

RAPID TRANSIT NEWS

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LUKE GRANT, Editor

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Customer-Ownership Popular With "L" Patrons

IN INVITING its patrons to become partners through the purchase of Prior Preferred Stock, the Chicago Rapid Transit Company has met with a ready and hearty response. There are many reasons why the men and women who daily ride on the "L" should avail themselves of the opportunity offered them to invest their savings in an enterprise they know all about, and can see at work every day and every hour of the day.

The customer-ownership idea is not new to Chicago. It has been applied successfully by the Commonwealth Edison Company, the Public Service Company of Northern Illinois, the Peoples Gas Light and Coke Company and other utilities under the management of Samuel Insull and his associates. More than 75,000 men and women in Chicago are direct owners of stock in one or other of the utilities in this group and, indirectly through savings banks and insurance companies, one out of every ten persons are investors in public utility securities.

It was only within the last few months that the "L" roads were reorganized and brought into one corporation—Chicago Rapid Transit Company—making it possible to invite passengers to participate in earnings. The Prior Preferred Stock now being sold "L" patrons pays dividends monthly at the rate of 7.8 per cent a year, which is a high rate of return on an investment that is safe.

The monthly payment plan makes it easy for the salaried man or woman in moderate circumstances to acquire some of this desirable stock. The subscriber may pay \$10 a share with his subscription and \$10 a share a month for the next nine months. Interest at the rate of 7 per cent is allowed on all partial payments. This is a rate of interest more than twice as great as usually is paid on savings.

While this plan offers an excellent opportunity for saving on the part of "L" patrons, that is only one of the many advantages it affords. The subscriber for Prior Preferred Stock of the Chicago Rapid Transit Company has the satisfaction of knowing that his savings are working

to provide more rapid transit service on which he is dependent every day. He can see his savings at work. He has the satisfaction of feeling that he is a partner in a vast enterprise that is supplying himself and others with a necessary service. The "L" roads have been serving their patrons continuously for thirty years and the demand for their service is greater today than it ever has been in the past. The "L" roads carried more passengers last year than any previous year in their history, and they will continue to carry more year by year as they are able to increase their facilities.

Prior Preferred Stock Safe Investment

INVESTMENT in Prior Preferred Stock is safe. The present issue is limited to \$5,000,000 and dividends on this issue have the first claim on earnings after interest has been paid on the underlying bonds. The earnings last year were nearly three times the sum required to pay dividends on this issue. As the proceeds from the sale of Prior Preferred Stock will be used for the purchase of more cars, extension of platforms to permit the operation of 8-car trains and other service requirements, the earnings will increase in proportion to the increase in facilities.

Extension of "L" service necessarily means the expenditure of money. The purpose of the "L" roads is to procure this money in Chicago from the men and women who daily use the service and know all about the "L" roads. It offers to pay its patrons 7.8 per cent for the use of their money. Dividends will be paid them regularly on the first day of each month, which will be a constant monthly reminder that their savings are working for them. The interest of 7 per cent on deferred payments begins on the day that the payments are made.

Employees of "L" Become Stockholders

OUT of every 100 employees working on the "L" lines, 93 are owners of, or subscribers for, Prior Preferred Stock. They know the roads, many of them having worked on them all of their working lives. When given an opportunity to subscribe for Prior Preferred Stock they took advantage of it eagerly, showing their confidence in the property and its management.

Before opening the sale of Prior Preferred Stock to the public, the company set aside 10,000 shares, or \$1,000,000 worth, to be offered the employees and members of their immediate families on easy payment terms. Within three weeks the quota was largely oversubscribed. Final returns showed a total of 13,484 shares subscribed for and 5,331 subscribers. The payrolls of the company showed 5,688 employees on the 5, so that 93 out of every 100 subscribed for stock.

This is a larger per cent of employe-subscribers than is shown by any other utility company in the city. It is the best testimonial that can be written in favor of Prior Preferred Stock. Those who are most intimately connected with the company believe its stock is a good investment for their savings.

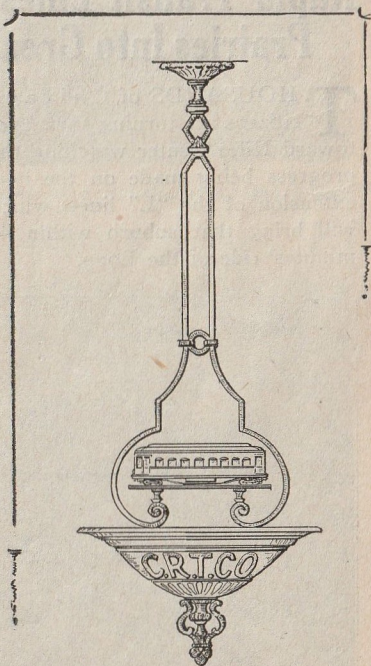
Many of the "L" employes have worked twenty years and upward on the lines. A number of them have worked more than thirty years, for they began their service when the South Side "L" first opened in 1892. Employes who ran the first trains on two of the roads are still in the service. Many of the men on regular runs have become acquainted personally with scores of their regular patrons. That is one reason why they have been so successful in selling stock to their customers. The sale of stock to the public is being done exclusively through the employes.

Unique Lighting Fixtures in New McJunkin Bldg.

LIGHTING fixtures in the main entrance of the new McJunkin Building, at Wilson and Broadway, are attracting a great deal of attention and comment. The entrance leads through to the station platform of the Chicago Rapid Transit lines on the lower level at Wilson avenue and a special lighting fixture was designed in the lighting laboratory of the Commonwealth Edison Company to identify the entrance with the elevated lines.

The fixtures have miniature Rapid Transit cars mounted above each bowl in such a way as not to obstruct the light and at the same time to be sprayed strongly by the lamps concealed within the bowl. In addition lamps were placed inside the cars themselves, so the car windows are brightly illuminated. The idea was to give an unusual motif that would stick in the memory of those who see it.

The McJunkin Building is the first one in the country to be permanently flooded in color, which



Lighting Fixtures in "L" Entrance
Through McJunkin Building, Wilson
and Broadway

bathes the building in beautiful changing tints from dusk until 11 o'clock every night.

An ornamental iron balcony extends the entire length of the building, something over 540 feet, on a level with the second floor. This balcony conceals approximately 250 flood light projectors, so trained that there is the effect of a beautiful Greek colonnade with a vista of pure white columns standing out against a background of color that starts with a midnight blue and merges gradually through

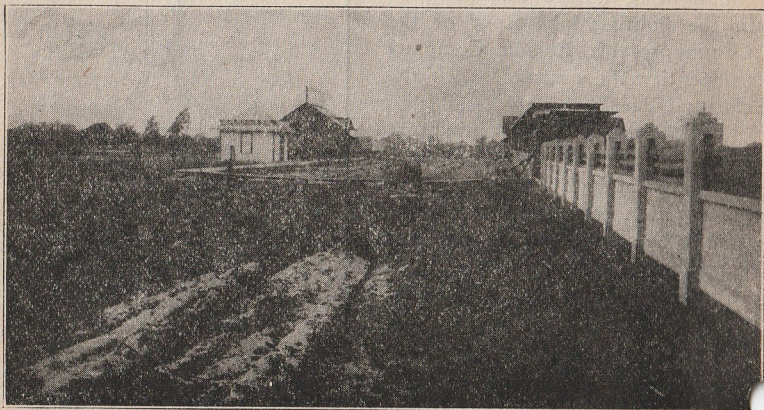
violets, purples and magentas into a pure red at the cornice. A belt of golden light above the cornice and one just above the store fronts completes a display which changes from end to end of the building at intervals of about six seconds.

The lighting features of the building are unique both as to exterior and interior. They are the result of collaboration between Arthur U. Gerber, architect for the Rapid Transit Company, and the various departments of the Commonwealth Edison Company.

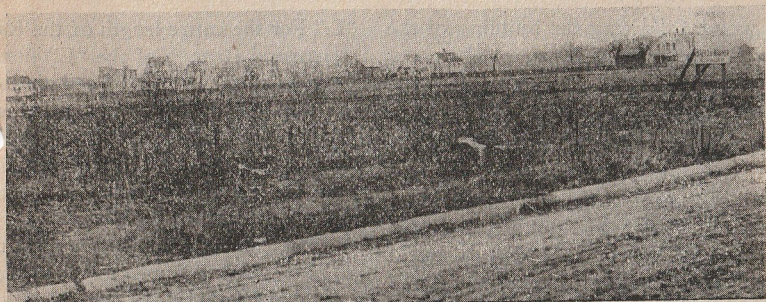
Rapid Transit Lines Transform Vacant Prairies Into Great Centers of Population

THOUSANDS of Chicago citizens are turning their eyes toward Niles Center watching the progress being made on the new extension of the "L" lines, which will bring that suburb within 40 minutes' ride of the Loop.

The territory which the new line will make easy of access to the heart of the city embraces more than four thousand acres, and many are asking will history repeat itself and the territory develop as rapidly as did Ravens-



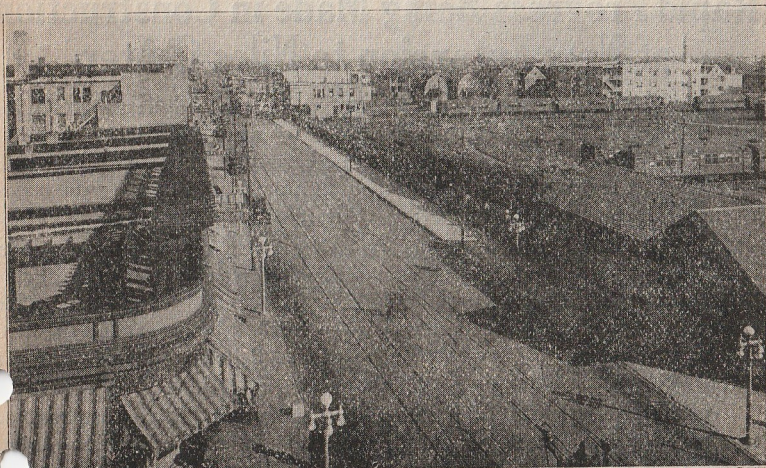
Vicinity of Lawrence and Kimball in 1907 Before the Opening of the "L" Line



How it Looked at Western and Lawrence Avenues in 1906, About a Year Before Ravenswood "L" Was Opened



This Is the Way Kedzie Avenue, Where the Ravenswood "L" Crosses, Looked in 1906



View of Lawrence and Kimball Avenues Today After Fifteen Years of "L" Service

wood, following the building of the "L" into that section.

In 1906 the northwest section of the city served by the Ravenswood Branch of the "L" presented a far more deserted appearance than does the territory in the western part of Evanston and Niles Center today. What is today a great business and residential section of the city in the vicinity of Lawrence and Kimball avenues, where the "L" terminates, was in 1906 a desolate prairie with no more inviting scenery than deserted clay-holes and impassable mud roads.

With the building of the "L" line in 1907-8 the district gradually assumed a different appearance and today it has a population of more than 200,000 living within an area of one mile on either side of the

"L." For the entire length of the Ravenswood Branch of the "L" there is a greater density of population on the average than in any other part of the city served by rapid transit lines. The average population for the five miles is 18,000 to the square mile.

Many who have seen the growth of the Ravenswood district predict that the territory around Niles Center will have a population of 200,000 within the next fifteen years; some say in ten years. It will not be allowed to grow up without any definite plan, as many parts of Chicago grew. Already city planning engineers of national reputation are preparing plans, providing for wide streets and boulevards that will make the suburb one of the most attractive in the metropolitan area.

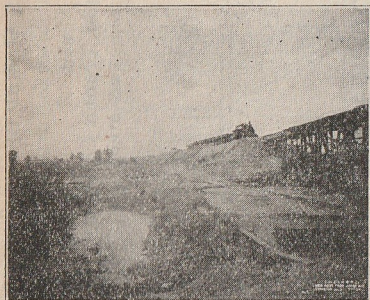
Rapid Progress Being Made in Construction of New Extension to Niles Center

WITH two shifts of men working day and night a record for rapid construction work is being made on the new Niles Center extension of the Chicago North Shore and Milwaukee Railroad, over which the Chicago Rapid Transit Company will operate its trains as far as Dempster street in Niles Center.

On this short extension every type of modern railroad construction can be seen—subway, depressed tracks, elevated tracks on a solid fill embankment, elevated tracks on a steel structure and ordinary surface line construction. The speed at which the work is being carried forward is a good illustration of what can be accomplished when city officials co-operate with a company to get good transportation.

While Chicago has been talking subways and "L" extensions for twenty years and has got no farther than the conversation point, suburbs like Berwyn, Evanston and Niles Center are getting rapid transit extensions.

Although work was not started until late in April and about 375,000 cubic yards of dirt have to be removed, the grading was 60 per cent completed on July 15. On that date grading work was started on the west end of the line at Main street, Niles Center. The outfall sewer from Asbury street to the drainage canal is completed and the concrete



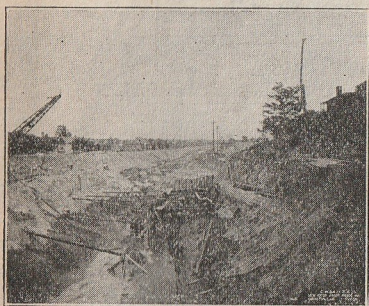
Looking West from Dodge Avenue,
Evanston



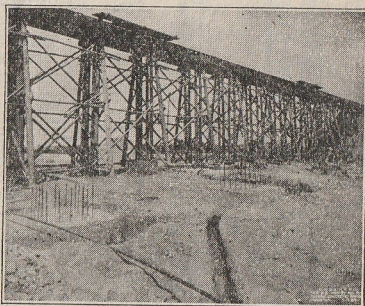
View at Dodge Avenue Showing
Concrete Abutment for Bridge

foundations laid for a number of bridges which carry streets across the new railroad.

A total of more than 20,000 cubic yards of concrete will be used in the five and one-quarter miles of road and of that amount about 7 per cent was in place on July 15.



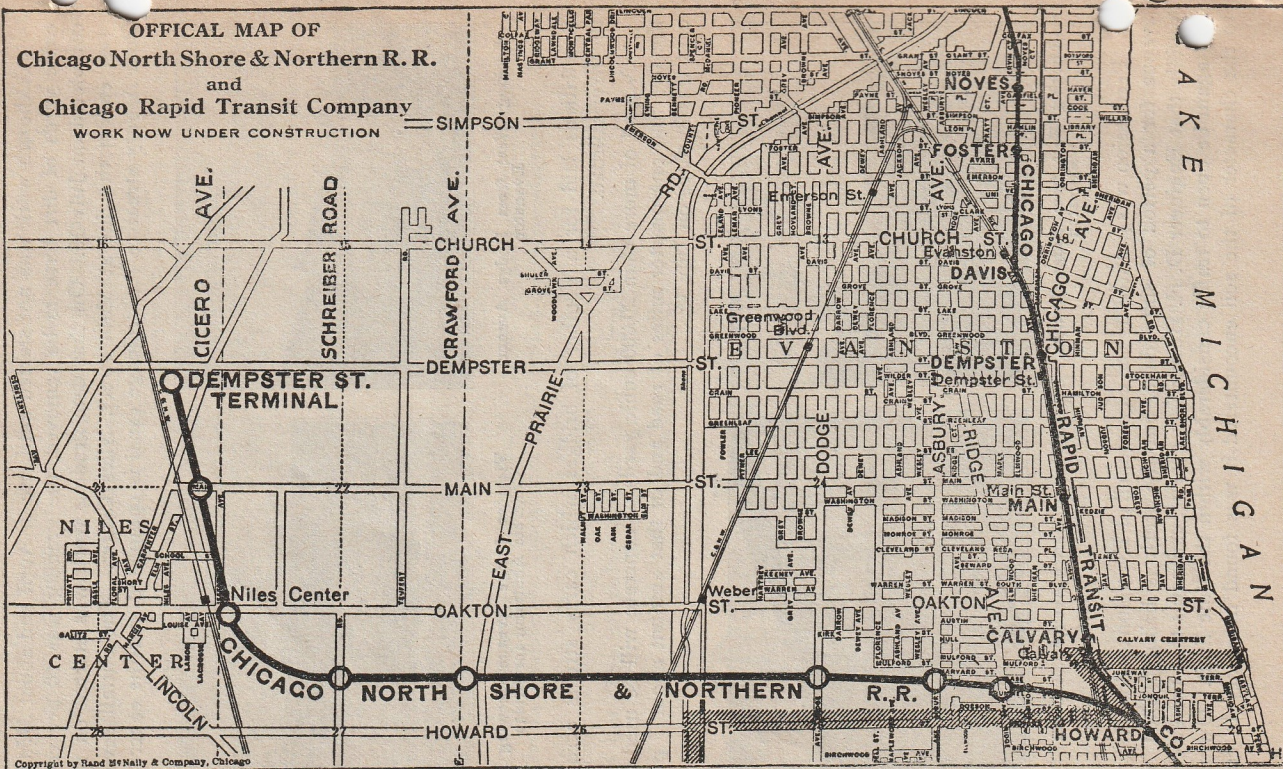
Looking East from Ridge Avenue,
Evanston



View at Hartry Avenue, Evanston

Permission was granted by the city council of Evanston to close Ridge avenue for a period of sixty days, but the work is being pushed so rapidly that Engineer D. H. Howard, in charge, estimates that the street will again be open to traffic considerably within the time limit. Owing to the character of the soil encountered it was found necessary to cut

OFFICIAL MAP OF
Chicago North Shore & Northern R. R.
and
Chicago Rapid Transit Company
WORK NOW UNDER CONSTRUCTION



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twelve feet below the subway level near Ridge avenue to reach a firm bottom.

Six miles of temporary railroad have been laid along the right of way for the removal of dirt. The dirt that is removed from the sections of the line where the road is depressed is used to make a solid fill in the parts where it is elevated. About 265,000 cubic yards of filling material is being obtained from the right of way and 110,000 yards from the spoil banks of the drainage canal.

The viaduct which carries the new road across the tracks of the Northwestern Railroad and the drainage canal is 960 feet in length. It is at that point that all the dirt for filling is required, the roadbed at the highest point being 35 feet above the surface. The foundations for the bridges across Hartry avenue and Dodge avenue in Evanston are already in place.

While the roadbed is being made to accommodate four tracks only a double track will be laid at the present time. This will require $8\frac{1}{2}$ miles of 100 lb. steel rails and $2\frac{1}{2}$ miles of 80 lb rail.

The grading work is now down to the Northwestern steam railroad tracks, north of Howard street, under which it dips and continues under Clark street to a junction with the present elevated line. That incline is a 3 per cent grade, the steepest on the road, approximately the same as the grade down to the lower level tracks at Wilson avenue.



Looking West from Ridge Avenue,
Evanston

About 1,700 tons of structural steel and 500 tons of reinforcing steel will be used. The work includes 400 square yards of street paving and sidewalks.

The original estimate that the road would be completed by the beginning of the year still holds good, according to Mr. Howard, who says there is no reason why trains should not be operating early next spring.

The other sections of the new railroad north of Dempster street, Des Center, probably will not be built for some time. The second section from Dempster street to the present Libertyville branch of the North Shore Line is certain of being built within a few years, but the third section, from the Libertyville branch to the northern limits of Waukegan, may never be built.

OUR COURTESY COLUMN

The following employes have been commended during the past month:

South Side Conductor H. Singer, badge 2698, is commended by Dr. William E. Buehler for his courtesy to passengers in general and his particular attention to old folks.

North Side Trainman Harry Lown, badge 1428, is commended by E. A. Henne for turning in wrist watch his wife left on train.

Metropolitan Trainman T. J. Connelly, badge 4217, is commended by W. B. Wise for his particular attention to obtaining seats for passengers.

Lake Street Trainman E. H. Johnson, badge 6099, is commended by Sister Mary Irene, of St. Patrick's Academy, for his special effort in returning purse that she left on train.

South Side Trainman Charles Curry, badge 2647, is commended by "A Daily Patron" for his courteous attention and consideration to passengers.

North Side Trainman E. B. Johnson, badge 1296, is commended by George H. Wessling in behalf of his wife for turning in package of silk that she left on train.

Metropolitan Conductor H. M. Gillette, badge 4166, is commended by Orville J. Parkhurst for his kind consideration of passengers,

his willingness to answer questions, and his special care to insure that passengers did not mistake his train for others making local stops.

Lake Street Trainman H. H. Smith, badge 6260, is commended by Mrs. F. J. Randall for his special attention in directing her to her destination and assisting with her children.

South Side Trainman C. Joyce, badge 2333, is commended by "A Lady Passenger" for his attention to the comfort of his passengers in seeing that the windows of his car were closed on a gusty day.

North Side Trainman H. H. Reusch, badge 1709, is commended by Clifford J. Van Zandt for his special attention to secure seats for passengers and his general courtesy.

Metropolitan Trainman J. T. Miller, badge 4501, is commended by Harold L. Wagner for his special attention in aiding in recovery of package left on train.

South Side Trainman Daniel Saunders, badge 2097, is commended by R. T. Phipps for the courteous manner in which he requested him to remove his feet from opposite seat.

North Side Conductor C. J. Howard, badge 1638, is commended by E. A. Bierstedt for courteously assisting him to alight from train while other passengers were endeavoring to get on.

Metropolitan Trainman R. Wood, badge 4568, is commended by Miss Marion V. Barner for his honesty and courtesy in returning a purse that she left on train.

North Side Trainman C. H. Elliott, badge 1505, is commended by Mrs. R. W. Spicer for his kindness in assisting a blind man alighting from his car to the head of the stairway.

South Side Porter B. Huston is commended by Miss Anna G. Wakefield for his courtesy in recovering a coat button that she dropped on the platform stairs.

North Side Agent Mrs. M. Healion is commended by Wm. Norton for her courtesy in allowing him to go up to the platform in order to insure that a visiting friend took the proper outbound car.

Metropolitan Agent Mrs. Mary O'Connor is commended by Miss Mary U. Hauveaux for her honesty and effort in returning larger bill mistakenly presented for a dollar.

Metropolitan Agent J. F. Eyth is commended by "A Musician" for taking care of and returning a valuable violin.

North Side Trainman Wm. S. Koehler, badge 1512, is commended by B. Leestma for his kind and considerate treatment of passengers and his attention to duty.

Metropolitan Conductor Frank Paris, badge 4264, is commended by "An Interested Patron" for his politeness to passengers and his strict attention to duty.

Metropolitan Trainman L. A. Kiery, badge 4475, is commended

by Miss Emily A. Holt for promptly turning in a purse she left on train.

South Side Motorman John Keane, badge 2452, is commended by Mr. Arthur Batten for discovering a fire and spreading the alarm by blowing his whistle until attention was attracted.

Metropolitan Extra Trainman Louis Baronte, badge 5078, is commended by Q. G. Thomas for courtesy in caring for papers left on train and delivering same to owner.

North Side Trainman Guy R. Davis, badge 1388, is commended by Charles E. Gimbel for courtesy extended in securing him a seat.

South Side Trainman Mr. S. Bishop, badge 2421, is commended by R. D. Hubbard for promptly returning overcoat left on train.

North Side Motorman Dan Bentz, badge 537, is commended by George Grahm for courtesy in holding train at station a second for him to get aboard.

Why worry about the new speed regulations which are being enforced by the police? Ride to and from your work on the "L" and save your time and money.

Another Vicious Circle

To get his wealth he spent his health,

And then with might and main
He turned around and spent his wealth

To get his health again.

*New Motor Coach Route
To Pistakee Bay and Fox River
Resorts via the*

North Shore Line

Waukegan-McHenry Service

Motor Coaches connect with North Shore Trains at Waukegan for McHenry and Fox River Points.

Lake Geneva Service

Take North Shore Line Trains to Kenosha and transfer to Motor Coaches for Lake Geneva, the most beautiful of Wisconsin's lakes.

Special Motor Coach Tours

Delightful tours by Motor Coach to Madison, the Dells of Wisconsin, Devil's Lake and other Wisconsin points.

For reservations and full information, apply at North Shore Line Station, 209 South Wabash Ave., or to the

**Traffic Department 820, 72 West Adams Street
Telephone Cent. 8280—State 5723**

**Chicago North Shore and
Milwaukee Railroad Company**