

MARCH, 1917

# THE ELEVATED NEWS

SAFETY

SERVICE

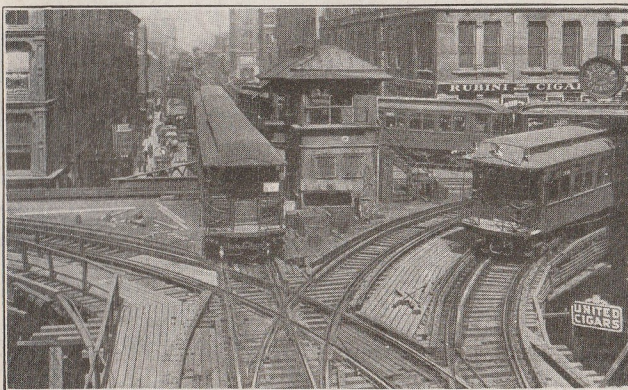
COURTESY



SAFETY

SERVICE

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# Save Money on Your Next Trip North



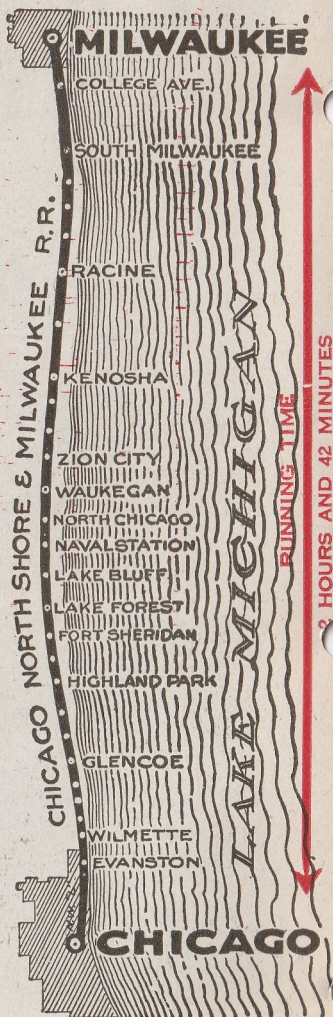
THE North Shore and Milwaukee (the all-electric line) will save you \$1.08 on your next round-trip to Milwaukee or points farther north. Similar savings can be made on trips to other towns between Chicago and Milwaukee.

## Take The "Evanston Express" On The Elevated

Ride on the Elevated to Central Street, Evanston. Direct, immediate connections there, at adjoining platforms, with the new North Shore Electric Lines.

Beautiful views. 30 Limited trains daily; double track nearly all the way; large, comfortable cars; many of them steel construction; low rates of fare.

Ask Elevated Ticket Agent  
for Folder and Time Card





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Volume III

MARCH, 1917



Number 6

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## KEEPING UP OUR RECORD

Another year of successful operation of the Chicago Elevated Railroads has added some 300,000,000 to the number of passengers who have been carried safely. In the last nine years the elevated roads have carried 1,500,000,000 men, women and children without a single fatal accident on trains.

That is a record to which we point with some degree of pride. It is, we believe, without a parallel in the history of transportation on land or sea. It shows that travel on the Chicago Elevated Railroads is the safest travel in the world.

The population of the world is 1,823,325,927. The Chicago Elevated Railroads have, therefore, carried in nine years a number nearly equivalent to the population of the entire world without a fatal accident on a train.

We hope to keep up this record. We hope even to improve it by reducing the number of minor accidents. With this end in view we urge the continued co-operation of the public with the companies and their employees.

The Elevated Railroads, on their part, desire to leave nothing to chance. The human factor, however, always is present and no safety device or ingenuity can entirely eliminate it. Carelessness, whether on the part of employes or patrons, will claim its victims. Because we realize the truth of that, we are constantly urging employes to use the utmost care and caution, every minute they are on duty. The results show how effective our safety campaign has been, and how loyally our employes have responded.

The safest equipment and the most careful employes, however, cannot always prevent the careless passenger from



doing himself some injury. The average passenger is not careless, but there are many who are willing to "take a chance." There ought not to be any. How often have you seen a man dash across the street, so close in front of a street car that the fender grazes his heels, then turn around on the curb and gaze at the scenery for five minutes? It is quite evident that he was not in a hurry, or he could not stand idly on the curb. He is one of the kind who likes to "take a chance."

That kind of carelessness is not seen on the elevated lines, of course, but it is because it is not possible. The same type of passenger travels on the elevated lines. He will dash up and try to board a train, after the gates have been closed and the train is in motion. He doesn't stop to think that another train will be along in a minute or two, which he may board in safety.

It always is better to be safe than be sorry. A delay of a minute or two doesn't really count for much in a person's daily life. A broken leg or arm is a serious matter.

Use the elevated roads for safe travel, but in doing so also use your head and help us to eliminate even the trivial accidents.

### EFFECTIVE CO-OPERATION

To attain maximum efficiency in the operation of local transportation lines, the co-operation of three factors—the public, the company and the employees—is essential. It is this co-operation which the Chicago Elevated Railroads is so successfully cultivating. The following letter, received from Motorman Howard Brown of the Northwestern, shows how a little co-operation on the part of the public may facilitate the movement of trains and thereby improve the service:

Editor Elevated News: Will you permit me, through your estimable and freely read paper, to thank the patrons who board the south-bound Jackson Park train from Evanston, which arrives at Wilson Avenue at 8:24 a. m., at Birchwood to Argyle stations inclusive, for their even distribution on the platforms, thus enabling us to load a full load of passengers at these eight stations in less than 2½ minutes standing, or dead time.

Yours very truly,

MOTORMAN 2644.

The foregoing letter is significant, because it speaks of results. When patrons crowd the station platforms, around the top of the stairs, it is bound to cause delay as well as inconvenience to the patrons themselves. It must be quite apparent that it requires more time to load a train through



two or three entrances, than through eight or ten. Trains must run on schedules, so that it makes it harder for motorists to maintain those schedules, when there is unnecessary delay in loading and unloading. An even distribution of passengers along the full length of the platforms reduces the standing time, eliminates undue crowding, and enables the passengers themselves to reach their destination just a little quicker than they otherwise would.

It really does not inconvenience the passengers to spread out over the platform. The reason they do not do it is because they do not think about it. If they understood that it would save delay and improve the service, they would no doubt make a practice of doing it. Mr. Brown's letter indicates that the passengers out on the North Side are co-operating with the company and its employes. Make it general all over the elevated lines and everyone will be benefited.

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### END OF OUR TRAVEL CONTEST

The contest for the three cash prizes of \$15, \$10 and \$5, offered by the Elevated Railroads for the best travel records over the lines, closes with the end of March. The names of the prize winners will be announced, as soon as the committee on awards can check up the results.

Many interesting letters have been received in this contest. The most interesting fact brought out is that by using the elevated lines it is possible to live in any part of the city, without regard to where one may work. Some of the letters show that patrons of the elevated lines live fifteen miles or more from their places of employment, and that they have done so for years. You don't have to move to be near your work, if you use the elevated lines. They bring the home and the place of employment close together when measured by minutes, no matter how many miles they may be apart. That is one of the many advantages which patrons of the elevated lines enjoy.

Another point brought out in this contest is, that once a person has used the elevated lines, he invariably sticks to them. Practically all of the letters received show continual use of the elevated lines from the first day they were tried. This proves that the elevated lines give satisfaction.

A perusal of the various letters discloses still another interesting point. They show what an important part the Elevated Railroads have played in the growth and development of Chicago. As the elevated lines pushed out to the suburbs, or the outlying sections of the city, the people followed and turned the vacant prairies into thriving com-



munities. The elevated lines have made it possible for the people to gratify their desire to get out into the open; to get away from thickly congested centers; to lead natural lives and enjoy fresh air and sunshine. The Elevated Railroads have been one of the most important factors in the life and growth of the city.

### SPEAKING OF WORRIES

The following bit of philosophy is said to have first appeared among the British soldiers in France. Probably it originated elsewhere, but it is pretty good philosophy, anyway.

"You have two alternatives: either you are mobilized or you are not. If not, you have nothing to worry about.

"If you are mobilized, you have two alternatives: you are in camp or at the front. If you are in camp, you have nothing to worry about.

"If you are at the front, you have two alternatives: either you are on the fighting line or in reserve. If in reserve, you have nothing to worry about.

"If you are on the fighting line, you have two alternatives: either you fight or you don't. If you don't, you have nothing to worry about.

"If you do, you have two alternatives: either you get hurt or you don't. If you don't, you have nothing to worry about.

"If you are hurt, you have two alternatives: either you are slightly hurt or badly. If slightly, you have nothing to worry about.

"If badly, you have two alternatives: either you recover or you don't. If you recover, you have nothing to worry about. If you don't and have followed my advice clear through, you have done with worry forever."

### STEP FORWARD, PLEASE

Every able-bodied man should go to the front. It relieves the crowding around the doors. Step forward, please.

### MOST POPULAR DANCE HALL

Guyon's Paradise, near the Crawford avenue station of the Oak Park Elevated, continues to be the most popular dance hall in the city. The Elevated News told you about this place at the time it opened, but we know a good thing when we see it and like to help it along. Professor Guyon has the right idea. He has an abiding faith in the young people of Chicago and believes that they prefer clean, decent dancing to the other kinds, if they can have it. It is his business to let them have it, and the crowds which nightly attend furnish the best proof that his theory is correct. Guyon's Paradise is a winner.

To reach Guyon's Paradise, take the Oak Park Elevated, from the east or west, and get off at Crawford station. It is only a step or two from the station. Residents of Austin and Oak Park can reach it by the Oak Park Elevated in less than ten minutes.

### THE DIFFERENCE

"What is the difference between life and love?"

"I don't know."

"Well, life is one fool thing after another, and love is two fool things after each other."

### THE USUAL WAY

"You know I wouldn't see a woman stand up in an elevated car while I was sitting down."

"So you gave her your seat?"

"No; I closed my eyes and pretended I was asleep."



## NEW ICE SKATING RINK

Have you visited the Chicago arena, at the Thorndale station of the Northwestern Elevated? If you haven't, you should do so at once, because it is worth while. It is the largest ice skating rink in the world. It has an ice surface of 320 feet by 125 feet. You may have thought that the Coliseum was the largest building in Chicago. Well, it isn't; the Chicago Arena is larger.

On the opening night, March 1, more than 10,000 persons attended. Many of them have become regular patrons of the place, for ice skating is popular and can be indulged in at the Arena without regard to outside weather conditions. Usually you associate ice skating with zero weather. That is where you rely on nature to provide the ice. But the ice in the big North Side rink is made to order. It is the same in all kinds of weather. No doubt there will be ice skating contests in the Arena on the Fourth of July. That would be a novelty, but Chicago is always doing something novel.

The big rink is elaborately fitted with drawing rooms, smoking and lounging rooms, and every convenience that will add to the comfort and pleasure of patrons. A score of uniformed attendants and maids are on hand to attend to the wants of patrons when they are not on the ice. When they are, skating instructors and floormen are there to help.

The rink is open from 10 to 12 o'clock in the morning, from 2 to 5 o'clock in the afternoon, and in the evening from 8 to 10:30 o'clock. Professional skaters furnish a daily exhibition to the accompaniment of Johnny Hand's band of sixty pieces. Oh, there is nothing slow about this newest entertainment venture. The building and equipment represent an investment of half a million dollars.

There is no more delightful or healthful exercise than ice skating. It long has been regarded as one of the finest winter sports, but now it can be indulged in during the summer. Ice skating under such conditions as obtain in the Chicago Arena has many advantages over outdoor skating. The ice always is in perfect condition. The temperature is even at all times.

The Arena is located at Thorndale avenue and Broadway. To reach it, take a Northwestern Elevated train to Thorndale. Easily accessible from all parts of the city, if you use the Elevated.

## THEN AND NOW

Without the Elevated what would Chicago be today?

In 1835 Chicago had an area within the city limits of 2.55 square miles. Today it has an area of 198.99 square miles.

When the city had only 2.55 square miles of territory the northern city limit was at Chicago avenue. The city extended on the west only to Halsted street and on the south only to Twelfth street. There were not even horse cars in those days. None was needed. A mile walk in any direction would take a citizen through the town. In 1837 the city limits were extended to North avenue, Wood street and Twenty-second street. Some form of transportation became necessary. Gradually horse car lines were introduced. The west side line in time ran away out on the prairie to the Bull's Head tavern at what is now Union Park, barely out of the loop. A journey out to the tavern was the adventure of a whole evening. On the other side the short streets between Clark street and Lincoln park marked the limit of residence. It was practical to go thus far on the horse cars, but to penetrate much beyond St. James place meant too great a



demand upon the business man's time.

Later, however, came rapid transit, and what do we find? Distances have been so lessened by the decreased running time that a man can now live miles from his office in the loop. In one year, because of the establishment of an efficient transportation service, the city adds to its then 43.81 square miles an empire of 126 square miles of suburb. Since then there have been other additions—the latest small parts of Clearing and Stickney. And to every center in the 198.99 square miles runs the Elevated system.

### CENTENARIANS

If you want to live to be a hundred, don't worry. That was the advice of Julius Levy, who died in Pittsburgh last year at the age of 113 years. There were in the United States at the time of the last census 3,555 individuals one hundred or more years of age. An interesting fact in this connection is that four-fifths of this number were colored Americans. There were 2,675 Afro-Americans in the centenarian class and only 764 white Americans. Among the centenarians the greater part by far were women. The total number of men who had lived to be a hundred or more was 1,380 and the total number of women was 2,175. There were also 116 Indian women among the aged. Among the white centenarians place of birth seemed to be of no significance, for half were American born and half were foreign born. The 1910 census enumerated four centenarians to each 100,000 of population, which compares with eleven for each 100,000 in 1850. These facts seem to imply, if we accept the anti-worry philosophy of the venerable Levy, that people worry more today than they did sixty years ago, that white Americans worry more than col-

ored Americans and that men worry far more than women.

The moral is: Patronize the "L." Then you won't have to worry about arriving at your destination on time.

### DO YOU KNOW?

In these days of high prices have you ever paused to recollect that nineteen out of every twenty persons fail to make any provision whatever for old age or for the care of their families? That being so, why not leave your money in the savings bank and keep on using the Elevated? Don't buy that big car.

### TRENCH HUMOR

Captain Ian Hay, British soldier and author, told a good story of humor in the trenches when speaking in Chicago recently. Two English soldiers, who were inseparable chums, were ordered into an advanced trench, where they could not see each other, although only a few feet apart. A shell from the German lines burst near them, throwing up dirt and rocks all around. "Are you all right, Bill?" shouted one to the other. "Yes, I'm all right," was the response. A second shell burst and again the soldier hailed his comrade, "Are you all right, Bill?" "All right," was the response for the second time. The third shell burst and again the inquiry was shouted, "Are you all right, Bill?" "Why, yes, I'm all right. What's all the bloomin' excitement about?"

"Oh, nothing. We have made up a little sweepstake on the next man to be hit, and I have picked you."

### NO MISTAKE ABOUT IT

Life is full of mistakes. You can make no mistake in using the Elevated any hour, day or night.

To get your money's worth, use the Elevated.



## THE ROLL OF HONOR

In the many courtesy letters received in the last month, commending employes of the Elevated Railroads, it is interesting to note that at least three-fourths of them are from women passengers. This shows that women patrons are appreciative of little courtesies extended them, also that they are readers of The Elevated News.

Some letters are from mothers who were accompanied by little children. In such cases kindly attention on the part of employes is very helpful. A majority of the letters from women commend trainmen and conductors for finding seats for them, acts which mean a whole lot to girls who have worked all day and are tired out when going to their homes at night.

Such acts of courtesy should not be necessary, but they are. Frequently attention has been called to the thoughtless passenger, who spreads himself out and occupies much more space than is necessary. Just as long as thoughtless and selfish passengers persist in this practice, just so long will thoughtful employes call their attention to it, and try to find space for other passengers who are standing. The management of the Elevated lines would be glad to see every passenger provided with a seat, but that is a physical impossibility in the morning and evening rush hours. There are plenty of seats at all other hours of the day and night.

Northwestern Trainman C. J. Howard, badge 781, is commended for finding seats for women, for keeping the aisles clear of suitcases and packages and for general efficiency and courtesy.

Oak Park Trainman W. J. Clark, badge 6129, is thanked for his honesty in returning a lady's handbag, dropped as she was leaving a train.

South Side Conductor John Geary, badge 2579, is thanked by the Literary and Scientific Club

of Evanston for the courteous treatment and attention given its members on a recent trip to the South Side.

South Side Trainman Fred Goulding, badge 2087, is thanked by a woman passenger for ejecting from his car a man who had been annoying her and other women. The writer says he is a "perfect gentleman" and a protector of women.

Metropolitan Trainman G. R. Oliver, badge 781, is commended for finding a seat for a lady with a baby. He went through three cars until he found a seat, then carried the baby and helped the mother through the train.

Northwestern Trainman Edward M. Sannes, badge 1306, is commended for assisting an elderly man who was ill, helping him out to the platform, where a passenger, who had noticed the act, relieved the trainman so that the train might proceed.

Metropolitan Trainman Paul King, badge 1872, is thanked for having mailed a bundle of letters left on his car. The letters were addressed and Mr. King purchased stamps and mailed them.

South Side Trainman T. Ward, badge 2499, is commended for courtesy and gentlemanly conduct.

South Side Conductor Max Fuchsman, badge 2441, is commended by an elderly lady, a visitor in the city, for politeness, calling stations clearly and informing her when she arrived at the station where she wished to get off.

Northwestern Trainman D. J. Leach, badge 713, is commended for courtesy and efficiency.

South Side Trainman E. Katelhut, badge 2002, is commended for courtesy and neat appearance.

South Side Trainman John Sparrow, badge 2492, is commended for courtesy and for giving information to a lady passenger on her way to Milwaukee for a visit. It was necessary to ask a number of questions regarding train connections, all of



which were answered in a very polite way by this employee.

Oak Park Trainman J. Lewen, badge 6118, is commended for courteous and pleasant manner, for his neat appearance, and the way he calls the names of stations.

Metropolitan Trainman William Finch, badge 276, is commended for courtesy and for finding seats for passengers.

Northwestern Conductor John Szudzinski, badge 872, is commended for courtesy to an elderly gentleman and assisting him to a seat.

South Side Trainman Michael Conway, badge 2742, is commended for calling stations and connections clearly.

A lady passenger on the Oak Park line, who is a visitor in the city, praises the efficiency of a conductor, but fails to give his number or other means of identifying him. The conductor referred to was relieved from duty before reaching the station where the lady desired to get off and he informed the man who relieved him, who was equally courteous and polite.

### ADVICE TO SHOPPERS

Always use the Elevated when shopping downtown. Safe and comfortable transportation and direct connections with Carson, Pirie, Scott & Co., Siegel, Cooper & Co., Rothschild & Co. Entrance to Marshall Field & Co. and Mandel Bros. at the foot of the stairs to the Elevated. Shop during the day and get home before the evening rush hour.

Come, fill the cup, and in the fire  
of Spring  
Your Winter garment of repentance fling;  
The bird of Time has but a little way  
To flutter—and the bird is on the wing.

—Omar Khayyam.

### WINTER SPORTS AT WHITE CITY

White City continues to supply entertainment to thousands every day and night. If you enjoy ice skating, the rink is always ready for you, and the ice is always in the best of shape. If you prefer roller skating, you may have that, too, under the same roof, although not on the same skates. Maybe you prefer dancing? Well, the facilities are there, fine dancing floor, fine orchestra and fine dancers.

White City is reached over the lines of the South Side Elevated. The station is right at the entrance. The fare is only 5 cents from any part of the city. Take in this popular place of amusement. You will enjoy it when you get there, and you will enjoy getting there, if you use the Elevated.

Believe not each accusing tongue,  
As most weak persons do;  
But still believe that story wrong  
Which ought not to be true.  
—Sheridan.

### JOYS OF LIFE

Cheer up. Baseball and golf soon will be here. The Elevated is always with us.

God must like the common people, or he would not have made so many of them.—Lincoln.

In vain we call old notions fudge,  
And bend our conscience to our dealing;  
The Ten Commandments will not budge,  
And stealing will continue stealing.  
—Lowell.

### SHAMROCKS

Did you see the shamrocks in the Garfield Park Conservatory? Ireland never produced anything better. Something worth seeing all the time in this wonderful conservatory. Take the Oak Park Elevated to Hamlin avenue.





**SAFETY FIRST**

**SAFETY ALWAYS**

**WHEN YOU USE THE**

**ELEVATED**

The Chicago Elevated Railroads carried  
1,500,000,000 passengers in the last nine  
years without a fatal accident on a train.

**SAFEST, QUICKEST, BEST**

Reaches all parts of the city. One fare  
on all lines. Direct connections with the  
Chicago North Shore and Milwaukee  
Railroad and with the Aurora, Elgin  
and Chicago Railroad.

**USE THE ELEVATED**



