

# cta Quarterly

Autumn, 1975

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# CTA Quarterly<sup>©</sup>

Vol. 1

No. 4

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## The Covers

**Front:** Modernized Soldier Field, in focus each Bear season, is a year-round interest point for Chicagoans and tourists as well as a treasure-house of memories for sports fans. (See Bill Wolfan's article, Page 12).

**Back:** Rebecca Crown Center is "gateway" to expanded Northwestern University campus in CTA-served Evanston — and famed NU Transportation Center (see Page 20) is portal to new skills in solving transit problems.



# Commuter Watch

## How the Public Is Kept Advised of Travel Conditions

Chicago enjoys a world-wide reputation as "the city that works". At a time when most urban centers are plagued by decay — Chicago remains viable. It's a reputation earned by traditional prairie enthusiasm for growth and change.

Nothing stands still. Chicago learned that lesson well — from the day after the Chicago fire, when it started to rebuild, to its head-on approach to environmental and social problems of today.

Look at the record. In the last decade, Chicago has added 224 new commercial and office complexes and 460,896 new housing units. Since 1968, the Central Business District alone has added 63,000 new jobs — or an increase of 33 per cent of the white collar labor force while New York has experienced a four per cent decrease in white collar employment. We're the center of business for the Midwest...the crossroads of national commerce...

the city with highest per capita income...one of the lowest crime rates in the nation.

We're also a city recognized as having one of the most comprehensive and modern mass transportation systems in the country. Just since January, 53 representatives from 15 foreign nations have come here to study how the Chicago Transit Authority operates.

And typical of the city's profile, the concept of transportation is chang-

*Gary's Aerie: Atop the Sears Tower, WBBM's Gary Lee reports continuously to commuters, collecting his data both by eye and by ear. The WBBM weather office is also designed as a tourist attraction for visitors to the observation deck. The office also distributes CTA route maps and information upon request.*







ing — winning greater public understanding that efficient travel is not a run-for-profit business, but an essential public service.

#### ***Guiding the Businessman***

CTA, in developing its public service image, has learned to literally take people by the hand and guide them from home to the office, shopping, and recreation. Of the 772,839 people that enter the Chicago Business District on a typical weekday, 446,000 of these people commute from the entire six county metropolitan area to work in the central area. The daytime work force is larger than the population of all but 30 of the nation's complete cities. Eighty-five per cent of these people depend on public transportation.

So the CTA, in addition to keeping the city's buses and trains on schedule, is now informing the public just how "on schedule" these buses and trains are. Where there are delays,

the CTA is attempting to provide — and inform the rider — of alternate routes of travel that will still allow him to walk into work, on time, with a minimum of inconvenience.

CTA Public Affairs Manager Tom Buck set up the system, assigning Bob Heinlein the job of traffic spotter at the same time the media began to recognize mass transportation as the solution to the energy and environmental problems, almost two years ago.

You first notice the CTA's traffic reporting early in the morning, listening to the radio as you're sipping a cup of coffee or shaving.

That's when any one of five different radio stations — WBBM, WNIS, WIND, WLS, and WYEN may issue as many as 15 reports per hour on how the CTA is running on a normal weekday morning. They get their information by calling in to talk to Heinlein in the CTA's Operations Control room.

Heinlein monitors the telephone

conversations between the rail and bus controllers with any of the 3,000 operating employees on the street during every morning rush period. He listens for news of accidents, broken traffic lights, weather hazards, or anything else which may cause delays and bus rerouting.

In addition, he keeps track of instructions and alerts issued over the CTA's two way radio KSA977, the bus monitor, trainphone, and intercom.

Heinlein reports the pertinent information — and sometimes will "go live" — on any of the radio stations reporting traffic conditions. WBBM Newsradio 78, for instance, integrates Heinlein's tips into its traffic reports every 10 minutes from 6-9 a.m., and in the afternoon, from 3-7 p.m.

#### ***Eye In The Sky***

Furthermore, the CTA's ability to get out the necessary information





*The Eye In The Sky (and what it avoids): A long look through Gary Lee's telescope gives a close-up view of a developing traffic situation as shown here — and helps to minimize the kind of rush hour traffic jams that are shown in the lower picture.*







**CTA's End Of It:** Operations Control room in the Merchandise Mart is in continuous direct communication with the Sears Tower traffic watch. Controllers of train and bus traffic are among the busiest people at CTA. Katy Moriarty has recently been in training as the system's first soprano-voice controller. Lee receives direct reports from many transportation agencies over speakers shown on his wall.

has taken on new impact with the introduction, in May, of WBBM's Skydeck traffic control, atop the Sears Tower.

Computer traffic control monitors 270 miles of highway and 3,680 miles of street traffic, as well as 468 miles of commuter and rapid transit rail lines leading into Chicago by way of a unique computer which can project how long it will take a motorist to get into town. The computer reads signals from sensitive reporting devices built into the pavement every half-mile along area expressways — over 1,000 electronic sensors in all.

In addition, this computer is hooked up to three dozen police/fire, and rail monitors, enabling Gary Lee, Traffic Control Director, to hear of news events as they happen.

And since Lee broadcasts from the 103rd floor of the Sears Tower, he has the best view of area expressways, arterial streets, railroads, rapid transit lines, and waterways.

Furthermore, WBBM has assigned Lee to go on the air at regular intervals, with his traffic reports. Heinlein explains why this is so important for

disseminating travel information.

"With Lee going on the air now, WBBM shows a new recognition of the importance of traffic reporting. Then Lee, in turn, is trying all the harder to get an up-to-the-minute picture just before he goes on the air, often checking with the CTA only 30 seconds before he makes his report. This means he can paint a true picture of just what traffic is like throughout Chicago.

"Then, when he reports the CTA is running on time, it's not only a nice reminder, it's the best advertising we could get," says Heinlein.

When Lee sees the whole scene, Heinlein is able not only to focus in on trouble spots but to make a knowledgeable prediction of how surrounding traffic patterns will be affected.

#### **Signals About Signals**

Consider the everyday occurrence of a stalled traffic light — sometimes Heinlein would probably notice sooner than Lee. In most cases, he would report it, because it would

have an effect on CTA service.

Heinlein explains, "Now that we have the two way radios on the buses, we are advised quite frequently when traffic lights get stuck or go out completely. This information will come in from the bus operator and then the bus controller will call the City Engineer, simply to let him know of the situation.

"If a traffic light at a major intersection like Halsted and Madison goes blank all four ways, that intersection is going to back up. Every guy comes up and stops, just as if a stop sign was there. If he's using any sense, he'll stop and then he'll go across the intersection.

"Well, you do this at a busy intersection, and it's going to back up fast. And we've got two bus routes that go through there. So I get concerned about something like that and I'll pass the information on right away to the regular radio stations that call us.

"Maybe this will not alert our bus riders at all; they may be already on the bus, on their way in. But if 50 or 100 motorists hear this, and they





avoid that intersection, our buses will go through there that much smoother," he says.

During one accident, such as the early morning fire at State and Randolph in 1974, the street may be closed to traffic, forcing buses to be rerouted.

Heinlein remembers that not one bus in the area could come within a block and a half of its regular route. That meant figuring out the reroutes, so riders could be alerted while they were still at home.

"On that morning, the district superintendent was down there, calling all the shots from the Loop, determining what all the reroutes would be," Heinlein recalls.

Heinlein, in turn, would pick up the phone each time the superintend-

ent called in, and jot the information down as fast as the bus controller did, so he could pass it on to the CTA's intending riders.

#### **Advice While Shaving**

As Lee explains, "Hopefully, people are listening to the radio while they're still at home so we can give them the information they need then.

"It's important to get on that early. If the street conditions are extremely bad, for example, we could be advising people to take rapid transit rather than the buses because the rapid transit would be getting through with much less difficulty."

In this case, Lee says he is just echoing what CTA would advise.

"That's the type of thing we want to get on early so people can make their decision early as to what their routing is, what mode of transportation they should take and how much time they should allow for their trip."

Of course there are some instances that no one prepares for. Like the rainy morning when a truck full of live chickens skidded out of control on the Kennedy Expressway and fell against the CTA right of way. Not even the CTA could guide each of these "commuters" on their way quick enough.

**Anit Leppiks**  
CTA Public Affairs



# Americans, Please Copy!

In Japan, children learn how to use public transit at an early age. While American children are being strapped into kiddy-seats in the family car, the 3-year-old Japanese youngster has his name and ticket pinned to his pocket and is shown how to get on and off the local streetcar, bus, or train.

Before long, children are traveling in groups, with only one or two adults to supervise, on short journeys to parks, zoos, or play schools.

By the age of 6, Japanese children are equipped to make the daily trips to school on their own. On school outings or holidays, hundreds of them travel together over the public transportation system.

By the time Japanese become college students and workers in urban areas, they are so familiar with the advantages of public transportation that many of them prefer it to any other means of travel.

Public predisposition toward transit, as compared with the automobile, is one reason why Japanese public transportation is so highly developed. Costs can be met and funding obtained more readily when the system knows that the riders will be there to support the transportation.

When American children are as well attuned to transit as Japanese children are — when American office workers are as quick to use the train, bus, or subway — the challenges to urban mass transit in the U.S. will loom as much less formidable.







Photos and Commentary  
by George Krambles  
CTA General Operations Manager



*Habits worth copying: (1) Japanese mother piggy-backing her infant on public transportation (2) Japanese toddlers, with tickets pinned on, learning to make simple trips on public transportation before they go to school (3) Japanese interurban electric trains such as Hankyu connecting Osaka with Kobe and Kyoto (4) Refreshments available to youngsters such as this papaya juice on express train to mountain resort of Hakone (5) Japanese primary school children, with group flag and caps, on half-day's outing over Izu Hakone Railway at Odara.*





*When Japanese grow up, they crowd public transportation. Example is this scene on Tokyo loop of Japanese National Railways subway.*

*This photo at Umeda station in Osaka, which 70,000 passengers use in morning rush hour, was actually taken on day before Emperor's birthday holiday, when traffic was more than 20 per cent lighter.*

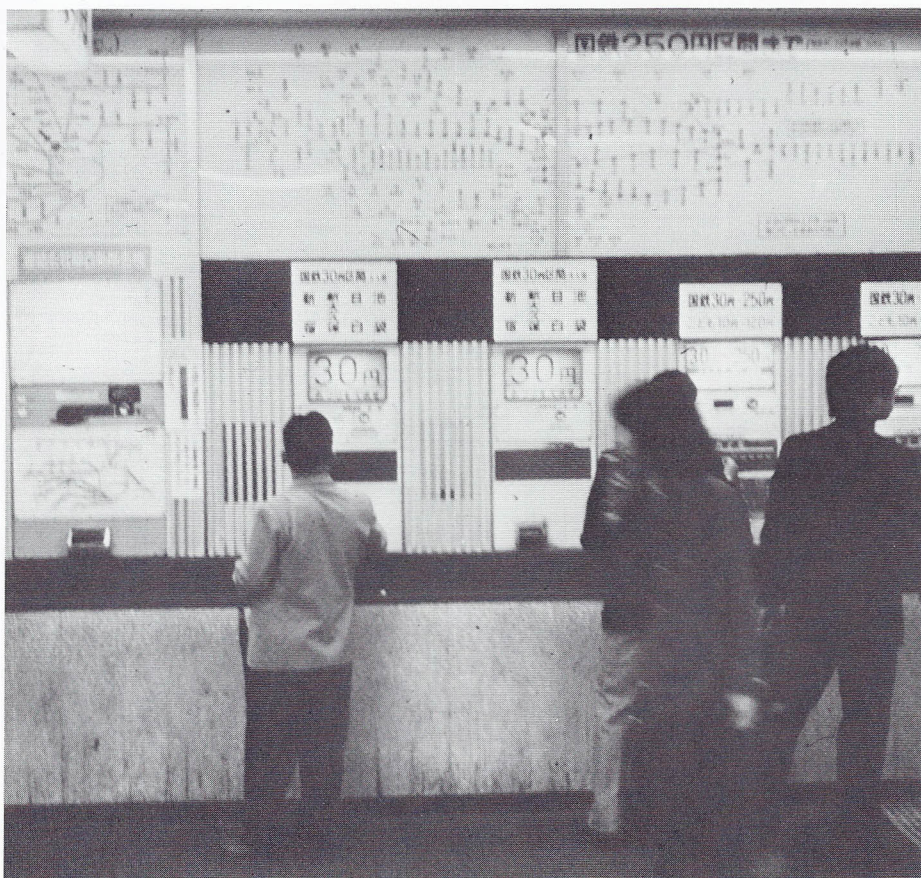






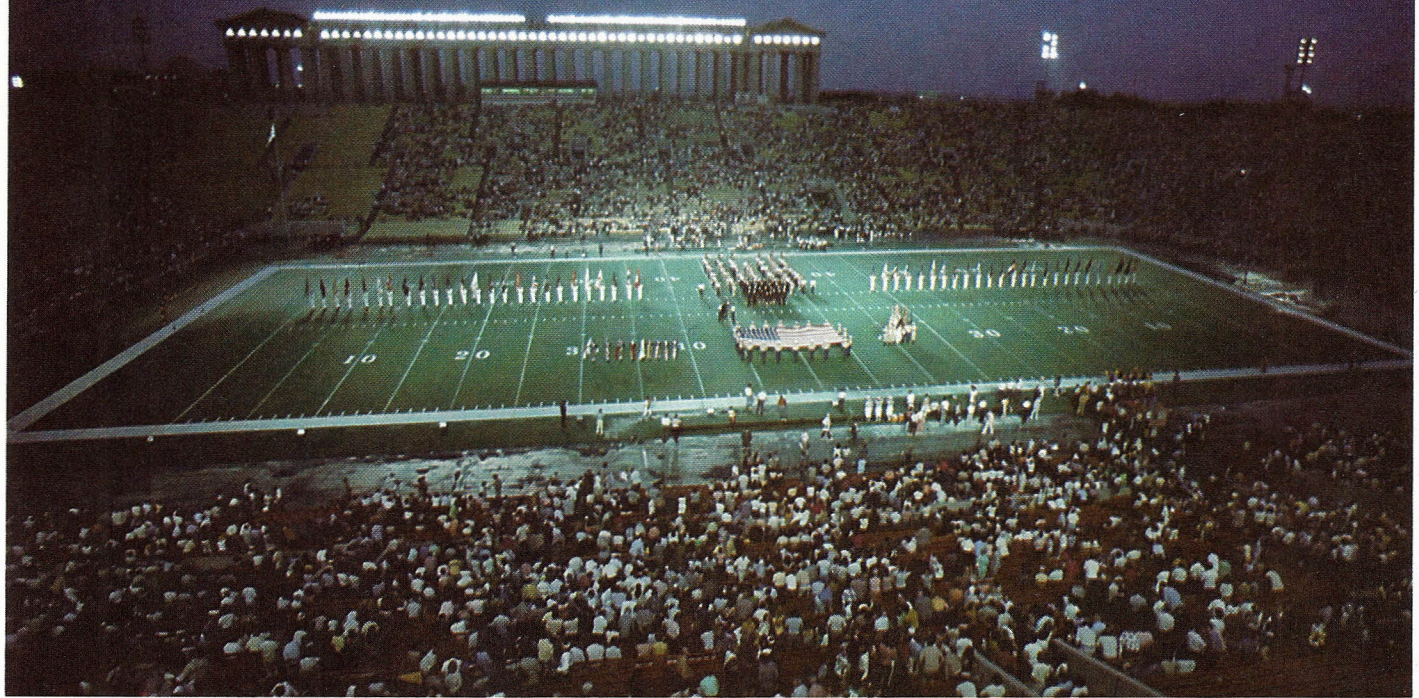
*Remarkable design of Teito Rapid Transit cars in Tokyo makes coupling between individual cars difficult to notice, due to full width passageway.*

*Tickets are purchased from sophisticated printing and vending machines, shown here at Tokyo station of Japanese National Railway.*





# Soldier Field, Chicago



## Editor's Note

To write this article on Soldier Field, we commandeered an associate in CTA's Public Affairs Department, Bill Wolfan, who started his journalistic career as a sports writer for the *Grand Rapids (Mich.) Herald*. In that capacity, he covered the high school and college football career of a certain Gerald Ford, culminating with a press box view of the future President's performance in the Chicago Tribune All-Star game in Soldier Field itself. After more than a dozen years on the *Herald*, Bill entered military service where he attained the rank of captain. He handled public relations for the wartime Manhattan atomic project and for the post-war Bikini tests in the Marshall Islands. Bill came to Chicago in 1947 as a newswriter for WBBM (CBS) and later advanced to newsroom supervisor for the network's Chicago operations.

J. H. Smith

The night was clear over Lake Michigan. The stars were out in full force, no turbulence in sight. An airline pilot was making a routine approach to the city. By coincidence, he happened to glance downward for a brief instant. There below him in plain view was a group of mysterious figures moving about silently on what appeared to be a huge football field. He turned to his co-pilot and remarked, "That's Soldier Field, isn't it?" His flying partner replied, "It sure is, and it looks to me like we're seeing a mirage."

Now since UFO's do not play football or engage in prize fights, it's obvious that the airline crew may well have seen a mirage, common only to the sands of the Sahara. Whatever they saw—if anything—was unreal, but it does fire the imagination.

The best explanation is that they were aloft on one of those rare evenings when the athletic heroes of the past returned for a few fleeting moments to relive their achievements of yesteryear at Chicago's giant Soldier Field, an historic site that has wit-

nessed some of the greatest moments in American sports.

## A Half Century Piece

As the nation celebrates its bicentennial year, Soldier Field will mark its fiftieth anniversary in 1976.

One of the most famous football teams of all time — led by Knute Rockne's undefeated Four Horsemen — played at the lakefront stadium in 1924 and defeated the Northwestern Wildcats, 13 to 6. The cleats of the Horsemen — Don Miller, Elmer Layden, Harry Stuhldreher and Jimmy Crowley — trod the turf where hundreds of outstanding gridgers have performed including the present President of the United States.

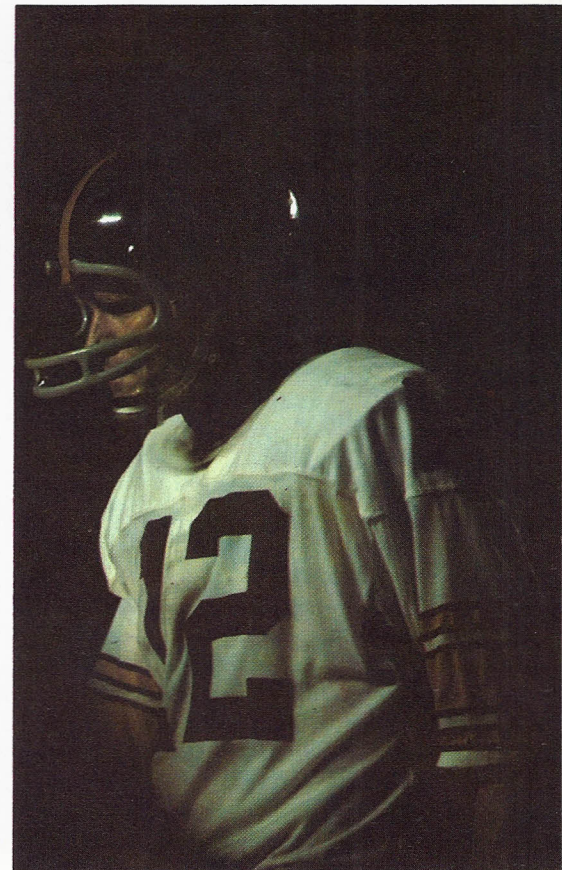
Construction of Soldier Field began in 1922. It was dedicated to the Army, Navy and Marines who served in World War I.

Originally named Grant Park stadium, the Chicago Park Board renamed it Soldier Field in August, 1925. It was the scene of the International Eucharistic Congress in 1926, but the stadium was not officially

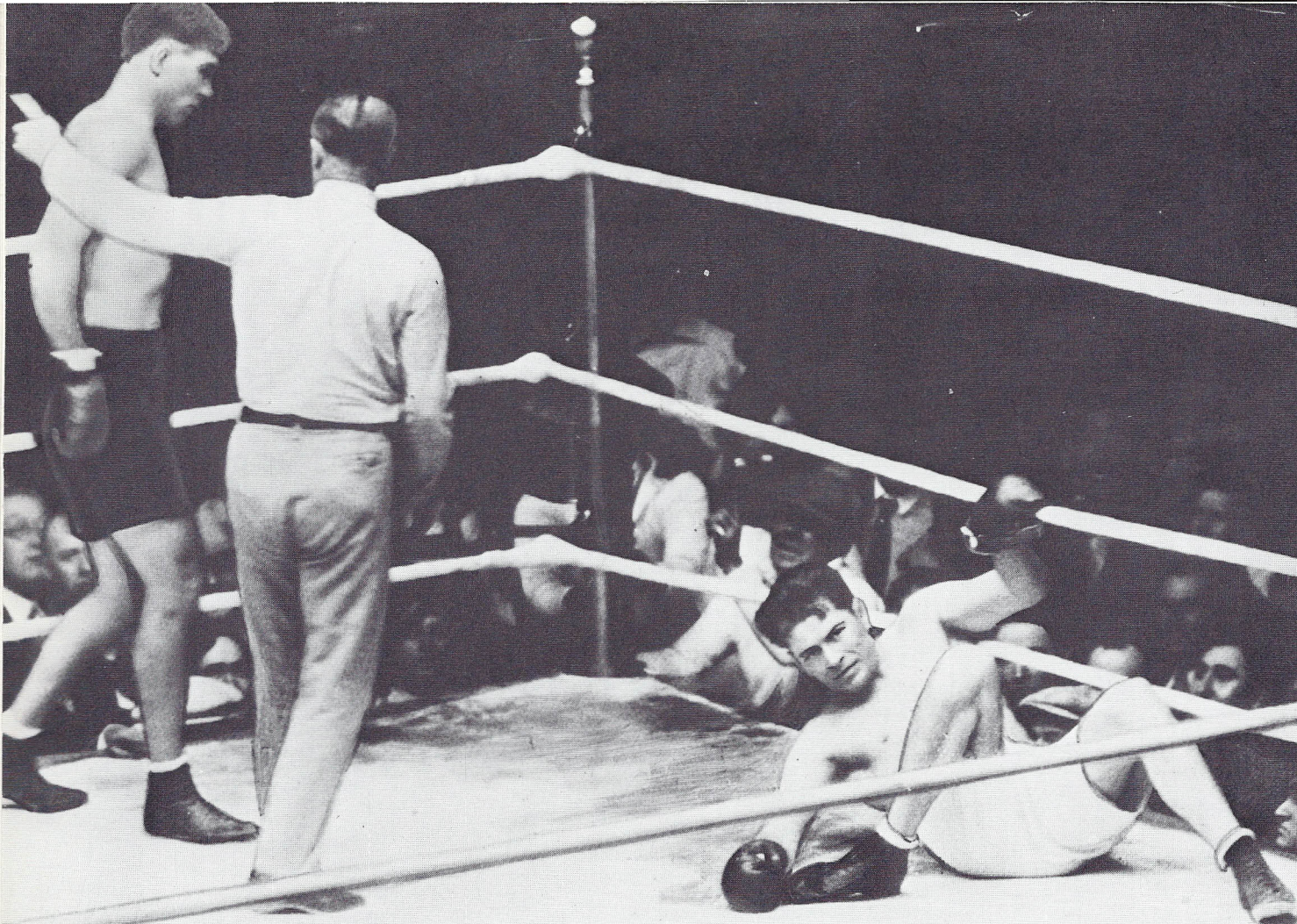




*In 1975 All-Star game spectacular, facing page, brief thundershower provided the overture so crowd arrived late, top left. When game got under way, field was fairly dry, and in first half, everything moved but the Pittsburgh Steelers ball carrier, lower left. This put the worry marks on the face of Superbowl star quarterback Terry Bradshaw. But, at the finish, the professionals had hung up another victory in the series.*







dedicated until November 27, that same year when Army and Navy played to a 21-21 tie before 110 thousand fans.

The planners had intended Soldier Field to be a possible location for the Olympics, but Chicago lost out in the bidding to St. Louis.

### ***The Intentional Safety***

Following the Notre Dame-Northwestern game of 1924, Fielding H. Yost and Michigan's unbeaten Wolverines bowed to Northwestern at Soldier Field, 3 to 2, in an historic upset in 1925. The field was knee deep in mud.

The undefeated title-bound Wolverines drove to the Wildcat 10 yard line late in the final quarter, but missed a necessary first down. Facing a strong wind, Tiny Lewis, who was forced back to the goal line to punt, backed into the end zone and touched the ball down for an intentional safety. This gave Northwestern the right to make a free kick upfield and out of danger.

This was the same Michigan team

***Solder Field, September 27, 1927 — Gene Tunney, who was awarded the decision, is down for the famous "long count" while Referee Dave Barry waves Jack Dempsey, former heavyweight champion, to a neutral corner. This is one of the most debated moments in boxing history — and will be forever. Who really won? In addition to more than 120,000 fans who packed the stands, millions of Americans listened in on the new miracle of network radio. The announcer: Graham McNamee.***

that had rolled up 117 points in two games while holding Indiana and Navy scoreless prior to the confrontation with the Wildcats of Dick Hanley.

The nation's football fans have long associated Soldier Field with College All-Star football sponsored by the Chicago Tribune.

The game was originally founded by the late Arch Ward, sports editor. I was invited by Ward to attend that first game in 1934 between the great Chicago Bear team and the College All-Stars.

The Bears had four Hall of Fame players and a perfect record of 13 victories and no defeats. Playing for the Bears and Coach George Halas were Red Grange, Bronko Nagurski, Bill Hewitt and Roy (Link) Lyman.

The All-Stars lineup included

Tennessee's Beattie Feathers, Ed (Moose) Krause of Notre Dame, Chuck Bernard of Michigan and Joe Laws of Iowa. The head coach was Noble Kizer of Purdue, aided by one of the Four Horsemen, Jimmy Crowley, and Dick Hanley of Northwestern. Final score: 0 to 0.

### ***The Catbird Seat***

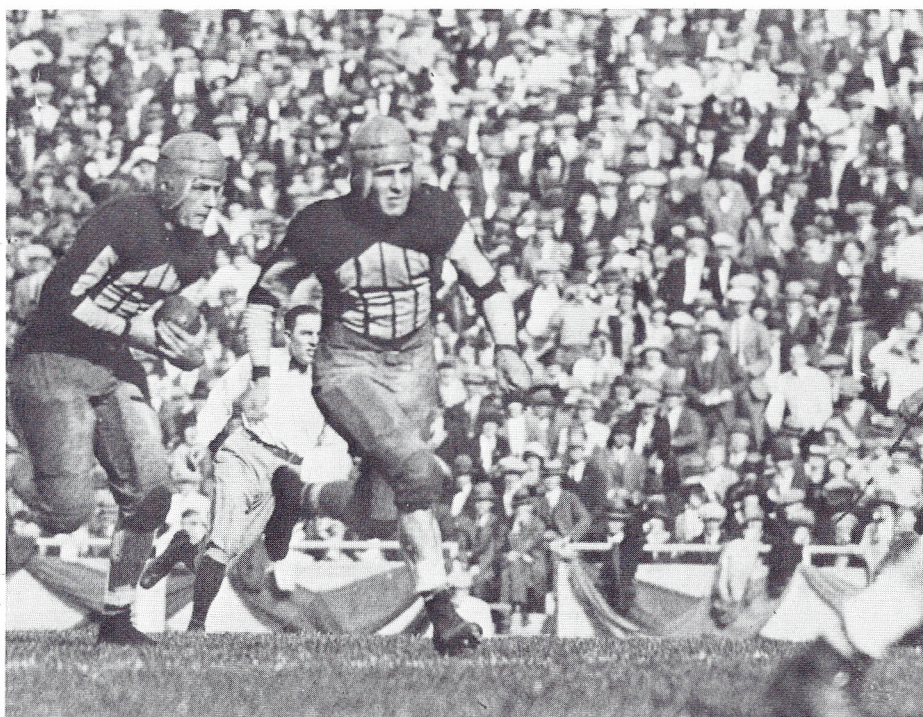
This writer (age 21) was sitting in the press box and thrilled by the presence of every big name in the sports writing fraternity. The Chicago Tribune saw to it that the occasion was a memorable one. Courtesy was Arch Ward's trademark, and he treated the "little guy" exactly the same as the big names from Manhattan.

I also attended the 1935 game,





***The Four Horsemen of Notre Dame — left to right, Don Miller, Elmer Layden, Jim Crowley, Harry Stuhldreher. This most famous Irish backfield of all time helped to “break in” the Soldier Field gridiron — but the backs scarcely needed horses to get to the end zone.***



***The galloping ghost... Red Grange... old No. 77 was the collegiate gridiron hero of the 1920s. Shown here as he galloped for the fighting Illini behind the blocking of Earl Britton.***

***Grange played later with the Bears in the first All-Star college game at Soldier Field in 1934.***

capacity for Yale football and boxing to help defray his expenses in obtaining his law degree.

Thus the Bears lost a prospective center and the nation gained a distinguished leader.

#### ***All-Stars Win***

The 1937 game marked the first All-Star victory.

Gus Dorais of Detroit was the All-Star coach and Slingin' Sammy Baugh of Texas Christian was the hero. He threw a pass to Gaynell Tinsley of Louisiana State for a 47-yard touchdown play to give the Stars a 6-0 victory over the Green Bay Packers.

Many famous names have coached the All-Stars over the years including Bernie Bierman of Minnesota, Lynn Waldorf of Northwestern, Gus Dorais of the University of Detroit, Bo McMillin of Centre and Indiana, Carl Snavely of Cornell, Bud Wilkinson of Minnesota (whose Oklahoma teams ran up a win streak of 47 straight), Bob Zuppke, the famed Illinois coach, Dr. Eddie Anderson of Iowa and Holy Cross, Frank Leahy

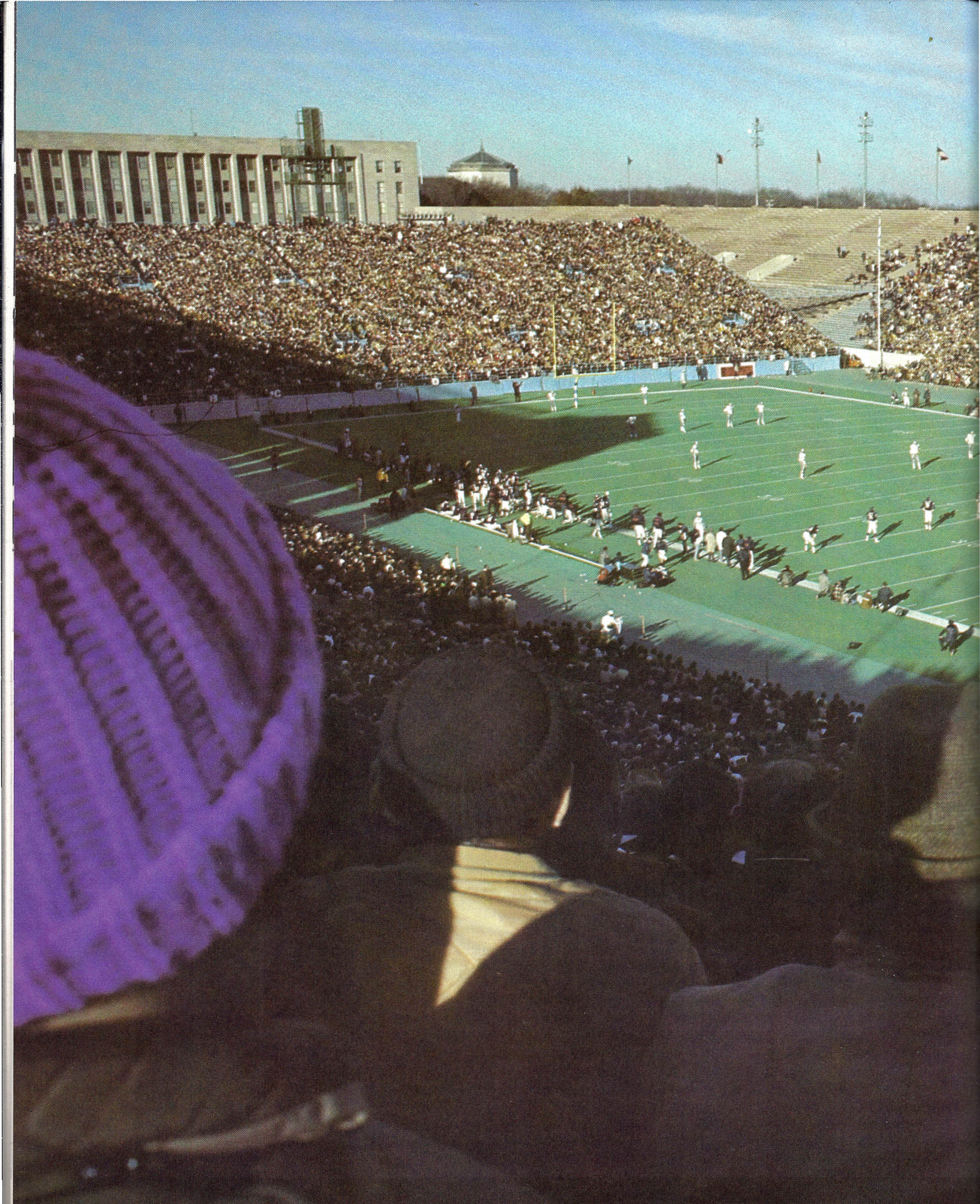
with the Bears the All-Stars' opponents for the second year in a row. I returned to Soldier Field because of my home town's interest in a fellow citizen named Ford who was a member of the All-Stars. He saw action in the closing minutes in the game won by the Bears, 5 to 0.

The collegian who was later to become president of the United States had been named the most valuable player the previous season on the Michigan Wolverines' varsity. His All-Star head coach was Frank Thomas of Alabama whose assist-

ants were Michigan State's Charley Bachman, Edward (Slip) Madigan of St. Mary's and C.W. (Doc) Spears of Wisconsin. The late Harry Kipke was President Ford's coach at Michigan. Kipke assisted Bo McMillin in coaching the 1938 stars.

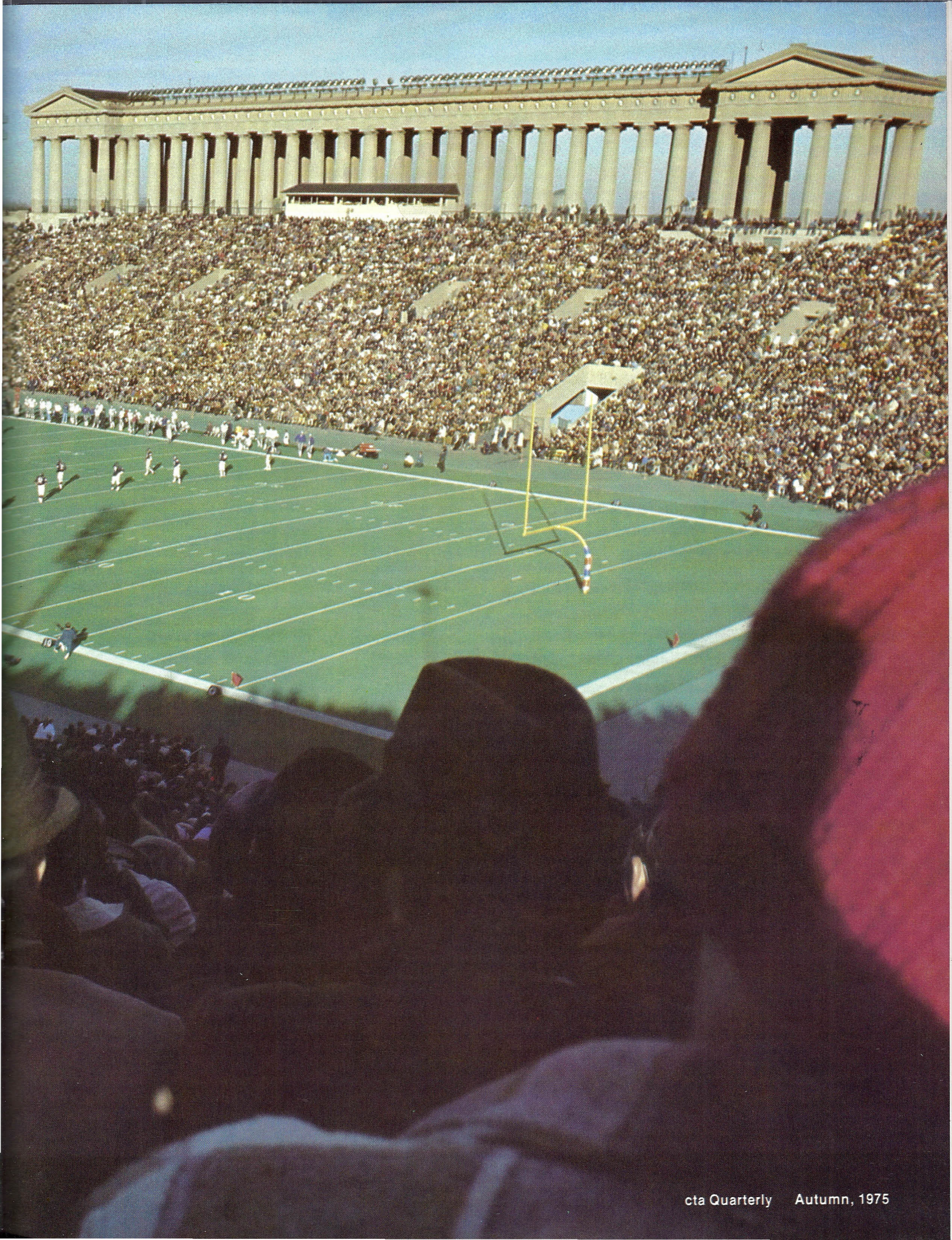
Owner George Halas of the Bears and Curley Lambeau of Green Bay bid for Ford's services as a pro. Halas recently wrote me that he offered more money to Ford than Lambeau did, but Ford declined both bids to accept a coaching assistant's post at Yale. He served in that





Chicago Bears Sunday afternoon game at Soldier Field.









***The Twenties: the way it was, Notre Dame beats USC 13-12 in '29.***

and Elmer Layden of Notre Dame and others whose names are familiar wherever dyed-in-the-wool football fans assemble.

The college heroes are so numerous that it is impossible to list them all. But who can forget the performances of Charley Trippi and Buddy Young as they spearheaded a college All-Star victory before 105 thousand fans at Soldier Field in 1947, defeating the Chicago Bears, 16-0. The All-Star coach was Frank Leahy.

Many of the pro stars of today were college All-Stars of yesterday... Larry Csonka, Joe Namath, Billy Kilmer, Roger Staubach, John Hadl, Charley Taylor, Greg Landry, Ed Podolak, Dan Pastorini, John Brockington, Bob Griese, Wally Hilgenberg, Matt Snell, Jim Plunkett, and a host of others. The Bears' Gale Sayers was an All-Star in 1965, after being named All American at Kansas University.

### ***The Long Count***

Fight fans have never been able to forget a 1927 heavyweight bout at Soldier Field. Among the most momentous events ever held in Chicago was the championship fight between Jack Dempsey and Gene Tunney which attracted 120 thousand fans. Tunney won the title on the disputed

"long count" by referee Dave Barry which occurred when Dempsey failed to go to a neutral corner after flooring Tunney. The fans are still arguing over that one — 48 years later.

The 1931 international Golden Gloves championships, sponsored by the Chicago Tribune, were held at Soldier Field.

Another popular Soldier Field event was the annual Chicagoland Music Festival which, for years, brought leading show business stars here.

In 1968, the Air Force Academy met the Navy and defeated the midshipmen at Soldier Field. One of the Air Force's mascots, a falcon, flew away at half time. It was last seen heading south and despite a wide search, no trace of the falcon was ever found.

The Mayor's City Prep football championship games have attracted many thousands of fans to the stadium. Soldier Field also was once home base for the Chicago Rockets of the ill fated all-star American Pro league later merged into the NFL. Elroy "Crazy Legs" Hirsch, now University of Wisconsin athletic director, was the Rockets' star halfback.

More recently the stadium has been used by the Bears, the Chicago Sting soccer team and for

invitational tennis competition.

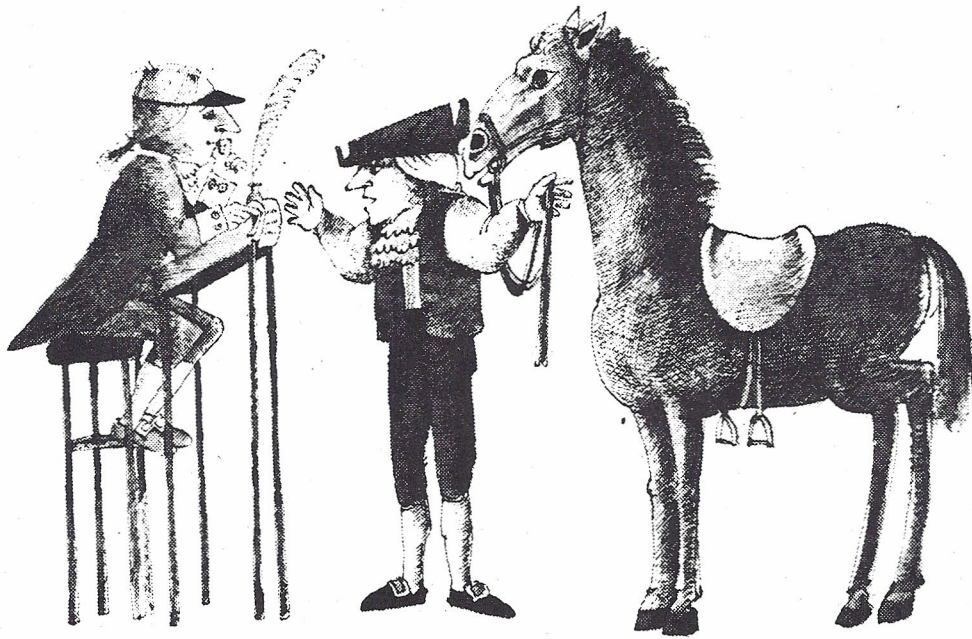
The Soldier Field of yesterday and today is an historic tribute to the growth of Chicago as a city and the popularity of the sports extravaganza. The stadium is as much a part of the city as the lakefront. Not alone is it a permanent memorial to our brave men who fought for freedom but it unites the past and the present.

**W. B. Wolfan**  
**CTA Public Affairs**

### **Way To Go**

CTA's No. 126 Jackson buses, operating between the Loop and Soldier Field, provide convenient connections with CTA bus and rapid transit services as well as commuter railroads. To Soldier Field — board buses eastbound on Jackson Boulevard. Returning to Loop — board buses on McFetridge Drive (north end of Soldier Field) and alight along VanBuren Street for connecting services. Fare: 45 cents (25 cents on Sundays) or valid CTA transfer. For Bears' games, frequency of service is every three minutes, starting hour and a half before kickoff.





Seymour Leichman

## 'Who Authorized This Trip?'

By **ROBERT LASSON**  
and **DAVID EYNON**

*Paul Revere didn't work for nothing. . . . Official records in the archives of the Massachusetts State House show Revere submitted an expense account for 10 pounds 4 shillings for services performed as a messenger during the first two weeks of the American Revolution. He was paid by the Massachusetts House of Representatives.*

—The Boston Globe

SCENE: COLONY COUNTING HOUSE

**Clerk:** *(Looking up from sheet of foolscap)* A marvelous ride, Mr. Revere! Might I have your autograph for my lad? He's—

**Revere:** Of course. *(Scribbles with clerk's quill)* Will it take long to process my expense account?

**Clerk:** Not at all, sir. A question or two and . . . *(Scans the sheet of foolscap, raises eyebrows at bottom line)* Who authorized this trip, incidentally?

**Revere:** The Sons of Liberty. Sam Adams, John Hancock.

**Clerk:** A copy of your travel orders should be attached, Mr. Revere, but we'll waive that. Was public transportation available?

**Revere:** At that hour? I was lucky I had my own horse.

**ROBERT LASSON and DAVID EYNON** frequently collaborate on humorous articles.

**Clerk:** You didn't avail yourself of one of the official Post horses at the Green Dragon Tavern?

**Revere:** The Postmaster was a Tory. His suspicions—

**Clerk:** Use of a privately owned horse requires supervisory authorization, Mr. Revere. If John Hancock will sign your—

**Revere:** John Hancock will sign anything.

**Clerk:** And this trip destination, "Every Middlesex village and farm." Couldn't you be more specific?

**Revere:** How about "Lexington-Concord and return"?

**Clerk:** Much better. Now, under "Time," this "hour of darkness and peril and need" sounds . . . well, inexact.

**Revere:** Late P.M. to early A.M.?

**Clerk:** That's the ticket! Oh, and for "Purpose of Trip," might we say something less . . . literary than "the fate of a nation"?

**Revere:** Dissemination of mobilization instructions?

**Clerk:** Excellent. By the way, was any personal business conducted en route?

**Revere:** We took a 10-minute break—but we're only asking straight time for the whole tour, even though it was after hours.

**Clerk:** Admirable. Now these "expenses for horse" break down to two shillings per day. Were you figuring the horse by the mile—or per diem?

**Revere:** He eats either way. Two shillings daily.

**Clerk:** I take it, then, you didn't employ a livery stable that offers government rates? And you didn't get three bids to — *(Brushes aside question)* Pshaw! Enough of these petty technicalities, Mr. Revere. You made a gallant ride, and you deserve your expenses, which come to . . . *(Runs quill deftly through several items and corrects bottom line figure)* 13 shillings and sixpence in Continental currency—or one Spanish milled dollar.

**Revere:** *(Clutching chit offered by clerk and staring in disbelief)* Thirteen and six! That won't even cover what the ride did to my suit! What are all these deductions?

**Clerk:** *(Using feather end of quill to tick off items)* There's your withholding, of course. City wage tax. The horse's pension. Wear and tear on the highway.

**Revere:** Thirteen and six! I could have stayed home and made teapots for thirteen and six!

**Clerk:** Well, Mr. Revere. For an unauthorized trip outside business hours on privately owned transportation, you're doing pretty good.

**Revere:** Thirteen and six! I could have been soldering tankards at five times that rate!

**Clerk:** Yes. On your way home, could you drop this off with the sexton at the Old North Church? It's a summons for a fire code violation. Someone's reported two lanterns in the belfry.





# The Campus Scene in Transportation

The nation—its laboratory. Education and research—its tools. To develop and further an effective national policy in transportation—its goal. Without a doubt, an impressive undertaking. But, Northwestern University's Transportation Center is well suited to the task.

Situated just off the lake, in the heart of the university's Evanston campus, the Center has won distinction as the finest transportation education and research facility in the country, perhaps in the world.

Working with such broad concerns as national policy, however, is not the Center's only function. According to Director Leon Moses, the Center is also committed to helping solve transportation problems in industry, urban and suburban areas. In addition, several Center studies have focused on each of the different transportation modes, (air, rail, highways, waterways) and the problems inherent to each one.

Its many contributions in the field of transportation have been recognized by various sectors of the business community, including many of the nation's industry leaders.

But the thrust of the Center's work has implications which go farther than the transportation field for ultimately its activities link to the growth, development and strength of the economy itself.

Greater Chicago, an area cosmopolitan in character

with its own unique transportation needs and problems, has proved an excellent laboratory for the Center's work in education and research.

## *The Start Up*

Back in 1953, the Transportation Center was still only a concept. It started originally as a suggestion made by Franklin M. Kreml, then Director of Northwestern's Traffic Institute. His idea was to expand the Institute's program to include studies in highway transportation and urban traffic problems.

Kreml submitted his idea to a committee which concluded that, because most transportation problems are interrelated, no single aspect should be isolated from the entire picture. The following year, the committee approved the creation of a Center for studying and teaching all facets of transportation.

Kreml is now associate director of the 21-year-old Center, having recently returned to the campus following industrial service in Detroit.

"As a Center that combines Social Sciences, Engineering, Law, we are quite unique, both in the interdisciplinary nature of our program as well as the amount and quality of our faculty," says Director Moses.

Other transportation schools, Moses explains, have





Leon N. Moses has been a Professor of Economics at Northwestern University since 1959, and has done extensive research in the field of transportation, his area of specialization. His initial involvement with the Transportation Center occurred in 1959 with his appointment as Assistant Director of Research, and from 1960-64 when he served as Director of Research. In September 1974, he was appointed Director of the Center. He continues to teach courses in the Center's curriculum as well as performing his duties as Director. Dr. Moses received his B.A. in economics from Ohio State University, graduating with highest distinction in 1946. He received his M.A. in economics from Harvard University in 1949, and his Ph.D. in economics also from Harvard in 1952.

been more specialized, focusing on only one area of study, such as Engineering. But, he adds, "These schools generally are now following the lead we have established."

Overall, he says, "One of the Center's important impacts is that our people now staff university research programs all over the country."

Graduates of NU's Transportation Center are now working in upper level positions at the University of California at Berkeley, MIT, and the University of Pennsylvania.

The goal of the Center's academic programs is to prepare its graduates to work in industry, but primarily in government regulatory bodies. Moses says he'd like to

see the Center's people in agencies such as the Federal Railway Administration, the Interstate Commerce Commission, and the Civil Aeronautics Board.

"We are trying to get government to approach transportation in a more informed way by having more planners and workers who are trained in transportation," he explains.

### ***Toward a National Policy***

Concurrently with its academic programs, Center research maintains a long-range goal to study government policy.

"We want to do a great deal of work towards the development of a national transportation policy that will lead to increased strength and efficiency in the industry. I want to avoid a situation where the government jumps from one policy to another and the second policy is no better than the first," Moses says.

While the Center serves a vital function in government and industry, its contributions are not exclusively dependent on just those people working within the university setting.

The Center is just as reliant on the goodwill and expertise of members of the business community, who in various capacities have aided the Center's work.

Several opportunities are available to businessmen to join in the Center's efforts toward improving the nation's transportation scene.

The Business Advisory Committee, formed at the Center's inception, was considered then, as it is now, to be an essential element in guiding the Center's development.

Moses adds, "They have a very important impact in the research area. They have a great deal of knowledge of what's going on in the industry. Through them I get a feel for what the critical issues are."

The Committee's involvement has included suggesting constructive research, encouraging business participation in Center programs, assisting in obtaining financial support, and lecturing for Center management programs.

### ***Building Business Know How***

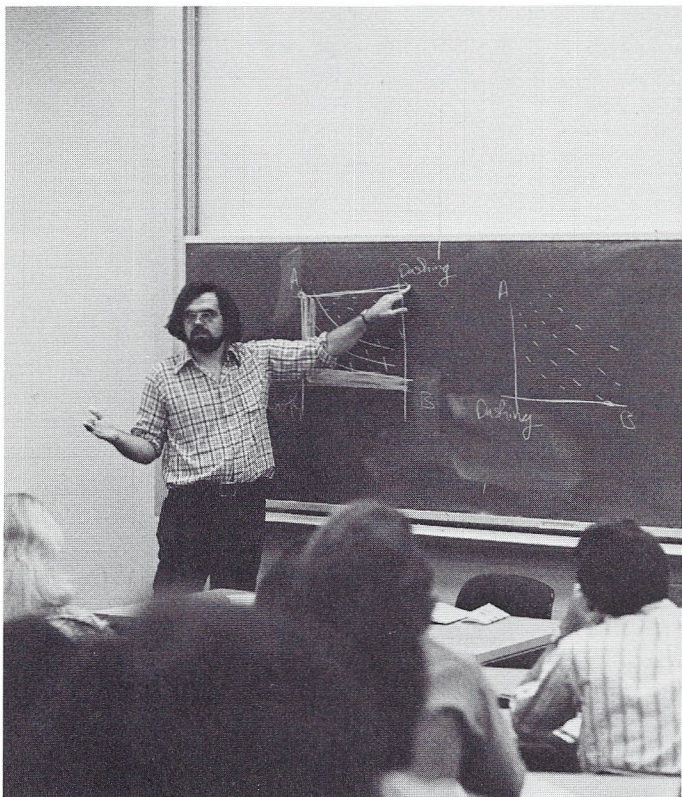
Another aspect of business involvement with the Center is through its program of special management courses and seminars. These run anywhere from four weeks to two days.

Some are broad in scope dealing in such topics as "Profit Strategy" and "Marketing Management". Others are more specialized and focus in areas such as "Airlines Marketing Strategy" or "Chicago's Public Transit Crisis: What It Means to the Suburbs". A maximum of five to six courses are run throughout the year.

"These courses are changed and updated almost every year, and the faculty is altered, too. We hire the best faculty we can find wherever they are," says Moses.

The overall purpose of this program of short-term management courses is to keep the manager up-to-date on recent management techniques and decision-making tools. The manager also becomes better acquainted with the business, government and economic environment in





***New talent for transportation industry and government is developed in classroom sessions as shown above. Business Advisory Committee assists the Center in the selection of research programs, the planning of curriculum, and the generation of financial support.***

which he must operate.

The program's success can be measured in the number of graduates, 3510, since the first management course was given in 1957.

"Over the years we've developed contacts within every one of the major corporations. We write to these people, indicate a specific course we're giving, and ask them who might be the proper person from their firm to take the course," Moses explains.

Perhaps one of the more significant areas for business involvement with the Center is in sponsoring research. Several research projects are funded by various sectors of the transportation industry.

### ***Pathways of Research***

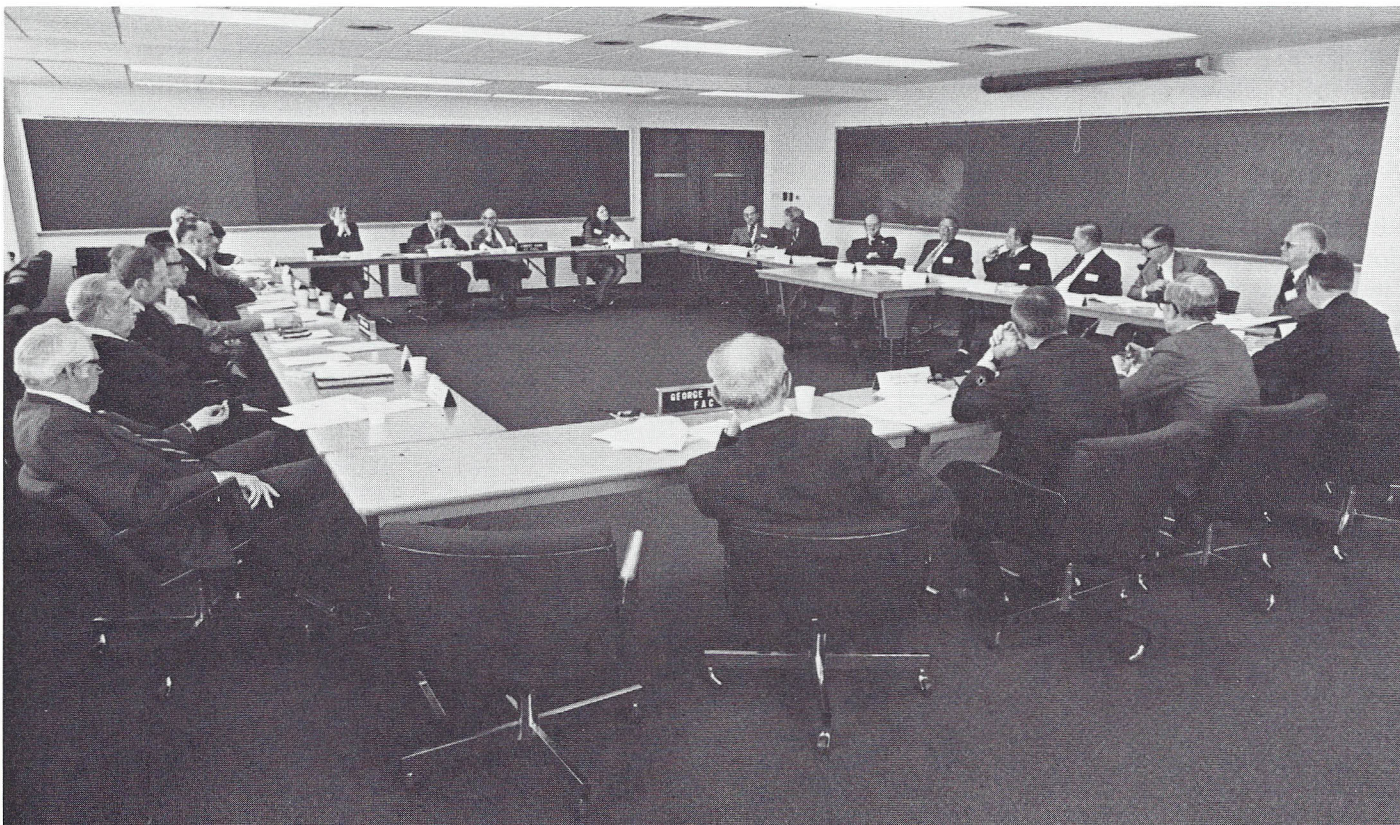
The Center focuses on those problems with broad implications for the entire transportation industry. Past studies have included: "Economics of Waterways Transportation" and "Public Transportation in the Chicago Region: Present Performance and Future Potential".

"We do no confidential studies. If we undertake a project, it must be one of national interest and concern. We usually work for a whole group of firms rather than one individual firm," explains Moses.

One of his primary considerations is that a study be unbiased. If it involves only those companies representing one transportation mode, he insists that the various other modes be represented on the research committee.

"I want them to see what we're doing and to make sure that, even if they don't like what we're doing, they're convinced it was an impartial study," he adds.

Funding is yet another vital area for which the Center is





dependent on the active participation of concerned members of the business community. Partial funding comes from the university which, says Moses, has been very generous in its support of the Center and its faculty.

"The university is committed now to trying to look at the future of public policy in the area of urban mass transportation, so it has given the Center quite a bit of financial help," he explains.

But a significant amount of revenue has traditionally come in the form of contributions from industries and individuals.

The Center is perhaps most outstanding in the field of research. In the past, it has made some substantial research contributions in the field of urban mass transit within the Chicago area.

### **Suburban Bus Studies**

Moses discusses at some detail the Center's most recent undertaking:

"One important research project that we are currently working on is this business of the possibility of future bus systems—the demand for bus travel in the suburban area. That fits in very much with the plans of the Regional Transportation Authority.

"We're very much interested in the growth of what you call secondary employment centers around the broad metropolitan area, and what those places are likely to be able to use in the future, in the form of transportation.

"See, a lot of us here feel that even with the rising price of fuel, there is not going to be a mass return to the central city. Instead, what's likely to happen is people will begin to live closer to where they work in the suburban area.

"So, you develop sectors of high density around these secondary employment centers. Around those clusters of employment and high density population, we may be able to see the future of expanded bus transportation systems.

"Then, eventually, we can even think of linking those secondary employment centers with buses running between them."

Work on this project has just begun and is expected to continue through the next two years. Moses explains the various forms the research is taking:

"We are trying to identify, through studies of land use, and so on, where economic activities are going to expand in the suburban areas. We want to try to identify growth centers—places where population and employment are likely to expand. We'll study their importance to the whole issue of land use in the city and what the course of future development is likely to be.

"We're interested in how the transportation system and the modern methods of communication can also help preserve an important part of the central city's economy, especially in the service areas like banking, insurance, advertising, and management consulting."

In connection with this research, Moses sees very limited expansion of fixed rail facilities and looks to the future growth and predominance of bus systems in the cities. One reason for this, he explains, is the prohibitive cost in setting up a complete fixed rail system.



**Special management courses and seminars cover such topics as transportation marketing, economics, planning, government relations. More than 3,000 industry executives have graduated from Center short courses.**

"That's not to say that we're not going to need to gradually replace cars on the rails and put in better improved cars in the future. But as for great expansion in the fixed rail facility, I don't see that."

### **The Region as Laboratory**

He thinks the establishment of an integrated bus system in the Chicago area can only come about through the further development of the RTA.

With the greater Chicago area as its working base, the Center has first and foremost been exposed to those transportation problems which are unique to the city and its suburbs.

Dr. Moses expresses great admiration for the city's transportation system.

"I think that the Chicago region is a magnificent area in which to study urban problems in general. It has a well developed transit system. It has a long history going back 50 years of interests in land use, studies in land use.

"Some of the classic studies in urban growth were developed by people in the Chicago region.

"In one respect, however, Chicago is not so good. It is not typical of the cities that developed in the 19th century, and by that I mean that Chicago really does a hell of a lot better than most of the cities in its age distribution.

"The city of Chicago has maintained a much stronger and more viable economic base than a lot of comparable cities like New York, Philadelphia, Boston, Baltimore.

"So it's a good laboratory. It has a long tradition of interest in urban economics and various aspects of urban problems. Also, it has the Chicago Area Transportation group which keeps up banks of data. It's a marvelous place in which to train students and do research."

**Arline Datu  
CTA Public Affairs**



# PICK YOUR OWN TOUR



Perhaps your group would like to select its own bus tour, made up of the Chicago points of interest that are most in demand by the members. On a recent Sunday outing, the Chicago Press Veterans chose to leave the automobiles in the home driveways and use a CTA bus as their air-conditioned limousine to go "on the town" for the day. Despite years of covering news all over the city, there are scores of places any reporter has never really had the time to stop and enjoy. Here's a picture tour of some of the press re-visits which may serve as a "sampler" of places you might like to include when you go.



*The Fountain of Time on the Midway Plaisance. Funny, I have driven by that thing hundreds of times and I never really noticed the details.*

*So this is the Chagall. Without the traditional lunchtime crowds in First National Bank Plaza, one can get a better look at it.*

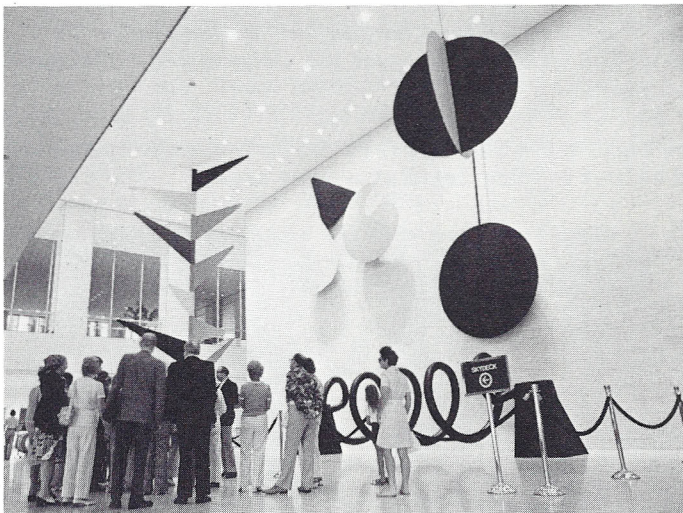






*The Museum of Science and Industry is a basic of most charter tours of Chicago. The opportunity to get involved with push buttons and machines is irresistible.*

*Ground floor itinerary in the Sears Tower, before the elevator ride to the observation deck, includes inspection of the kinetic sculpture by Alexander Calder.*



*Shrine of one of the biggest, long-time reaction news stories of all time — the splitting of the atom. The Henry Moore sculpture at the University of Chicago commemorates it.*

*Bus ride through Chicago's Chinatown was part of the press group's charter trip. Other ethnic communities that can be visited include Greek, Polish, and Mexican.*





**When  
You Want  
A Charter Tour —**

— please remember that rush hours limit the equipment available. Therefore, the best times to book a tour are...

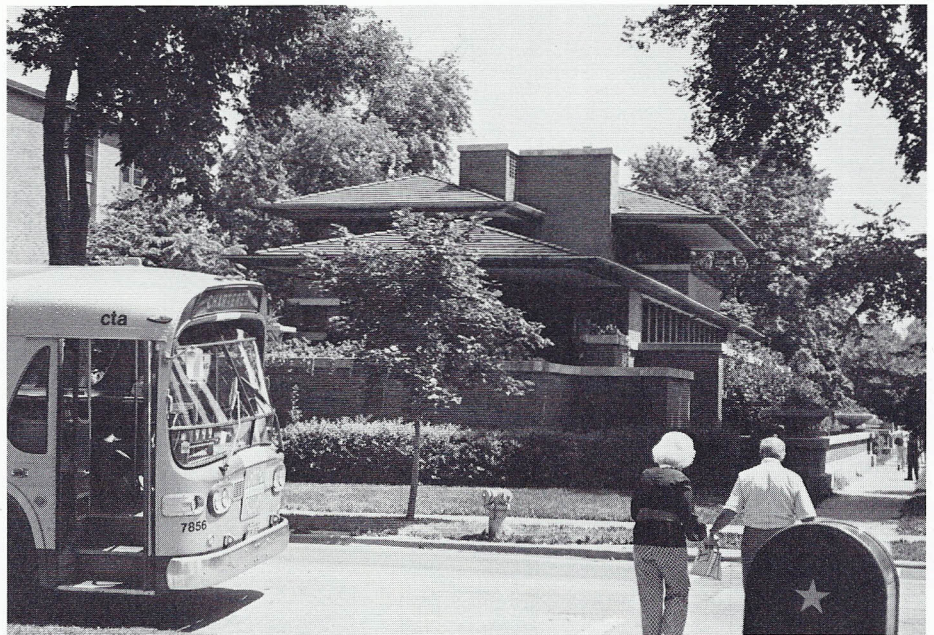
between 9:30 a.m. and 2:30 p.m. weekdays

after 6:30 p.m. weekday evenings

all day Saturday or Sunday

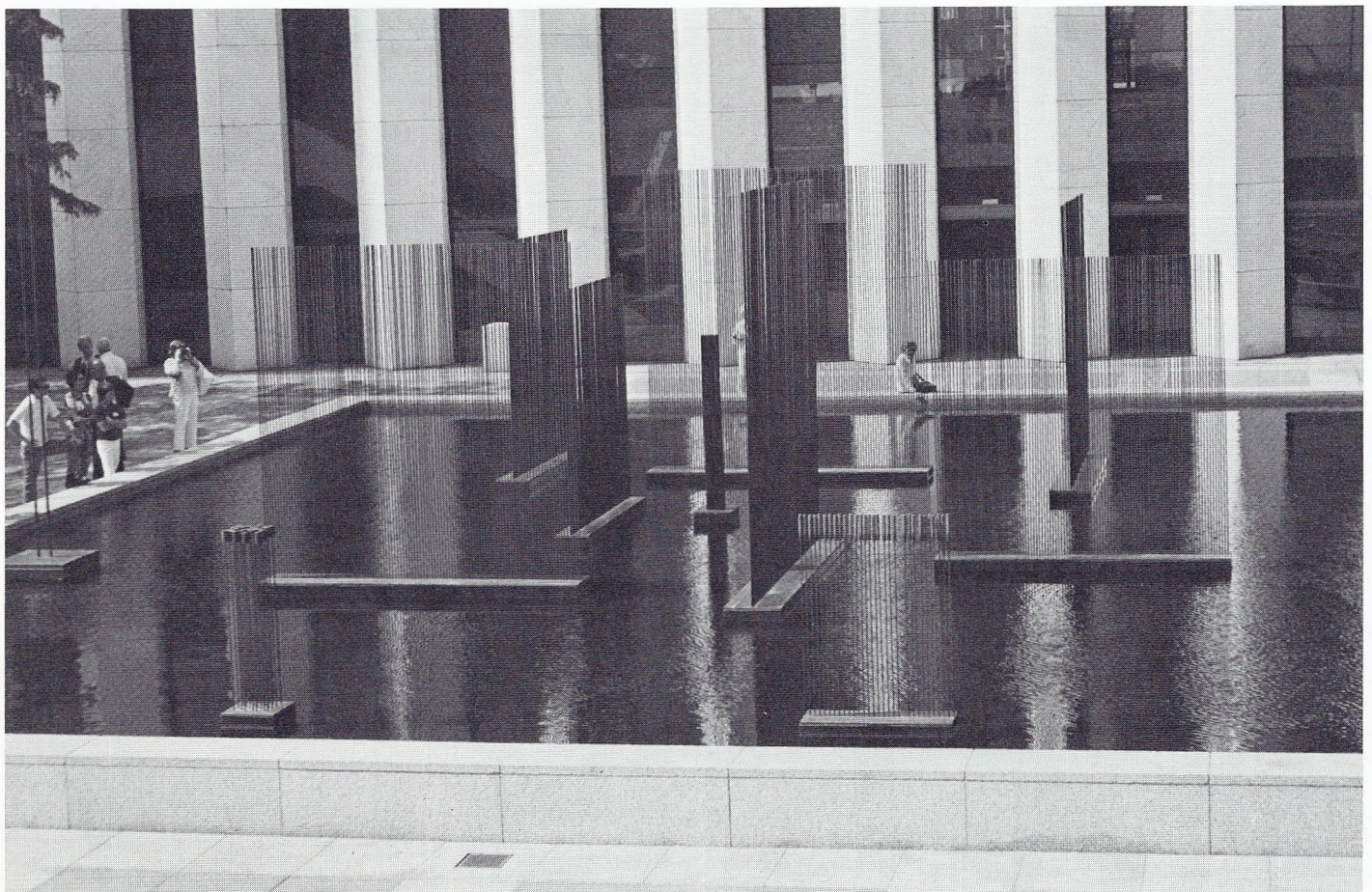
Group charters can be for no more than one day at a time and cannot go outside Cook County borders. Bus rates are \$60 for three hours with \$17 for each additional hour up to 8 in the country and \$16 for each additional hour up to 8 in the city. Two car rapid transit trains are available for \$350 per hour and \$25 for each additional hour.

For charter sales information, call 664-7200 and ask for Extension 813.



*Everybody makes references to Frank Lloyd Wright, but few have taken time to study his architecture. The Robie house near the University of Chicago provides one such opportunity.*

*Audio-visual stop on the trip is at the Standard Oil building where the enchantment of Bertoia's wind chimes is to be heard as well as seen.*





## How To Sell To CTA

*For the guidance of Chicago area executives who — some day, sometime — might have a product or service to offer the CTA, we asked Anit Leppiks of our staff to conduct this interview with Frank A. Johnson, CTA's Director of Purchasing.*



The toughest job in the world is to buy something right.

It's especially tough when you're buying items like \$586,426 rapid transit cars to \$9 million parts for a cab signalling system.

You don't get a second chance when you're shopping for capital equipment. So the CTA has schooled itself in the art of smart spending. It's a technique it uses even when it buys paper clips.

Yet, the CTA is a heavy consumer. I was curious to learn just how I would go about selling something to the CTA.

**Q:** Mr. Johnson, I would like you to consider me an outsider. Let's say I've switched businesses — from the writing end to the printing end, and represent a new company. We are well financed and have good production facilities, with a variety of presses and the ability to go four color. What do we do to present ourselves to you?

**A:** Since you haven't dealt with the CTA before, you'd probably first want to see me or our superintendent, Robert McCarthy, to learn more about the overall purchasing function.

I'd explain that the CTA purchases our materials by competitive public bidding, which is required of all transit authorities by the Metropolitan Transit Authority Act.

It's a system which supplies vendors with the "bread and butter" of profit, for we have a continuing volume of business they can count on if they keep their prices down, their quality up, and their delivery promises realistic. They might make a

better profit on anything extra they can sell somewhere else maybe, and that's their gravy.

The next step would be to refer you to the buyer who handles your commodity.

**Q:** How knowledgeable is this buyer?

**A:** We have six buyers responsible for different material equipment and services. Their major items are stationery items and office equipment, lumber and steel, electrical goods and construction, automotive and safety equipment, and hardware and tools, bus parts and petroleum products.

Our buyers have a variety of educational on-the-job experiences which stand them well, because, as the CTA expands, we are still buying many of the same commodities, only more of them.

If, however, a buyer does not have the expertise or the experience behind him for an item, he will get together with the specifications engineers or with the department which uses the service and relay what a salesman told him to see how his product fits in with their needs.

However, our compliance section cautions vendors to be realistic about what they promise. Vendors learn that we will not make an award for a product that doesn't meet our requirements or we will return it if it doesn't meet our specifications after delivery.

**Q:** What should I be prepared to tell this buyer?

**A:** Assume you are a steel or fastener salesman. The buyer knows that we buy stove bolts, carriage bolts, and cadmium

plated bolts. He would describe our normal needs for fasteners, our quality requirements, and what types of materials we buy in your lines. Also, he would not encourage you in a field where we have limited needs.

**Q:** Such as?

**A:** We often get inquiries from people who want to do janitorial service for us. Except for our offices at the Merchandise Mart, we have our own janitorial staff. The Mart Job — a huge job — goes out on bids. If you cannot handle a whole floor we don't advise you bid on it.

**Q:** What items does the CTA need most?

**A:** Most of our needs are maintenance and repair, and operating supplies — anything from diesel fuel to heavy machinery.

We buy fertilizers — landscape materials people wouldn't think we would buy.

We would like to get more competition on steel fabricated items.

We have some rail sections unique to our operations that are getting to be almost unavailable. Casting is a rather difficult area for us. Petroleum products — diesel fuel — require special handling because of the allocation program.

The most unusual purchase we made recently was the rental of two horses to pull an old bobtail streetcar in a parade — we got the horses on a bid.

The competition for our needs varies, of course, with the demand elsewhere.

**Q:** Okay. I'm offering a printing service. What are the steps I take to close the deal?

**A:** First, we would give you a vendor's application, which requests information



CHICAGO TRANSIT AUTHORITY  
MATERIALS MANAGEMENT DEPARTMENT  
PURCHASING SECTION  
**APPLICATION FOR PLACEMENT ON BIDDERS' LIST**

☐ INITIAL APPLICATION☐ REVISION

TO: Chicago Transit Authority, Merchandise Mart Plaza, Room 732

*All Answers Should  
Be Typed or Printed*

1. NAME OF FIRM		2. TELEPHONE NO.	
3. TYPE OF ORGANIZATION (CHECK ONE) <input type="checkbox"/> INDIVIDUAL <input type="checkbox"/> PARTNERSHIP <input type="checkbox"/> CORPORATION		4. IF INCORPORATED, INDICATE IN WHICH STATE	
5. NAMES OF OFFICERS, MEMBERS, OR OWNERS OF FIRM, PARTNERSHIP, ETC., AS THE CASE MAY BE: PRESIDENT		VICE-PRESIDENT	
SECRETARY		TREASURER	
PARTNERS OR OWNERS			
6. ADDRESS OF MAIN BUSINESS OFFICE		7. ADDRESS TO WHICH PROPOSALS SHOULD BE SENT (IF SAME AS 6, WRITE "SAME")	
8. ADDRESSES OF FACTORIES, FOUNDRIES, MINES, OR YARDS (SPECIFY). (IF SAME AS 6, WRITE "SAME")			
(INDICATE TOTAL AREA OF FLOOR SPACE OF ABOVE)			
9. NAME AND OFFICIAL CAPACITY OF PERSON(S) WHO ARE AUTHORIZED TO SIGN BIDS ON BEHALF OF THE FIRM AND WHO WILL SUPERVISE ALL MATTERS CONCERNING BIDS AND CONTRACTS.			
10. ARE YOU A MANUFACTURER WITHIN THE MEANING OF THE FOLLOWING DEFINITION? <small>A MANUFACTURER IS A PERSON WHO OWNS, OPERATES, OR MAINTAINS A FACTORY OR ESTABLISHMENT THAT PRODUCES ON THE PREMISES THE MATERIALS, SUPPLIES, ARTICLES, OR EQUIPMENT REQUIRED UNDER THE CONTRACT AND OF THE GENERAL CHARACTER DESCRIBED BY THE SPECIFICATIONS.</small>			
		<input type="checkbox"/> YES <input type="checkbox"/> NO	
11. ARE YOU A REGULAR DEALER WITHIN THE MEANING OF THE FOLLOWING DEFINITION? <small>A REGULAR DEALER IS A PERSON WHO OWNS, OPERATES, OR MAINTAINS A STORE, WAREHOUSE, OR OTHER ESTABLISHMENT IN WHICH THE MATERIALS, SUPPLIES, ARTICLES, OR EQUIPMENT OF THE GENERAL CHARACTER DESCRIBED BY THE SPECIFICATIONS AND REQUIRED UNDER THE CONTRACT ARE BOUGHT, KEPT IN STOCK, AND SOLD TO THE PUBLIC IN THE USUAL COURSE OF BUSINESS.</small>			
		<input type="checkbox"/> YES <input type="checkbox"/> NO	
12. A. NATURE OF BUSINESS (CHECK APPLICABLE CATEGORIES) <input type="checkbox"/> MANUFACTURER <input type="checkbox"/> PRODUCER <input type="checkbox"/> RETAILER <input type="checkbox"/> WHOLESALER <input type="checkbox"/> SELLING AGENT <input type="checkbox"/> MANUFACTURER'S REPRESENTATIVE <input type="checkbox"/> OTHER (SPECIFY)			
B. HOW LONG IN BUSINESS?		C. TOTAL CAPITALIZATION OR AMOUNT INVESTED	
		D. PRESENT TOTAL NUMBER OF EMPLOYEES	
E. DOLLAR VALUE OF ANNUAL SALES		F. INDICATE DOLLAR VALUE OF AVERAGE INVENTORY	
		G. IF LISTED BY DUN & BRADSTREET, WHAT IS CURRENT RATING?	
H. A CERTIFIED FINANCIAL STATEMENT AND A LISTING OF THE NAMES OF THE PRINCIPAL FIRMS WITH WHOM YOU HAVE DONE BUSINESS MUST ACCOMPANY YOUR APPLICATION.			
I. GENERAL CLASS OF MATERIALS YOU SEEK TO FURNISH			
13. REMARKS (IF ANY) *			
CERTIFIED CORRECT (SIGNATURE)		(OFFICIAL CAPACITY)	
		DATE	

\* USE REVERSE SIDE OF FORM FOR FURTHER REMARKS OR ADDITIONAL DATA.

**When an organization wants to get on  
CTA's bid list, it files the application  
shown here.**



about your capabilities, physical facilities, and financial stability. We obtain a Dun and Bradstreet rating as part of our review.

Once approved, we would inform you of your addition to the vendor's list, introduce you to the buyer who purchases printing services, and send you inquiries until we or you determine that you cannot be competitive or you are no longer interested.

**Q:** So then I just wait until either the current printing contract expires or a special need occurs.

**A:** Right. When there are requirements for any material, service, or equipment, the stores department begins a purchase requisition which describes the material. The specifications department gets the requisition next to determine the quality we need and make sure the description is clear and accurate before sending the requisition on to a buyer in purchasing.

The buyer will review the standard vendors list for the service required, selecting vendors whom he thinks will respond competitively. He forwards the requisition to our contract negotiating section for review and approval, and after they have endorsed the buyers' action, the request enters the solicitation process.

The first step of this process involves sending out invitations to bid to each of the vendors who have been selected.

Our request lists the specifications and required quantity.

For instance, if we need a fork lift truck to operate on five per cent grades, the specifications will stipulate the truck be able to climb the grades at a certain steady speed. The specifications will call for other functions, such as the ability to lift loads to a certain height.

Although we do some testing, such as with air filters, we're basically interested in comparing what your product can do with what we have specified.

The request also states a deadline for returning a bid; to be a responsive bid it must be in our hands for public opening at 2 p.m. on that date.

**Q:** Does public opening of bids mean any vendor can learn what price was the lowest?

**A:** Certainly; any person, whether a vendor or private citizen, can attend bid openings.

**Q:** Is a contract awarded as soon as all bids are opened?

**A:** No. The bids are turned over to the buyer for evaluation.

A technical item may also be evaluated by the specifications department to make sure that what is being offered by the vendor actually meets our quality requirements.

After everything is checked out, the buyer selects the lowest bidder meeting specifications and an award is made.

**Q:** Do all bids follow this pattern?

**A:** All bids "under money," under \$5,000, that is, do. We have a threshold dollar value of \$5,000, where the CTA board must approve purchases. Generally these are for larger items, such as rapid transit trains, buses, or construction jobs, or for larger volume purchases, in which we follow a very formalized bidding procedure. According to the requirements of public bidding, we ask for a proposal guarantee to insure that if a contract of such scope is awarded, it will be honored.

**Q:** How far in advance do you buy?

**A:** It all depends on the product. For a readily available item, we may start the purchasing cycle four weeks before our needs occur. There are other materials that demand a year's lead time.

If it's a requirement under money, we don't need as much lead time as if it has a value over \$5,000, because we have the authority to make the purchase. If the value is over \$5,000, procedures require advertising for bids, a minimum of 10 working days before bids can be opened, and action taken at a public board meeting. After the board acts, we send a formal contract to the selling company. This contract must be executed by an officer of this company and by the CTA chairman before the award is finalized. We must make allowance for all of these

procedures.

**Q:** Where can I find ads for CTA business?

**A:** Suppliers will find advertisements for CTA services in a local paper; most appear in the Law Bulletin.

**Q:** What efforts are made to encourage new companies to sell to the CTA?

**A:** Our buyers and procurement analysts seek out new sources whenever they feel competition on an item is inadequate.

Most of our most recent thrust, however, has been an effort to encourage bidding by minority firms. For instance, we participated in the Chicago Businessmen's Opportunity Fair where minority vendors could learn what kind of products we are interested in.

**Q:** Has the CTA ever run out of potential bidders?

**A:** Yes. That's when we go to the yellow pages, Thomas Register, or the Illinois Manufacturers Directory.

We had an employee suggestion the CTA might find possible saving through use of a freight auditing service. As we looked into it, we learned there are companies which will audit your paid freight bills for correct rates and accuracy, and will, if they find errors, bill the freight companies in our name.

Since we had no experience in this area, we looked in the phone book, talked with several firms, and sent inquiries to those who showed interest.

**Q:** How will CTA's needs grow in the next few years?

**A:** I see an expansion of our normal needs. We are going through another phase of the capital improvement program where we will be buying more of the same things — additional rail cars and buses, and construction jobs. Each time we buy a new rapid transit car or bus, it opens up a new market for the parts that are unique to that car or bus.

**Anit Leppiks**  
**CTA Public Affairs**



# CTA First in Second City

CTA leads off the new and sparkling Second City revue, "Once More With Fooling," which begins with a skit based on Cleven Wardlow, the Michigan Avenue bus driver, subject of considerable publicity for his cheerfulness and his happy conversation with riders.

The "Happy Driver" scene ignites an evening of continuous laughter over such current conversational topics as . .

- . . Bicentennial advertising
- . . the CIA
- . . apartment living
- . . JAWS
- . . computer dating
- . . Chicago sportscasting.

In the CTA skit, Wardlow is "Mr. Rich" whose passengers include a female white collar worker whose job at the National Safety Council has "lost all its glamour," a spaced out individual who knows more than most Chicagoans about how to pronounce Goethe, a model who always carries 200 copies of her picture and thus has enough to pass around, and a man who has walked to the near North side from Rogers Park because

all he has is a ten spot and no driver will cash it (what this driver does is take up a collection).

A couple of excerpts from the script:

**Passenger:** Oh, NO — is that that building — or is that me?

**Driver:** Oh, that's the Hancock Center; it's built that way. You should see it in the winter. Ice comes flying down and wipes out a Cadillac a day.

---

**Passenger:** . . you wouldn't believe how carefully people read the signs on a bus. Why, I read yesterday in the *Daily News* that a young man taught himself seven languages just by reading the 'No Smoking' signs.

---

The Second City theatre is at 1616 North Wells and one must call for reservations in advance. The phone number is 337-3992. Performances are at 9 pm Tuesdays, Wednesdays, Thursdays and Sundays, at 8:30 pm and again at 11 pm Fridays and Saturdays.

*The Second City scene: Actor Bert Rich is CTA's "Happy Driver" Cleven Wardlow (here an amused passenger). Other passengers, left to right, George Wendt, Ann Ryerson, Don De Pollo, Michael Gellman, and Miriam Flynn.*





# Libraries Become CTA Travel Branches

Furthering its role as the city's major source of information about Chicago, the Chicago Public Library system is now serving as mass distribution agent for basic CTA travel guides.

New maps, showing CTA bus and rapid transit routes, and convenient "Getaway" folders, listing museums, galleries, and restaurants are now available — free for the asking — at library desks at the Chicago institution's downtown Cultural Center and all 76 branches.

At 23 libraries serving Spanish-speaking communities of the city, a Spanish language brochure on CTA travel information is also available.

Libraries are not equipped for bulk distribution, but organizations wishing a quantity of maps and/or brochures can make arrangements by phoning the Public Affairs Department at CTA, 664-7200.



**Library travel agent: Carmen Driskell, librarian at the Chicago system's Pilsen Branch, 1842 Blue Island Avenue, distributes CTA information to users of the library, including Spanish-speaking citizens.**

**cta**

A DONDE QUIERE IR?

**¡LOS AGENTES DE VIAJE DE CTA LE DIRAN COMO LLEGAR MAS RAPIDO!**

¿MORTER? ¿SURT? ¿ORIENTE? ¿OESTE? ¿VAMOS A TODAS PARTES

**Route Map**  
Chicago Transit Authority  
May 1975

Car 1776, 'Ben Franklin,' the first of CTA's fleet of cars and buses to carry 'Spirit of '76' colors in commemoration of our nation's bi-centennial

**Chicago's great CTA getaway**

**All aboard! Here's the way by CTA**

By Ruth Moss

*Adapted and reproduced, courtesy CHICAGO TRIBUNE*

Welcome to Chicago!  
For visitors and residents alike, here's a sampling of the big city excitement that will be waiting your arrival by CTA.

**McCormick Place**  
McCORMICK PLACE, Chicago's splendid exhibition hall at 23rd and Lake Michigan, is served by the CTA's No. 21 Cermak bus, which runs east and west in Cermak (2200 south) from 4700 west. (791-6000)  
Transfers from the rapid transit routes to the No. 21 Cermak bus may be made from the North-South line at the Cermak-Rose Street stop, and from the Lake-Dan Ryan line, at the Cermak-Chinatown station.  
During the big shows nine restaurants, ranging from the coffee shop to the PRESIDENTS' WALK, are all open at 11:30 a.m. thru the dinner hour.

**Amphitheatre**  
The CTA can be the way to the INTERNATIONAL AMPHITHEATRE, Halsted and 43rd Streets. (957-8588)  
To reach the Amphitheatre, take the Lake-Dan Ryan elevated to the Cermak-Chinatown station, then transfer to the No. 44 Wallace-Halsted bus which will take you southbound directly to the door. Changes to the Lake-Dan Ryan from other rapid transit routes may be made from the North-South subway at the Washington station and up the Lake-Randolph exit to the State-Lake elevated structure. From the West-Northwest line transfer at the Halsted station to the No. 8 Halsted bus southbound. The No. 8 Halsted St. bus runs between 3700 north and 7900 south. Or there's the No. 43 43rd-St. bus running east and west between the Amphitheatre and 1200 east.

**Medinah Temple**  
For shows at the MEDINAH TEMPLE, there's the No. 65 Grand Av. bus running between 7000 west and Mary Pier (700 east). Hop off at the Wabash Av. stop and walk north one block. To reach the



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