

## City "L" Fares to be Cut to 8 $\frac{1}{3}$ Cents!

In these days when everything "is going up," here's big news!

"L" fares will be reduced within the present 10-cent zone to three rides for 25 cents—8 $\frac{1}{3}$  cents per ride—beginning August 3.

### **Plan Novel Program for "Carnival of the Lakes" At Burnham Park Lagoon**

Burnham Park lagoon will be the scene of one of the most spectacular water carnivals ever held August 17 to 23 when the first annual "Carnival of the Lakes" will be staged.

Present plans for the carnival contemplate a program which will include sham battles on the lagoon, fireworks displays, a parade of floats, sea scout and coast guard demonstrations, outboard and power boat races, "high jinks" demonstrations by yacht owners, swimming and diving events, canoe tilting and log rolling contests.

The parade of water floats will consist of two sections. The first will include fifty floats designed in park field-houses. The second section will comprise commercial floats entered by various business, civic and community groups. Thousands of free seats will be available for spectators.

Through free transfer at Roosevelt Road "L" station to street cars or to buses of the Chicago Motor Coach Company, operating directly into the park, elevated riders are provided service right to the scene of this big event.

A tariff providing for these economy rates has been filed with the Illinois Commerce Commission. Under the law it takes 30 days for them to go into effect—otherwise the decrease would be immediate.

The single ride 10-cent fare, used only by occasional riders, will remain the same.

Free transfers to the Surface and Motor Coach lines will continue to be issued only on payment of a 10 cent cash fare.

Children under 7 years, accompanied by an adult, will ride FREE.

Children between 7 and 12 years will ride for 3 cents, whether accompanied by an adult or not.

Long distance suburban fares remain the same.

Good news for public and parochial school pupils—the unit of the school book giving 5-cent fares, will be reduced from 50 rides for \$2.50 to 20 rides for \$1.

It will take a lot more business to produce the same revenues under the reduced fares. The Rapid Transit Company believes that the cut in transportation cost will be so popular with the public in stimulating travel that it can be continued past the six months' trial period covered by the tariff.



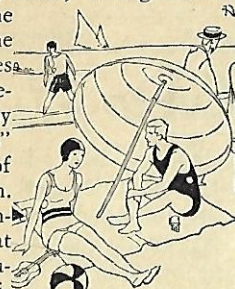
## Keep Cool at Chicago Beaches This Summer

With midsummer heat and humidity as the driving force, Chicagoans are flocking to the city's many fine public beaches to seek the relief afforded by cooling "dips" in the waters of Lake Michigan. Thus the announcement that on or about August 1, the Chicago Park District will open another fine shore-line swimming area is one which will interest many.

The new beach is at the foot of 12th street, on that section of the lake-front which has been closed to the public since the start of construction for A Century of Progress exposition. It will offer complete bath-house facilities and is expected to become one of the most popular beaches in the city. The new beach is conveniently accessible to "L" riders through free transfer at Roosevelt Road to buses or surface cars.

Easy to reach either by direct "L" service or through convenient free transfer connections are many other public beach areas. Those having bath-house facilities are the following, reached by free transfer from the "L" to Chicago Motor Coach Company lines at the stations named:

Jackson Park beach—Jackson Park "L" to end of line, route BB motor coach to beach; North avenue, Fuller-ton avenue children's beach, Diversey beach—North Side "L" to Diversey station, No. 34 motor coach to beaches; Montrose-Wilson beach—North Side "L" to Wilson (Uptown) station, BB motor coach to beach.



## Picturesque Dance Drama To be Staged in Grant Park

Grant Park will provide the setting for another unusual summer spectacle event when the Buckingham Fountain Festival—a dance drama with over 300 participants—will be presented free to the public on the nights of July 17, 18, 19, under the auspices of the Chicago Park district.

Taking its theme from the old Greek fable of Undine, the water sprite, the ballet will be danced in the basins of the fountain, as well as around the base, with the playing of the waters having an important part in the development of the story. The majority of the dancers are girls who have been trained in various park centers.

Waterproof costumes have been designed for the corps of dancers who will appear as nymphs, frogs, sea-horses, sprites, mermaids, monks, priests, and other characters. These costumes are being produced in the park district's own costume studios. Seats for spectators have been erected in the plaza just west of the fountain.

For this event, ride the "L" to the State-Van Buren or Adams-Wabash stations in the Loop, within a few minutes walk of Buckingham Fountain.

## New Attractions at Zoo

Three houses for antelope, one for giraffe, a sea lion tank and grotto are among the new attractions nearing completion at the Chicago Zoological Park, near Brookfield. Recently opened is a large monkey mountain stocked with 200 Rhesus monkeys. Why not pack a picnic lunch and take the family out for a visit some Sunday soon? It's easy to reach by "L" through transfer at Oak Park avenue on the Douglas Park branch to a LaGrange West Towns car which goes direct to the park gate.



## Many Famous Orchestras Appear in Free Summer Concerts

With larger crowds than ever turning out for the free band concerts in Grant Park during the first two weeks of the season's schedule, the popularity of this great attraction bids fair to reach new heights this summer.

Between July 15 and Labor Day, September 7, when the schedule closes, 55 fine concerts remain on the program. The sole open date in the nightly series is August 15. The concerts begin promptly at 8:00 p. m., and there are plenty of seats for all.

Such noted musical organizations as the Chicago Symphony Orchestra, Chicago Civic Opera Orchestra, Woman's Symphony Orchestra and the Chicago Philharmonic Orchestra are heard in the concerts. The schedule for the remainder of the concerts follows:

**CHICAGO SYMPHONY ORCHESTRA**—July 15, 22, 29; August 19, 20, 21, 22, 23.

**CHICAGO CIVIC OPERA ORCHESTRA**—July 19, 24; August 9, 17, 26, 30; September 5.

**WOMAN'S SYMPHONY ORCHESTRA**—July 17; August 1, 5, 8, 11, 28; September 6.

**CHICAGO PHILHARMONIC ORCHESTRA**—July 21, 26; August 3, 7, 13, 25, 29.

**GEORGE DASCH BAND**—July 20, 25; August 4; September 7.

**CAVALLO BAND**—July 16, 23; August 2, 10.

**GLENN BAINUM BAND**—July 18, 28; August 14, 27.

**MAX BENDIX BAND**—July 27; August 12, 18.

**ARMIN HAND BAND**—July 30; August 24; September 7.

**THAVIU BAND**—July 31; August 6, 16.

**KRYL BAND**—August 31; September 1, 2, 3, 4.

The Grant Park band-shell is located just east of Michigan avenue at about 11th street, near the Roosevelt Road "L" station, or passengers may transfer free to special buses of the Chicago Motor Coach Company operating from that station to the band-shell.

## Vista del Lago Features Dining, Dancing, Bathing

The recent opening for the season of the smart, new Vista del Lago provides entertainment seekers with a summer bright spot which features the triple attractions of dancing, dining and bathing in distinctive surroundings.



Situated on the shores of Lake Michigan, three miles north of Evanston, Vista del Lago presents dancing

under the stars on its roof deck as one of its main attractions. In inclement weather, dancing may be enjoyed in its beautiful Spanish ballroom. Mark Fisher and his orchestra is being currently featured. Vista del Lago beach, opened to the public for the first time this season, provides complete facilities for swimmers at a small charge. There are also several other fine public beaches in the vicinity.

To reach Vista del Lago by "L," take any Evanston express to the Linden Avenue terminal in Wilmette. Taxicabs operate from there to Vista del Lago at a flat rate of 25 cents per trip, no charge being made for extra passengers.



## Inexpensive Lake Cruises Popular Summer Diversion

Cool lake cruises, as inexpensive as they are enjoyable, is the pleasant summer diversion offered by the Chicago Roosevelt Steamship Lines, operating daily cross-lake excursions and moonlight shore trips along the city's lake front.

The popular S.S. Theodore Roosevelt, recognized as one of the finest excursion liners on the Great Lakes, leaves at 9 a. m. every day on its cross-lake sailing to St. Joseph and South Haven, Michigan resort towns. The steamer arrives back in Chicago at 9 p. m. At 9:30 p. m. it leaves on a two-hour moonlight shore cruise, on which dancing and show-boat entertainment features are offered.

Randolph and Wabash loop "L" station is within three blocks of the Michigan avenue bridge, embarkation point for these popular lake outings.

### Sail and Power Boat Events Will be Highlights of Daily News Regatta at Navy Pier

One of the really big water sports events of the summer—and one that can be enjoyed equally by sailing enthusiasts and landlubbers alike—is the annual Daily News Regatta, which will take place August 22 off Navy Pier.

Spectators will see all classes of water craft in the many competitive events which are scheduled. Sail and power boat races will be the highlights of the program. Always an exciting spectacle, this year's regatta is expected to provide many thrills for the crowds who attend this event.

Navy Pier is conveniently reached through free transfer to eastbound surface cars at the Grand Avenue "L" station on the North Side Division.

## Cubs-Sox Enter Stretch Drive in Pennant Race

With the Cubs hot on the pennant trail and the White Sox—if not as

high in the standings—showing flashes of form that promises trouble for the American

League leaders,

Chicago major league baseball fans are assured of plenty of exciting afternoons at Wrigley Field and Comiskey Park.

Ending their present stay at home, the Cubs have only Boston and Philadelphia to play before departing on their third swing around the circuit on July 19. They will be back in town on August 4 for six days and then will be gone again until August 21. On that date, they will open against Cincinnati and remain at Wrigley Field until September 3.

The White Sox return from their present eastern trip on July 21, and will play at Comiskey Park until August 2. They then go out of town again until August 11, when they open a short home stay against St. Louis, playing Detroit and Cleveland also before they hit the road again on August 19. This trip will keep the southsiders away until September 5, when they come back to Chicago to start the last extended home stay of the season.

Special express trains are operated by the "L" lines to and from both ball parks on days the teams play there. Addison street station on the North Side Division is right at the "home plate" of Wrigley Field. Comiskey Park, home of the White Sox, is within a few minutes walk of the 35th street station on the South Side Division.





## New York-Chicago C. Y. O. Fighters to Meet July 22

Climaxing a city-wide CYO week celebration, one of the summer's biggest sports events will take place at Soldier Field on Wednesday night, July 22, when the New York Catholic Youth Association championship boxing team meets the Chicago C. Y. O. squad in their second annual inter-city boxing show. Sixteen bouts will make up the program.

In addition to 48 rounds of the rough-and-tumble fighting that always marks these amateur matches, a mammoth fireworks display will be staged at the north end of the field as a spectacular finale to the evening's events. An attendance of 60,000 fight fans is expected.

"L" riders may transfer free at Roosevelt Road to street cars or special buses of the Chicago Motor Coach Company which will be operated direct to Soldier Field on the night of the fights.

### "L" Traffic Division at Your Service in Arranging Interesting Group Outings

A three-hour moonlight ride through the forest preserves along patrolled bridle paths for only \$1.00 per person.

A demonstration of the latest police methods in crime detection and prevention.

An inspection trip over Chicago's famous underground railway system.

These are among the many interesting educational and recreational programs the Rapid Transit Lines' Traffic Division have assisted various groups in arranging during recent weeks.

## Ravinia Park Sponsors Symphony Concert Series

Ravinia Park, which long exerted a powerful cultural influence through the open-air operas produced there for many summers, is making a bid to regain its former popularity with lovers of fine music by presenting the Chicago Symphony Orchestra in a five-week series of 20 concerts.

The concerts, which started July 3, will continue until August 2, with concerts every Thursday, Friday and Saturday evening at 8:30 o'clock and on Sunday afternoons at 4:30. Many noted guest conductors will lead the orchestra during the Ravinia series.

Arrangements have been made by the North Shore Line to sell tickets for the concert series at all Chicago stations of the road. Special reduced general admission and reserved seat tickets may be purchased in connection with railroad transportation from any North Shore Line ticket agent. The round-trip railroad fare to Ravinia Park from the various North Shore Line stations in Chicago is: Loop—78 cents; Belmont avenue—63 cents; Wilson avenue—58 cents; Howard street—42 cents.

Through this service—available to all—co-operation is given in completing arrangements for many different kinds of outings and educational trips.

The "L" lines can help you with your plans for similar group activities by assisting you to make the proper advance arrangements. For further information write the Rapid Transit Lines Traffic Division, 72 W. Adams Street.

**Serving Chicago and Suburbs—5,430 "L" Trains Daily!**



**Chicagoland Music Festival  
To Be Held at Soldier Field  
On Evening of August 15**

An event eagerly anticipated by many is the great Chicagoland music festival which annually draws thousands to Soldier Field for an evening of entertainment on a grand scale.

This year's festival, on August 15, will offer another splendid program of song and harmony, featuring vocal and instrumental soloists, choruses and bands which have been selected as the best in their respective classifications in the sectional competition this event climaxes.

"L" riders attending events at Soldier Field may transfer free at Roosevelt Road station to special buses of the Chicago Motor Coach Company or to street cars operating direct to the huge lake-front stadium.

**Cite Value to Children of  
Vacation Tours of Museum**

Pointing out that trips to the Field Museum of Natural History cost only "L" fare and may be made in a day or part of a day, officials of that institution urge parents to send their children there during the summer vacation period.

The suggestion is a good one. The museum offers a safe and comfortable haven against hazards of the streets and is cool even when the temperature outside hovers between 90 and 100. The children will enjoy themselves, yet their time will not be wasted.

Daily visiting hours are 9 a. m. to 6 p. m., and children are admitted free on all days. Through free transfers to street cars at Roosevelt Road station, "L" riders are provided service direct to the door of the museum.

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**Three Park Conservatories  
Present Summer Flower Show**

Always interesting are the fine displays of flowers featured in the three large conservatories at Garfield, Lincoln and Washington parks, but more than usually worthwhile from the visitor's standpoint is the midsummer flower show now being held.

Featuring a wide variety of tropical flowers, the present showing will continue until September 1. Among the special exhibits are displays of Rex begonias and several hundred varieties of coleus, both tropical foliage plants, the Jacobina or plume flower, the tuberous begonia and gloxinias, all of which are plants rarely seen in temperate climes.

All conservatories are easily reached by "L." Garfield Park station on the Lake Street Division is right at the door of the Garfield Park Conservatory. The 55th street South Side Division station is only a short walk from the Washington Park conservatory. For Lincoln Park conservatory, "L" passengers should transfer free to Clark street surface cars at Chicago stations; southbound, passengers should transfer at Diversey station to a No. 34 bus of the Chicago Motor Coach Company.

**Two Fountain Displays Daily**

Resuming its regular summer schedule, Buckingham Fountain in Grant Park is featuring two major displays daily—from 4 to 6 p. m. and from 9 to 10 p. m. During these displays, the fountain shoots 13,000 gallons of water a minute into the air, and at night, illuminated with a battery of colored lights totaling 45-million candlepower, the effect is most spectacular.