



Rider's Reader



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For Safety's Sake **Ride CTA**

IT'S 18 times safer for you to travel on streetcars, trolley coaches and gas buses—vehicles such as those operated by Chicago Transit Authority—than in a private automobile or a taxi.

A comparison of the nationwide passenger death accident rates for the 1948 calendar year proves conclusively that streetcar, motor bus and trolley operation is the safest means of public or private transportation.

Recent figures compiled by the American Transit Association and the National Safety Council show that, during 1948, streetcar, motor bus and trolley coach vehicles had only one passenger fatality for every 870 million passenger miles. During this same period of time, the private automobile and taxi had one fatality for every 47,600,000 passenger miles.

Proof of this safety experience locally is the record compiled by CTA employees. During 1948, 5,571 surface division trainmen operated their vehicles with no avoidable accidents. This number represents 56 percent of the trainmen who operated CTA streetcars and buses during the full year of 1948. Of these trainmen, 69 have operated 22 consecutive years without an avoidable accident.

In determining the no-accident records, each accident a CTA employee is involved in is reviewed by the trainmen's superintendent and the Department of Accident Prevention to determine whether or not it should be charged against the employee.

New Shuttle Service

CTA riders in the Loop area are now enjoying the benefits of a new experimental shuttle service during rush hours, at a ten cent rate of fare.

The new service, which operates Monday through Friday, provides economical, convenient riding for large numbers of people who make short trips within the central business district during morning and evening rush hours. It also improves service on other CTA routes operating through the downtown district by separating short-trip passengers from through-riders during heavy weekday travel hours.

Transfers to other CTA lines are issued to shuttle line riders upon payment of the regular surface system fare.

The shuttle service operates mornings from approximately 7:30 a.m. to 9:30 a.m. on the following routes:

MADISON-MONROE STREET-CAR—Between Clinton and Dearborn.

ADAMS-STATE BUS—South in Canal, from Randolph to Adams; east to State; south to Roosevelt.

ADAMS-VAN BUREN BUS—Between Clinton and State.

ADAMS-STATE BUS—West in Adams, from State to Franklin; south to Jackson; west to Canal; north to Randolph; east to Wacker Drive-Wabash avenue.

CANAL-WACKER BUS—Between Wacker-Wabash and Canal-Roosevelt.

From 3:30 p.m. to 6:30 p.m. the shuttle service operates as follows:

MADISON - WASHINGTON STREET-CAR—Between Dearborn and Desplaines.

CANAL-WACKER BUS—Between Wacker-Wabash and Canal-Roosevelt.

Frank Leahy, FAMOUS NOTRE DAME COACH, says

Fellows who believe in fair play make the best football players!

**BE FAIR!
DO NOT DEFACE OR DESTROY
PUBLIC PROPERTY**

CHICAGO TRANSIT AUTHORITY



Famous Coaches Join In Vandalism Drive

THEIR universities have been rivals on the gridiron for many years, but *Frank Leahy* and *Robert Voigts*, famous coaches at Notre Dame and Northwestern, have joined forces in the Chicago Transit Authority's campaign to reduce acts of vandalism in public places by youngsters of high school age. Cards such as the one pictured here were recently displayed in all CTA vehicles.

HEADLINE EVENTS served by CTA LINES

PROFESSIONAL FOOTBALL:

CHICAGO BEARS—Home Games—Wrigley Field, Addison and Clark

CHICAGO CARDINALS—Home Games—Comiskey Park, 35th and Shields

CHICAGO HORNETS—Home Games—Soldier Field, 14th Street and Outer Drive

COLLEGE FOOTBALL:

NORTHWESTERN UNIVERSITY—Home Games—Dyche Stadium, 1525 Central Avenue, Evanston, Illinois

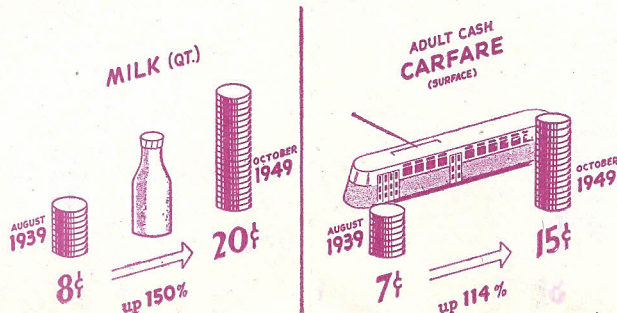
FLOWERS—Annual Chrysanthemum Show—Garfield and Lincoln Park Conservatories. November 11 to December 4.

PARADES—Christmas Opening and Toyland Parade in Loop on State Street. November 19, at 10 a.m.

MUSEUM OF SCIENCE & INDUSTRY ATTRACTIONS—Chicago Color Camera Exhibit. Nov. 10-13. Colleen Moore's Doll House, now a permanent attraction at the Museum, 57th and South Shore

CHICAGO TRANSIT AUTHORITY

10-YEAR INCREASE IN COST OF MILK and CARFARE



For Women Only

ARE you one of those women who continually "loses" her change purse when it comes time to pay the transit fare? If so, then take time out and read on, for you're going to learn of the conductor's and bus operator's dream—the "Money Mitt."

This new type of women's glove is styled as all others, except for one change. In the left palm there is a small zippered pocket large enough to hold such important items as small change, several dollar bills, or your keys.

But whether you wear a money mitt or not, remember that by having the exact fare ready you will speed everyone's trip, including your own.

Is It the One You Want?

ALTHOUGH the majority of regular riders are familiar with the CTA transfer system, there are still a few persons who neglect to specify the type of bus transfer they want.

If your trip includes transferring to a CTA bus, be sure to ask the agent, conductor or bus operator for a CTA bus transfer. If you are going to transfer to a Chicago Motor Coach bus, then request that type of transfer.

Obtaining the correct transfer will eliminate unnecessary delays in your trip and it will assure you of not having to pay an extra fare.

A Rider Writes



Carl Buehring, Bus Operator

A 25-year employe of Chicago Transit Authority and predecessor companies, *Bus Operator Carl Buehring*, was recently the subject of an outstanding letter of commendation from a CTA rider. The letter, in part,

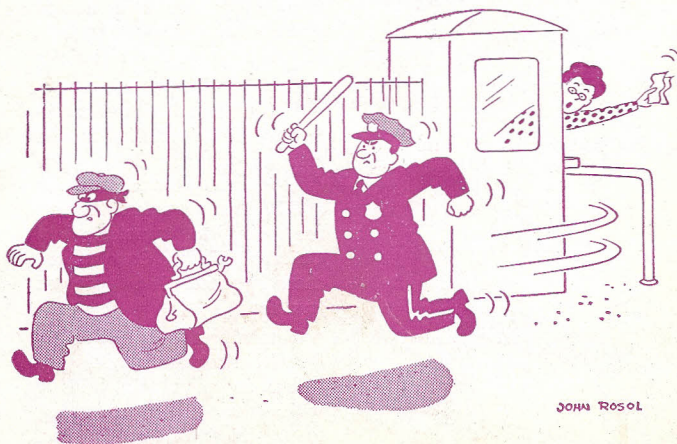
read: "I have had occasion to use the Sheffield-Clark bus to Halsted and Webster avenue. The driver, Carl Buehring, on the night shift, has been extra-ordinarily efficient and considerate of passengers who travel at two o'clock in the morning. In fact, although I have used buses in Los Angeles, New York, Brussels, London, Paris and Rome, I have never encountered a driver as tactful or as patient."

Buehring has been at the Blue Island station since he became a mass transit employe. He and his wife, *Stephanie*, are the parents of a son, *Carl, Jr.*

"Was the baby sent down from Heaven, Mama?"

"Yes, dear."

"They like to have it nice and quiet up there, don't they?"



JOHN ROSOL

"You Forgot Your Transfers"