



**TODAY**

**YOU ARE AN**

**OWNERIDER**

They're all yours today—elevated and subway trains, streetcars and "Surface Lines" buses—all joined in unified operation and owned by you, the people of Chicago.

Today you're an Ownerider, using and owning a business that furnishes you and others a billion rides a year. No other Chicago enterprise has as many regular customers with whom it comes into direct, personal contact every day.

Beginning today your transportation system operates exclusively for your benefit. All its earnings will be devoted to your interests; no profits will go to stockholders.

Your ownership is now vested in the Chicago Transit Authority. Its operations are directed by the Chicago Transit Board—*your* Board of Directors. Theirs is now the duty and responsibility of providing *at cost*, the modern, convenient and attractive service *you* want—and have been demanding for years.



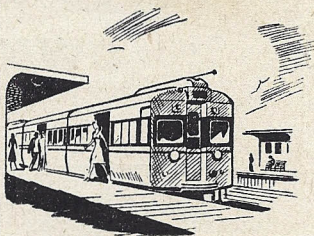
# CHICAGO'S TRANSIT SYSTEM IS REBORN



Beginning today your transit fares will be devoted not only to paying for wages and materials but  $1\frac{1}{2}c$  of every full cash fare will go to new equipment and other service improvements. For your CTA's initial plan is to spend \$150,000,000 for modernization and betterment of service in the next ten years—all to be paid for out of income. Here are some improvements included in this program—

## **NEW** ELEVATED-SUBWAY CARS

1,000 swift, beautiful all-metal cars with comfortable seats, positive ventilation, and broad doors for easy entry and exit. You'll find no finer anywhere.



## **NEW** BUSES

2,725 fast, comfortable, modern buses to replace old streetcars, for fast express service, and for new routes.



## **NEW** SERVICES

New types of services to meet group needs—off-peak shoppers' service, parking lot shuttle service, specialized services to neighborhoods and communities.

Also a city-wide transfer exchange system; purchase of other local transit systems in Chicago and its suburbs; coordination of CTA facilities with steam and electric interurban operations serving the Greater Chicago Area, and other general improvements.



## **NEW** STREET CARS

800 new streetcars (200 already in use). Swift, silent rubber-mounted cars, comfortable and convenient in all weathers.



# Chicago Transit Authority



# **A *NEW* ANSWER TO BIG CITY TRANSIT**

There's nothing like it under the sun. Chicago Transit Authority is an entirely new approach to meeting big city transportation needs.

It is a public agency responsible only to you—the people of Chicago. Yet it is non-political, subject neither to control nor jurisdiction of any other agency, public or private.

It has been given complete powers to perform the job it was created to do. In its seven-man administrative board is centralized the means for bringing you comfortable, safe, convenient transportation.

That Chicago Transit Authority is a sound and practical business operation is evidenced by the \$105,000,000 invested in its bonds by private investors.

The Chicago Transit Board earnestly asks the co-operation of every Ownerider. It welcomes *your* suggestions. By working together we will build Chicago the transportation system it should have—and make a greater Chicago.

## **THE CHICAGO TRANSIT BOARD**

Philip Harrington, *Chairman*

Frank McNair, *Vice-Chairman*

Philip W. Collins, *Member*

W. W. McKenna, *Member*

Irvin L. Porter, *Member*

James R. Quinn, *Member*

Guy A. Richardson, *Member*

Walter J. McCarter, *General Manager,*  
*Chicago Transit Authority*



# **Chicago Transit Authority**