

cta Quarterly

Winter, 1975

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The Covers

Christmas shopping, wrapped in fun and adventure, is offered all over town by CTA. On that great street, State Street, of course — where CTA's bobtail horsecar, front, is sometimes a feature of the traditional Christmas parade. For the less traditional, try a street like the near north's Oak, back, where you can browse through a parade of specialty shops offering clothing, gadgets, candles, housewares, art objects, and what have you.

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Christmas Presence

Chicago is an ornament all its own this Christmas. From New Town to "new" Mexico — from the glitter of North Michigan Avenue to the small town charm of nearby Evanston and Oak Park — shops throughout Chicagoland have taken on a magnetic sparkle.

And, while it may be an everyday habit to ride public transportation to and from your job, Christmas shopping need not be "all work." You can use CTA as a "yellow brick road to adventure", to discovering all there is in Chicago to see — and to buy.

For, in few major urban areas, is so much packed into such convenient packages of distance.

As with any adventure, there are some ground rules. First, of course, don't be timid. Venture into an area you don't usually shop in — after all, what's exploring without it being something new? If you're used to shopping on the Gold Coast, try some of the delightful specialty shops in Evanston. If Woodfield Mall is your backyard, the New Town atmosphere might make you want to move, at least for a day of snooping in its shops.

Venture into stores in these areas that you wouldn't ordinarily stop in — whether they seem too bizarre or too expensive for your normal tastes. There's a good chance you'll pick up an accent piece for a gift that will long be treasured for the thoughtful originality you put into it.

Two practical tips — wear walking shoes, comfortable clothes, and a watch — no shopping's fun when tired feet and a lot of packages have to compete with rush hour traffic.

Also, lunch at a restaurant which serves the type of food you know you like.

So, if you're looking for a unique Christmas gift this year, you might take a wok — a Chinese cooking utensil — down Michigan Avenue.

The street has gone international, with a montage of products from silkscreens and oriental horses to Swedish cabinetry and Indian jewelry.

"North Michigan is to Chicago what upper Fifth Avenue is to New York; we've grown to be more than just a merchandising center to a worldwide potpourri of the large and the small, the common and the rare," says Nelson Forrest, executive director of the Greater North Michigan Avenue Association.

Matter of fact, one of the best gifts you can give yourself this Christmas is to walk through this international bazaar. Stroll through a couple of shops at lunch time or plan a day-long expedition.

You'll find one-of-a-kind items that will turn once routine Christmas shopping from a chore into an event in which you can almost pick your shopping tour to match your likes and dislikes, and your budget.

Up The Avenue

You might start on Oak or Walton, just a block off Michigan where merchants this season are displaying the



Scottie, the Talking Tree, will greet you on your browsing tour of Carson's main store on State. He is stationed on the third floor.

same tiny golden Italian lights that dress the trees along Michigan.

You can feast your cooking fancies at the new Culinarion, 113 E. Oak. Among the savory items the Paris-based store is introducing to Chicagoans are a Swiss lettuce dryer which can even double in the dressing room to whirl the water out of stockings (\$14.95), a matchstick style Swedish dish drainer (\$15.95), and a 16" x 16" Italian marble pastry board.



These culinary experts also claim they can never keep enough of their \$190 French food processors which can knead bread, grind meat into baby food and do 55 other jobs. *Gourmet* magazine's endorsement made the processor a hot item.

Further back in the store you'll find an authentic wooden butter churner (\$19.95) which is meant to be used; a Zip-Zap knife sharpener which outdoes its electrical competitors at the bargain price of \$2.50; Chinese woks, complete with instructions; French porcelain; and huge pots for family pasta feasts.

Across the street, climb the few steps upstairs to the Oak Street Bookshop Inc., which is renowned for its extensive collection of theatre and film lore. Despite very close quarters, the bookshop also has a reading room to help you to make your selections more carefully.

For kid's stuff, on the next block, there's The Down Clown, 56 E. Walton, which features Creative Play-

things, educational toys from crib to campus from \$1.95.

Browse through LaBourse, 45 E. Walton, if you are looking for a gift under \$10 — or an antique silver tea service to complement your own China cabinet. You'll find imported porcelain, nineteenth century engravings and occasional small pieces of furniture. Proceeds go to the Chicago Medical School.

Stop and shop for silver jewelry — the most exquisite modern designs in town — at Long John's Silversmith, 41 E. Walton. Specialties of this store are rings designed by owner Don Lawrence. You'll find them interspersed in a medley of dozens of imported pieces gleaming against the black velvet of the museum style window display cases. The setting provides a quiet sophistication to help you relax from the bustle of the street outside.

If it's a particular title you want, cross the Avenue to Walton Books, 172 E. Walton. Special orders are this

store's forte. You can usually count on Walton to have that new title you just read about.

For a one-of-a-kind brilliantly patterned pillow collection from the farthest reaches of the East, visit Bes-Ben Inc., 938 N. Michigan. You can choose among tiny, brightly designed pillows from Red China at \$27.75, or pick up a Beauvais needlepoint design at \$69.75. Other needlepoints start at \$39.75.

The Crate & Barrel, 850 N. Michigan, spreads the magic of the Orient this season by featuring Christmas tree ornaments from India and China as well as from Scandinavia.

I. Magnin, a few doors down at 830 N. Michigan, advocates that you have Christmas "your way" by choosing from merchandise varying anywhere from a "dear little box of Agraria pot-pourri (imported spices) to a swoop of cashmere to the floor."

Christmas treasures available at Magnin's Laykin et Cie include a Christmas tree pin of 18-karat yellow



"Window" shopping is attractive, outside and in. At Stevens, left, windowed high fashion and glitter. At Carson's, upper left, a space age Christmas window display. Next, the popular Chinese theme as highlighted by shopping at Ching's on East Ontario where you may be waited on by Mary Chen. At Field's, lower sequence, old-time trains for the nostalgic, a trip through one of the nation's best toy departments, and a showcase look at exquisite ornamental dolls.



gold set with rubies, emeralds, sapphires, and diamonds (\$680) and a diamond Christmas tree set in an oval of Lucite framed in 14-karat yellow gold, to wear as a pendant or charm (\$450).

As Magnin has gained its reputation for its imports, it is not to be outdone this year with the rush to Oriental motif. This Christmas you can purchase a circular cotton tablecloth called Kyoto, the design of which was inspired by an old Japanese print, or an exquisite porcelain Chinese garden stool (\$495), available in limited quantity.

Chloe, the newest of perfumes billed as one of the "subtle luxuries of life," is also expected to be a popular present this year at Magnin, and other leading perfume counters.

Newest wonder of Michigan Avenue, of course, is the Water Tower Place, between Chestnut and Pearson, which recently introduced Lord & Taylor to Chicagoans and opened an impressive new Marshall Field &

Co. Shopping in such freshly sculpted market places is something akin to a child's wonder upon opening gifts Christmas Eve.

You can't walk down Michigan Avenue without noticing the art books of the Stuart Brent Bookstore, 670 N. Michigan. Once inside, you'll find a wide selection of books on psychiatry and philosophy as well.

While the Chinese style is accenting much of this year's dress and furniture design, we recommend the real thing — be it a custom made silk brocade robe (up to \$85), a scroll (about \$65) or jade earrings, all available at Ching and Co., a half block off Michigan at 148 E. Ontario. Mary Chen, proprietress, will get you any item you want from mainland China, often combining customers requests on her next shopping trip overseas. Or, if you want to create your own design, she provides the silk brocade by the yard.

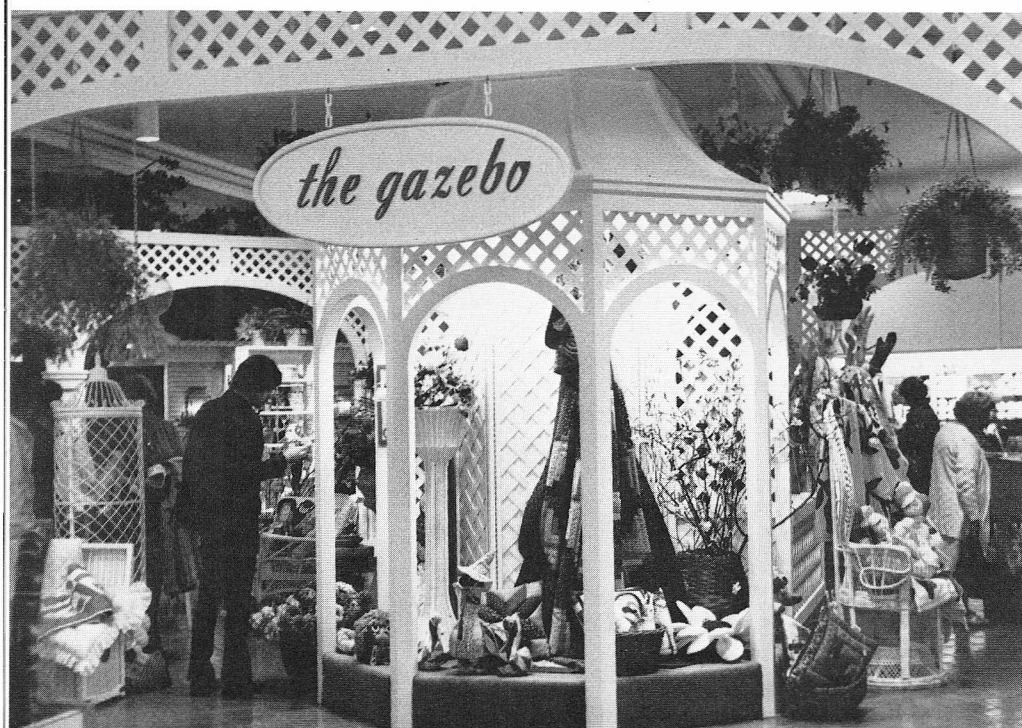
You might lunch at Gino's East (pizza), 160 E. Superior; The Magic

Pan (crepes), 60 E. Walton, or Ballantine's Restaurant (continental cuisine from \$1.95), 103 E. Chicago. Each will revive your spirits with hearty portions and a relaxing atmosphere to help you sort out all the sights of the morning.

To The Institute

Don't leave the Avenue without including the Art Institute in your shopping tour.

Just take any southbound CTA bus (except the No. 125 Water Tower Express) — they all travel south to the museum. You'll agree the ride is worthwhile when you see the unusual Christmas tree decorations (all handmade), textiles, pottery, and basketry from all over the world on sale in the Art Institute store. You can purchase handcrafted silver and gold jewelry from Guiana and Africa, along with special finds from mainland China and Mexico. Of course, the store carries the sought after art calendars and



reproductions of the museum's permanent collection.

Over To State

While Michigan Avenue is the chief sponsor for the Oriental that's so "in" this season, State Street has taken on a down-home country flavor — much like a rollicking sleigh ride.

You can almost take that literally, thanks to the free CTA Santa Claus bus sponsored by the State Street Council which is running up and down State Street, connecting with the commuter railroad stations and Michigan Avenue.

Beginning at State and Randolph, you can find all your worlds at Field's and enjoy one of the most traditional of Christmas shopping experiences.

That experience, of course, starts with window shopping — outside. Thirteen windows trace the steps of "Ben and Betsy" on a shopping spree in colonial Williamsburg.

Inside the store, don't miss Field's traditional three-story Christmas tree, made from 45 evergreens and decorated with 5,000 handmade ornaments which this year will transmute an Early American motif.

Santa Claus is visiting the Cozy Cloud Cottage on the eighth floor, with, no doubt, the usual mile-long lines of eager children waiting to spill

out all their Christmas wishes.

We're sure you won't be able to get past the fourth floor without visiting Field's toy department which, during the Christmas season, becomes the answer to all children's Christmas wishes in the world. For you will find a remote control Volkswagen from Japan and unusual wooden toys from Sweden and Greece.

Dolls are an endless fascination and Field's brings them from Thailand, Poland, and China as well as the more familiar European countries.

They come from several decades too — as evidenced by bisque faces and weighted glass ball eyes. For friends or family who are nostalgic hobbyists, there is antique doll house furniture and accessories.

You will also find a toy for that "man who has everything" — say an antique 12" steam engine that sells for \$1,850 or a steam engine and tender for \$2,500.

If your gift interest in antiques extends to larger pieces, pick up a copy of Field's listing of its antique collection — you'll save yourself backtracking between the first and the eighth floor.

A shop sure to be busy, what with all the emphasis these days on country items, is Field's new Gazebo, on the third floor.

Under its lattice work arches you'll

find all the wonders of Grandmother's attic — lace edged pillows, home-made quilts, little stuffed dogs and cats — even the most appetizing looking papier mache vegetables.

The Gazebo also sells the most cuddly stuffed animals for the month old baby's first Christmas — a snowy, rabbit fur life-size cat or miniature elephant.

If your feet tire after a couple of hours of such browsing and buying, take just a few more steps over to the third floor's new Crystal Palace. You'll be served old fashioned ice cream treats in an airy Gay Nineties garden room — complete with hanging plants and a Victorian hatrack, high backed wrought iron stools and waiters and waitresses in stiffly starched pinafores or shirtsleeves and straw hats. All are done in pink, green, and white, with lots of mirrors and crystal. Specialties of this ice cream parlor are double size sundaes and Field's own Frango mint pie.

Christmas is a cheery, warm-hearted country scene at Chas. A. Stevens, 25 N. State. The woman's fashion specialty store is featuring an old fashioned trim of evergreen with polished red apples, nuts and red-checked gingham ribbons.

Stevens ads and shop windows are framed in the gingham check, carrying out the Christmas theme. Special

Crystallizing the '75 fashion for hand-mades — quilts, needlework, pillows, cloths, knick-knacks — is Field's new Gazebo, left. A sparkling side trip at Field's is through the large china and glassware department. You can enter the china department directly from the second level L platform at Randolph and Wabash. But, on State Street, you'll find free transportation awaiting to take you to other stores on this major league shopping thoroughfare. It's the CTA Santa Claus bus, courtesy of the State Street Council.



gift shops have been set up on the first floor to quickly shorten Christmas shopping lists. And, during the two weeks prior to Christmas, Stevens will present guest-instructors demonstrating the makings of Christmas tree ornaments, holiday trims, table decorations, party novelties and pomander balls.

Santa is holding court on the sixth floor of Wieboldt's, 1 N. State, where little Christmas wishers will be given an inflatable miniature of jolly ole Saint Nick.

Outside, pause for a minute at the nativity window — for even among all the shopping, this is what Christmas is all about, isn't it?

Other Wieboldt windows feature animated dogs, a Christmas skiing and skating holiday in the mountains, and an old fashioned "decorating the Christmas tree" party.

The Carsons clan invites you to celebrate Christmas by sharing in a special storyland entitled, "Christmas in Outer Space", pictured in the State and Madison window and put into more detailed animation in the Carson Pirie Scott auditorium.

Santa is getting up early these days to host his annual "Breakfast with Santa" at 9 a.m. in Carson's eighth floor "Heather House Restaurant." Tickets are available at the fifth floor cashiers.

CTA Shopping Trip Tips

Loop-bound shoppers from Evanston, Wilmette, Skokie, far north Chicago, the Ravenswood area, and the Lake-Dan Ryan line may enter Field's directly from the L platform at Randolph and Wabash. It's just a step or two into one of the most glamorous china and glassware gift assortments in town. The all-L Evanston Express makes a good shoppers' train between 10-11:20 a.m. downtown and 3:50-4:30 p.m. homeward, thus avoiding the rush hour traffic. Ravenswood and Lake-Dan Ryan trains operate through the Randolph-Wabash station all day every weekday. Skokie Swift passengers may transfer to the North-South rapid at Howard.

Once you have picked out your shopping "zone" for tomorrow, call CTA's Travel Information Center (670-5000) for how to get there. Before you leave home, plan your purchases for specific people. Phone ahead to the store if you are unsure whether certain items will be in stock. Try to buy the smaller, lighter items first so that the more cumbersome items only have to be carried home.

Going to a suburban shopping

center? It may seem strange to take CTA with all that parking space available. But, at Christmas season, it's probable that CTA will take you much closer to the main stores than you can manage to park.

Fold an empty shopping bag under your arm when you start out. If you buy with an eye for size (and Mommy always told us that the best things came in small packages), you can just neatly fill the bag for the return trip. Then you can hold the one bundle on your lap — or, if you have to stand, rest it between your feet. Take along some small change in case you want to buy a second bag.

Business friends tell us that they're pleasantly surprised at the speed with which they get uptown when they work in the Loop, can't find a cab, and have a lunch date at Su Casa, Jacques, the 95th, Sage's East or some other near North spot. The same goes for noontime Christmas shopping in the Water Tower area. The No. 125 reduced fare shuttle bus is convenient for those whose offices are near the North Western or Union Stations or the Merchandise Mart.



Waiting to give each little visitor a hug in the store's toy department is the Martian bear.

Also returning this year is the dazzling Village of Lights, a facade of translucent panes of color wrapping the exterior of Carson's State Street side, transforming it into a glowing Christmas card scene.

If you're doubtful as to what kind of art or craft book to give a friend, Henry Tabor at Kroch's & Brentano's Inc., 29 S. Wabash, suggests the *Peanuts Treasury*, (\$30), which he describes as an ageless nostalgia trip.

Or pick up a Japanese photographer's view of America which shows no people, no architecture — only parklands and wilderness untouched by man. Titled *Eternal America*, the book sells for \$60.

Tabor also reports Kroch's is carrying four new books on doll house furniture for the doll house fad which caught on last year.

For gourmet cooks, he says James Beard's *Cooks Catalog* will list every pot and cooking utensil you could desire.

Backgammon is continuing to be the number one best selling game with sets ranging from \$10-\$400. Word games — *Scrabble* and *Probe* — and *Monopoly*, are proving to be greatly sought after old favorites.

Newest games on Kroch's shelves are two Hollywood types. Match up the players from the movies with *Movie Moguls* or *Creature Features*.

In the spirit of '76, the store is selling a game based on the American

If you picture the Warehouse as a forbidding structure, correct your eyesight, left. Among the inside attractions is the Windy City Kite Works. For the man who flies anything. Track, Ltd. in New Town, top right, is a good place for your ski gifts — and the area is packed with interesting art galleries as shown below.

Revolution, 1776.

Other hot sellers are *Xavier Hollander's Game*, *London Cabbie* (a tour of London using British pounds), and a series of magic games, which boxed separately (\$2-5), make nice stocking stuffers. Complete sets sell for \$15.

Don't neglect solo games, either, which Kroch's reports to have been an all-time favorite. The most popular puzzle this season is a three-dimensional creation in the shape of an egg. Appropriately enough, it is titled, *Scrambled Egg*.

And in this age of super sleuthing, Sherlock Holmes will not be forgotten, as evidenced by the game, *221 B. Baker*.

The Latin Quarter

For presents from south of the Border and an afternoon that gives you the feel of a Mexican holiday, board the southbound No. 60 Blue Island-26th Street bus route on State and Monroe. In just 20 minutes, you'll be whisked to Casa Maria Cardenas, 1730 W. 18th St.

Browse among pinatas, sombreros, hand painted flower vases and planters, Indian ceramic sculpture, hand carved furniture, and huaraches (shoes). Or buy a basket and fill it with fresh fruits and nuts imported

from Mexico. You might also add a loaf of freshly baked Mexican bread from Panaderia Blanco, 1540 W. 18th.

If you're searching for distinctive Christmas cards to send to Spanish-speaking friends, stop in at Libreria Giron, 1355 W. 18th, which also offers a wide variety of records and books.

Taking the No. 60 Blue Island route west to 26th and Trumbull, you might lunch at the Restaurant Nuevo Leon, 3434 W. 26th, considered one of the finest in the area.

Walking down 26th Street, you can choose from the imported jewelry, porcelain figures, plaques, and dolls at Roxanna Gifts, 26th and St. Louis, or the wooden handcarved sculptures, bookends, and lamps at Regalos Michelle, 26th and Drake. R & J Jewelry, 26th and Pulaski, also carries gold jewelry imported from Mexico.

The Warehouse

Try your afternoon shopping at The Warehouse, 1750 N. Clark, (opening at 11 a.m.).

The Farrago, upper level, displays a mostly imported collection combining unusual gold, silver, copper, and roughly-cut stones into jewelry and centerpieces such as a bronze airplane. You'll find American Indian leatherwork for sale and a few selec-



tions from local artists.

As the name, Primitive Arts, implies, this cubicle of a shop sells everything from *National Geographic* style photographs of natives to African spears and woven baskets.

Windy City Kite Works suspends its wares in a vividly colorful double helix extending from the ceiling of the second story of The Warehouse to the lower level. So January's not the month to fly? These kites — in shapes sometimes resembling a dragon, other times looking like a football sled dummy — from 35¢ to \$35 — are eye-catching if merely hung, year round.

Another shop which allows its very much alive merchandise — plants and trees — to reach two levels is A Joint Venture, whose plants also provide an

exotic backdrop for the Rusty Scupper restaurant next door.

Oak Park

CTA rapid transit (the Lake Street line) will also carry you to the Oak Park Mall, a newly designed four block area of both the big and less well-known name shops. Hang onto the kids, though, for they'll be almost sure to drag you to Katy's Country Candy store, 1116 Lake, first thing.

The shop, which has resurfaced its front to fit with the earth-tone color scheme of the year old mall, is housed in a 100 year-old building. Appropriately enough, you'll find penny candy and home made fudge that would have delighted Grandma when she was in pantaloons. Katy also carries a

few old country home gift items.

A half block away you can browse for books — and again for children, some of the most unique coloring books based on historical people and events that we've ever seen, at Barbara's Bookstore, 121 N. Marion.

Around the corner you'll spot the newest in the Practical Tiger chain, 1107 Lake. What a bazaar of curious pieces — from the handwoven Bam-bolinas Guatemalan mothers used to hide behind to check out their daughter's suitors (the Tiger suggests they be used as wall hangings) to hand-carved animal napkin rings from Peru and brass Indian taxi horns. These in addition to the unfinished furniture the Tiger is famous for.

And don't miss the Field's, Wieboldt's and Stevens which also share the mall. In total, you'll find the Oak Park Mall has much in common with other popular shopping centers like Old Orchard and Woodfield Mall.

In New Town

New Town is an area which grew up and down Broadway on Chicago's north side, spreading just recently, to Clark Street. It's jam packed with tiny specialty shops and Continental cuisine.

The CTA can provide you with a guided tour of New Town by way of the No. 22 Clark and No. 36 Broadway bus routes. After you've chosen where you want to begin your afternoon of discovery — and we recommend you make at least an afternoon of it — we suggest the following shops for unusual, and pleasing, Christmas shopping:

Sounds Good, 3176 N. Broadway — a good selection of foreign language records.

Peacock's, 3149½ N. Broadway — gaudy India imports including colorful handpainted enamel jewelry, elaborately carved brassware, and an abundant selection of dyed cotton material.

Conrad's, 3147 N. Broadway — the place for custom made leather goods — the items range from bags, belts, and hats to flasks and wallets — they also sell shoes, boots, coats and jackets. If you like the smell of leather, try browsing around here. Most of the items are either hanging from the ceiling or artfully tacked to the walls.

The Greenery, 3127 N. Broadway — a small but unusually designed plant store. The floor plan splits it down the middle so that it's half plant store with checkout



counter and half conservatory. The conservatory half has a brick laid floor and houses mostly potted palm plants.

Broadway Bob's, 3000 N. Broadway — photoengraving — a type of etching process on metal. The samples we saw were actual photographs, the images of which were directly transferred to metal. Images can be transferred onto bracelets, belt buckles, pendants for a cost of about \$10. It's a rather unique Christmas gift idea.

Hollo of Matterplay, 2945 N. Broadway — one of the New Town jewelry shops — refreshingly uncluttered. You know all those sterling silver and turquoise rings that have become so popular — well, they're here in abundance — there's one long wall case full of them.

Jewelart, 3121 N. Broadway — make your own jewelry here, by yourself or with the expert help of one of the salespersons, who do it all day when they're not waiting on customers. This place reminds one of one of those old fashioned candy stores with its jars of penny candy — except that it's jars and jars of beads, stones, feathers, glass — of every size, shape, design and color.

New Town Work Shop, 2917 N. Broadway — offers classes in several arts/crafts — macrame, hand painting, puppet making with papier mache, photography, ceramics, quilting, leathercraft, sewing, and crocheting — oh, candlemaking and jewelry, too. Some of the more exceptional student efforts are put on sale.

Track Ltd., 2717 N. Clark — in the summer it's a bicycle store; in the winter

it's a ski shop. If the winter is your season, you couldn't ask for a wider selection of ski equipment and colorful outdoor clothing to look bright on the slopes. The store manager's slogan is "Everything we sell is a special gift for Christmas". If you can manage the prices, we're sure it would be.

Robert Potter, 2721 N. Clark — the owner/manager makes all the jewelry you'll see in the display cases: sterling silver, exquisitely done. Prices start at anywhere from \$25-\$40.

The Old Astrologers, 2725 N. Clark — a rustic atmosphere predominates, partly because of the oak walls and floors and the soft lighting. Hung up on zodiac signs — you'll find them here emblazoned on T shirts, handbags, coffee and beer mugs, whisky flasks — almost everything imaginable. Serious fans can choose from a comprehensive collection of zodiac literature that takes up one wall of the shop. For an unusual gift, try a natal chart or a one-year forecast especially made up for the person you have in mind.

Tajma Rugs, 2840 N. Broadway — for some imaginative Christmas gift buying, try a Persian or Oriental rug. This place is off the street in one of those dimly lit New Town malls, so it's not very crowded because not too many people go looking for it.

Out To Evanston

The CTA runs past — and right through — Evanston, a town which al-

Night and day, CTA bus to North Michigan means shopping enchantment. Reverse commuter shopping to Evanston could be an interesting adventure. Among the many undersung Evanston attractions is The Mindscape where proprietress Debrah Farber may sell you a wood sculpture.

lows you the pleasure of dabbling among specialty and big name branch stores at a leisurely pace. If you live in Chicago, why not try "reverse commuting" by taking the Evanston rapid transit route to Main Street or Davis. Almost by walking aimlessly, you can catch the shops listed below in, at most, a three block circumference.

Garden of Adam, 1000 Church — a green-growing corner paradise which carries hanging plants, tropical potted palms, hand painted Mexican pottery all crowded together in a cozy two room setting.

Tokyo Shop, 1006 Church — the fragrance of teak and incense pervade this nicely ordered, serene little shop. Some of the nice but inexpensive things you can find include a collection of brass wind chimes — the pagoda-shaped one is rather novel. There's also a variety of china and stoneware tea sets.

The Tree House, 1600 Orrington — a potpourri of novelty items. There's a lot of



hanging stuff — suspended, of course, from the tree branches — candles, plants, and something different — ashtrays — they'd also do nicely as candy dishes. The mosaic candles are a bit unusual — and the collection of stuffed animals, hiding near the trees, include an adorable looking raccoon. Collectors might enjoy the out-of-the-ordinary music boxes.

Mindscape Gallery, Grove & Chicago — a thoroughly delightful place where artist/manager Deborah Farber will tell you, "everything here is either growing or handmade" and, she might have added, the product of 85 American artists throughout the Midwest. Here you'll find practical-looking wood sculptures with artfully concealed drawers, nooks — crea-

tive hiding places; brilliantly colored feather wall hangings; huge soft sculptures — a mixture of braided rope and multi-colored quilted pillows. The imagination runs wild. Stoneware wind chimes will make you marvel at their delicate but musical sound. Ceramics, macrame, jewelry, hand-carved wooden castles and old-time cars, copper mobiles with delicate papier mache figures; huge, colorful handmade kites — a veritable fairy land of art objects ranging in price from \$3.50 to \$700.

Copper Carrot, 1521 Sherman — a kitchenware and knick-knack place. What you'll find are an assortment of dishware, pots and pans, colorful napkins and placemats, and novelty type kitchen

aprons. The most valuable finds are the two or three counters near the front of the store, carrying all sorts of hand kitchen gadgets from different kinds of cheese slicers to those funny looking implements for eating escargot.

Peggie Robinson Designs, 1514 Sherman — a tiny little shop specializing in gold and sterling silver handcrafted jewelry. The bracelets, rings and earrings you'll find are quite nice and some of them are very unusual in design.

Gustafson's, 1510 Sherman — bills itself as a place which sells "everything the hearth desires." If you're a fireplace lover or, better yet, have one in your home, this is the place to go for an incredibly wide selection of fireplace equipment. The lower level section is devoted entirely to barbecue equipment and implements. You might also try taking a look at their collection of brass door knockers, some of which could double as wall decorations.

Newest shopping complex in Evanston is **The Main**, still under development at the corner of Chicago and Main just a half-block from the Main Street L station.

Mixing nostalgia with a highly contemporary motif, shops at **The Main** have entrances both on the street and along an interior continental-type courtyard.

Among those now in operation are **Mostly Handmade** featuring patchwork in abundance, handmade dolls and stuffed animals, and little blue work aprons for the small fry; **The Brown Bean**, a joy spot for coffee fiends, with at least 30 different grinds from all over the world; **My Favorite Soap Opera**, with standard and novelty bath products galore including a gourd-like Loofa sponge that is packaged paper-thin but expands to a three-inch circumference in water; **Wood 'N Things**, with inlaid backgammon table sets, grandfather clocks, and rocking horses; the **Neville Sargent Gallery**, where you can find decorative stoneware windchimes, handpainted ceramic sparrows that fit the palm of the hand, and originals from sculpture to jewelry; and **The Main Stitchery** specializing in original needlepoint designs, hand-painted on canvas.

Anit Leppiks and Arline Datu
CTA Public Affairs

Let It Snow!

If December comes, can snow be far behind?

Almost everyone enjoys a white Christmas when it is viewed through a picture window while celebrating the season with relatives and friends.

But Chicago's raw winters can be very trying when snow and wind make commuting a drudgery. Yet Chicago is well prepared to ease the burden with a fleet of snow plows and a good public transportation system that make commuting safer and easier.

During a big snow, public transportation becomes most important to even, efficient traffic flow. Stalled or slow moving private vehicles are the biggest cause of bus delays in inclement weather, because cars are much less efficient in snow than buses, which carry more than seventy per cent of their weight over the rear drive wheels.

The 'L' is even more efficient in snow. When a big storm blankets the city, the CTA runs longer trains even during the non-peak hours, thus providing more electrical contact and helping to keep the tracks clear. The CTA provides frequent radio traffic bulletins, providing advice on routes to avoid and urging riders to take elevated, subway, or commuter trains.

Employers throughout the Chicago area would be well advised to make an early season survey of the proximity of CTA routes to their places of business. They will then be better prepared to help employees in avoiding winter's commuting delays. "Winter" can fall as late as April, as we learned last season.

Jack Sowchin
CTA Public Affairs

Chicago is well equipped to battle winter's snow, top, because the city's large fleet of heavy vehicles can be quickly armed with snow plows. In addition to clearing major streets, these vehicles also serve CTA terminals such as Jefferson Park, right, a vital transfer point for commuters.





To avoid 20 chilling minutes of digging and scraping, top, this lady could have taken a short brisk walk and boarded a warm bus, center. Or, she might have shortened her journey by using the rapid transit, the only form of transportation in Chicago to maintain normal operations during our record snow storm, lower right, in January, 1967.





During the big storm of '67, bus schedules were delayed by hordes of private vehicles slipping and sliding their way through the snow. The rapid transit ran close to schedule, center, while motorists crept along the expressways.



In the late forties, the trolley system cleared its own way, using special cars with rotary brushes on the front and stationary brushes on the sides. Clearing 21st street in 1930, lower right, this trolley, previously used as a sprinkler car, was filled with ballast and armed with a hydraulic scraper to remove ice and packed snow.



CTA Perennial

Like the family album, the Chicago Transit Authority has a photo subject that is posed every few years or so to portray change.

CTA's subject is the "crosstracks" of the world at Lake and Wells.

Before opening of the State Street subway in 1943, which siphoned off some of the north-south traffic, this was the world's busiest railroad junction in terms of the number of trains passing in each 24 hour period.

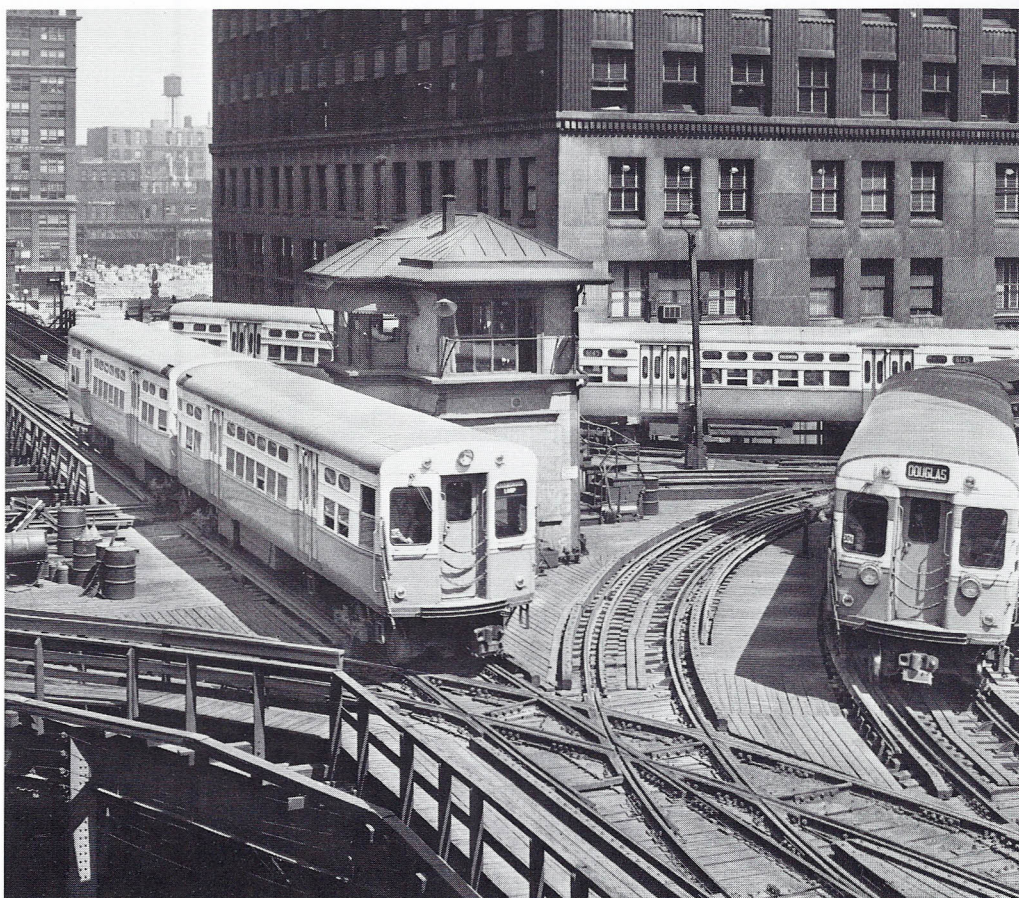
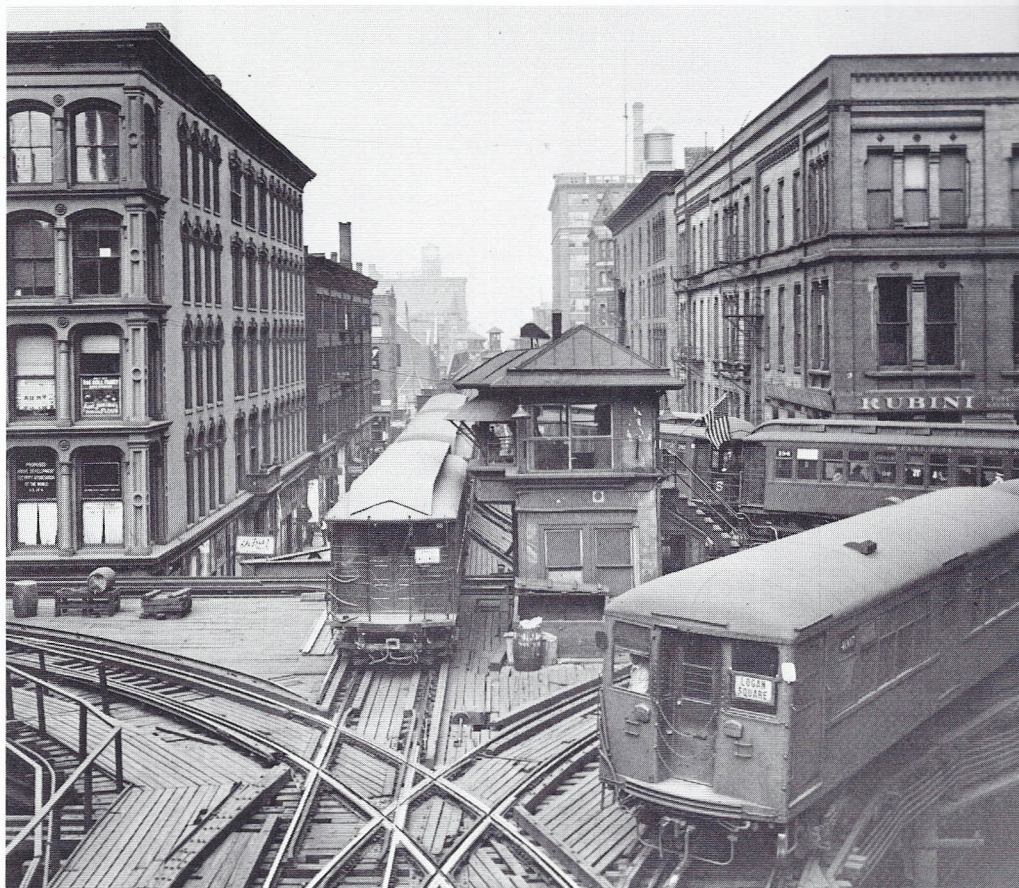
Tower 18 at this rapid transit intersection was constructed in 1897. The tower was replaced by a modern control structure, located a few feet to the west and opened in the fall of 1969.

Several months ago, with George Krambles, General Manager of Operations, serving as director, a crew of photographers assumed locations on rooftops, fire escapes, elevated station platforms, and park areas to produce a Bicentennial Year release of CTA's most famous picture.

For a year and a half, CTA has been adding to its fleet red-white-and-blue buses and rapid transit trains, each named for a patriot or a location prominent in America's struggle for independence 200 years ago.

Now, in a three-train salute to the nation's Bicentennial, at the start of the big year of 1976, CTA Quarterly presents the premiere showing of the new picture (center spread).

Previous versions of CTA's perennial picture production. Top, 1919, when our country was "keeping the home fires burning" while "the boys" were at war "over there." Bottom, 1954, when World War II had been fought, Ike was president, and CTA's 6000 series represented the last word in rapid transit cars.









The "crosstracks" of the world has been a Chicago landmark for a long time. In 1900, time of the left hand photo, four separate elevated companies ran trains through the junction. These were the South Side Elevated Railroad Company, the Metropolitan West Side Elevated Railroad Company, the Lake Street Elevated Railroad Company, and the Northwestern [no relation] Elevated Railroad Company, a train of which is shown in the picture. The Lake and Wells Tower [No. 18], shown in the lower photo, surveyed and controlled the world's busiest railroad corner, with tracks radiating in all directions.





When 6 Falls on 1

The nineteen *seventy six* New Year's we have been publicizing for years is finally here. It might be a switch to look back at our more recent past for just a moment before plunging headlong into more colonialism. Here are some of the things Chicagoans were thinking, doing, experiencing in . . .

'66: Chicago riders were feeling a bit smug because it was the New Yorkers and the new Mayor Lindsay who had just been presented with a transit strike . . . people were standing in line to get tickets to "Hello, Dolly" (with Carol Channing) at the Shubert . . . it was mild, temperature around 40 . . . Walt Disney's "That Darn Cat" was at the Chicago . . . the Green Bay Packers had just signed Donny Anderson at the "most money ever given a college player" (\$600,000) . . . many stocks had closed on December 31 at their all-time highs . . . airlines were hot in the market . . . skirts were on the way up (the papers said it was true in Russia, too) . . . and, on this football Saturday (that was New Year's Day), viewers would watch Michigan State and UCLA (in color) in the Rose Bowl.

'56: a Sunday . . . temperature around freezing . . . Michigan State and UCLA would meet in the Rose Bowl on Monday (*that* year, too) . . . local banks reported peak earnings . . . Winnie Winkle announced her engagement in the *Tribune* . . . George Gobel made his color TV debut on NBC's holiday special . . . "Oklahoma!" in Todd-A-O was at McVickers with Shirley Jones singing the lead role . . . "Teahouse of the August Moon" was on stage at the Erlanger . . . New Year's Eve was the best policed in the city's history due to the yearlong drive to reduce traffic casualties . . . WGN radio carried a new year business-economic forecast on the popular Northwestern Reviewing Stand . . . General Motors closed the year at 46-1/8.

'46: What a wonderful New Year's because the war had ended . . . a fair Tuesday, temperature around 20 . . . Mandel's advertised

State and Randolph has been Chicago's welcome point for years.

new plastic post-war freezer covers for the kitchen . . . cartoon philosopher Ching Chow remarked: "All wish to live long, but not to be called old." . . . Sonja Henie skated at the Chicago Stadium . . . Alabama met USC in the Bowl . . . the Chicago transit system was reported to be "nearing city ownership" . . . Bing Crosby and Ingrid Bergman in "Bells of St. Mary's" at the Woods . . . Goldblatt's announced a January "coat riot" (all coats at \$25) . . . Ernie Pyle's "Story of GI Joe" was at the neighborhoods.

'36: a Wednesday . . . the papers reported a joyous crowd storming the Loop to celebrate "better times" . . . Brucewood suits at Rothschild's for \$17 . . . Notre Dame and Northwestern had *tied* in basketball on New Year's Eve (the score, 20-20!) . . . repeal was new enough that the wetness of New Year's was unashamed . . . John Boles sang in "Rose of The Rancho" at the Roosevelt . . . Benay Venuta sang "I Get A Kick Out Of You" in "Anything Goes" on the stage at the Erlanger . . . Harold Teen was a leading comic strip . . . SMU and Stanford on the Rose Bowl broadcast . . . rain mixed with snow, temperature around freezing.

'26: you could get your five-course turkey dinner at the LaSalle for \$1.50 . . . Fred Waring and the Pennsylvanians were staging a "Jazz Cyclone" at the Chicago . . . "The Big Parade" about World War I was a "hard ticket" movie at the Garrick . . . "perfect game" no-hit Charlie Robertson was waived to the St. Louis Browns by the Sox . . . Washington met Alabama in the Rose Bowl . . . there was violence in the celebration (11 shot downtown) . . . Red Grange and the Bears met the Tampa Redskins in Florida . . . Lytton's advertised Society Brand men's suits for \$36 and \$46 . . . William S. Hart in "Tumbleweeds" at the nabes . . . Al Jolson in "Big Boy" on stage at the Apollo . . . fair weather.

Jack Smith
CTA Public Affairs

Doodle It Again, Sam

Like most business executives, Sam Miller needed a way to keep from going numb at meetings.

Like many, he found the prescription in doodling.

Doodling is a good gamble because nobody who looks over your shoulder is exactly certain what the marks and symbols mean. So, if you are expressing rejection of an idea a superior has advanced — well, you're probably safe.

Miller began his doodling at medically-related conferences when he was controller of the American Medical Association.

One day, an AMA executive from Washington, seated next to Miller, handed him 20 cents, picked up the

drawing, and remarked, "Now, I have made you a professional."

Miller's first creations were in black ink on the familiar ruled yellow pad. He later changed the backgrounds to white.

Typical of a financial man, Miller's early doodles were intricate and detailed. His wife said they reminded her of the Aztec culture.

His daughters suggested he try color, employing his office-found talent for interior decorating at home. He bought some felt tip pens and began experimenting. The framed works began attracting requests from neighbors, friends, and grandchildren.

At CTA, which Miller joined as controller in 1974, the conversion of con-

ference rooms to studios has been unobtrusive, but persistent.

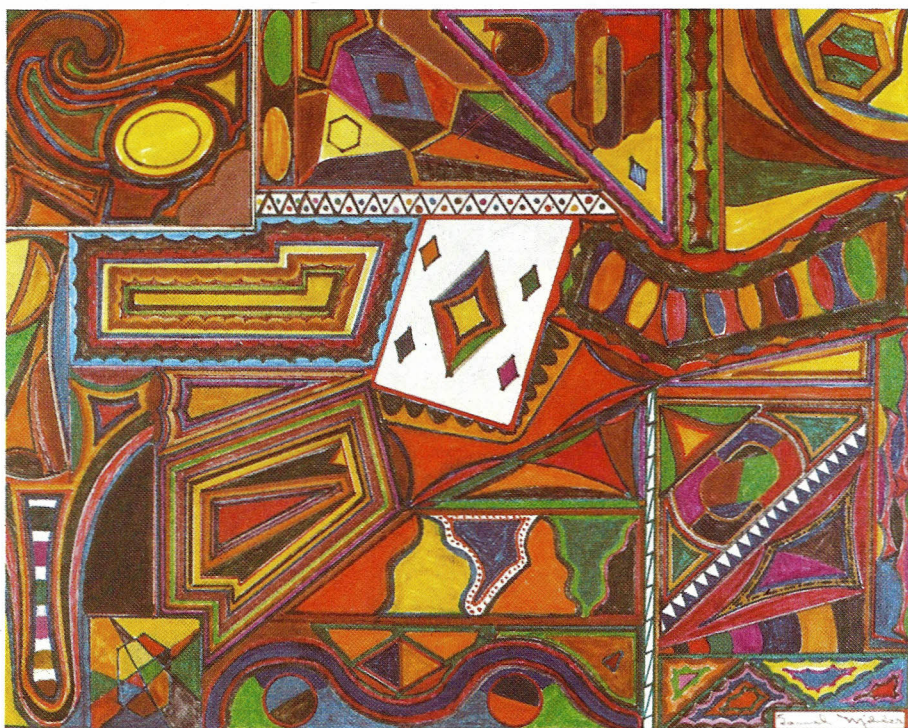
At the office, Miller finds the doodling keeps his mind from wandering. At home, he says that the hobby helps him to unwind from the pressures of the day.

CTA secretaries have picked up an idea originated by the Miller women folk at home, framing a number of the doodles for the walls of the department at the Merchandise Mart.

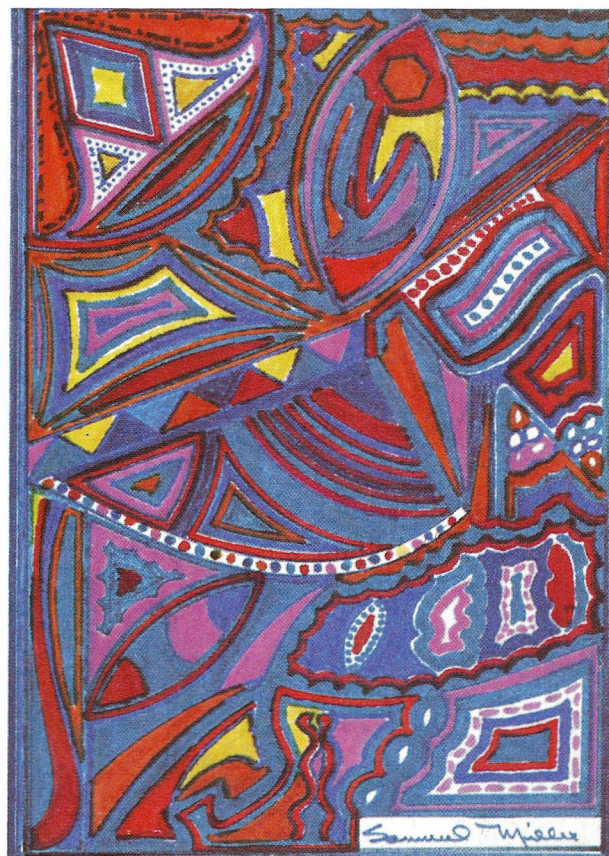
We think you may agree with the girls — and us — that what you've got there, Sam, is art. A bit unorthodox, perhaps, but then, what modern artist isn't?

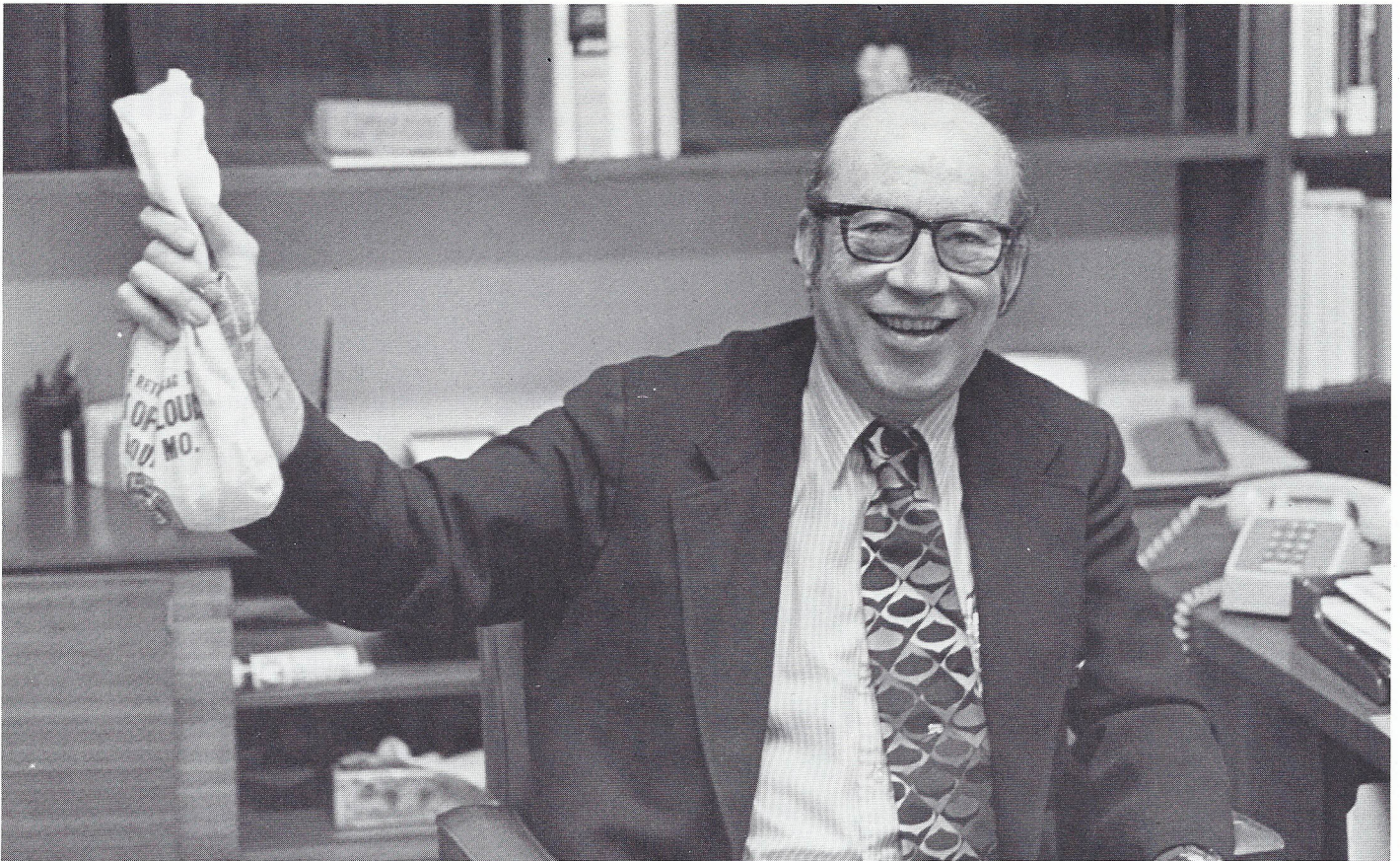
J.H. Smith
CTA Public Affairs





In case any church is looking for a design for a stained glass window, they might ask Sam Miller to doodle it. Of course, he occasionally throws in something from the secular world, like a playing card. The doodler might not know exactly where he is headed when he starts out, but he is precise about his angles and straight lines, using a triangle to draw them. Some doodles are premeditatedly done for the family and the kiddies. Josh, opposite page, is one of Sam's grandsons.



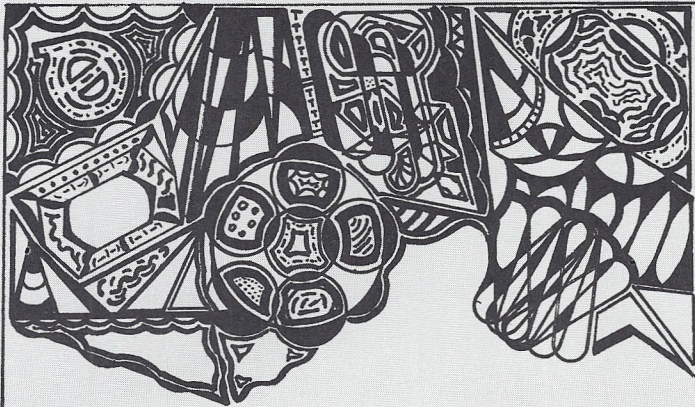


Primarily a money man, Sam Miller saves his doodling for OPOs [other people's offices]. He just decorates his own office with his work. The early Sam Miller, shown on this page, was done on a plane ride back from a conference with the financial community in Boston.

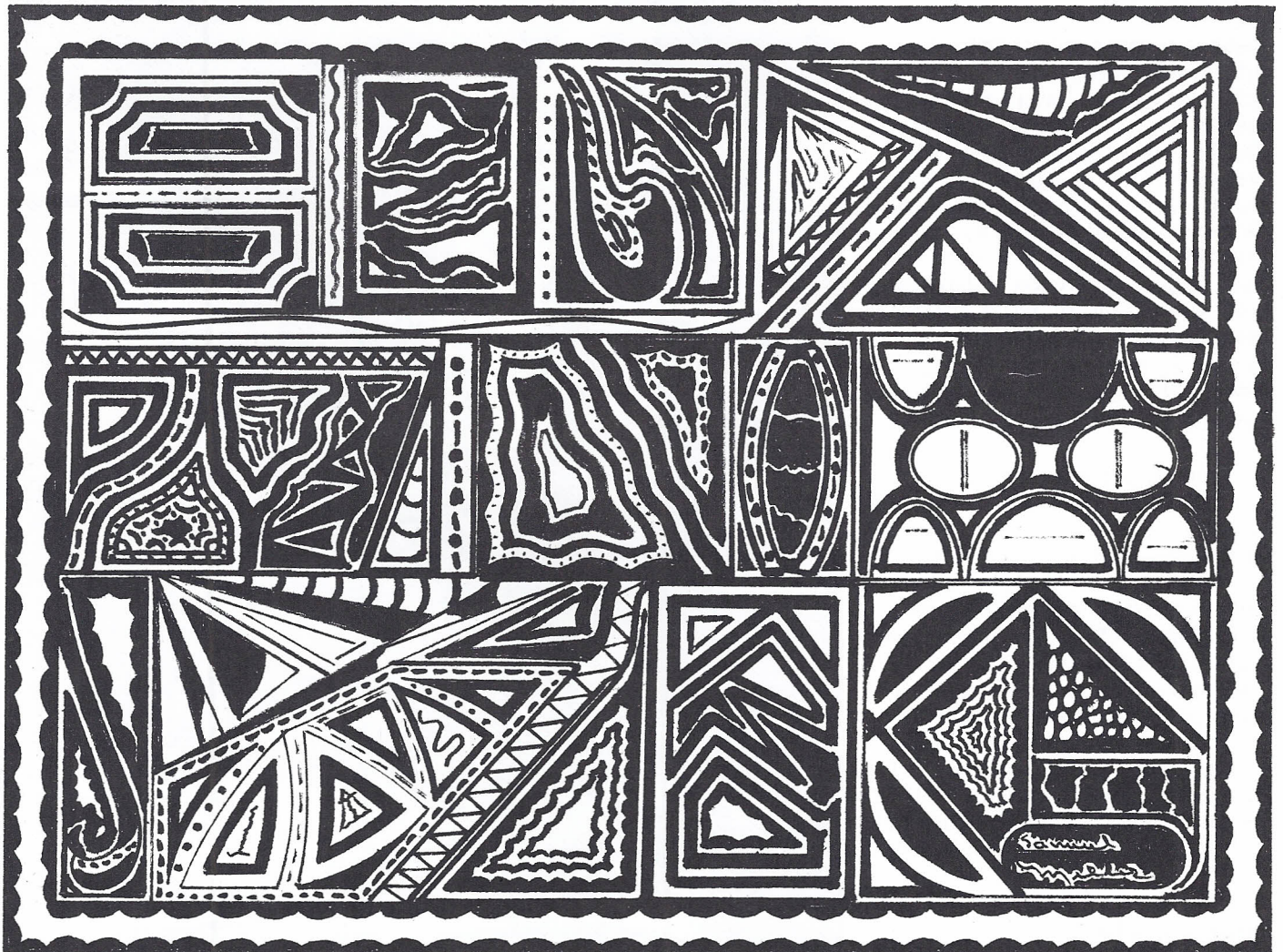


The Putnam Advisory Company, Inc.





This shows how Sam starts out on a black-and-white or black-and-yellow pad — and how he completes a doodle by drawing things that fit. A fashion designer friend of Sam's is trying to get permission to use some of Sam's free-flowing works as a basis for India prints.



New Board Member

Edward F. Brabec brings one of the most popular personalities in organized labor to the CTA Board. He is business manager of the Chicago Journeymen Plumbers Union, Local 130. He also is a vice-president of the United Association of Journeymen and Apprentices of the Plumbing and Pipefitting Industry of the United States and Canada, an executive board member of the Chicago Federation of Labor and Industrial Union Council, and a trustee of the Chicago and Cook County Building and Construction Trades Council.

The appointee of Mayor Richard J. Daley to fill the unexpired term of the late Clair M. Roddewig (extending to September 1, 1979), Brabec joined the Transit Board in mid-October.

A Chicago native and graduate of the Washburne Trade School, St. Ignatius High School, and St. David's elementary school, Brabec is 44 years old. He and his wife, Margaret, have four daughters and two sons, and live on Chicago's Southwest side.

Brabec served in the U.S. Army 1st Infantry Division. He is a member of the City of Chicago Department of Environmental Control Appeal Board and the Cook County Home Rule Study Commission. He is general chairman of the Chicago St. Patrick's Day parade.



CTA's Scope



The CTA is not adverse to crossing a border to give a neighbor a lift. On invitation.

The CTA touches, approaches, or crosses the boundaries of 36 suburbs of Cook County, making its transportation readily available to an additional population of 896,730 — or 42 percent of all of the county outside Chicago.

One of the common misconceptions about the CTA is that its benefits and values are restricted to the city proper. Part of this is due to the use of Chicago in the Authority's proper name, of course.

Actually, 20 Cook County suburbs outside Chicago have CTA buses or trains operating within and/or through the community.

The largest of these, Evanston, is sometimes called the nation's "model public transportation suburb." This is because, two years ago, Evanston invited the CTA to rescue local bus service from impending extinction. And, offered to raise enough local public funding to keep the CTA from suffering losses on the service. (See *CTA Quarterly*, Autumn, 1974, "When The Buses Came Back To Evanston," Page 8).

The latest of these, Schiller Park, became a CTA-serviced community on April 7 of this year when Village President Edward Bluthard cut a rib-

bon in front of a bus near the municipal parking lot.

The other suburbs receiving direct CTA service (see also Pages 26 and 27) are:

Bedford Park	Hometown
Bellwood	Lincolnwood
Berwyn	Maywood
Cicero	Norridge
Elmwood Park	Oak Park
Evergreen Park	Skokie
Forest Park	Summit
Forest View	Westchester
Harwood Heights	Wilmette

In addition, there are 12 suburbs with CTA service operating along their boundary lines. These are:

Alsip	Oak Lawn
Burbank	Park Ridge
Calumet Park	Riverdale
Dolton	River Forest
Merrionette Park	River Grove
Niles	Stickney

And, if you don't mind walking three-eighths of a mile (about three blocks), you can pick up CTA service to the Loop from Blue Island, Hillside, Morton Grove and North Riverside.

Suburban usage accounts for 14.58 percent of last year's 171,255,000 rides on CTA's rapid transit. To save you the arithmetic, that's 24,965,000 rides.

CTA bus rides taken by suburban residents totaled 17,550,000, or 3.43

At the terminal of the Congress rapid transit line lies the Cook County suburb of Forest Park, shown in the above airview. The terminal provides for convenient transfer to suburban bus lines. An ultra-modern new terminal at this site is part of CTA's current capital development program. The expressway is the Eisenhower.

percent of the year's total of 511,667,000 bus rides.

Together, suburban passengers account for 6.23 percent of CTA's total ridership for the year.

Each workday morning, 13,000 incoming railroad commuters board CTA shuttle buses at the Union and North Western stations, and other locations, to ride one of 16 shuttle buses to their offices. The bargain shuttle fare is 35 cents.

Suburban users of CTA also drive their automobiles to CTA parking lots in Wilmette, Forest Park, and Cicero, as well as the Howard Street terminal on the north border of Chicago, then transfer to public transportation.

The all-day parking fee at these CTA lots is only a quarter.

Silently, perhaps — but the C in CTA could also stand for Cook.

— J.H. Smith
CTA Public Affairs



Bedford Park

with a resident population of 583 and an industrial transient population of 55,000; a two-block square community south of Midway Airport.

Bellwood

23,000, hometown of astronaut Eugene Cernan; light and heavy industry; Maywood Park race track; Golden Autumn restaurant.

Berwyn,

52,000, a residential sanctuary (no industry) with many older homes; Cermak Plaza shopping center; Czechoslovakian character, Bohemian cuisine.

Burbank,
32,000; mainly residential; home of Reavis High School; township has large concentration of senior citizens.

Calumet Park,
10,500; light industrial suburb with popular new Polish smorgasbord restaurant, Old Warsaw; highly-rated grammar schools; Olympic size public swimming pool.

Cicero,
67,000, next to Chicago the largest manufacturing center in the state; noted Hawthorne Works of General Electric; Hawthorne Park and Sportsman's Park race tracks.

Dolton,
home of Thornridge High School; 30,000 residential-industrial community; Almar Shopping Plaza; industrial park; Ramada Inn; Red Lobster and Barthel's restaurants.

Elmwood Park,
cosmopolitan "bedroom" community of 28,000; central business district around park; new library; Oak Park Country Club.

Evanston,
80,000, lakeside community of fine homes, major store branches (Field's, Wieboldt's); Northwestern University, National College of Education, cultural attractions, beaches, Dyche Stadium; major companies include Washington National Insurance, American Hospital Supply.

Evergreen Park,
residential community of 27,000; nearby forest preserves; Drury Lane South theatre; Karson's restaurant, specializing in breakfasts; community music groups, many churches; Beverly Hills and Evergreen Country Clubs.

Forest Park,
17,000, with little industry but a growing complex of high rises and condos; major CTA point with modern new terminal planned; business district; general good restaurants, Hide A Way craft store.

Forest View,
quiet village of 1,000, mainly blue collar, where "just about everyone knows everyone else;" Commonwealth Edison plant.

Harwood Heights,
largely Polish and Italian; won state Little League baseball championship in '73; 100-year-old Ridge grade school; light industry; The Good Table restaurant.

Hometown,
residential community of 6,000 with no industry; just one block from Chicago.

Lincolnwood,
planned community long noted for its fine homes and landscaping; Lincoln Village shopping center; outstanding recreation program; good nearby restaurants; 13,000.

Maywood,
where Maywood race track and Loyola Medical Center are; Proviso East High school; Carnegie Library; park system established in 1869.

Merrionette Park,
2,300 population largely residential community; homebuilder is only industry in town.

Niles,
junction of old major roads to Milwaukee and Waukegan; booming residential growth area in 1950's (468 percent); Bunker Hill Estates residential area; Niles College, Maine Township high schools; major shopping areas including Golf Mill; Mill Run Theatre; Millionaire's Club; many restaurants, especially along Milwaukee Avenue.

Norridge,
19,000; Harlem-Irving shopping plaza; near to Kennedy Expressway, Des Plaines River; new municipal administration building; very light industry.

Oak Lawn,
62,000 population, largely because of post-war residential boom; Moraine Valley Community College; Sheraton Inn; Lake Shore park with own river and island; highly-rated suburban library; good shopping.

Oak Park,
home of Ernest Hemingway and site of Frank Lloyd Wright studio; outstanding for amateur sports (tennis title four years in row, state champ miler in track, women's track and field champions, etc.); designation as national historic district; Captain Bob's Neptune Cove restaurant; interesting architecture; 63,000 population.

Park Ridge,
non-industrial suburb of 44,500 with prestige new office complexes; neatly landscaped residential streets; Notre Dame High School; Central Telephone service; Lutheran General Hospital; good downtown shopping.

Riverdale,
16,000 community in Calumet industrial harbor area; fully-built residential area (no empty lots); modern municipal building; Memorial Park.

River Forest,
wooded prestige residential area of 14,000; Concordia College, Dominican Fathers House of Studies; Trailside Museum nature center.

Schiller Park,
newest Chicago suburb to have CTA service; home of Joe Pepitone's new restaurant; growing office area near O'Hare.

Skokie,
69,000, terminal of the Skokie Swift; new home residential-business community with growing complex of offices, Skokie Hilton, Searle, Old Orchard shopping center; many good restaurants including The Magic Pan, Pyrenees; Skokie Valley Hospital; downtown shopping in Lincoln-Oakton area.

Stickney,
quiet village of 6,600, at one time largely Bohemian; hometown shopping; well-organized senior citizen program.

Summit,
12,000; Candlelight and Forum theatres; Irish-Polish-Greek predominance in population; no empty lots; less than 10 percent commercial buildings.

Westchester,
founded by a public utilities magnate as a counterpart of a village in England; primarily residential; explosive growth in '50s; number of good golf clubs; 20,000.

Wilmette,
33,500; high medium income residential community abutting Evanston on north; Bahai Temple, Michigan Shores lake club; many parks; Plaza del Lago shopping center; expensive high rise condominiums.

Anit Leppiks
CTA Public Affairs

Chicago Explorer Mass Transit Rally



Scouting has changed, men.

Your exploration is not in the wilderness. It's in the city.

Your knowledge of where north is doesn't come from the compass, but where the Loyola rapid transit station is located.

Instead of hiking, you ride. Instead of rubbing two sticks together, you get your power from internal combustion — or the third rail.

Better yet, fellows, scouting has gone coed.

Example: Chicago's first Mass Transit Rally for Explorers (graduate Scouts) on a mid-October Sunday.

There were 328 young men and women, grouped into 82 teams of four Explorers each. Each team was given a crypticized CTA route to follow to the rally at the First National Bank Plaza. Here is an example from the winning team's cue sheet:

"... get on bus No. (21 x 3) and don't go W, ride until you reach the street that is another name for cowboy movie. . . Now dismount and head in the direction of Santa's home on a 49'er until you reach (unscramble — RENOTLULF) Avenue. Next find bus No. (222 ÷ 3) and head toward Lake until you come to the North-South L. . ."

. . . and so on.

After approximately four hours of riding and transferring (with a Sunday supertransfer) on CTA buses and trains over a composite distance of nearly 16,000 miles, the teams arrived at the plaza for a hamburger lunch,

dancing to a rock band called Revision, and the granting of awards.

Teams were graded in relation to scheduled times for completing their coded routes and by their answers to a questionnaire testing their knowledge of the city of Chicago as well as the CTA system.

CTA Public Affairs worked with Exploring Executive John J. Romanovich of the Chicago Area Scout Council to stage the Rally as well as to provide the official logo for the Rally and its use on letterheads, checkpoint signs, and official T-shirts worn by the contestants. CTA volunteers helped devise the routes and served as "scorers" at check points.

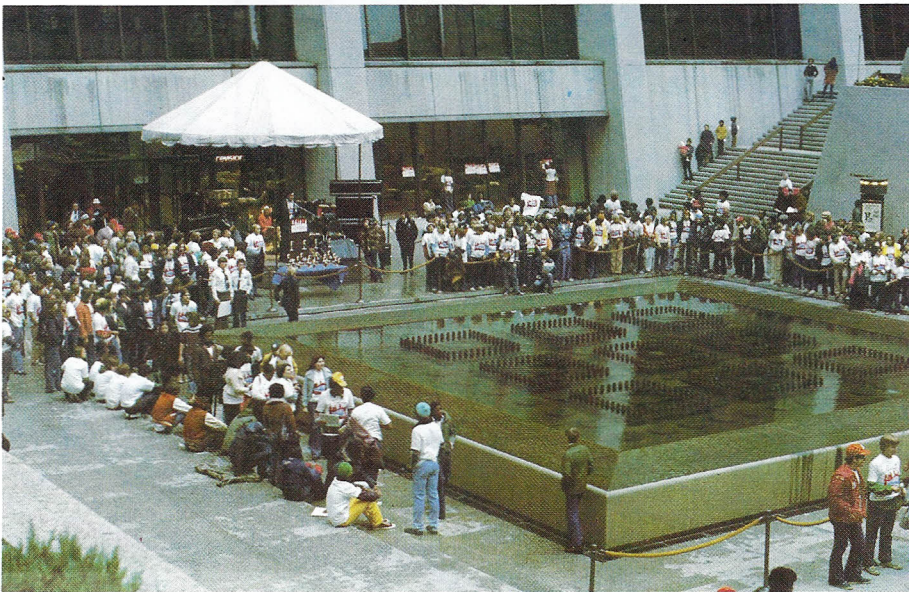
Contributing and cooperating companies and agencies included Amsted

Industries, Burlington Northern, the Chicago Police Department, the First National Bank of Chicago, John Hancock Mutual Life Insurance Company, Michigan Avenue National Bank, Montgomery Ward, Quaker Oats, and Screwball Enterprises.

Explorer Post 9285 sponsored by the William McKinley American Legion Post 231, 1956 W. 35th Street, won first place. The team was headed by David Wolynia as captain. Other members were Jessie Palacios, James Rogers and Donald McIntyre.

Greater appreciation of operations and value of urban public transportation and a better appreciation of the city in which the young people live are two of the visible accomplishments of the Rally, Scouting executives report.

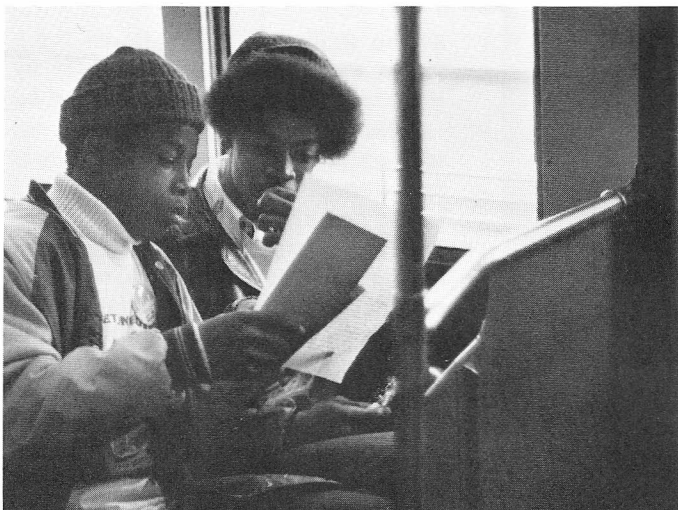
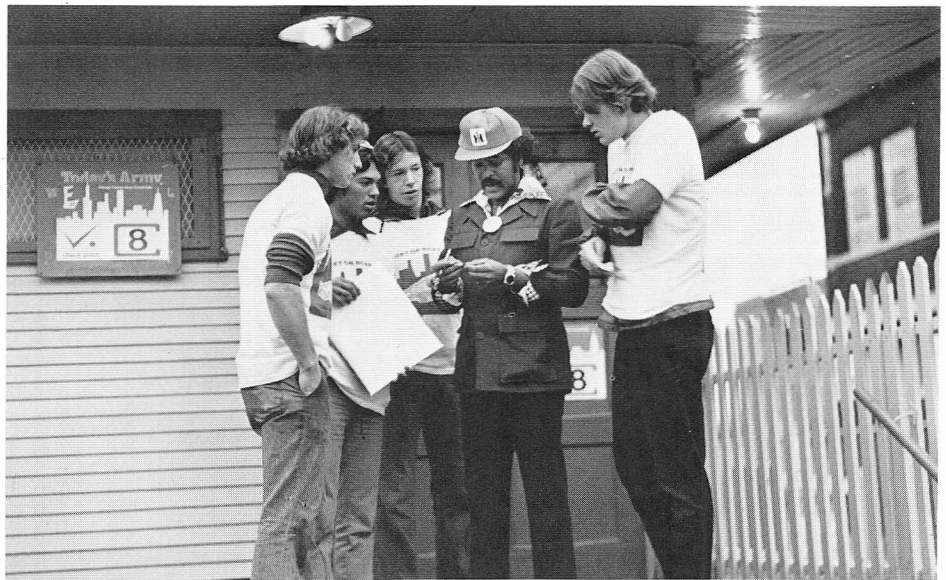


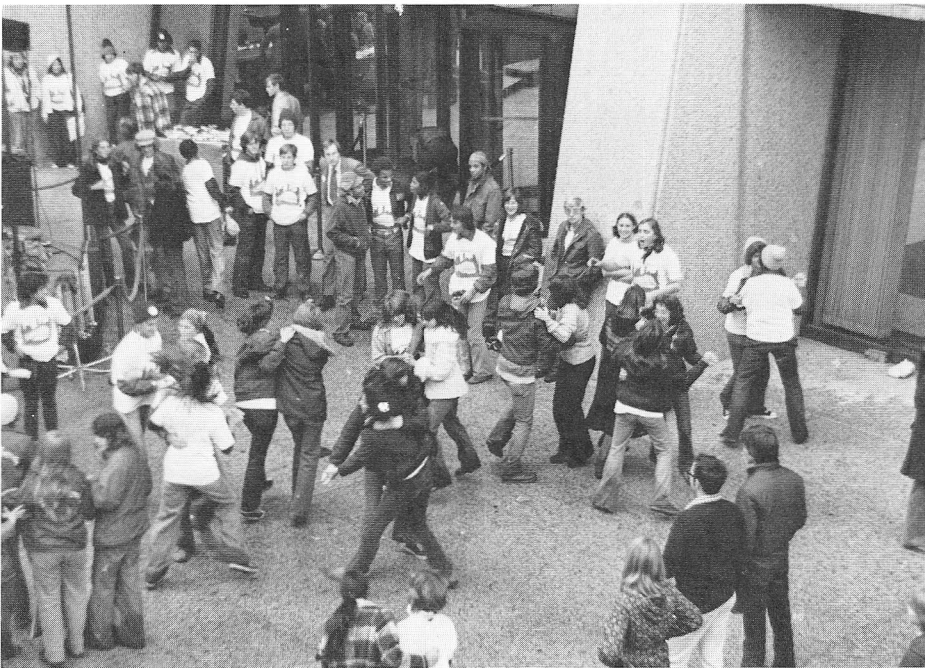


At the Rally in First National Bank Plaza, a musical flavor was added by Revision, a rock band group, and by the Hornets drum and bugle corps, top, which staged a march and opening demonstration. When all the teams had checked in, the Explorers were asked to gather around the Plaza fountain, center. Trophies were displayed and Scouting officials greeted the contestants. Left to right, Nick Messina, stations committee advisor; Mike Sommer, Explorer chairman; Tim Geary, stations committee chairman; John J. Romanovich, Jr., Exploring executive; and Raymond Cachares, general chairman.



On the exploration trail with the young people. Checking in at Douglas Park with CTA volunteer Jerry Franklin, right; comparing notes on directions and debating them just a little, center; resting a while and then not stopping for lunch.





Some teams seem confident, left above, but others, right, take advantage of the CTA to bone up on the questions. Waiting for others at the Rally was made easier when one danced, left. Pastora Cafferty, Regional Transportation Authority board member, presented the trophy to the winning team — Jessie Palacios, Jim Rogers, Dave Wolynia, and Don McIntyre.



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