



# Rider's Reader

Vol. 2, No. 5

83

December, 1949



## CURB LOADING SERVICE

CURB LOADING and unloading is one of the important advantages that buses possess over streetcars.

Recently, Chicago Transit Authority has received complaints that some of our bus operators are not pulling into the curb at stops. CTA's response to these complaints is an intensive company-wide drive to obtain complete obedience to its long-standing regulation that buses are to be loaded and unloaded at the curb. This is not only good operating practice; it is safe, convenient service for our riders.

There are times, however, when it is impossible for a bus operator to load and unload passengers at the curb line. Sometimes the bus loading berth is occupied by parked automobiles and trucks. Then the bus operator is compelled to stop his vehicle in the traffic lane.



## Open CTA's First All-Bus Terminal

BEVERLY bus terminal, 103rd street and Vincennes avenue, the first all-bus center built by Chicago Transit Authority, was formally placed in service Sunday, December 4.

The terminal is a one-story building of modern design which provides service facilities and storage space for more than 100 buses. It is 350 feet long by 200 feet in width and is constructed of face brick with glass block panels.

Adequate office space and other necessary room space in the new building has been provided for the approximately 300 transportation and maintenance workers employed there.

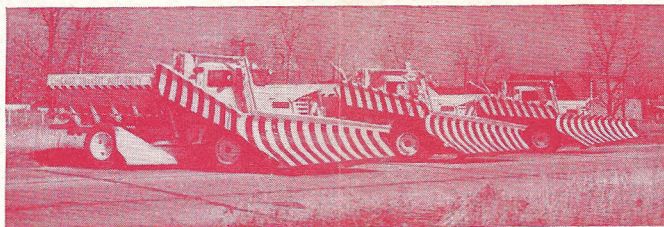
Use of the new terminal is expected to result in economies from increased efficiency in bus maintenance, and by housing buses close to the routes over which they operate.

Lines operating from Beverly are Riverdale, S. Halsted, S. Kedzie, S. Western, 95th, 103rd, E. 111th, Vincennes—111th, 115th, and 119th.

## Green and Cream

THE first "L" car painted in CTA's colors, green and cream, is now operating on the Lake street express route on an experimental basis. This vehicle was formerly used as a trailer car. It was completely overhauled and motor equipment was installed before being painted. If the experiment is successful, additional "L" cars will be repainted.

## HELP KEEP TRAFFIC MOVING



SNOW PLOWS owned by the CTA are used to clear streets where buses or streetcars run. Compliance with the ordinance governing winter parking enables CTA to operate its buses and streetcars efficiently and thereby maintain regularity of service under adverse weather conditions.

SNOW is a great enemy of public and private transportation. It can and has paralyzed the necessary traffic operations of cities throughout the country where an extremely heavy snow blizzard has occurred.

A winter parking ordinance now in effect has helped to speed Chicago traffic in snow storms. The ordinance provides that after one-inch of snow, parking is prohibited on any thorough street or any street upon which streetcars or buses operate. This restriction continues until snow removal operations are completed.

Your cooperation in complying with this ordinance governing winter parking will aid in snow removal operations and speed all the movements of traffic.

## Kissing Under the Mistletoe

IN the language of flowers, mistletoe means "give me a kiss." This custom is said to have its origin in a Scandinavian myth where the god Balder received a charm from his mother, Frigga, against injury from fire, water, air and earth.

Loki, an evil spirit who disliked Balder, formed a deadly arrow from mistletoe and struck Balder to the ground. Frigga, however, restored her son to life and then decided that mistletoe must never again serve as an instrument of destruction. Frigga, being

the goddess of love and beauty, further stipulated that a kiss should be given to anyone who walks under the mistletoe.



"Sorry, Sir, the manager won't permit a demonstration of this merchandise."

## Let's Help Each Other

IT HAS been said—and in some cases it's true—that people will go anywhere—except to the rear of a bus (or the front of a new streetcar, as the case may be).

We are glad to be able to say that the large majority of our riders have learned that moving away from the entrance door increases their comfort and avoids boarding and alighting delays.

By moving out of the way of boarding passengers you are doing the right thing at the right time—especially during peak hours of travel.

*"Too bad Bob and his girl aren't good enough for each other."*

*"What makes you say that?"*

*"I've been talking to both*

## HEADLINE EVENTS

served by CTA LINES

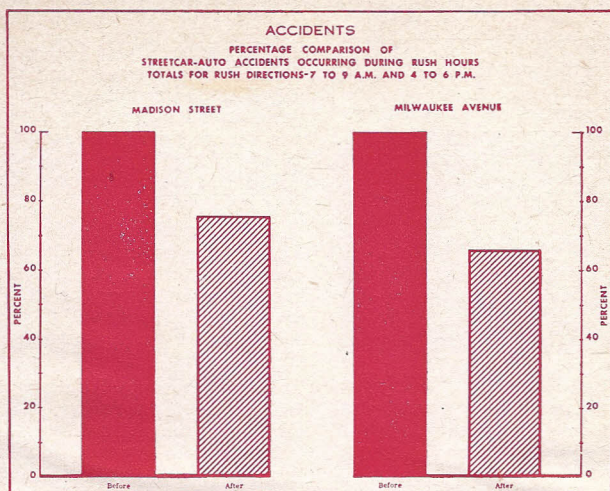
**FLOWERS**—Thirty-seventh Annual Christmas Flower Show at Garfield and Lincoln Park conservatories. Daily and Sunday. From Dec. 24 to Jan. 8.

**ART**—Snow views by Japanese print artists. Art Institute, Michigan avenue at Adams. Opens Dec. 14.

**ICE SHOW**—Sonja Henie 1950 Hollywood Ice Revue, Chicago Stadium, 1800 W. Madison street. From Dec. 25 to Jan. 17. No performances Jan. 1, 9, 10 and 16.

**INDOOR POLO**—Illinois National Guard at Chicago avenue Armory, 234 E. Chicago avenue. Every Saturday night at 8:30 p.m.





## PARKING CONTROLS EFFECTIVE

THE rush hour parking ordinance put into effect by the city one year ago has speeded traffic and reduced accidents on several streets, according to a report from the CTA traffic engineering department. The ordinance prohibits curb parking during morning and evening rush hours in the prevailing direction of traffic.

Figures from the report show the average traffic speed in the controlled area on Madison street has improved as much as 35 percent during the evening rush period. Irving Park, east of Ashland, has shown a 47 percent increase in speed during the morning

rush period. Both increases were made in spite of heavier traffic volume on these streets.

According to the study, the accident experience on several controlled streets has shown a reduction despite the increase in speed. Milwaukee avenue, for example, has had a 32 percent decrease in streetcar-auto accidents. At the same time, streetcar and bus passengers have benefited from the traffic controls through faster rides and improved maintenance of schedules.

The ordinance governs curb parking in designated areas on Madison, Milwaukee, Irving Park, Montrose, Foster and Ridge.

## Shop Early For Convenience

FOR the convenience of Christmas shoppers, Chicago Transit Authority has placed extra cars and buses in service for the holiday season. Take advantage of this special service by shopping between the hours of 10 a.m. and 4 p.m. You will find shopping will be more enjoyable and you will be giving consideration to the thousands of workers who must travel during the morning and evening rush hours by avoiding these heavy riding periods.