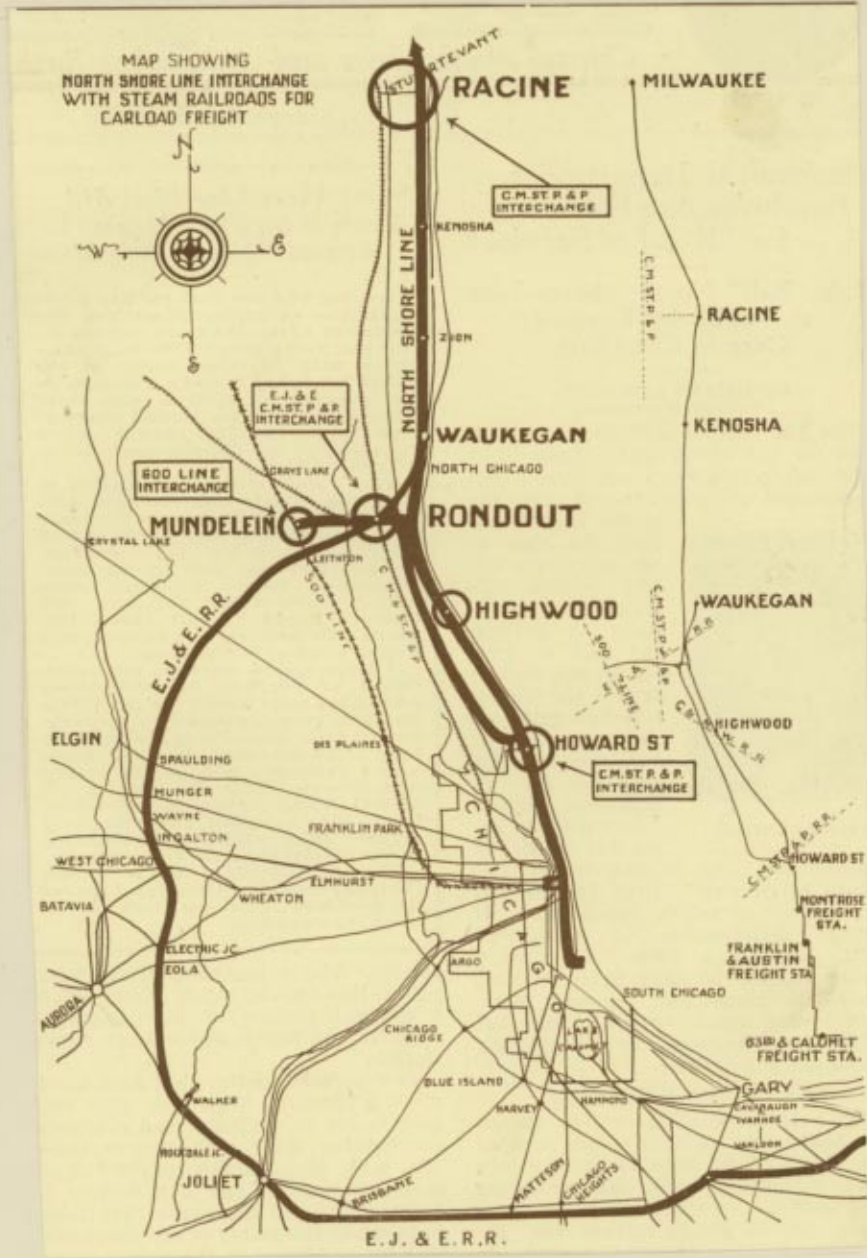
MADISON and WELLS - Chicago and North Western Station three blocks west.

QUINCY and WELLS - Union Station (Pennsylvania Lines, Chicago & Alton; Burlington; Chicago, Milwaukee, St. Paul & Pacific) three blocks west. Reached directly by transferring to Rapid Transit trains for Canal Street Station and using subway entrance. Grand Central Station (Baltimore & Ohio; Chicago Great Western; Pere Marquette; Soo Line) three blocks south.

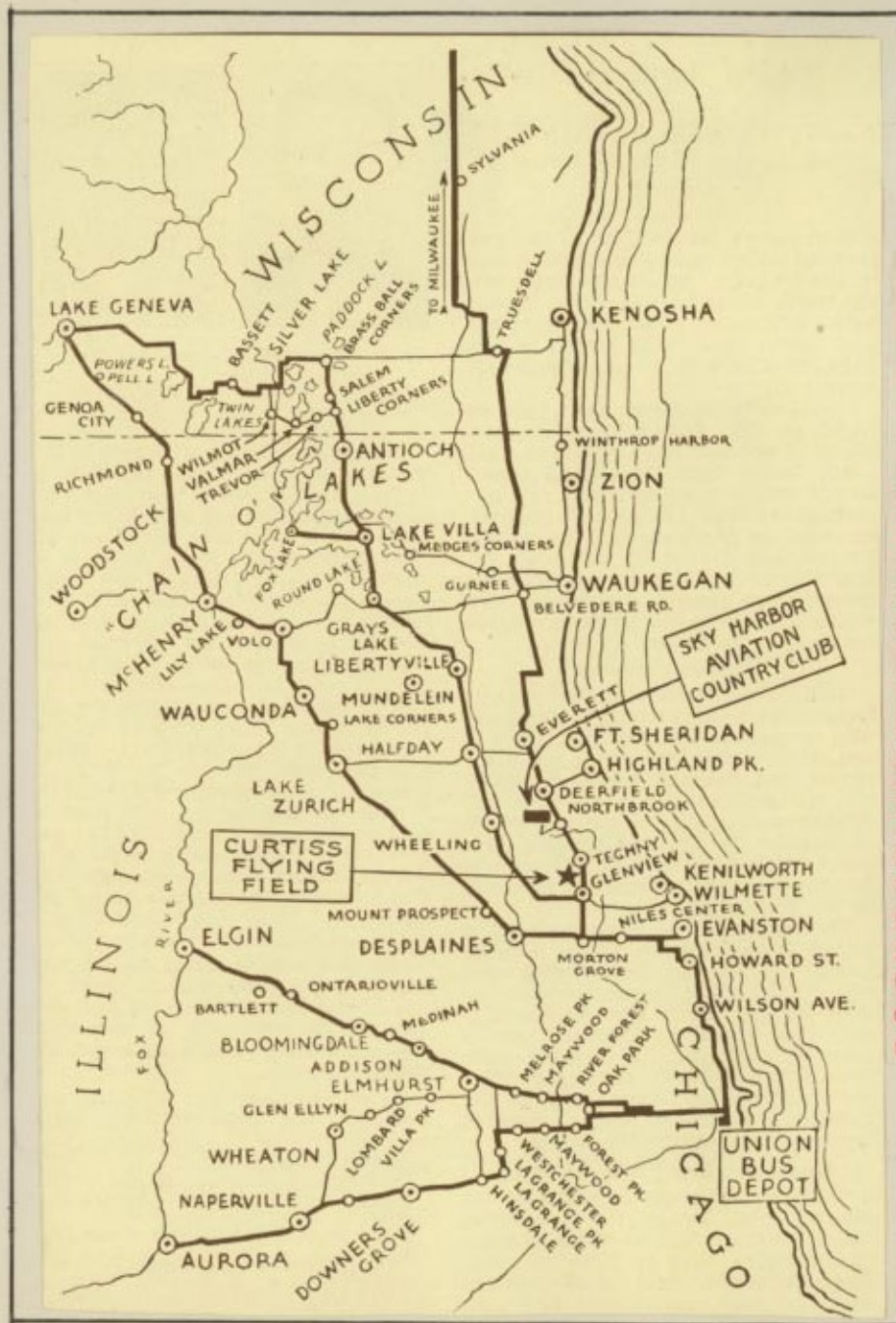
VAN BUREN and DEARBORN - Dearborn Station (Chicago & Eastern Illinois; Erie; Chicago & Western Indiana; Grand Trunk; Monon; Santa Fe and Wabash) two blocks south.

ROOSEVELT ROAD - Central Station (Big Four; Illinois Central; Michigan Central; Chesapeake & Ohio) two blocks east.

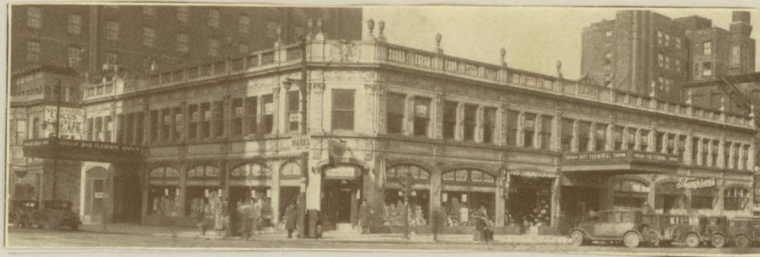
At Quincy and Wells, the inbound station of the "North Shore Line" is the Wells Street Terminal of the Chicago Aurora and Elgin Railroad, reached by overhead bridge at the south end of the elevated platform. The Van Buren Street Station of the South Shore Line is three blocks east of our State and Van Buren Street stop.



Map showing the various points where the North Shore Line interchanges carload freight with steam railroads for intermediate hauls on through shipments.



The extensive territory served by the Metropolitan Motor Coach Company and the Western Motor Coach Company—the Marigold Lines—in the Chicago Metropolitan Area is shown in ~~the above~~ **above** this map. There are also two new Marigold routes direct from the Chicago Loop to the Chain O'Lakes region and to Lake Geneva and Lake Delavan. Connections with the North Shore Line also are made by Marigold coaches at various stations. Note especially the locations of the two new airports in the Skokie Valley—Sky Harbor Aviation Country Club and Curtiss Flying Field. Sky Harbor is quickly and conveniently reached by taking the North Shore Line to Highland Park or Briergate and transferring to Marigold coaches on the Highland Park-Northbrook route. Curtiss Field is reached by taking the North Shore Line to Wilmette or Niles Center and transferring to Marigold coaches—operating between these two suburbs.



The Union Motor Coach Terminal, the largest station in the world devoted exclusively to motor coach transportation has been opened at Roosevelt Road and Wabash Avenue, in the heart of the Chicago downtown business district.

At this central station are motor coaches of 24 companies serving all points in the United States. The terminal is conveniently located for North Shore Line customers, being only half a block east of the Roosevelt Road Station.



In 1929 extensive improvements were made at the Chicago Loop station at 223 South Wabash Avenue.

New entrance and terra cotta front add greatly to the attractiveness and convenience of the station. The large window to the north of the old entrance was torn out, being replaced by a smaller window on the north and a large entrance in the center with three doors.

A steel and glass canopy has been erected over the new entrance, extending to the curb.

Overhead bridge leading from the second floor of the station to the "L" platform has been enclosed in glass.

Three Neon tube signs announcing in large red letters "North Shore Line Station" have been installed over the entrance, one each facing north and south in Wabash Avenue and the other being located on the station platform.

The interior of the station has been redecorated, ^{and} everything possible has been done to make this a convenient and ideal place to board trains for north shore suburbs, the beautiful Skokie Valley, the Lake County countryside and any of the many thriving cities along the lake shore as far north as Milwaukee.