



Rider's Reader



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FOR GROUP CONVENIENCE, PLUS CHARTER A CTA BUS



With Spring in the air and pleasant summer weather just around the corner, clubs, lodges, churches and organizations of all types are busy planning their picnics, trips to sports events, museums, theatres, beaches and group excursions in metropolitan Chicago.

Scores of Chicago organizations are finding it convenient and economical to let CTA's CHARTER SERVICE DEPARTMENT arrange transportation details for their outings.

Consider how these six features of CTA Charter Service can help make your group's trips more enjoyable:

1. **Service**—from the friendly planning department which helps you arrange your outing, to the skillful, courteous operators at the wheel, everything is geared to give your group top service.
2. **Convenience**—as many buses as you need . . . available over any route you choose . . . speed you on your way to your group outing, wait for you, and take you home again.
3. **Comfort**—always a smooth, easy ride in CTA's roomy, modern buses . . . no traffic worries . . . you enjoy every single moment of your outing.
4. **Dependability**—road conditions are no problem when you use CTA CHARTER SERVICE. You know you'll get to your destination . . . all in a group . . . quickly and without delays to spoil your day or evening's fun.

(Continued on next page)

7 out of 10 CTA SURFACE RIDES START IN MODERN EQUIPMENT



CHARTER (Continued from First Page)

5. Economy—check the per-person cost—plus the big advantages—and you'll see that CTA CHARTER SERVICE is by far the most economical way for you to have a really enjoyable trip.

6. Safety—the finest, up-to-the-minute buses are available for charter as a result of CTA's nation-leading equipment modernization program . . . these big, rugged buses have all the latest devices to take you *safely* to your destination.

Remember, whether your group numbers 25 or 2500, you'll find your day goes smoother, things move quickly and easily when you let the CTA Charter Service Department take the transportation burden off your shoulders.

As a further aid for organizations planning picnics and other trips, CTA has prepared an attractive "Guide to Greater Group Enjoyment." The folder, which contains tips for trips your group will long remember, is available free of charge. Write CTA CHARTER SERVICE, P.O. Box 730, Chicago 90, Illinois or call DEarborn 2-6100, to get your copy.

LOGAN SQUARE SUBWAY MARKS FIRST ANNIVERSARY

A total of 14,315,419 northwest side transit riders used the Logan Square-Milwaukee Avenue Subway during its first year of service which ended on Sunday, February 24, 1952.

Average weekday traffic on the line currently is about 63,000 riders, a 75 per cent increase over the 36,000 daily passengers carried by the old Logan Square "L" route which the new subway replaced. Saturday traffic is averaging 38,000 riders and on Sundays nearly 13,000 passengers are being carried.

Attracted by the fast 14-minute running time between Logan Square and the central business district, riders used the new elevated-subway route in increasing numbers in nearly every month during the last year. During March, 1951, its first full month of operation, the route carried 991,673 passengers. By January, 1952, riding in the subway had risen to 1,607,990, an increase of approximately 62 per cent.

A substantial portion of the larger traffic on the Logan Square route is due to a constantly increasing number of transfer riders who are using northwest side CTA surface routes as

"feeders" to and from the fast subway service. This is particularly true at Logan Square terminal where off-street transfer facilities have been established conveniently to connect surface and rapid transit lines.



ORCHIDS IN THE MAILBAG

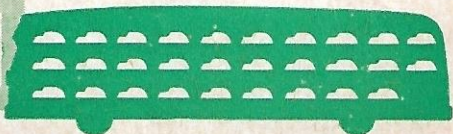
In Chicago Transit Authority's daily mail are many letters from riders. They contain constructive suggestions, comments and questions regarding transit service. Some of them, unfortunately, tell of unpleasant incidents involving a small percentage of the 13,000 men who, in their work on streetcars, buses and rapid transit trains, comprise CTA's front line of contact with approximately 2,000,000 daily riders. All of these letters are promptly investigated and acknowledged. Out of the same mailbag come many notes of appreciation, citing transportation employees for acts of courtesy or outstanding service. Excerpts from two typical letters of the latter type follow:

"I would like to commend the honesty of one of your employees. Recently I took a Lake St. "L" on my way to Presbyterian Hospital. After I had transferred to the Douglas Park "L" I realized I had lost my watch. I reported it at Marshfield Station and was told to call late in the afternoon at the "Lost and Found" department, which I did, with no results. The next morning I decided to call again, was asked to describe the watch, and found that Conductor No. 25264 (*William Hill, Lake St. "L"*) had turned it in. I was truly amazed to get it back, and the honesty of Mr. Hill is refreshing indeed—it really gives a boost to one's morale to meet up with such integrity."

. . .

"Our bus had gone about two blocks when suddenly the driver (*Bus Operator M. Vioritam, North*) pulled to a stop, got out and went to the front of his vehicle. He picked up a rather large rubber ball and took it over to a very small child standing on the curb, saying: 'You'd better play in your back yard; it's safer for you.' He then boarded the bus and said something to the effect that the mother was probably busy getting the rest of her family off to school or doing the breakfast dishes. We all thank him for being so human."

**IT'S
29 to 1**



Automobiles carry an average of 1.7 people per car. One CTA bus or streetcar, carrying 50 people, helps reduce street traffic congestion by replacing 29 cars!

PRINTED TIMETABLES AVAILABLE



For the convenience of riders, CTA publishes printed schedules of service on many of its lines. On some routes the timecards cover complete service; on others they are issued for the night hours only.

The complete list of printed schedules currently available follows:

Round-the-clock Schedules:

Garfield Park Bus (Operates Sundays and Holidays only)	Harlem Avenue Riverdale Skokie Westchester— Forest Park Bus	West Foster Ave. 87th St. (Western to Hamlin) West 31st St.
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Night Hour Schedules:

Central Ave.	Diversey Ave.	Lincoln Ave.	35th St.
Cermak Road	Division St.	North Ave.	47th St.
Chicago Ave.	Grand Ave.	Ogden Ave.	103rd St.
Clybourn Ave.	Irving Pk. Rd.	Roosevelt Rd.	106th St.

A.M. and P.M. Rush Hour Schedules:

Evanston Express "L" Trains Merchandise Mart Shuttle Bus

These printed schedules can be a big convenience to you in your trips on any of these CTA lines. They are, of course, available free of charge. If you'd like a copy of any of the timetables listed, please write or call CTA Public Information Department, 175 W. Jackson Blvd., HArrison 7-4500.

SEEK TO REDUCE CONGESTION, IMPROVE SAFETY IN THE STREETS

Stimulating public cooperation and support in solving the perplexing problems of traffic congestion and accidents in Chicago's streets, is the big job being undertaken by the CITIZEN'S TRAFFIC SAFETY BOARD.

Organized in the fall of 1951 by Chicago business and civic leaders, with the cooperation of city officials, the Board is currently completing plans for a continuing campaign aimed to "keep Chicago moving—safely."

You'll be hearing and reading much about its activities in daily newspapers and other publications, on car cards, radio and television programs, and on outdoor display signs, during the weeks and months ahead.

Since Chicago's streets are the lifelines that keep the city's commerce and industry thriving and healthy, every citizen is vitally concerned with their safe and efficient use. You can help yourself as well as your city by helping to make the CITIZEN'S TRAFFIC SAFETY BOARD's campaign successful.