

THE ELEVATED NEWS

SAFETY

SERVICE

SPEED



RELIABILITY

COMFORT

COURTESY

TIME SAVING SERVICE

***E**LEVEN years without a fatal accident to a passenger on a train, is the record of the Elevated Railroads. The number of passengers carried in that period equals the population of the entire world. Chicago may well feel proud of her elevated railroads.*

The Road of Service

CHICAGO NORTH SHORE AND MILWAUKEE R.R.

For convenience, comfort and economy travel THE ELECTRIC WAY when going to Milwaukee or any intermediate point on the North Shore. Trains of the

NORTH SHORE LINE

Now run around the Elevated Loop, stopping to receive passengers at Adams and Wabash and Randolph and Wabash.

Trains to Milwaukee every hour, to Waukegan every thirty minutes.

Chicago Ticket Offices:

66 West Adams Street

"L" Station Wabash and Adams

"L" Station Randolph and Wabash

"L" Station Wilson and Broadway

The Elevated News

Issued Monthly by Chicago Elevated Railroads

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Room 1226, Edison Building

Volume VI

December, 1919



Number 1

Give the Trainman a Chance

COURTESY toward the public is demanded of all employes of the Elevated Railroads. Most of them appreciate that fact and they have given the Chicago elevated lines a reputation that is not equaled on any other local transportation line in the country. The public appreciate the courtesy of the employes of the elevated, especially strangers from other cities who are not accustomed to receive such consideration. Many patrons testify to their appreciation by letters of commendation which they send to the management or to THE ELEVATED NEWS. While patrons of the elevated lines are entitled to this courtesy and expect to receive it, there rests upon them some obligation which they do not at all times appreciate. If they expect the trainman to give them information, they should be fairly explicit and give the trainman a chance. A case in point was witnessed a few days ago on the Northwestern-South Side line.

"What place is that where you change?" asked the passenger of the conductor.

"Where do you wish to go, sir?" asked the conductor in a very courteous manner.

"That ain't what I asked you," returned the patron, testily. "I want to know what place is that where you change."

"I don't know where you want to change," answered the conductor.

"That place where there is a center platform," volunteered the seeker after information.

"There are four such platforms on this line," answered the conductor. "They are at Fifty-eighth, Fullerton, Belmont and Sheridan."

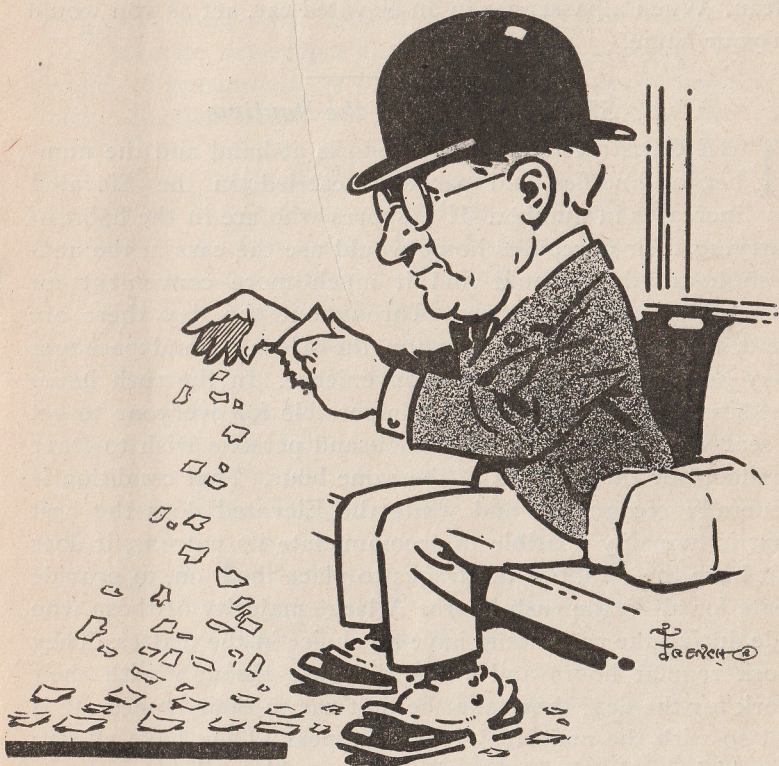
"I guess it is Fifty-eighth street I want."

That is an actual conversation overheard on a train. If that conductor had not kept his patience and acted as he did, no doubt a complaint would have been sent to the management that he had been discourteous. Why not be a little more explicit and give the trainman a chance to answer intelligently such questions? Trainmen are not expected to be mind-readers. The destination of a passenger on an elevated train is not apt to be an important secret. At times, however, a passenger acts as if he thought it was. Should he ask for information about trains and the trainman respectfully inquires where he wishes to go, it is not unusual for a passenger to tell the trainman it is none of his business. Give the trainmen a chance. They are ready to give the stranger any information he may wish about trains, street numbers and branch lines, but they cannot guess what is in the passenger's mind. Courtesy works both ways. The trainman must be courteous to hold his job. The passenger ought to be courteous, too, and give the trainman a chance.

Some Non-Essential Citizens

THERE are various types of non-essential citizens. Mr. Orr in his "Tiny Tribune" gives us a new variety every morning. Quite a number ride on the elevated lines and "among those present" may be counted the person who litters the floor of the car with peanut shells, scraps of paper and wads of chewing gum. It is not uncommon on the elevated to see a man or a woman take a letter from a pocket or a handbag, read it and then deliberately tear it into small fragments and throw them on the floor. The littered floor offends the sight of other passengers during the day and at night it changes the car cleaner from a peaceful citizen into a blood-thirsty revolutionist. Some few citizens prefer a sawdust covered floor to one that is polished. It is natural for them to litter up the floor of a car, because it gives it a home-like appearance. They are uncomfortable in clean surroundings. But there are others not of that type, who are cleanly in their

bits in their homes, yet who thoughtlessly throw rubbish on the floor of an elevated car. Probably the worst offender is the person who leaves a wad of gum on the seat of a car. It gives the car cleaner no end of trouble and occasionally results in the canework having to be cut out and replaced. If some



A Non-Essential Citizen

statesman in Washington would propose a tax on chewing gum heavy enough to pay the interest on the war loans, the elevated car cleaners would arise and call him blessed. Next time you are seized with the impulse to tear up papers in an elevated car, just stop a moment and think it over. All the little scraps you drop on the floor must be swept up when the car is out of service for the day, and it is quite a job to

sweep them up, too. It means extra labor, extra expense and benefits no one. Labor of that kind isn't easy to procure, either. In addition to the extra cost which your thoughtlessness imposes on the users of transportation lines, a littered floor doesn't look well, to say the least. Help keep the cars clean. When a passenger in an elevated car, act as you would in your home.

Shop Early and in the Daytime

THE Christmas shopping season is at hand and the number of bundles and packages carried on the Elevated increases in number. If shoppers who are in the habit of carrying their purchases home would use the cars in the non-rush hours they would find it much more convenient for themselves and for others. Throughout the day there are seats for everyone who rides on the Elevated and packages may be carried with little inconvenience. In the rush hours the situation is different. It is impossible for everyone to get a seat when more than sixty thousand persons wish to leave the loop for their homes at the same hour. That condition is generally recognized, and while the Elevated does the best that is humanly possible to accommodate its patrons, it does not have the cars, nor the tracks to place them on, to provide seats for all in the rush hours. A large majority of those who ride during the rush hours have no choice in the matter. They work regular hours and when they are through with their work for the day, they take the first car to their homes. It is not so with the majority of the shoppers. They have all day in which to do their shopping and could easily arrange to leave for their homes a few minutes before the rush hour begins. They could in this way get home in much more comfort and not take up the space in the cars which should be given to the busy workers who must ride in the rush hours. Most women shoppers appreciate the conditions and travel in the non-rush hours, but there are some who seem to give no thought to the comfort of others. They crowd into the cars, carrying bundles and packages in the busiest hours of travel and complain because the cars are crowded. Next time

you go downtown shopping arrange to leave for home by 4 o'clock and avoid the rush hour crowd.

Hard to Suit Every One

ABOUT this season of the year the "vox poppers" get busy with street and elevated cars. One writes to his favorite newspaper that the cars are cold and there is danger of pneumonia, or something else, to persons riding in them. Another writes that the cars are stuffy and poorly ventilated. Fresh air appears to be medicine for one and poison for another. One passenger on entering a car will throw the window up to get fresh air. Another will call the trainman and ask him to close the window. Between the two he has his own troubles. An instance of the kind was witnessed one day recently on a North Shore train going to Milwaukee. Two ladies entered the coach, which was comfortably heated. They were clad in heavy furs, for outside the air was crisp. They immediately opened a window and seated themselves. Occupying the seat behind them was a woman and a baby. She didn't wear furs, in fact, she had the appearance of being none too warmly clad. She plainly was annoyed and made uncomfortable by that open window, which her sisters in their rich furs enjoyed. The conductor appreciated the situation, but he did not wish to give offense to any one and hesitated about closing the window. "I know those ladies," he confided. "I have trouble with them all the time because they insist on having the windows open while other passengers wish to have them closed. It is hard to suit everyone." The same disregard for others may be seen any day on a street or elevated car. One passenger will insist on raising a window, while others complain about cold cars. It is impossible to have open windows and warm cars at the same time, if the outside temperature is at freezing point or lower. One "vox popper" will enter a car, shiver a little, go and look at the thermometer, get out his little notebook and make a few notes on "the time, the place and the girl," while a "fresh air fiend" sits a few seats ahead with the window open at his elbow. As a problem in conduct, what should the poor trainman do?

RATES OF FARE AND SERVICE IN OTHER CITIES

THE struggle for existence of electric railways throughout the country continues. In some cities where a spirit of co-operation was shown, fares have been increased and the service uninterrupted. In some other cities where there was a lack of intelligent co-operation, service has been stopped entirely or demoralized and the people are the losers.

In Toledo street cars have been taken off the streets in accordance with the terms of an ordinance passed by a city council antagonistic to the street railway company and afterward ratified by a popular vote. The people are paying from ten to twenty-five cents to ride in motor trucks, with no transfer privileges.

In Brooklyn, N.Y., where the lines were in the hands of a receiver, the federal court directed the receiver to turn back to their original owners the twenty-eight lines comprising the Brooklyn Rapid Transit Company. Each of the surface lines in Brooklyn, known as the Brooklyn City Railroad Company, had separate franchises authorizing them to charge a 5-cent fare. The result is that transfer privileges have been abolished, the Brooklyn City Railroad is charging 10-cent fares on nine lines where a 5-cent fare prevailed, 450 transfer points between the surface and elevated lines have been discontinued as well as 150 transfer points between the various surface lines. In commenting on the situation the court said: "The practical result of the situation is that the traveling public in place of an orderly, logical rate of fare, will have to pay larger fares than a sound disposition of the problem warrants. This disintegration could have been stopped by serious and

thoughtful approach to and consideration of the problem."

In New York City the process of disintegration is going on. The federal court has ordered the return of the Eighth avenue and the Ninth avenue lines to their original owners when they failed to pay rental charges which they did not earn. The receiver for the New York Railways Company is now asking the court to dispose of the Sixth avenue and the Fourth and Madison avenue lines by returning them to the original owners. The return carries with it the abrogation of transfer privileges, which means 10-cent or 15-cent fares when a passenger has to take more than one car.

In St. Louis cash fares have been increased to 8 cents, and a 7-cent cash fare now is operative in the city of Milwaukee. In Washington, D. C., the rate of fare is 7 cents with an additional charge of 2 cents for a transfer. In Kansas City a straight rate of 7 cents a ride is being charged.

Some eastern cities are experimenting with zone fare systems, which if applied in a city like Chicago where long rides are the rule, a much higher rate of fare would be charged than now prevails. In New Haven a zone system has been put into effect with a 6-cent fare for the first two zones in the city, a distance of three miles. Outside of that area the zone is four-fifths of a mile at 2 cents per zone, or at the rate of $2\frac{1}{2}$ cents a mile. In addition a 2-cent charge is made for transfers.

On the lines of the Virginia Railway and Power Company in Norfolk, the fare is 6 cents with a 2-cent charge for a transfer. The same rate applies to Portsmouth, Va.

In Providence, R. I., a zone system has been put into operation with a 6-cent fare in each

zone and a charge of 2 cents for transfer.

In Dubuque, Ia., the United States Court abolished special ticket rates for workmen and children and directed that a 7-cent fare be charged all persons using the lines.

Similar conditions obtain in practically all cities of more than 25,000 population in the country, nor is the movement confined to the United States.

In Saskatoon, which has a municipal street railway system, fares have been increased to 6 cents and the street railway company relieved of all taxes, paving and other charges which a privately owned company must carry.

In Moose Jaw the street railway company has been granted a 6-cent fare, relieved of \$35,000 in back taxes and given immunity from future taxes for the next eleven years while the franchise lasts. The stockholders of the company by the same agreement are guaranteed 6 per cent. return on the investment.

In Montreal the company has been granted a straight 7-cent fare and all "workmen's tickets" have been discontinued. The utilities commission in that city held that all users of the lines should be treated alike and that no inducement should be offered car riders in the rush hours when traffic was heaviest.

In Winnipeg the rate of fare is 6 cents and the company has petitioned for another increase.

This is only a brief outline of the electric railway situation, but it is enough to show that the patrons of the Elevated are getting more for their money than the citizens in any other large city in the country.

Recently much has been heard about 5-cent fares in Philadelphia. Those familiar with conditions in the Quaker City know

that a charge of 3 cents for a transfer has obtained in that city for years, but the majority of newspaper readers in Chicago have not had that experience. The following letter, which appears in "Everybody's Say-So" in the *Chicago Evening Post* of Nov. 8 is self-explanatory:

Chicago, Nov. 5.—To the Editor of *The Post*. Sir: An editorial appearing in an evening paper of even date referred to cheap carfares ("5 cents") in Philadelphia, etc.

I believe the citizens of Chicago should not be misinformed on this subject. The paper failed to mention the extra charge of 3 cents for every transfer issued. Thus Philadelphia company has "enjoyed" the highest street car fare in the United States for years past. Yours truly,

TRAVELING SALESMAN.

Chicago is pretty well off after all.

SEEN ON THE ELEVATED.

HE was seated in one of those Elevated cars with the seats running lengthwise. His legs were crossed and he was engaged in earnest conversation with a companion. Silver coins were sliding from his trousers pocket on to the seat, until his attention was called to it by a passenger across the aisle. He arose and picked up a few coins thanking his fellow passenger for calling his attention. A half-dollar had worked its way into a crack at the back of the seat and escaped his eye. He left the car at the next station and a lady entered and took the vacant seat. The partially hidden half-dollar did not escape her eye. She attacked it first with a hat-pin and then with a hair-pin, but could not get it out. She was richly dressed and diamonds sparkled on her fingers as she went after that 50-cent

piece. A gentleman offered her his key ring on which was one of those things used for opening beer bottles in the days before we had prohibition. It wouldn't work. The lady was quite distressed about it and attracted the attention of some sympathetic passengers.

"Did you lose something, madam?" asked a gentleman willing to help.

"Yes," replied the lady sweetly. "My pocketbook accidentally opened and a lot of loose change fell out. I can see that half-dollar, but I lost several quarters and dimes."

"Oh, the liar," remarked a young woman across the aisle who had seen the whole proceedings.

The lady was still vainly trying to get that half-dollar with the aid of two or three obliging fellow-passengers, when the reporter for the ELEVATED NEWS left the car.

SOME ELEVATED BEATITUDES

BLESSED be he who giveth his seat unto a lady, but scorned be he who hideth behind his newspaper or pretendeth to be asleep.

Blessed be he who occupieth one seat and comporteth himself as a gentleman, for he would sticketh his feet into the aisle shall be humbled.

Blessed be he who hath the exact fare ready at the ticket window, for the wrath of many shall descend on the head of him who blocketh the line.

Blessed be he who provideth himself with tickets, for he shall not be annoyed with a lot of pennies.

Blessed be he who steppeth lively for he who delayeth others shall merit their contempt.

Blessed be he who steppeth forward in the car, for he shall be rewarded with a seat.

Blessed be he who boardeth an elevated train in a gentlemanly way, for some there be who pusheth women and old men aside after the manner of the caveman.

Blessed be she who doeth her shopping in the daytime and avoideth carrying bundles in crowded cars in the rush hours.

DO YOU KNOW THAT—

More than one-half of one cent of each nickel you pay as street car fare is spent for taxes?

The number of telephones per 1,000 inhabitants in 1918 was approximately 130 in the United States and only 19 in Great Britain.

In the Panama Canal Zone airplanes are now being used for trouble-hunting along the telephone and telegraph lines. A flier recently went to repair a break 50 miles away, and was back again with the job completed in an hour and fifty minutes. Traveling ordinarily the trip over the jungle trails would have taken three days.

With the completion of the present construction program of the shipping board there will be under the American flag 1,731 oil-burning steamers of an aggregate of nearly 10,000,000 dead-weight tons.

At the end of 1918, banks of this country owned approximately \$400,000,000 worth of public utility company bonds and that insurance companies were the next largest owners.

Through this ownership of utility securities, practically every man, woman and child in the country is made an indirect stockholder and bondholder, inasmuch as their savings and insurance are backed by the stock and bonds owned by the banks and insurance companies.

A LOAF OF BREAD

It is the unfortunate truth that the adoption of the straight five cent fare for street cars was a fundamental error, the consequences of which are being visited now on the companies, and will hereafter be visited upon the communities which they serve. For many years we had the five cent loaf of bread, in which there was a margin of profit for the bakers. When the cost of material and labor advanced, the size of the loaf was first reduced, and later the price was advanced. That was an inevitable result against which the public realized that it would be futile to struggle.

If the size and price of a loaf of bread had been fixed by law, and it had been illegal for the baker to reduce the weight or charge more for the loaf, two things only could have happened. Either the bread must have been adulterated to cheapen it, or the bakers would have had to go out of business. By this time we should have no baker's bread.

The cost of making bread cannot be fixed by law and the sale price must be regulated by the cost. The cost of operating street cars cannot be fixed by law, but there is a body of public opinion which demands that the fare shall be so fixed, regardless of operating expense.

There is about as much sense in trying to force a public utility to operate street cars at a loss as there would be in trying to compel bakers to sell bread below cost.—Columbia Record.

Of 20,000 miles of railroad damaged in northern France, all had been rebuilt by Nov. 1, including 1,180 bridges and 350 stations.

"Bridget, it always seems to me that the crankiest mistresses get the best cooks."

"Ah, go on wid yer blarney."

OUR COURTESY COLUMN

WHEN a trainman does you a little favor or shows that he is interested in the comfort of his passengers, give him a little boost. Good service merits a word of commendation and you know there are so many of the other kind who are always looking for an opportunity to register a complaint.

Employees are pleased to see their names in this column and it encourages them to give better service. Every letter of commendation is filed with the particular employee's record and should he sometime get into a little trouble, the commendations are taken into consideration. Send a card to The Elevated News with the number of the employee and the particular thing which you think merits commendation. It helps to lighten the troubles of the trainman.

Commendations have been received for the following in the last month:

Metropolitan Conductor H. M. Gillette, badge 4166, is commended for his efficiency in general and his clear enunciation of station names.

South Side Trainman Gilbert Raymond, badge 2662, is commended for efficiency and politeness shown passengers.

South Side Conductor Michael Conway, badge 2585, is commended for calling stations distinctly and for all around efficiency.

South Side Trainman John W. O'Connor, badge 2104, is commended for his thoughtfulness and courtesy. He observed a lady waiting on the station platform at Grace street. He left his train and courteously asked her if she was waiting for an Evanston express, and on learning that she was he told her to get aboard his train and ride to Sheridan road, as the express trains do not stop at Grace street.

Christmas Gifts Electrical



YOU will find in our large stock of Electrical conveniences, something appropriate and useful for everyone.

Electrical Gifts are Practical—Enduring and Greatly Desired.

For "his" comfort and convenience—for "her" enjoyment and ease—for the amusement and instruction of the little ones, there are Gifts Electrical that will bring joy at Christmas and long after.

Time payments to electric light customers if desired. We give FEDERAL COUPONS

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