



It should be....

Here is the last of the reprints of the cartoon posters. If the family rides with the Surface Lines or have listened to stories of some of your experiences, they will enjoy these I am sure.

..... pleasant

We've talked about this business and our relationship with our customers—the public. We know how very important that relationship is, but the finest relationship doesn't last long in this business if the ride is unpleasant. You can like your dentist very much personally, but if he does a painful job filling your tooth, you'll be pretty mad. Well, it's the same with our customers. They want and expect an efficient and pleasant ride. If they don't get it, they're going to be mad. When you take a trip by train or in your car you expect and you like to receive good service. It makes your trip a success.

So, let's remember and practice all these points of good, efficient service. *If the customer is satisfied he will be easy to get along with and your job will be less difficult.* Make the ride as IT SHOULD BE—PLEASANT.

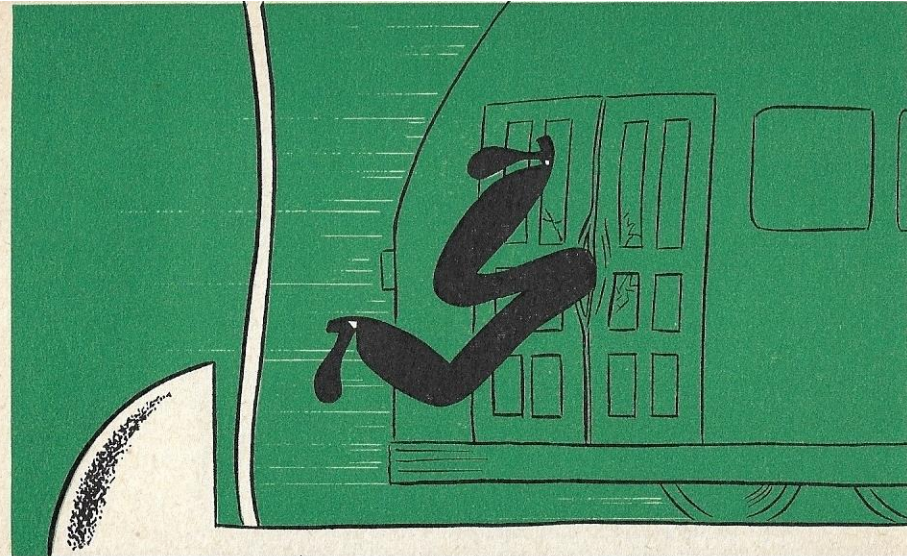
W. A. HALL
Sup't of Transportation

BOARDING

I guess none of us has every really gone off down the street with somebody half in and half out of the door, but we've probably come awfully close to doing it.

Boarding is a thing to watch, especially at busy times and it requires constantly being careful. It's a great time for accidents too. Accidents cause a lot of extra work, cost money and certainly hurt good will.

People do want a chance to get on the car. It's the start of a good ride for the passenger. Care and courtesy on your part will pay off. Don't make your work more difficult by putting a chip on the shoulder of the passenger during boarding. If he has to leap aboard or gets dragged aboard, he's going to be at least half mad, so—



NO HALF FARES—PLEASE !

ALIGHTING

If a passenger gets on your car he is going to want to get off sometime, even when he is enjoying the ride. We hope that every passenger will come back and ride with us again. Let's not dump him off as if we were glad to be rid of him.

Alighting may be the last element of a ride, but it will be remembered if the passenger isn't handled courteously and safely. Starting too soon or before everyone is clear of the car can cause a serious accident. Sometimes we do get awfully careless about unloading. When we are behind schedule and busy as the devil—that's the time to be doubly careful. **Let's not make people take it out on the next conductor** saying that we —



CLOSED—A LITTLE TOO SOON

PASSING UP PASSENGERS

This thing of passing up passengers is darned important—certainly from the passenger's viewpoint. When you're badly over loaded and have a flock of cars following, any passenger should be able to figure out why you did not stop. But when you have room in your car and there's no follower immediately behind—well, just put yourself in his place. You wouldn't like it would you? He'll probably figure that you don't care about him.

Schedules are important, but not important enough to make our customers mad.

Nothing irritates a passenger as much as an unnecessary pass-up.

It's tough when you've had trouble and are off schedule, but the most important thing to you—to your job—is that customer. Don't let him say—



PASSED UP AGAIN !!!

MAKING CONNECTIONS

Did you ever wait for a train or for service in a store? Sure, you've waited plenty of times in all kinds of circumstances. And brother, it wasn't any fun was it?

Don't think for a minute that your passengers get any fun out of waiting for a streetcar or bus. And if that passenger has just gotten off a car at an intersection and sees your car just taking off—well, you know the rest.

We make schedules, and plan these connections as a part of our service so that the public can get anywhere in the city and do it comfortably, without long waits. So why go out of your way to make somebody mad at you. That's no fun, and it doesn't make sense either. Watch this business of making connections, particularly during bad weather and at night. Always —



BAD CONNECTIONS STRETCH TEMPER



CHICAGO SURFACE LINES