



Rider's Reader



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Season's Greeting
from
Chicago Transit
Authority



SAFETY IS EVERYBODY'S BUSINESS

SAFE operating practices are the concern of all of us — management, employees, and local transit riders—because the bills for accidents and all other CTA operating costs must be paid by those who use CTA services.

There is no insurance company involved in the payment of ordinary personal injury or personal property claims against Chicago Transit Authority. CTA is a self-insurer. It regularly sets up a reserve from passenger revenues for the payment of these claims. Therefore, the cost of injuries and damages is a direct charge upon the local transit riders, because they alone normally must

foot the bills.

That is one of the reasons, aside from the inherent advantages to safe operating practices, why local transit riders are concerned with CTA's safety record.

Safety honor roll cards were recently presented to 6,671 surface system employees of CTA for operating their vehicles during 1949 with no avoidable accidents involving another vehicle or passenger. This represents 72 per cent of the 9,232 men who operated vehicles for the full year.

In 1948, approximately 56 percent of the qualified surface trainmen maintained this no-avoidable accident record.

"A City Within A City"

A VERITABLE "city within a city" to buyers, manufacturers and visitors is Chicago's famous Merchandise Mart, internationally known as the world's biggest wholesale buying center.

Built at a cost of \$32,000,000, the Mart has its own police force, a post office, 35 retail shops, 11 restaurants and 26 passenger elevators. According to "Believe It Or Not," all of the people of Chicago could be placed in this huge structure at one time. The Mart is located on the north bank of the Chicago river at Wells

street, just a few minutes from the Loop area.

Because of the increasing interest shown by the general public in home furnishings, the Mart inaugurated a guided tour program in 1948. These tours are made every 20 minutes during weekdays and enable visitors to see the largest collection of home furnishings in the world.

The Chicago Transit Authority provides direct service to the Merchandise Mart with the Ravenswood and Evanston (rush hours only) "L" trains, the Lincoln avenue streetcar, the Taylor-Sheffield bus, and the Clybourn avenue bus.

Enjoy the Holidays

—Travel Via CTA

YOUR holiday travels will be much more enjoyable and less nerve-racking if you decide now to use CTA streetcars, buses and rapid transit vehicles going to and from your destination.

Unseasonable weather and old automobiles, according to the Greater Chicago Safety Council, add up to accident hazards. The Council believes that those who must travel during the holiday season will be far safer if they use public transportation vehicles rather than their own private cars.

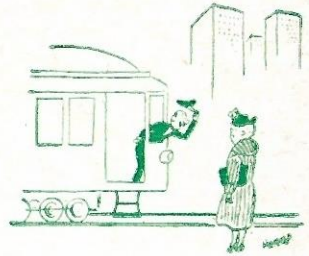
When you travel via CTA, there are no worries about careless pedestrians and drivers, parking problems, traffic lights, or slippery streets. You can depend on your efficient, safety-minded CTA transportation employee to take care of these difficulties.

The comfort, convenience and economy of CTA service are three very good reasons for you to travel the safe and easy way—on CTA vehicles.

CTA Wins Two Safety Awards

A CHICAGO Transit Authority bus station, and the entire surface system of the transportation department, were recently presented employee safety achievement awards by the American Transit Association for outstanding safety records.

Winner of the Silver Certificate Award for completing 500,000 consecutive



"May I Take You Home?"

man-hours without a disabling or lost-time injury was the Archer bus station. Archer is the first unit of Chicago Transit Authority to win the Silver Certificate Award.

The Bronze Certificate Award of the CTA, which is presented to transit companies or departments completing 250,000 consecutive man-hours without a disabling or lost-time injury, was won by the entire surface system of CTA. This award has also been won by ten other departments or stations within the CTA.

HEADLINE EVENTS served by CTA LINES

ART—*Masterpieces of Art from Vienna. Art Institute of Chicago, Michigan at Adams. Until January 18.*

ICE SHOW—*Sonja Henie Ice Revue. Chicago Stadium, 1800 W. Madison street. Until January 16.*

MUSIC—*Chicago Symphony Orchestra "Pop" concerts. Every Wednesday from 8 to 9 p.m. Tickets free at 111 W. Washington street.*

HOCKEY—*Chicago Blackhawks Home Games at Chicago Stadium, 1800 W. Madison street.*

LOST:

Approximately 8 million man hours a year!

(In the central business district, alone, it is estimated that at least this many man hours have been lost annually due to traffic delays. "The cost of this huge waste is reflected in the prices we pay for goods and services — food, clothing, local transit rides, etc.")

WANTED:

More Transit Riders!

("On a typical weekday, 9,679 local transit vehicles bring 287,000 people into, or through, the central business district, but 161,232 passenger automobiles carry only 274,000 persons into and through the area. It is evident, therefore, that the contribution to traffic congestion of private automobiles is out of all proportion to the number of passengers carried by them.")

Traffic delays waste millions of dollars annually and retard the economic development of the entire city.

Based on the study by
The Mayor's Traffic Survey
Committee for the Central
Business District.

CTA SAVES YOU MONEY

EVERYONE likes to save money, and everyone probably agrees that it's a mighty hard thing to do, particularly during this holiday season.

However, you can save money—and it's not as hard as you may think.

Next time you are going out—to work, a movie, a sports event—make your trip on CTA vehicles and leave the car at home. You'll learn that it's economical, safe, comfortable and convenient.

According to the American Automobile Association,

the average cost of driving a postwar car is 8¼c per mile. This figure includes gas, oil, tires, maintenance, insurance, depreciation and other costs.

Suppose that you live five miles from your job and drive to work. This daily round trip of 10 miles is costing you 82½c, plus, say 50c for parking (a very low estimate) — a total cost of \$1.32½ each day. For a five day work week this amounts to \$6.62½.

Compare these figures with the low cost of traveling to and from work on CTA vehicles and you will soon realize that "it's cheaper to travel transit."