

# THE ELEVATED NEWS

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SAFETY

SERVICE

SPEED



RELIABILITY

COMFORT

COURTESY

TIME SAVING SERVICE

***IF the conduct of private business  
—big business and little business  
—were subjected to the same rigid  
scrutiny as is applied to the conduct  
of public service corporations operat-  
ing under franchise, most of us would  
be in jail and the rest of us dodg-  
ing the sheriff.—Indianapolis Union.***

# **THE ROAD OF SERVICE**

Two new fast trains between Chicago and Milwaukee, known as "The Badger Limited" and "The Interstate Limited," have been added to the service of the

## **NORTH SHORE LINE**

The fast trains, one in each direction morning and evening, make no stops for passengers between Chicago and Kenosha. Both trains carry Dining Cars.

Running time from the loop to the heart of Milwaukee, two hours and ten minutes.

For full information apply Traffic Department, 72 West Adams Street.

**CHICAGO NORTH SHORE &  
MILWAUKEE RAILROAD**

# The Elevated News

Issued Monthly by Chicago Elevated Railroads

LUKE GRANT, Editor

Room 1105, Edison Building

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Number 12

## *Fallacy of 5-Cent Fare Argument*

**I**N spite of the fact that the purchasing power of a nickel is only about one-half what it was a few years ago, there are still a few who seem to think that a 5-cent fare is enough to pay for a ride on local transportation lines.

To show the absurdity of such claims, a correct analysis of the situation on the Chicago Elevated Railroads may be of interest to patrons. A 5-cent fare would not pay the wages of the operating forces, not to speak of other expenses in the way of power and materials absolutely essential before a wheel could turn.

Here are some figures which the advocates of a 5-cent fare might study with profit to themselves:

Passengers carried, September, 1920... 14,698,167

Operating wages, September, 1920.....\$785,571.59

Now by a little mental calculation it will be seen that had these passengers paid a 5-cent fare, the gross revenue would fall short of meeting the operating wages. There is no guesswork about it. It should be understood also, that the figures given for wages do not cover the entire payroll. They do not include wages for new construction or improvements which are chargeable to capital account. They simply represent the wages paid for actual operation.

Of the total passenger earnings for September, 57.7 per cent went to the payment of operating wages, or .0535 per pas-

senger carried. That means that for every passenger carried, a fraction over  $5\frac{1}{3}$  cents went for operating wages alone.

What further proof is needed to show the absurdity of the 5-cent fare argument?

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### *Long Rides and Low Fares*

THAT the long ride which one may take on the Elevated and the low rate of fare which he has to pay appeals to the stranger in the city, is shown in an interesting letter sent THE ELEVATED NEWS by a resident of Rogers Park. This man, who originally came from New Brunswick, Canada, has a brother now attending the University of Chicago. The brother came here direct from New Brunswick at the beginning of the school year. Before coming here the Chicago brother had told him that it was about seventeen miles from his home to the University, but that there was good service on the Elevated and that he could make the trip without change of cars. The young man in New Brunswick made an estimate of the probable cost. Based on the ordinary railroad rates he estimated that his transportation to and from school would cost him over \$1 a day, the distance being about seventeen miles. When he arrived in Chicago and found that the round trip from Rogers Park to the University of Chicago cost him only  $17\frac{1}{2}$  cents, he was agreeably surprised. He wrote to his parents in Canada and told them that Chicago had the cheapest transportation system he had ever heard of, and he has seen a little of the world, too, for he served with the Canadian forces overseas throughout the war. That is the way it appeals to a stranger, who is free from the prejudice which usually prevails in any city against its local transportation system, no matter how good the service and how low the fare. In the particular case mentioned, the Elevated Railroads are supplying service at a rate far below the actual cost of producing it, without regard to any return on their investment. Still there are some who think fares should be reduced.

### *Toledo Against Municipal Ownership*

CITIZENS of Toledo, Ohio, apparently do not wish to have political operation of the local transportation system. For the second time they voted down a municipal ownership proposition on November 2 by a vote of nearly three to one and adopted a "Service at Cost" ordinance by about the same majority.

The experience of Toledo with its transportation system is interesting. When the street car company found it could no longer operate on a 5-cent fare basis, the city council passed an ordinance ordering the company to take its cars off the streets. The council had no idea that its order would be complied with, but on the last day of grace the company quietly ran all its cars over into Michigan and laid them up there. Toledo walked for four weeks, the citizens learning meanwhile that political propaganda is a poor substitute for local transportation service. The company was granted a higher rate of fare and service was resumed.

In August a special election was held at which municipal ownership of the street car lines was overwhelmingly defeated. That did not satisfy the radical element, backed up by one local newspaper, so the city council was induced to submit the question again at the last general election. The result of the vote was: For municipal ownership, 17,780; Against, 43,125. On the Service at Cost ordinance the vote was: For, 45,990; Against, 18,029. The vote means that for the first time in twenty years the street railway franchise question has been taken out of politics. It indicates also that walking for a month is a liberal education to the voter. The months of strife between the politicians and the street railway company in Toledo, brought out many interesting facts. The vote shows that when given the facts the average American citizen believes in fair play. He does not favor confiscation of property.

The new plan of operation in Toledo must be put into effect within ninety days after the vote was taken. Under the plan a "stabilizing fund" is created and fares automatically go up or down according to the amount in the fund. The mayor appoints

a board of control of three persons who serve without pay and a street railway commissioner who is a paid officer. The city controls the service and the ordinance provides that it may acquire the lines if at any time it wishes to buy them. The company must put up two millions of dollars in cash for improvements within a year, on which it is allowed a return of 8 per cent. It is allowed to earn 6 per cent on all its bonds. When the new plan becomes effective the fares start at six cents for a cash fare and one cent for a transfer until the actual cost of furnishing the service is established.

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### *Higher Fares in Philadelphia*

A FEW months ago Philadelphia's local transportation system was held up to the public gaze in newspaper and magazine articles as a wonderful example of what could be accomplished on a 5-cent fare with efficient management. Most of the laudatory articles carefully concealed the fact that a charge of three cents was made for transfers at certain points. The big thing the public was told was that fares still remained at 5 cents. The advertising was no doubt very flattering to the management, but it didn't pay the wages of the employees. They got in on the advertising, however, by agreeing not to insist on receiving the higher wages promised them until the financial conditions of the company improved. Even Chicago newspapers carried along stories of the magnanimous action of the street railway employees in waiting for their wage increases. Chicago railway employees, both surface and elevated, did exactly the same thing, although they didn't advertise it as effectively. They waited for the increase in wages that was promised them from May 1 until August when the fares were increased so that the companies could pay them. The back pay was then paid in installments as the companies earned it. Now Philadelphia is going to do the same thing, although the increase given the employees there is considerably less than was granted the Chicago men. The maximum pay in Philadelphia for the employees is 72½ cents an hour, while it is 80 cents on the surface lines in Chicago and 82 cents on the elevated. The back pay in Philadelphia

amounts to a million dollars which the company will pay as soon as it earns it through the higher fares which have been granted.

On November 1 the rate in Philadelphia was increased to 7 cents for cash fares. The company asked that the 5-cent fare be continued and that all transfers be abolished. The commission decided that the public would be better served by retaining and extending transfer privileges than by abolishing them and maintaining a 5-cent fare. The management has accepted the ruling of the commission, as it had to have additional revenue if it was to continue operation. All of which goes to prove that no railway company can long continue to give transportation service at less than cost, even if it gets encomiums from newspapers and magazines. Eulogies won't take the place of nickels.

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Spitting in elevated cars or on platforms and stairways is prohibited by city ordinance. It is a menace to health. Please do not spit in public places.

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Crowding to the edge of a platform while waiting for your train is a dangerous practice. Stand back at least two feet and be safe.

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## FACTS VERSUS THEORIES

THE street railway systems throughout the country which are owned by municipalities seem to be having about as hard a time as those that are privately owned. This, too, in spite of the fact that in most instances the cities raised fares soon after acquiring the lines.

Seattle furnishes a good example. When the city acquired the street car lines, the people were promised a continuation of a 5-cent fare. The promise, however, was about all they got, for after having cut out all free riding by city policemen, firemen and others which the private company was required to carry

free, after relieving the lines of taxes, street paving and other burdens, the deficit proved so heavy that fares were increased to 10 cents for cash fares and  $6\frac{1}{4}$  cents for tickets.

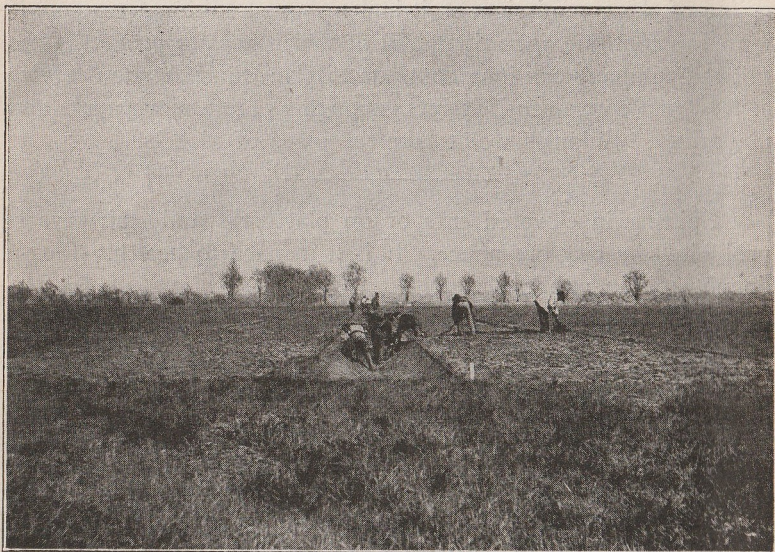
The first year of operation under the increased rate shows a deficit of \$500,000. Only in one month during the year did the revenues meet the expenses. Mayor Caldwell suggests that the only way to prevent a further increase in fares is to increase the general tax levy and make up the deficit from the general tax fund. If that is a sound policy the question arises why not provide free transportation and tax the people for the entire cost of operation?

### BEFORE AND AFTER

**T**HE important part which the Chicago Elevated Railroads have played in the growth and development of the city, is nowhere better illustrated than on the extreme northwest section, served by the Ravenswood Branch of the Northwestern Elevated.

tained many abandoned clayholes and was unsightly in the extreme. Today it is thickly populated and one of the best business and residential sections of the city, showing that the development of any city depends on its transportation facilities.

When the elevated line was first projected in that territory, vacant land could be bought for



### BEFORE

About thirteen years ago—on December 14, 1907 to be exact—that section of the Ravenswood branch from Western to Kimball avenue was opened for traffic. The first section from Clark street to Western avenue was opened for traffic on May 8 of the same year.

What a change has taken place in that part of the city in those thirteen years. When the Ravenswood Branch was opened the territory west of Western avenue was used largely as a dumping ground for city refuse. It con-

less than \$2,500 an acre. Single lots for residence purposes were bought for around \$250 a lot and there was little demand for them even at that price.

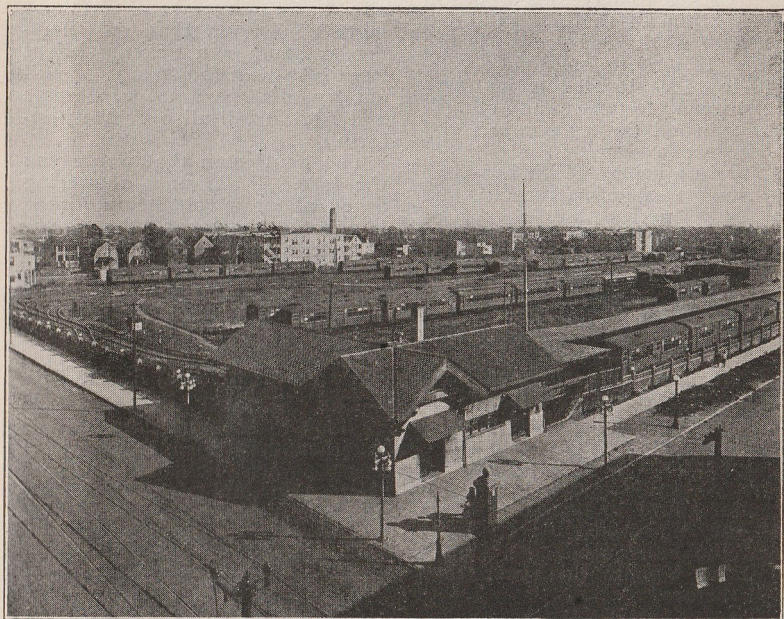
In the same section today, inside lots are assessed on the basis of \$350 a front foot in many instances. A single foot of frontage is now valued at more than a whole lot and this increase in land values has come about in less than fifteen years and is due entirely to the building of the transportation lines.

The rapid increase in the pop-

ulation of this section is told in the traffic figures of the Ravenswood Branch. The older residents will remember that for the first few months a shuttle service was operated between Western and Kimball avenues. The stations were opened October, 1909, with the exception of the one at Rockwell street, which was not opened until March, 1910.

In the illustrations shown, the first picture was taken from the end of the elevated structure at Western avenue in 1907, when ground was first being broken for the extension west to Kimball. Study the picture and note the vacant prairie in the background, as far as the eye can reach.

The second picture was taken recently at Kimball avenue. It



#### AFTER

For the first full month of operation of the entire line, January, 1908, the average number of passengers carried was 12,000 a day. Comparatively few came from the western end of the line. In September of the present year the daily number of passengers carried was 22,000 and a large proportion of them came from the extreme end, for the district around Kimball and Lawrence avenues is now a populous center.

shows the terminal yards of the Ravenswood Branch. In the background can be seen the numerous apartment buildings, residences and factories which extend west far beyond the end of the elevated lines. The neighborhood shown in the second picture is one and one-quarter miles west of that shown in the first. Since the building of the line the whole territory between those points has been closely built up with dwellings, stores and fac-

tories. It has all been brought about in the last twelve years.

What has this development meant to the city? It means that thousands of families have been enabled to get away from the congested areas, to get into the open places where there is fresh air and sunlight. The rapid and frequent service which the Ravenswood Branch gives, enables the worker to have his home in that section of the city, although he may work out on the South Side. It only takes thirty minutes on the elevated to go from downtown to the end of the Ravenswood line at Kimball and Lawrence avenues.

Surely a utility which has done so much to develop the city and is daily performing a service which is essential to the community, should be accorded fair treatment.

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## LIVE STOCK EXPOSITION

THE annual International Live Stock Exposition will open in the International Amphitheater at the stock yards November 27 and continue until December 4. This is an attraction that you cannot afford to miss. It is one of the big events of the year and the entries indicate that it will be bigger this year than ever before.

The stockyards can be reached from any part of the city for a single fare on the Elevated. The elevated trains carry passengers almost to the door of the amphitheater. Visit the Live Stock Exposition and use the Elevated.

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## A LOT OF COAL

It requires 24,000 tons of coal to produce the electrical energy needed to heat Elevated cars for a season. On some of the lines additional heat is supplied by hot water heaters burning hard coal.

## FAVORS USE OF TICKETS

THE following letter has been received from a patron regarding the use of tickets:  
To the ELEVATED NEWS:

I noticed in your October issue a letter regarding the 10 cent fare. I am a regular rider of the "L" and find the ticket system far better than the straight money handling system. Personally, I can't conceive of anything more convenient than only having to hand in a ticket, without having to wait for change or pull out by mistake a lot of change and have it fall all over the platform.

The gentleman that wrote you the letter I am now answering asked about a rule being placed in force regarding a nonissuance of tickets unless asked for. This would be great for those that still prefer to hold up the line during rush hours waiting for change, etc.

Yours truly,  
JOS. C. SPRING.

The Elevated Railroads are anxious to accommodate patrons whether they wish to pay cash fares or use tickets. To avoid congestion and delay at ticket windows, however, passengers are requested to make known their wishes, as agents will not offer tickets unless patrons ask for them.

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## SOME LIGHT

The "juice" consumed in heating cars on the Elevated for one winter would keep 330,000 60-watt lamps burning for one hour. Even at that there are some who complain of cold cars.

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## A RECORD

On April 29, 1920, 953 Elevated cars entered the loop in one hour, the highest number on record.

## OUR COURTESY COLUMN

### OUR COURTESY COLUMN

The following employes have been commended for special acts of courtesy during the last month:

Leslie Tracy of the South Side Lost and Found Department, is thanked and rewarded for his efficiency in locating a handbag which had been left on a train.

Metropolitan Trainman H. T. Nelligan, badge 1261, is thanked and commended for restoring to the owner a book which had been lost.

Miss E. M. Marshall, Northwestern Ticket Agent, is commended for refunding to a passenger \$1 of his change which he left by mistake at her station.

Metropolitan Conductor H. Gillette, badge 4166, is commended for unusually distinct enunciation of station names and for his polite and careful attention to passengers.

Oak Park Trainman R. L. White, badge 6237, is commended for his courtesy for calling the stations distinctly, and for closing the door quietly.

W. E. Skinner, general manager of the National Dairy association, wishes to thank the employes of the Elevated Railroads for their co-operation and for courtesies extended to visitors at the National Dairy Show.

South Side Trainman Charles Noble, badge 2758, is commended for assisting a passenger who became ill on his train.

Miss N. Kelly, South Side Ticket Agent, is commended by the National Vending Service Company for protecting vending machines from being broken and destroyed.

Northwestern Trainman M.

Chapman, badge 1176, is commended for finding seats for passengers.

Loop Interlocking Maintainer John Tweedale is commended for finding and returning a pocket-book containing a sum of money and a check book to the owner, a stranger in the city.

The Norton, Taunton & Attleboro Street Railway, owned by the city of Norton, Mass., has raised fares to 10 cents for each zone. The increase was made necessary to meet a wage increase of employes to a maximum of 75 cents an hour. The maximum wage paid employes on the Elevated is 7 cents an hour higher than the Norton employes ask and one can ride on the lines all day for an 8¾ cent fare. And some think if we had "people's ownership" it would be 5 cents. Too bad that facts don't square with theories, but they don't. Ask the people of Toledo who have had experience.

After looking 'em over, we'll agree that the good dye young.

### Truthful Copy

The reporter was sent to write up a charity ball. His story came in late and it was careless. The editor reproved him the next day by quoting an extract:

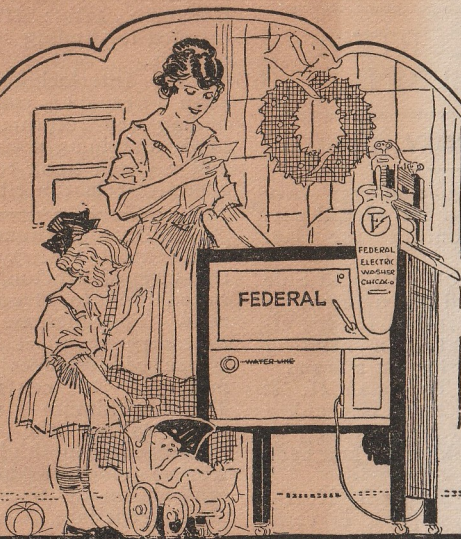
"Look here, Scribbler, what do you mean by this? 'Among the most beautiful girls was Alderman Horatio Dingley.' Old Dingley ain't a girl. He's one of our principal stockholders."

"I can't help that," returned the realistic reporter. "That's where he was."

### Silence Is Golden

First Private — "Can you imagine anything worse than having cooties?"

Second Private — "Yes. Suppose you had 'em and they chirped."



# Electrical Gifts

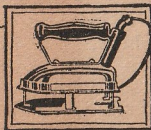
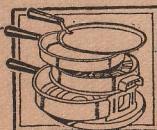
appeal to people of discriminating taste. You will make no mistake by selecting something electrical for relative or friend this Christmas and now is a good time to select it.

FEDERAL Washers      Irons      FEDERAL Cleaners  
 Percolators      Electric Phonographs      Curling Irons  
 Samovars      Grills      Toasters  
 Electric Lamps      Electric Sewing Machines      Heating Pads

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