



Rider's Reader



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December, 1952



Merry Christmas
and a
Happy New Year
To All.

Chicago Transit Authority

Save As You Shop

At no other time of year are so many people doing so much shopping as they are right now . . . just before Christmas. If you'll consider all of the factors, we believe you'll agree that CTA can help conserve your energy and add money to your personal gift budget!

As the big day draws closer, traffic increases and the parking situation in most shopping centers becomes more impossible than ever. It's wise to remember that **YOU DON'T** have to park a CTA bus, streetcar or rapid transit train. By using CTA service you **SAVE** parking time and the walk from the parking lot to your favorite store.

And where are you when you finish your shopping? Usually in a store blocks from the one in which you started your gift-buying tour! That means another tiring, package-laden walk back to your automobile. But — in nearly all Chicago shopping districts — CTA service is only a few steps away . . . you can be well on your way home in the time you'd require to walk to your car and fight your way out of the parking lot traffic tangle.

Then, too, there's the matter of money which is doubly important to all of us at the Christmas season. The parking fee you **DON'T** pay as a CTA rider will more than cover your round-trip fare . . . and you also **SAVE** the nearly 8½¢ a mile it currently costs to drive your car.

Why not cut **YOUR** Christmas shopping costs and save your time and energy? **BE WISE . . . travel the best, the easiest, the most economical way . . . RIDE CTA LINES.**

Transfers "Spotlight" Chicago



Since Monday, September 22, 1952, CTA surface system transfers have been putting the "spotlight" on Chicago's achievements in commerce, manufacturing, industry, culture and recreation.

The transfers, which pass through the hands of 1,500,000 riders of CTA's streetcar and bus routes every weekday, have become a "show window" for interesting Chicago facts.

"The Chicago Promotional Series" was conceived by the Chicago Transit Authority as a public service project. Its purpose is to stimulate all Chicagoans to a greater pride in the tremendous accomplishments of their home city, and to further the realization that Chicago is truly the "first city of the world."

The program has the full support of the Chicago Association of Commerce and Industry, whose statistical and public relations staffs are cooperating in the preparation of factual material for the series.

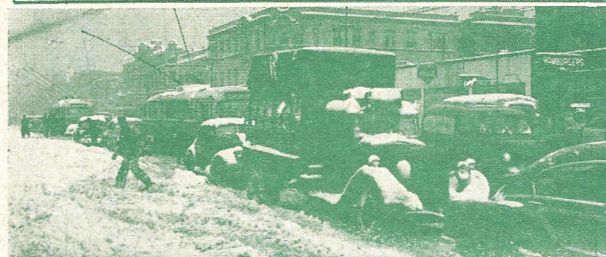
The transfer copy points, for example, to Chicago's top position as "marketing capital of the nation," "the transportation heart of America," "the air hub of the nation," "leader in farm machinery production," "world leader in meat processing," "America's Number One Convention City," "world-famed for industrial leadership," etc. Numerous other interesting Chicago facts are being covered in the series.

The program is attracting widespread attention in Chicago and elsewhere in the nation. Requests for copies of specific issues are reaching both CTA and the Chicago Association of Commerce from many cities. Hundreds of pupils in Chicago's public and parochial schools are collecting sets for use in classroom work.

Transfers carrying Chicago facts are numbered serially to facilitate collecting.

Watch your surface system transfers daily . . . you'll know your home city better, and you'll more fully appreciate its greatness.

Don't Let This Happen Again



During the record-breaking snowstorms of last winter, only the valiant work of CTA personnel and snow-fighting equipment, cooperating with the forces of the City and other public agencies, averted civic paralysis.

Nearly 1,000 CTA employees, manning 225 snow-sweepers and plows, and 50 sand and salt spreading trucks, worked long, tortuous hours to keep the city's "life-lines" open. Despite these efforts, which cost CTA nearly \$1,000,000, transit riders were subjected to long delays because some inconsiderate motorists and truckers, using these main thoroughfares, even streetcar tracks, as open-air garages, hampered snow fighting operations and blocked all street traffic.

THE CITY OF CHICAGO'S SNOW ORDINANCE—designed to serve the best interests of the great majority of Chicagoans—makes it "unlawful to park any vehicle for a period of time longer than three minutes for loading or unloading of passengers or thirty minutes for loading or unloading of property . . . on any through street or any street upon which a street-railway or motorbus line is operated, between the hours of 1 a.m. and 7 a.m., after November 15 and before April 1 of each year or at any time after snow begins to fall and for a period of 8 hours after snow stops falling, if the snow on the street exceeds 1 inch in depth, provided that said 8-hour parking restriction shall continue during snow removal operations until completed."

MOTORISTS OBSERVING THIS ORDINANCE make an important contribution to the general public welfare.

NEW "L"-SUBWAY SERVICE BOOK AVAILABLE

In these days of heavy traffic congestion, Chicago Transit Authority elevated and subway lines, operating on traffic-free right-of-way above and below the city's streets, are growing in importance as Chicago's principal means of rapid transit.

Seeking to provide improved rapid transit service for the large majority of "L"-Subway riders, CTA several

years ago inaugurated a new system of "A" and "B" express train operation. Tried first on the Lake Street "L," the time-saving features of the new arrangement proved so popular that the same technique has been applied on most CTA elevated and subway lines.

Since this new express plan was the first major change in Chicago's rapid transit oper-

ations in many decades, some confusion exists among infrequent riders as to how to use the rapid transit system.

CTA has just published a 60-page booklet—"How to Use the 'L'-Subway Lines." Its purpose is to help YOU enjoy and use to maximum advantage the benefits of traveling by rapid transit . . . the fast, traffic-free way. It tells about "A" and "B" ex-

press service, train signs, station locations, transfer points to and from the surface system, schedules and other important information.

A FREE copy of this helpful guide is yours for the asking. Just call MOhawk 4-7200 and ask for one . . . or mail a card or letter to CTA PUBLIC INFORMATION DEPARTMENT, Post Office Box 3555, Chicago 54, Illinois.



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for further information regarding CTA employment

Phone! Write! or apply in person!

EMPLOYMENT DEPARTMENT—CHICAGO TRANSIT AUTHORITY

1165 N. Clark Street, Chicago 10, Illinois • Phone Superior 7-1550

HOURS—8:30 a.m. to 5:00 p.m., Monday through Friday