



THE EASY WAY TO SCHOOL



"How will I get to school, now?" our eight-year old daughter, Penny, asked apprehensively as she stood in the midst of furniture, carpets, and packing cases piled high around her in the house into which we had just moved.

"It used to be real easy," she continued, "where we lived before. I just had to walk one block up to the corner and two blocks over, but the new school is too far away for me to walk. Hew'll I get there?"

"Hah," snorted Jack, our teen-age son who had just popped into the room from an exploratory trip around the new premises, "you sure worry about the darndest things. It doesn't bother me how we'll get to school. I don't care if I never get there!"

"That's enough of that kind of talk, Jack," my wife, Kitty, responded sharply. "Remarks like that don't go around here. Your dad and I will take care of this matter just as soon as we get a few other things straightened out around here, and we can sit down and talk to you."

Later on that evening, after some semblance of order was established in the house, I said to Kitty, "Let's have that CTA map of Chicago you always carry in your purse and we'll route the kids to their school."

"Now," I said, spreading the map on a table as the entire family gathered around, "this point here is where we are. Your school is over here at this point. To get there you just walk two blocks north to the bus line and then ride six blocks east. It's really quite convenient."

"Oh, that won't be hard at all," said Penny in a surprised voice, "and I won't even have to walk as far as I did to get to our old school. It's going to be fun to ride on the bus each day now that I know how to make the trip."

"Well," I said, "nothing is really hard if you know the answers and that is particularly true in knowing how to find your way around a big city like Chicago by public transportation lines."

"A good many Chicagoans," I continued, "don't realize just how conveniently CTA's Surface and Rapid Transit routes can serve them. And they don't take the trouble to find out. Almost all of them own automobiles and quite a few, just from habit, drive every day to and from work and for other trips, too, without realizing they could just as easily, and at a lot less expense, use public transportation lines, which operate within three blocks of 98% of the city's area."

"I use the car very little these days," Kitty remarked. "The street traffic is getting so heavy it's a chore to drive and I never know if I'll bring the car home in one piece."

"It's a problem, all right," I replied, "but if more people in our city would get these CTA maps and see how convenient local transit service is, fewer of them would be using their automobiles. That would benefit everybody—less expense for the former car drivers, less traffic on the streets, a speed-up of all vehicular traffic, including buses and streetcars, and more revenue for CTA to enable it to provide even better service."

"Where can people get these maps?" asked Jack as he peered intently over my shoulder at my copy.

"That's easy," I replied, "anyone can get a map like this, free of charge, by simply phoning the CTA at MOhawk 4-7200, extension 805, or by writing the CTA's Public Information Department in Room 742 of the Merchandise Mart."

"Gosh," exclaimed Jack, "everybody in town ought to get one!"

"It would help everyone concerned if they did," I replied as I got up wearily to resume unpacking crates.

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