

# THE ELEVATED NEWS

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## *The New "L" Rates of Fare*

THE new schedule of fares on the "L" lines, effective September 18, for the first time in the history of local transportation in the city, recognizes the principle that the wholesale user of the service is entitled to a lower rate than the occasional rider.

Some comments have been made in the newspapers that there has been no reduction in the cash fare, which remains at 10 cents. As a matter of fact there is no 10-cent fare on the "L" unless the rider wishes to make it so, nor has there ever been. It is therefore misleading to say that the rate of fare on the elevated lines is 10 cents, because every patron of the lines is given ample opportunity to ride at a lower rate if he wishes.

There are two things which are fundamental in fixing rates of fare. In the first place rates should be equitable. They should be made as low as it is possible to make them and still allow the company to earn a fair rate of return on the value of the property. Unless a company is permitted to earn a fair return on the investment, it is impossible for it to procure new capital for improvements, or to give the character of service which the public demands.

In the second place fares should be made convenient. A rate of fare which involves the use of pennies is not a convenient rate. Making change at the ticket booths in the rush hours when every fraction of a second counts, causes no end of irritation and delay. In the interest of good service to the public, such inconvenience should be avoided if at all possible.

The new rates of fare on the "L" conform as nearly as possible to the two fundamental principles mentioned. They are as equitable



and as convenient as it is possible to make them. They do not involve the use of pennies, except in the case of children between the ages of 7 and 12 years, to whom the rate of fare is 3 cents. Under the old rates children between the ages mentioned were required to pay full fare.

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## *The Unlimited-Ride Weekly Pass*

THE unlimited-ride, transferable weekly pass, now on sale at all "L" stations, is an innovation in cities of the size and importance of Chicago. It is a generally accepted rule in business that a wholesale buyer is entitled to a lower rate than a retail buyer and the weekly "L" pass introduces that principle in the transportation field. There is every indication that the weekly pass will prove popular with thousands of "L" patrons and that through its use the cost of transportation service will be greatly reduced to them.

There seems to be a popular impression that the average person rides on the local transportation lines only twice a day, in going to and returning from work. The impression, of course, is erroneous. Were that true there would be little use of maintaining transportation service at all hours of the day and night. The thousands who attend theaters nightly, the thousands who go to the parks and bathing beaches in season, to the dance halls, to lodge meetings, to card parties, to lectures and entertainments, to ball games, use the service more than twice a day.

To what extent the weekly pass will be used in Chicago cannot be estimated in advance, but some idea may be obtained from the experience in smaller cities where it is in use. In Youngstown, Ohio, where a weekly pass is sold at the same rate as the "L" pass, that is \$1.25, it is used on the average 27 times a week. The same average applies to Racine, Wis. If the "L" pass is used 25 times a week, the rate of fare to the user is 5 cents.

As the weekly pass is transferable, it is not necessary that the purchaser keep it in his pocket when not using it. It may be used by any member of the household, or by any employe in the office, the shop or the factory. There are a hundred different ways in which it can be used, for the only restriction is that it cannot be used by more than one person for the same trip. The person who uses it to pass the ticket booth, cannot transfer it until he has completed his trip.

The weekly pass is not only economical but it is convenient. There is no delay at the ticket booth. The pass holder need not even hesitate at the ticket window, all he has to do is show his pass to the agent and keep on going to his train.



## *The Convenient Ticket Rate*

THE new ticket rate on the "L" is not only a reduction from the former rate, but it is much more convenient. To purchase tickets at the old rate it was necessary for the purchaser to pass the agent more than one coin, or to wait for change. That inconvenience has been eliminated. The three-for-a-quarter ticket rate need cause no delay at the ticket window. There is no waiting for change. The Evanston through ticket rate is equally convenient. The old rate of 13 cents involved the use of pennies. The two-for-a-quarter rate saves time, as well as money.

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## *School Children's Ticket Rate*

A LOWER rate of fare for children under 17 years of age attending school is a new departure in local transportation rates in Chicago. Under the new schedule school pupils may buy a 50-ride book of tickets for \$2.50, thus getting a 5-cent fare. The tickets in the coupon books are good until used. All that is required of the purchaser is to show a certificate of attendance at some school, whether public or private, day or night. Similar school ticket books are available for pupils attending school in Evanston and Wilmette. For \$4, school pupils who travel between Chicago and Evanston may purchase a 50-ride book, thus getting an 8-cent fare instead of the regular ticket at the rate of two for a quarter

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## *New "L" Cars Coming*

ORDERS have been placed for 100 new steel cars for the "L," which will surpass in ease and comfort anything seen on local transportation lines in the city.

Specifications for the new cars provide for cross seats, upholstered in green plush, the interior of the cars to be finished in agosate and mahogany. Both ceiling and side lights are provided for, each lamp to be shaded to soften the glare.

The new cars will be electrically heated, the temperature to be regulated automatically by thermostats. The trucks and springs are being specially built for these cars to insure easy riding. All the new cars will be motors and will cost \$23,000 each. Delivery on new cars will begin about March 1 next.

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Why bother cranking up the old bus for an evening ride, when you can ride free on the "L". Get a weekly pass and ride as far and as often as you wish.

Buy your weekly "L" pass in advance and avoid the rush each Monday morning. Passes for the coming week are on sale at all ticket booths on Friday morning.



## LESS THAN PAID BY SAVINGS BANKS

THE Chicago Elevated Railroads in 1921 earned 3 per cent on the value of the property devoted to public use as appraised by the Public Utilities Commission. For the year 1920 the rate of return on the same valuation was only 2.6 per cent, or less than is paid by savings banks.

Effective September 18, the same date on which the new schedule of reduced fares went into force, wages of employes were reduced 10 cents an hour, from a maximum of 82 cents to 72 cents an hour. The wages after the reduction was made are higher than paid on transportation lines in any other city in the country.

The wage reduction amounts to \$1,100,000 a year, and although the full effects of the new rates of fare on the revenues of the companies cannot be stated accurately at this time, the closest estimates indicate that the gain to the public in lower rates will be considerably more than the gain to the companies through the reduction in wages. In other words the Elevated Railroads have passed on to the public the full benefit gained through lower wages, and this notwithstanding the fact that they were earning less than is paid on savings accounts in a bank.

The new rates of fare are a radical departure from anything hitherto tried in Chicago. For that reason it is impossible to tell accurately what effect they will have on the revenue until they have been in force at least a month. The first few days of operation showed that the convenient ticket rate of three tickets for a quarter reduced the number of cash passengers nearly one-half. They bought tickets instead of paying cash fares.

The new rate of 5 cents for school children under 17 years of

age and the rate of 3 cents for children under 12 years, also appeared to be popular, judging from the number of such fares on the first two days after the new schedule went into effect. These rates mean a large loss in revenue because under the former schedule such children were required to pay full fares.

What effect the unlimited weekly pass will have on revenue is still more of a puzzle. About 18,000 weekly passes were bought the first two days and it appeared that they were used between three and four times a day. That average will no doubt be increased as the advantage of the weekly pass becomes better understood.

## NEW FARE SCHEDULES MEAN INCREASED SERVICE

THE underlying thought in making the new fare schedule, is that on account of their convenience, they will appeal to many who hitherto have not used the rapid transit lines. Should that prove to be the case it will mean that more service will have to be supplied, which in turn means more work for employes and greater cost to the companies.

Within recent months the Elevated Railroads have made many improvements in service and more are contemplated. The removal of the old Kinzie street station resulted in a speeding up of the entire service on the Northwestern and the putting on of four additional trains through the "neck of the bottle" during the rush hours. The installation of the Loyola express service reduced the running time between the loop and Rogers Park and Evanston several minutes and improved the service to all stations between Wilson and Loyola. Automatic block signals on all curves, installed a few months ago, facilitated the movement of trains as well as added greater safety to their operation.



Within a short time the track elevation work on the Northwestern will be completed and an additional express track to Howard street will be put into service. This will extend the fast express service to Howard street.

With the delivery of the new cars which have been ordered, station platforms will be extended and longer trains will be run on all lines during the rush hours.

Service on the Chicago Elevated Lines is now faster and safer than on any local transportation system in the country. The average length of ride for all passengers on the elevated is seven miles, which if contrasted with an average ride of  $4\frac{1}{4}$  miles on the surface cars, shows that the patron of the elevated lines gets more and better service for his money. He gets more for his money than the patron of any local transportation system in the country.

### MOTOR BUS PLANS MEET WITH FAVOR

THE recently announced plans of the elevated railroads for the extension of their riding privileges by the use of commodious, comfortable and neat appearing motor busses have met with favor on every side. Shortly after the proposed plan became public numerous petitions for similar lines in districts not supplied in the original proposals flooded the offices of the company.

The petition of the lines for necessary permission to operate the busses is now pending before the Illinois Commerce Commission and the city council. When put into effect the plan will permit the user of the "L" to transfer from trains to the busses, and from busses to trains.

The three routes of the busses as proposed will be:

Along Fifty-first street from the "L" station east to Everett avenue, thence south to the

northern boundary of Jackson park and return over the same route.

From Logan Square station west on Wrightwood avenue to Crawford avenue and return over the same route.

From Fullerton station on the Northwestern east on Fullerton avenue to Commerce, south on Commerce to Belden avenue, east on Belden avenue to Lincoln Parkway West, south on Lincoln Parkway and North Park avenue and thence west to Sedgwick street station returning over the same route.

### "L" RIDING PROVES FASTEST, CHEAPEST

IF you could travel 3,250 miles for \$1.25 wouldn't you think it was pretty cheap riding? This feat was accomplished on the elevated with a pass by two reporters for the Chicago Evening American, working in shifts, and it equals the distance between New York City and San Francisco.

If you will work your pencil a little and use some of the divisions and subtraction of simple arithmetic you will find that the figures represent a cost per mile of the distance traveled of \$0.0003846153, or less than four-one-hundredths of a cent. This is about one hundred times cheaper than the rate on any steam railroad in the country or about a cent for every 30 miles.

The average speed traveled by the two riding reporters approximates slightly over 19 miles an hour, faster than any elevated line in the country. A total of 167 hours and 26 minutes were consumed in the trip with more than an hour and one-half left to spare before the pass expired.

Taking the average ride on the elevated as 7 miles the patron's average trip would cost him \$0.0028, less than three-tenths of a cent, if applied on the terms of the American's use of the pass.



This proves the cheapest as well as the fastest travel ever made on any rapid transit system with the possible exception of free rides in an airplane.

The above figures are those actually evolved by the American reporters. They represent what will perhaps stand as the maximum use ever made of a pass but from it a casual observer is able to draw his own conclusions.

### *And They Shoot Men Like Lincoln*

A FLAPPER got on the "L" at Wilson avenue the other day carrying with her one of those highly perfumed, beady eyed, fuzzy little lap dogs. After seating herself and making the dog comfortable on her lap she motioned to the conductor.

"Will you please call out loud when we get to Belmont avenue?" she requested.

"Certainly," answered the conductor.

During the trip much ado arose over the poor dog who gave several plaintive yaps.

"He always does that on the train and it embarrasses me so," the girl explained to a passenger seated next to her. "I think his leg has gone to sleep."

"Belmont," shouted the trainman.

The girl made no signs of moving and a louder shout greeted her ears. Quickly she turned around and started pointing excitedly out the window.

"Beg pardon, Miss, but this is the station where you wished to get off," said the conductor.

"Oh, no," was the answer, "I just wanted to show Freddie where his mother lives."

### UPTOWN CHICAGO EXPOSITION

THE second annual Uptown Exposition will open in the Broadway Armory on October 16 and continue throughout the week. More than 100,000 persons visited the exposition last year and indications are that the number will be doubled this year.

The most convenient way to reach the Uptown Exposition is on the "L" to the Thorndale station, which is almost at the door. If you have a weekly "L" pass, you can visit the exposition without any expense for carfare. This exposition is worth traveling from all sections of the city to see. It takes only a few minutes on the "L" to reach it.

Why poke around your home in the evening? Go and visit your friends and ride free on your weekly "L" pass.

Do you pay fare each time you ride on the "L" or are you a PASSenger?

It reduces the price of a moving picture show when you can ride to the theater free. You can do that with a weekly "L" pass.

### THE SIMPLE LIFE

First Cannibal: "Our Chief has hay fever."

Second Cannibal: "What brought it on?"

First Cannibal: "He ate a grass widow."

It's pretty nice to visit a friend in the evening without having to pay carfare. That's what your weekly "L" pass does for you.

The Chicago Elevated Railroad put the "pass" in passenger.



## OUR COURTESY COLUMN

**L**ETTERS commending the following employes for acts of courtesy have been received during the last month:

Northwestern Conductor Bernhard Leipholz, badge 1248, is commended for aiding a mother and three children to find seats in his train carrying two of the children from one car to another where seats were available.

Northwestern Trainman C. Zundel, badge 1505, is commended for asking seat hogs to move over and provide seats for standing persons.

Northwestern Trainman E. W. Thielguard, badge 1423, is commended for his distinct calling of station names and for paying strict attention to passengers while alighting from trains.

Northwestern Agent M. McCarthy is thanked for aiding a passenger in recovering a lost law book.

Northwestern Trainman John P. Manley, badge 1745, is commended for pains taken in providing for the welfare and safety of patrons and in observing company rules of operation. Also for neatness and pleasant manner.

Northwestern Conductor John McCormick, badge 574, is commended for his pleasant, polite and efficient manners and for aiding passengers in finding seats.

Metropolitan Trainman A. D. Hegburg, badge 4164, is thanked and commended for aiding a woman with her baby in finding one of the child's shoes which had been lost on a station platform.

Metropolitan Trainman James Benson, badge 4911, is thanked and commended for returning a purse containing a large sum of money to a patron who had lost it.

Metropolitan Trainman Fred Zimmerman, badge 4488, is commended for his kindly help of a patron with a child on his train.

Metropolitan Conductor Michael McCormick, badge 4139, is commended for aiding a party of young men in learning their way to the Northwest Forest Preserve.

Metropolitan Trainman H. Morin, badge 4650, is commended for distinct calling of station names and for politeness to passengers.

South Side Trainman William Roberts, badge 2032, is commended for helping two ladies with their heavy suitcases from one station platform to another.

South Side Conductor W. Fayne and Trainman George Potter are thanked and commended for politeness and efficiency in handling a special train.

South Side Trainman John J. Kelly, badge 2865, is commended for finding seats for standing passengers.

South Side Conductor Edward Staiker, Sr., badge 2841, is commended for politeness and courtesy toward passengers and for distinct calling of station names.

South Side Trainman Edward Vales, badge 2029, is thanked and commended for taking a lost suitcase to the lost and found department at Grand avenue.

Oak Park Trainman James Hart, badge 6173, is commended for aiding a lady carrying a large basket of provisions.

Oak Park Trainman T. Felice is thanked and commended for returning a lost fur piece found on his car.

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When not using your "L" pass, hand it to some one else and keep it working.

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The more you use your weekly "L" pass the less it costs you. Ride as often as you please for \$1.25 a week.



## "INJUN SUMMER"

**Q** The season of the year has come which brings the dew bedecked splendor of the harvest field sparkling in the early morning fall sunlight, the vari-colored hues of the trees and shrubs, the cool depths of wooded lanes, the languid perfume of burning leaves and the southward flight of birds.

**Q** Indian Summer in the middle west is famed over the country for the silver sheen of evening mists in moonlight, the golden glow of art inspiring sunsets and the sparkling diamond dew of early morning. These wonders of Mother Nature are placed at your door-step for a few cents spent on a trip through the North Shore country.

[ Spend a half day, a day or a week-end of enjoyment. North Shore Line buses travel through the heart of this beautiful country of unexcelled splendor on a thirty-five mile trip to Lake Geneva connecting with regular limited trains at Kenosha. ]

Chicago North Shore &  
Milwaukee Railroad