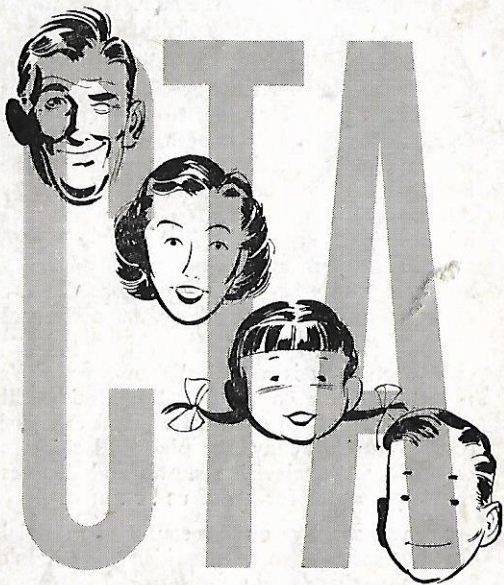


meet **Bill Saver**  
and his family



MANY of you riders may remember me from the times you've read my messages on car cards in CTA vehicles and on the posters and other signs displayed at rapid transit stations.

If you don't, let me introduce myself again. The name is BILL SAVER and, like most of you folks, I ride to and from work every day on CTA vehicles. Since the Chicago Transit Authority was organized in October, 1947, my family and I have been telling Chicagoans and suburbanites about the many advantages CTA offers to local transit riders.

Like all family men, I'm mighty proud of my wife and kids. Kitty's been running things around my home for about twenty years now. She's learned the value of a dollar bill the hard way. By spending long hours over the budget book she's become a real SAVER by stretching a hundred cents over a long line of family necessities. Like most Chicago women she scoots around town on CTA vehicles, getting her shopping done, attending club meetings, and sneaking an occasional matinee.

My son Jack is a typical teen ager who's never flunked a course but, I'm afraid, still prefers football to chemistry. And then, of course, there's Penny, the pig-tailed princess who picks the television shows and dictates movie programs for all of us . . . or else!

So, you see, I've quite a source of material for my messages to transit riders. If I didn't know that there's a lot more to riding transit vehicles than just getting to and from work, these three would certainly put me straight . . . but fast.

Perhaps you'll recall one of my recent car card notes which pointed out how expensive it is to drive to work. I called this "A \$500 tip to motorists" because it actually amounts to just that. Traffic experts say it costs about 8½ cents to drive a mile these days. Mid-

city parking fees average about \$1 a day. At these rates, the worker who lives eight miles from his job is paying about \$500 annually for the questionable privilege of being a motorist.

Kitty and the kids, you may remember, have also had something to say to you, on car cards and posters, about shopping trips, athletic events and the movies. In the future, we're going to be visiting with you in succeeding issues of the leaflet you're now reading. We'll be appearing regularly in the "take one" boxes on all CTA surface and rapid transit vehicles.

It's our feeling that you riders, whose fares pay the cost of providing transit service and purchasing new buses and "L"-Subway cars, should be well informed as to what is being done to give you fast, safe, economical transportation. We believe you'll be interested, too in the problems CTA faces in moving approximately 2,000,000 people a day by "L", streetcar and bus, and what is being done to solve them.

Interesting behind-the-scenes views of many little known but important phases of the CTA system will be brought to you, as well as tips on how you and your fellow riders can help us continue to provide improved transit service.

Please keep your eye on the "take one" boxes in CTA vehicles. There'll be another visit with my family soon.

Sincerely,

Bill Saver

get a **FREE COPY**

of **CTA's**

"**L-SUBWAY**

**GUIDE**



"HOW TO USE THE 'L'-SUBWAY LINES" is the title of a new, informative guide booklet issued by the Chicago Transit Authority. It tells about "A" and "B" express service . . . train signs . . . station locations and transfer points. It gives you schedule information, helps you to save time in your city and suburban travels. IF YOU WANT A FREE COPY, just drop a post card to BILL SAVER, P.O. Box 3555, Chicago 54, Illinois.



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