

3rd quarter, 1976

# cta Quarterly

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# CTA Quarterly<sup>®</sup>

Vol. 2

No. 3

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## 3rd quarter, 1976

### Up the Avenue

A new marker on the magnificent mile

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Hollywood hands us the Oscar for settings

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### Transit Addition

Harold Geissenheimer heads CTA operations

### Woman Joins Board

New official Board portrait

### Substation Studios

Famous artists convert surplus property

**Back Cover:** From the fifth floor window of I. Magnin, upper Michigan Avenue is a high-fashion-shopping-lined CTA bus corridor aimed directly at the landmark Water Tower, now surrounded by the nation's smartest shopping center composed of Water Tower Place (page 3), the John Hancock, and Magnin itself — all within a quick bus or subway ride from the Gold Coast, the Loop, and the suburban railroad commuter stations.

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## New Train on Scene (cover)

Coming into view in Chicago transit this fall of '76 are the nation's newest rapid transit cars, CTA's 2400 series, manufactured by Boeing Vertol Company of Philadelphia. The 48 foot stainless steel cars, bearing CTA's new red-white-blue color accents, carry advanced rider-comfort features in air conditioning, lighting, seating, and entrances. The first four cars will undergo 600 hours of testing in passenger revenue service before delivery is accepted on the balance of the 200 car order, funded by the U.S. Urban Mass Transportation Administration and the Illinois Department of Transportation. All new cars are expected to be in service early in 1978.



# Up the Avenue

"When completed in 1867 the water system was the pride of the townspeople, and the new watertower became a special symbol of Chicago's civic energy and ingenuity."

"Three decades after the growth surge of the 1920's, the 'castellated gothic' of the watertower was almost lost amid its taller and larger neighbors. No longer did anyone challenge the Water Tower's right to existence; it had become one of the city's most important visual symbols, a reminder of Chicago's lusty adolescence."

## Chicago—Growth of a Metropolis Mayer & Wade

Traditionally regarded as landmark, historic site, and tourist attraction—there is perhaps no more fitting symbol of Chicago's past than the Water Tower.

But its importance is no longer just rooted in history. The Water Tower's location on North Michigan Avenue has given it a new dimension that has much to do with the recent growth and development in that area, and today links it with a new and vital present.

North Michigan Avenue — the Magnificent Mile from the Chicago River north to Oak Street — ranks as one of the world's most fashionable shopping thoroughfares. It is the setting for such famous stores as Saks Fifth Avenue, Tiffany's, Joseph's, Gucci, Bonwit Teller, I. Magnin, and more recently Marshall Field & Co. and Lord & Taylor.

The Magnificent Mile was so named by Arthur Rubloff, prominent Chicago realtor, after World War II to spark the further development of North Michigan Avenue into the jewel that it is today. Its appeal now is many fold — for downtown living, working and shopping.

Completion of the John Hancock Center in 1970 began the latest surge of growth which was to make the Water Tower setting a focal point on the Magnificent Mile. Shortly after



**CTA buses travel the most sophisticated shopping strip in America, perhaps the world. Begins at the bridge and extends to the lakeshore approaches beyond the Water Tower.**





### *Through the atrium . . .*

Big John's opening, Bonwit Teller, which had been located across the street, became one of its tenants. In turn, the fashionable San Francisco-based I. Magnin store then moved into the building vacated by Bonwit Teller.

Then came the announcement that Marshall Field & Co., the grande dame of Chicago retailing, was planning to establish a second downtown store; and construction was begun on a major shopping-apartment-hotel complex immediately northeast of the landmark Water Tower.

### *Talk of the Town*

The resulting Water Tower Place opened on October, 1975, with the new Marshall Field and Lord & Taylor stores and a skyscraper Ritz-Carlton Hotel as the illustrious features.

Another major highlight is a vertical atrium-designed shopping mall of eight levels.

Quite the fairy castle attraction, Water Tower Place is a highly enjoyable experience for everyone — Chicagoans, commuters and tourists. Its location makes it convenient and accessible by CTA for visitors staying in any one of the downtown motels, office workers on a lunch hour from the Loop, or people living out in the suburbs.

CTA's No. 125 Water Tower Express buses are particularly convenient for suburban visitors coming into the city on commuter trains. The No. 125 buses provide fast service between the Union and North Western stations, by way of the Merchandise Mart, and the Water Tower area.

There is an abundance of other CTA buses serving North Michigan Ave-

nue. Also a major subway stop at Chicago Avenue and State Street makes for convenient CTA trips.

### *Up and Down Shopping*

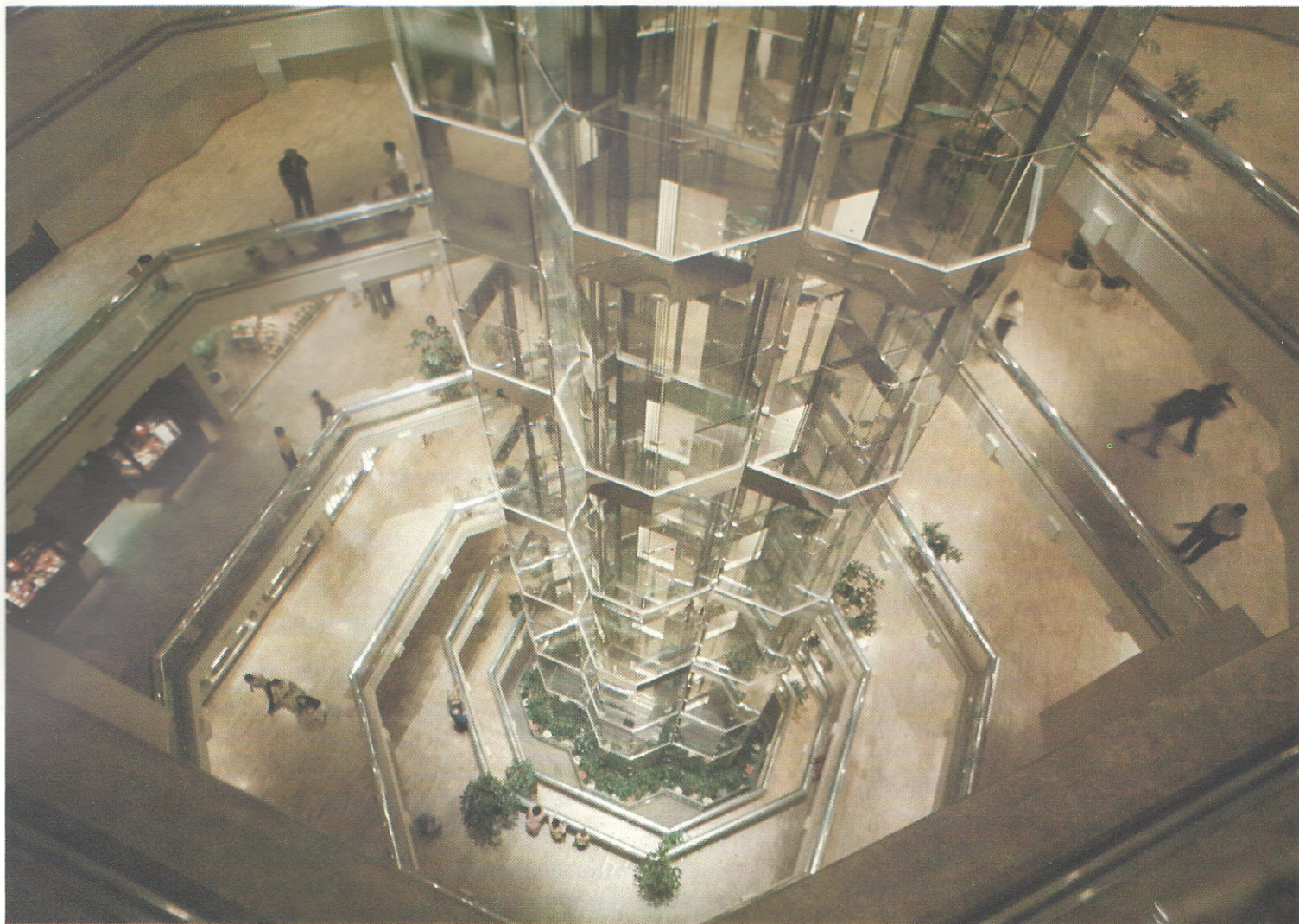
Probably one of the better ways to see, experience, and enjoy Water Tower Place is to spend a day there. A myriad assortment of unusual shops and exclusive stores invite visitors to linger and investigate at their leisure.

Entering the shopping mall from Michigan Avenue, you immediately find yourself inside a light, airy, spacious, high-ceilinged anteroom. Facing the entrance is a double set of staircases, set into an angular plane, flanked on all sides by an explosion of plants and greenery. It is impressive, elegant—and well it should be—this is the gateway area to the shopping mall.

## **The Shopping Lift**

- 7th Level:** Joy's Clock Shop, Money Store, Kaplan's Delicatessen
- 6th Level:** C & D Designs, Chas. A. Stevens
- 5th Level:** County Seat, Holland's Jewelers, Tiffany's Bakery, Florsheim Thayer McNeil, The Jewel Box, Metcalf's, Strictly Graphics, Travel Log, First Federal of Chicago, Nina B, La Poupee, McDonald's
- 4th Level:** Pumpkins & Monkeys, Avventura, F.A.O. Schwarz, Kroch's and Brentano's, The Gap, LaBolle a Musique, The Tinder Box, Unico, M. Hyman & Sons, Domus
- 3rd Level:** Halston, Matthews, Rizzoli Bookstore & Gallery, Coureges, Dana Cote d'Azur, Henry Kay Jewelers, The Limited, Robert Vance Ltd., Sr. David Ltd., Tennis Lady, Hallmark, Jaeger, Optique Boutique, Ciro, Vidal Sassoon
- 2nd Level:** The Goldsmith/Long John Silversmith, Merrill Chase Galleries, Florsheim Shoes, Baskin, Lebolt & Company, Primitive Arts, Plitt Cinemas, Plitt Ice Cream Parlor
- Mezzanine:** First Security Bank, Joy's Tiny Times, The Mezzanine Restaurant
- Ground Level:** Drury Lane Theater, Dutch Mill Candy, Eastern Newsstand, Flower Island
- All Levels:** Lord & Taylor, Marshall Field & Company





### **. . . to eight-level shopping adventure**

Escalators and stairs lead to the mezzanine and the Grand Atrium. There you will also find a bank of octagonal-shaped, glass-enclosed elevators serving all levels. The elevators themselves offer an exciting experience, providing an up-in-the-air, almost panoramic view of all levels at once.

The tiered shopping concept at Water Tower Place is like traveling the levels of a cake plate and sampling the variety of delicacies.

As the prominent stores, Marshall Field & Co. and Lord & Taylor share the ground floor, fronting on Michigan Avenue. On the various levels are more than 40 other shops and boutiques to tantalize any interest.

Among the specialty shops are:

**Rizzoli International Bookstore & Gallery:** Specializing in art and foreign literature. The variety ranges

from children's stories to books on philosophy and the social sciences. The setting is subdued — somewhat like a university library — enhanced by the quiet strains of classical music.

**La Boite a Musique:** A music box collector's dream—every type of music box from the cute, novelty toy variety to the handsome showpieces, some playing as many as six melodies. There are only three other such stores, specializing in music boxes, in the United States.

**Primitive Arts Ltd.:** Similar to a small natural history museum with its displays of native arts and crafts from South America, Africa and the Philippines.

**F.A.O. Schwarz:** The famous Fifth Avenue toy store that has about everything a child could want. The room is chockfull of goodies, and a

store sign cautions "children under 12 must be accompanied by an adult."

**Domus:** Specializing in kitchenware, practical and decorative things for the house. It also offers a wide collection of European and American designer fabrics, fast moving items in the store.

**The Goldsmith Ltd./Long John Silversmith:** Distinctively designed, hand-crafted jewelry in silver and gold. The store is conveniently sectioned, with separate display cases to show off each precious metal to its advantage.

**Joy's Clock Shop:** Need a \$2,000 grandfather clock to grace your vestibule or just looking for an inexpensive wristwatch to match a new outfit? You'll find it here among this imaginative collection of big and little timepieces.

When you decide to take your break



## CTA

### The Way To Go

Water Tower Place is one of the easiest locations to reach on public transportation. It is served directly on Michigan Avenue by the following CTA bus routes: 145, 146, 147, 148, 151, and 153.

The No. 157 Streeterville bus and the northbound No. 125 Water Tower Express bus, both of which offer a special shuttle fare, may be picked up at the North Western and Union Stations, and will stop at the intersection of Pearson and Seneca, just one-half block from the front entrance of Water Tower Place. The No. 151 Sheridan bus mentioned above also serves Union Station.

Thus, a shopper can come into one of these stations on a commuter train, step onto a comfortable CTA bus, and ride directly to America's most sophisticated high-rise shopping center.

All of these buses also pass through the Loop or south Michigan Avenue area.

For a hurried trip to Water Tower Place from anywhere near State Street, the northbound subway is recommended. You get off at Chicago Avenue where you can walk a few blocks east to the Water Tower area. Or, if the weather is inclement, you may wish to transfer to the eastbound No. 66 Chicago bus or the No. 11 Lincoln bus and take it over to Chicago and Michigan.

Wherever you come from and however much time you can spend in the Water Tower area, chances are that CTA is the most convenient way to go. That's the way many of the Water Tower workers travel. It's the way many Loop workers go up at lunch time, sometimes using the one-hour transfer that permits the return trip for the same fare, if started within the hour. For quick directions that fit your own plans, wherever and whenever, refer to CTA's new Route Map and Downtown Map, (see Page 19).



for lunch, you won't have to go very far to find palatable repast. For example, on the mezzanine level is a bright, colorful restaurant which is simply called The Mezzanine. It is self-service with food centers offering various types of items — crepes, sandwiches, salads, gooey sundaes. McDonald's has an outlet on the fifth level — a bit grander than most with a new way of taking orders to speed up service.

A more leisurely and a more expensive lunch can be had at the Ritz Carlton restaurant, located adjacent to the hotel's high rise lobby available by separate elevators.

#### **Transit Helps Retailers**

After spending some years out in the suburbs, Lord & Taylor marked its move into the city with its store in Water Tower Place. And this New York based company is pleased with the move, says Charles Siegmann, Lord & Taylor's regional vice-president.

Siegmann credits public transportation as an important factor in stimulating the business.

"Besides our customers, many of

our large number of employees in the Water Tower Place use buses or commute," he says.

"CTA is very important, particularly in view of the difficulty in parking."

The principal generator of the development of the Magnificent Mile and the adjacent near North Side area has been the Greater North Michigan Avenue Association.

And Nelson Forrest, the association's able executive director, is one of the most ardent advocates of CTA and public transportation as a vital service to the area.

In recent weeks, he has been responsible for inspiring massive distribution of CTA's new downtown service map through scores of upper Michigan stores, office buildings, and hotels.

#### **Big John Beckons**

As upper Michigan Avenue's latest pride and joy, Water Tower Place cannot help but be in the spotlight. But one should not overlook its just as illustrious environs.

Since its opening, the John Hancock Center has been one of the best places to go for a stunning, pano-





**Lord & Taylor's main floor is now one of Chicago's most popular bus stops, left. Across the street from Water Tower Place is the John Hancock building and another famous retailing name, Bonwit Teller.**

ramic lakefront view — from the 94th floor Skydeck. Its 95th Restaurant and Sybaris Lounge are favorites for a special evening out.

In addition to Bonwit Teller, the ground level of John Hancock Center includes an arcade of shops, a snack bar and dining facilities.

The Continental Plaza hotel just north of the Hancock is symbolic of the surge in new hotel construction in the greater North Michigan Avenue area.

Part of Chicago's night life can be found in the Continental Plaza's Cantina room. Its Consort Restaurant and bar provide quiet retreat for those who prefer a more subdued evening. Sunday brunches are a specialty.

At the northern end of the Magnificent Mile, stands the Drake which has gained a worldwide reputation for its style and service in the grand manner. Whether it's breakfast, brunch, lunch or dinner, the Drake offers a selection

of fine restaurants and dining rooms to suit your tastes — for example, the popular Camellia House and the Cape Cod Room.

For such attractions, Water Tower Place provides an additional mutually beneficial relationship. The net effect has been to further enhance the appeal of an area already replete with prominent names and reputations.

As a salesperson from I. Magnin explained, Water Tower Place has helped their store by bringing more people into the area. The people who come to Water Tower Place tend to come across to shop their store as well.

#### **Good Place to Work**

The success of Water Tower Place can be measured in the enthusiasm with which it is received—not only by the customers but by the corps of people who own, manage and work in its stores.

The owner of C & D Designs, a contemporary jewelry designs store located on the mall's sixth level, is Cynthia McLachlan. She bubbles, "It's fantastic. I love it. We have a lot of people who come here and most of

them are happy and cheery."

Lord & Taylor's Siegmann, a native New Yorker who's traveled extensively around the globe, comments, "It is probably the most unique retail establishment anywhere. You have the very best in U.S. stores as well as foreign stores. There's nothing in the world to compare with it."

Domus owner Michael Lynch expressed it very well when he said, "Water Tower Place is an instant landmark."

Such comments echo the prophecy of nearly 30 years ago when Rubloff, the Chicago realtor, named North Michigan Avenue as the Magnificent Mile and sparked the grand design for the development of this prestigious area.

In presenting the grand design at a 1947 luncheon of Chicago civic and public leaders, Rubloff said that the concept envisioned "a magnificent Michigan Avenue lined with the last word in stores, offices and apartment buildings . . . a plan for Chicago that we can all view with pride."

With Water Tower Place, Chicago moves forward—from lusty adolescence into its prime.



# Chicago, Movie Star

When a movie producer is hunting the ideal big city set for a script with transit emphasis —

— he will save a lot of time by looking at Chicago first.

This professional advice to other film makers came from Ed Montagne, veteran Hollywood executive, as he completed Chicago shooting for the full length caper-on-CTA feature shown on the NBC television network recently.

Although CTA is not identified in the picture, it is perfectly obvious to viewers that the scenery belongs to us. And the reason Chicago gets the visibility is that we deserve it, according to Montagne.

We deserve it, he says, because we are the last of the big time cities with an extensive elevated system — rapid transit with plenty of natural light and a variety of interesting sky-lines and contrasting architectural backgrounds.

"All subways look alike," says Montagne, "and one doesn't get the feel of extended size and the diversity of urban scenery which makes a movie more continuously interesting."

Montagne's light-hearted movie stars Freddie Prinze and a group of attractive young actresses who enact the entire plot around and on an urban transit system.

Co-author of the script as well as producer, Montagne embarked on a survey of transit systems including those of New York, Boston, and Philadelphia before selecting Chicago last November.

There were dividends accruing from the choice that extended beyond the scope and vistas of the CTA elevated, Montagne testifies.

Take the technicians. A roving producer has to hire them at the shooting locale and the level of expertise is not often as high as in the movie capital. But the Chicago chapter of the International Association of Theatrical and Stage Employees has as highly accomplished, skilled manpower as one could find, Montagne says.

Good technical help is a particularly important factor for a tight



shooting schedule that must make room for dozens of costume and makeup changes in accordance with the disguises called for by the plot of Montagne's movie.

Take municipal government cooperation. Montagne claims that Chicago's is the best. Needed city services were always there promptly. The producer gives special praise to Joan Romanyak who coordinates such public relations services for the Mayor.

Or take CTA. "I have never had such an input of know-how, information, and assistance from any public transportation system," Montagne says.

An example cited is Saturday morning at CTA's Skokie yards. Despite the extensive equipment in the movie company's wheeled Cinemobile, there seemed no way to get the neces-

sary overhead shots, looking down on the tracks.

Then, Bob Heinlein, one of two CTA coordinators accompanying the crew, suggested use of CTA's new red lift trucks, just put into service after inspection by the Chicago Transit Board at a recent meeting. The truck, incidentally, was rented, not loaned to the producer — as was the case with all trains, operating personnel, and stations used during the four days' filming.

Coaching of Freddie Prinze on how to behave safely was part of the counseling service offered by CTA technicians.

In one scene, the lead character uses a moving train at Madison and Wells to mask his escape during a chase sequence.

CTA's Heinlein helped Prinze with





*When the CTA was a major movie lot: director Alex Singer coached star Freddie Prinze on rapid action; Brook Mills acted out a rush to catch the train; CTA technicians consulted on special shooting locations such as trackside at the Merchandise Mart; lift truck provided the ideal shooting platform; new strange gear joined the trains in Skokie yards—All well done says Producer, Ed Montagne, shown at center recalling the “excellent cooperation” provided by CTA and Chicago.*



his footwork. Since the actor was wearing leather-soled shoes, it was particularly important that he assume platform positions where it would be impossible for him to slip into the path of an oncoming train.

Even the Chicago weather bureau cooperated with the movie. The four days of shooting were wrapped in some of the most beautiful sunshine that the city has enjoyed.

It was a good thing. For, in any city with any show in any climate, a movie producer's life has its unexpected displeasures.

“In case your executive readers think their businesses have problems,” says Montagne, “allow me to relate a few of mine.

“We have this key character in the plot who's a security man for the transit company. He's a chain smok-







**A CTA man shows a movie actor how to look as though he were running a train. Below, there's little room on the car for riders with all those technicians—and Freddie Prinze, believe it or not, in disguise.**

er, and this has to be because one of the cast plants a clue in his frequently used cigarette lighter.

"The actor whom NBC specified for the part — shows up in Chicago the night before we begin to shoot. We go out to dinner.

"The woman at the next table lights up a cigarette and the actor demands we move. Seems the smoke bothers him. He tells me he's allergic to smoke. He's a compulsive non-smoker.

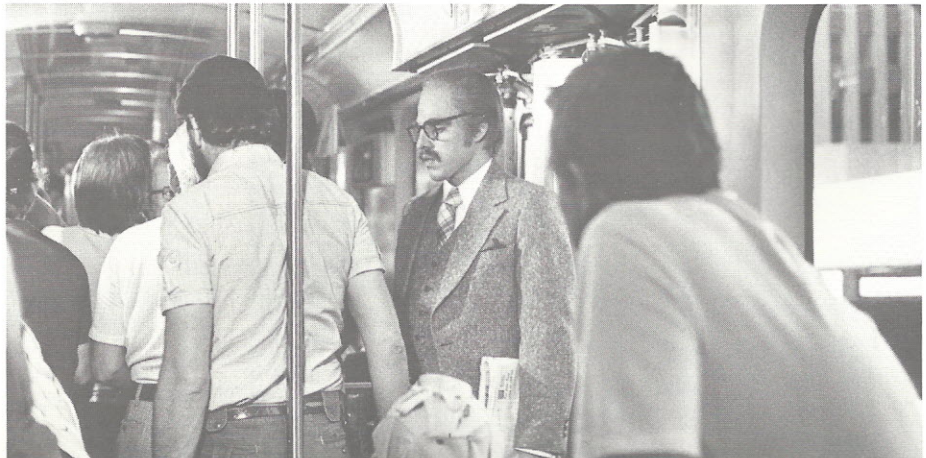
"I sat up quite a little that night. Finally, I figured it out. We rewrote the part and made the security man into a fellow who was trying to quit smoking. To help conquer the habit for good, he keeps cigarettes around. And others are encouraging him to begin smoking again because he's so irascible when he doesn't. So he has to pick up his lighter a lot, but he never has to blow smoke in his own face."

This was only one of the impediments that had to be overcome, however.

In the movie, the plot requires the use of an open garbage truck. The city doesn't run that type. So, several weeks before, Montagne rented a truck from a private service.

"We get into town and call the man, telling him to have the truck down on Kinzie and Wells on Sunday morning," Montagne relates. "He says no, not Sunday morning because I don't work on Sundays; I don't believe in it and my truck is part of me."

When Montagne says Chicago is a



good place to make a movie, it's the voice of experience talking. He almost grew up in the movie business.

His father was a producer and writer of the silent days, working for such studios as Universal, Paramount, and RKO. The senior Montagne produced the first and almost classic black-and-white version of "Little Women" starring Katharine Hepburn.

Although he was born in New York, young Montagne went to Hollywood at such an early age that he calls the movie capital home.

He spent his college years at Notre Dame and served overseas in the Army during World War II. He did considerable filming when he was in the Army and made the frequently shown motion pictures of the execution of Mussolini in Milan.

He began to produce for television when TV was still in its infancy. His first film show in 1952 was *Man Against Crime* with Ralph Bellamy.

He was producer of the highly popular Sergeant Bilko show and, in 11 years with Universal Studios, he produced five Don Knotts movies and one with George Peppard.

*Terror On The Fortieth Floor* (NBC) and *Hurricane* (ABC) are two of his better-known TV movies. The former marked the starring debut of Don Meredith, former Dallas Cowboys quarterback.

Montagne's earlier public transit movie was *Short Walk to Daylight*, shot on the New York subway.

Charles Fries Productions, with which Montagne is associated, finished the CTA-based picture in Los Angeles. Interior filming was done in the Bank of America building which closely resembles the Merchandise Mart where CTA operations control room and executive offices are located.

**J. H. Smith**  
**CTA Public Affairs**



# Mr. Cub Goes To Washington

When the Chicago Cubs brought Ernie Banks to the majors in 1953, they acquired not only a baseball star of the first magnitude, but a man of magnetic personal diplomacy equal to that of professional statesmen.

Not long ago, the man known as Mr. Cub went to Washington as a guest of President Ford at a White House luncheon honoring Prime Minister Takeo Miki of Japan.

And the warm human qualities of Mr. Cub were very much in evidence that day as the President of the United States, the Prime Minister of Japan and Chicago's Ernie Banks talked sports.

Prime Minister Miki turned out to be an avid baseball fan who had seen Banks play at Wrigley Field in the 1960's, and has long admired him from afar.

Ernie describes the White House luncheon as the experience of a lifetime:

"From the moment I sat down, I knew that both the President and Prime Minister were real sports fans—very knowledgeable about baseball.

"President Ford told me how part-time grid coaching at Yale (after four years of Michigan football) had helped finance his way through law school. He emphasized that high school and college athletic competition had instilled in him the strong determination to succeed and provided the proper training and discipline.

"Today he keeps in shape by swimming and daily exercise. The President asked what I did to stay in trim and I told him that I also swim and jog every day.

"Prime Minister Miki had nothing but praise for George Altman, my former teammate with the Cubs, who later played in Japan for the Lotte Orioles of Tokyo. The Prime Minister follows the game very closely and knew Altman's batting average as well as statistical information about Japanese stars."

There was a star-studded touch to the luncheon. Banks says that Hollywood was well represented by Broderick Crawford, Dan Dailey and James Whitmore.

"I had met Crawford on the studio lot when the Cubs were out there, and we struck up a friendship," says Banks. "He is quite a fan, and we enjoyed the brief reunion."

Banks added a special CTA touch to the excitement of his Washington trip.



(AP Wirephoto)



Ernie Banks of CTA's Transit Board is luncheon guest of President Ford. Earlier, he stopped by to visit Secretary of Transportation William T. Coleman, Jr.

At the suggestion of CTA General Manager George Krambles, Banks brought along three antique fare registers as gifts to President Ford, Prime Minister Miki and Transportation Secretary William T. Coleman Jr. whom Banks had visited earlier in the day before going to the White House.

The fare registers were used to "ring up" admissions to the Addison street elevated station that serves Wrigley Field.

Banks says Coleman is well aware of Chicago public transportation planning and development programs and specifically mentions the planned extension of rapid transit all the way to O'Hare Airport, now served from Jefferson Park terminal by the O'Harexpress bus (page 15).

Banks continues: "He also seemed very pleased with the CTA fare register and told his secretary that if he needed her at any time pertaining to Chicago, she would

hear the fare register bell ring."

Coleman was a high school athlete. He played second base and told Banks that, as a left-hander, he was certain that a south-paw could pivot and throw from the key-stone sack as well as a right-hander.

And thus it was that Ernie Banks, the player who was voted in 1969 as the greatest Chicago Cub of all, with 512 career home runs, and who was accorded back-to-back most Valuable Player awards in 1958 and 1959, went to Washington—to keep a date with the President of the United States.

Banks made such a hit in the "White House League" that he was invited back to join the President's official party at the 1976 major league All-Star game in Philadelphia.

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

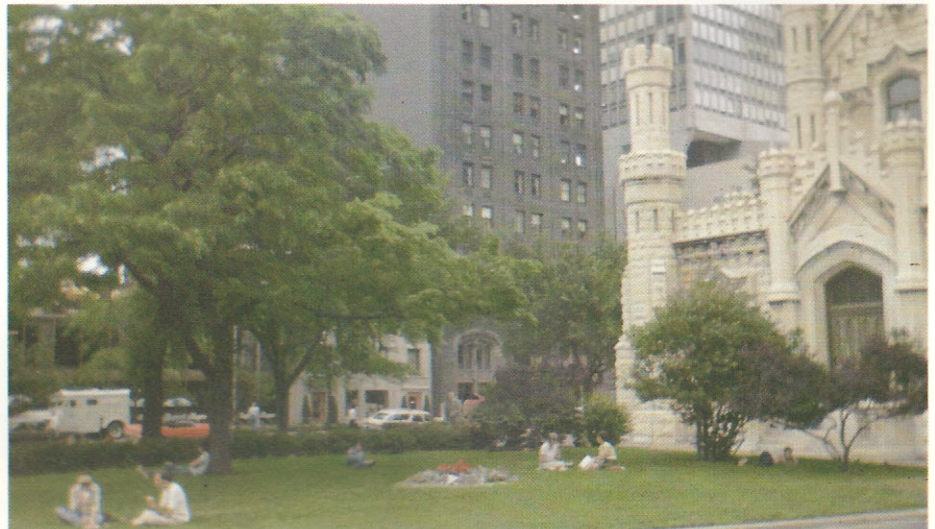




at Lake and Wells

## Out to Lunch

Noontime, summer sends many Chicago workers to the outdoor oases appearing frequently throughout the downtown district — a dividend, partially, of Chicago's modern building code which encourages plazas and parks by permitting increases in building height in prescribed proportion to the amount of the site left free for offsetting space.



at Pioneer Court

at the Water Tower







at First National Plaza



at Grant Park



at Civic Center Plaza

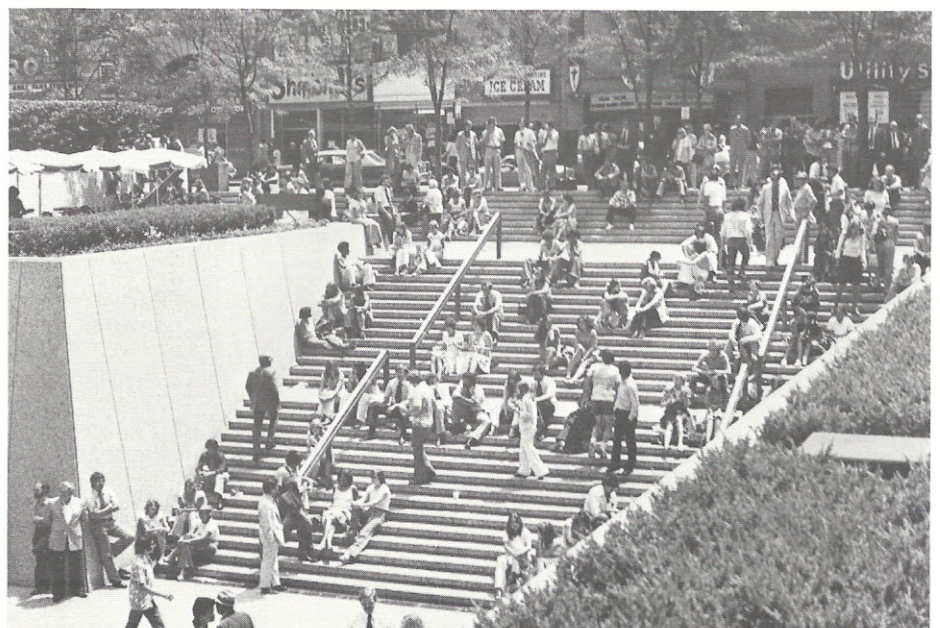
at Riverside Plaza







*Lunchtime outside means more than brown bagging. Watching free entertainment. Eating at table in an outdoor restaurant. Girl watching. Feeding pigeons. Stepsitting with other sun worshipers.*





# Route 40 O'Harexpress



One of Chicago's most significant special bus services is the CTA's O'Harexpress route.

This important service for travelers and airport employees alike is provided as a non-stop operation in the Kennedy Expressway between the Jefferson Park Transit Center and O'Hare International Airport.

Offering 'round-the-clock service every day of the week, the O'Harexpress buses operate at their most frequent intervals of 15 minutes during the most heavy travel period from early morning to early evening.

Service to O'Hare on CTA's No. 40 O'Harexpress began February 1, 1970, coinciding with the opening of the rail rapid transit extension in the Kennedy Expressway median strip.

The Urban Mass Transportation Administration supplied 90 per cent of a total of \$127,720 in operating assistance to get the new service underway. Some 30 airlines and other employers at O'Hare Airport provided the other 10 per cent of the funding as arranged by the Mayor's Committee for Cultural and Economic Development in Chicago.

## Ridership and Service

The No. 40 began operation with

daily service every 30 minutes from 0400 hours to 2400 hours and every hour from 2400 to 0400 hours. The route had a ridership of 367 riders on the first weekday of service.

Ridership has been increasing and now averages about 2,400 passengers per day. As the ridership continued to increase, the schedule was improved and now includes a 15-minute service Monday through Saturday from 0600 hours to 1900 hours, and 1300 hours to 1800 hours on Sunday.

During peak periods of holiday travel, evening service is sometimes supplemented to meet the expected heavy volume of airline passengers.

## Fares

Special fares apply on the No. 40 O'Harexpress. The fare, which includes a transfer, started at 60 cents and has been increased gradually to 75 cents. Transfers from the rest of the CTA system are accepted on payment of the differential (15¢ for adults). Ridership on this route has been enhanced by the implementation in March, 1974 of 35 cents (including transfer) "bargain fare" on Sundays and holidays.

Also available is the 80 cents "Sunday Supertransfer", which is good for

*The limited access bus ramp at the airport saves five minutes on the in-bound trip.*

**From downtown Chicago**

**save time — save money**

**to O'Hare Airport**

**only 75¢ by CTA**

**Dearborn Street Subway**

**northbound to**

**Jefferson Park Terminal**

**then, easy transfer to**

**No. 40 O'Harexpress Bus**

**direct to**

**all airline terminals**

**Sundays to O'Hare —**

**35¢ bargain fare**



# O'Harexpress

The easy, inexpensive CTA way from downtown to the airport is portrayed in this picture story of a woman executive, going out of town on a short business trip. Out of the office and down the stairs to the Dearborn Street subway . . . through the turnstiles for 75 cents, including the transfer in hand . . . onto a streamlined train to Jefferson Park . . . going over conference notes during the smooth ride to the terminal . . . up the escalator at Jefferson Park and follow the sign through the ramp to the bus plaza . . . boarding the No. 40 O'Harexpress bus . . . a relaxing, fast ride to O'Hare . . . stepping right into the terminal from the bus stop . . . through the security check and the concourse to the airline gate . . . and checking in well before the flight is called. Portal to portal travel time: 45 minutes, on the average. Back the same way, of course.

cta Quarterly 3rd quarter, 1976

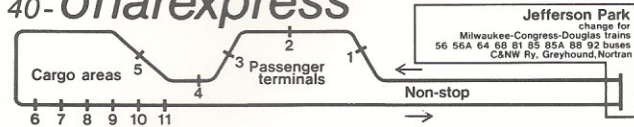








## route 40-o'harexpress



### O'Hare International Airport

#### Bus stops-Passenger terminals

1 Air France  
Air Jamaica  
Air Wisconsin  
British  
Airways  
Butler  
Capital  
Customs and  
Immigration  
Icelandic  
Irish  
KLM  
Lake Geneva  
Lufthansa  
Mexicana  
Midstate  
Mississippi  
Valley

2 Braniff  
Continental  
Eastern  
Northwest  
O'Hare Hilton  
Ozark  
Piedmont  
United  
Carson's  
restaurants  
TIA  
World

3 Air Canada  
Allegheny  
American  
Delta  
North Central  
Southern  
TWA

#### Bus stops-Cargo areas

4 Illinois Bell  
Powerhouse

5 Emery  
Post Office

6 Airp't Maint. Bldg  
Dobbs

7 American  
Marriott

8 Flying Tiger  
United

9 Airborne  
Air Wisconsin  
Burlington  
Northern  
Delta  
Police Dept.  
WTC

10 Air Lift  
Continental  
Shulman  
TWA

11 Sky Chef

## 40 O'Harexpress

Only 45 minutes from the loop to O'Hare via Milwaukee-Kennedy Rapid Transit and O'Harexpress.

### To O'Hare (leave Jefferson Park)

Mon - Sat starting 0000 every 60 min	
0400	30
0600	15
1900	30

Sun - Hol starting 0000 every 60 min	
0400	30
1300	15
1800	30

### From O'Hare (leave bus stop #1)

Mon - Sat starting 0015 every 60 min	
0415	30
0615	15
1915	30

Sun - Hol starting 0015 every 60 min	
0415	30
1315	15
1815	30

issued July 1976

Chicago Transit Authority

unlimited rides on the CTA system. Reduced fares, generally one-half the regular fares, are available to children, senior citizens and handicapped riders.

### Exclusive Bus Ramp

In September, 1975 an exclusive

"bus ramp" (with access controlled by an electronic key-activated gate) was opened. This permits eastbound buses to enter the expressway from the cargo area at O'Hare Airport. Use of this "bus only" ramp, constructed by the City of Chicago at a cost of \$245,000, eliminates the need for CTA's O'Harexpress bus to backtrack

over the westbound route in order to gain access to the expressway for eastbound trips, thus cutting .9 miles and reducing traveling time by five minutes.

### Service Convenience

One of the most useful features of the O'Harexpress service is the multitude of connections available at Jefferson Park Transit Center. In addition to rail service to downtown Chicago, other services include 11 CTA bus routes to the north and west sides of Chicago and to adjoining suburbs, the North Suburban Mass Transit District's bus routes and the Chicago and North Western rail service to north-west suburbs, and Greyhound bus routes to Madison and Milwaukee, Wisconsin.

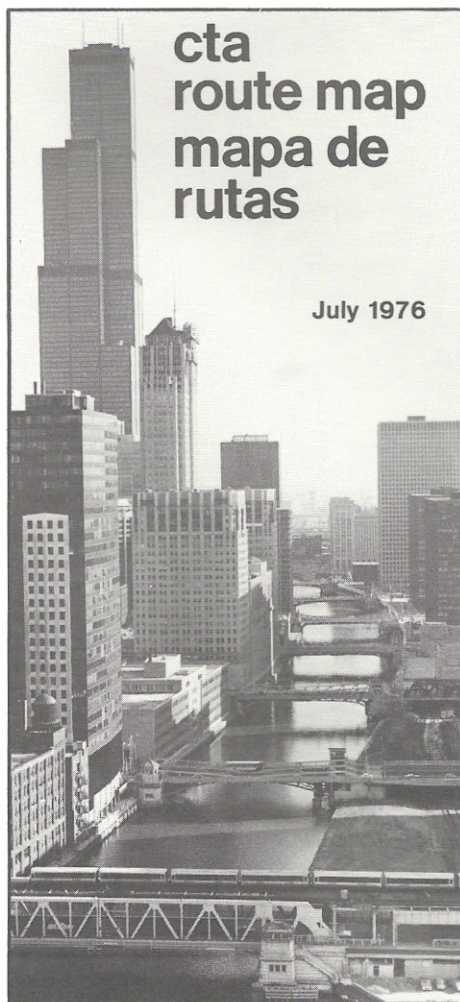
The travel time to O'Hare from Jefferson Park is only 15 minutes while the total travel time from the Chicago business district is 45-50 minutes at all times, even allowing for the average time used in the transfer at Jefferson Park. This compares favorably with the privately operated limousine bus service which observations show to have travel time varying from 35 minutes in off-peak periods to well over an hour in rush periods.

Andrew Bishop and  
David Phillips  
CTA Operations Planning



Airline passengers and employees board under promotional bus stop sign.





## cta route map mapa de rutas

July 1976

## Four Stars... Two Maps

You can buy CTA's bicentennial posters at the CTA Community Relations Dept., Room 7-131, Merchandise Mart.

Each poster portrays one of the historic events represented by the four stars on the Chicago flag.

The 28" x 42" water color reproductions: the Fort Dearborn Settlement, The Chicago Fire, the World's Columbian Exposition, and the Century of Progress Exposition, are offered at only \$1 each or a set of four for \$3.

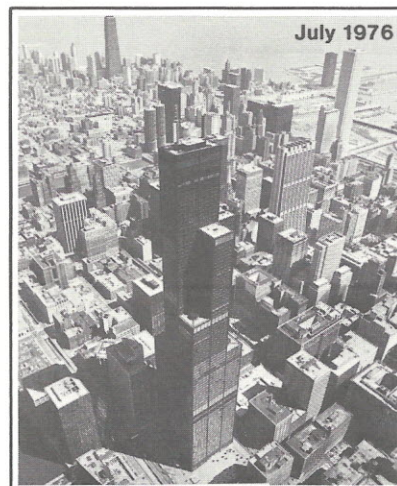
And here's another offer you may want to take advantage of. Two maps that can show you the convenient and economical way to get around in Chicago — by CTA.

The route map is the newest version of a perennial favorite, showing all CTA routes in the greater Chicago area. The downtown map revolutionizes CTA mapmaking by focusing on the downtown area like a magnifying glass and dividing the area into individual mini-maps and descriptions of every bus route.

Single copies may be obtained by sending a self-addressed, 13-cent stamped, No. 10 (long) envelope to:  
CTA Maps, P. O. Box 3555,  
Chicago, Illinois 60654.

If your organization would like to receive a large quantity of maps, special arrangements can be made by contacting us at 664-7200, ext. 805.

## cta downtown transit map mapa del centro



July 1976





## Return Trip

If you hanker to relive the “good old days” of steam locomotives and trolley cars—rather than depending on old movies or the magic screen of memory—here’s a tip for you.

Almost any summer or early autumn day you can find these all-but-extinct rail vehicles chugging or clanking along, like apparitions from the past, in McHenry county farm country, about an hour’s drive northwest of Chicago.

The Illinois Railway Museum at Union is a living tribute to our transportation heritage. It’s a place where the young can learn firsthand and their elders can relive the thrill of riding street, interurban and mainline rail vehicles that once served as the mainstay of public transportation in America.

Now in its eleventh year of offering rides to the public, the mostly outdoor museum is a popular attraction for family outings, accommodating as many as 100,000 riders annually.



**Typical small town railroad station of 1851 at Railway Museum, East Union is port of entry to a nostalgic world—beginning with a free walking tour as shown in lower photo.**





**Options in rail reminiscing: a ride on CTA's own Green Hornet (this particular car is from the Western Avenue run) . . . the thrill of the back platform on the observation car . . . a comparative examination of locomotives through the years . . . and a ride on the famous Chicago red trolley.**

A restored 125-year-old railroad station is the focal point of the museum and the terminal for riders. From there, rail vehicles travel in both directions along a mile and a half of mainline track that the museum is planning to extend to four miles.

Visitors can also inspect vintage locomotives, private rail cars dating back to the 1880's, or an entire section of the Burlington's sleek Nebraska Zephyr from the 1930's.

Perhaps the most popular operating vehicles at the museum are streetcars, rapid transit cars and inter-urban electric trains that once traveled the streets and structures of Chicago and its suburbs.

The hands at the controls of these vehicles on weekends are likely to be those of Chicago Transit Authority employees. CTA people, both active and retired, make up a substantial number of the regular volunteer museum members who spend their spare time repairing, maintaining and oper-





*You can picnic on the grounds at the Railway Museum. And you can browse through a copious collection of rail books, souvenirs, gifts, and gadgets. The collections of railroad and streetcar badges, lamps, furnishings, and other memorabilia are also housed in the station building.*

ating transit relics for the non-profit organization.

They enjoy using the skills developed on the job to keep the old equipment running. And, they know that only at Union can a motorman still notch up the controller on a Chicago Red Rocket streetcar or push down the power handle for a noiseless pick-up on a Chicago Green Hornet.

Swaying back and forth with the motion of the car while sitting on the cane seats of the 1908-model Red Rocket or on the plush green seats of an interurban electric, visitors find it hard to believe that anywhere from 13 to 22 years have passed since these vehicles were in regular service.

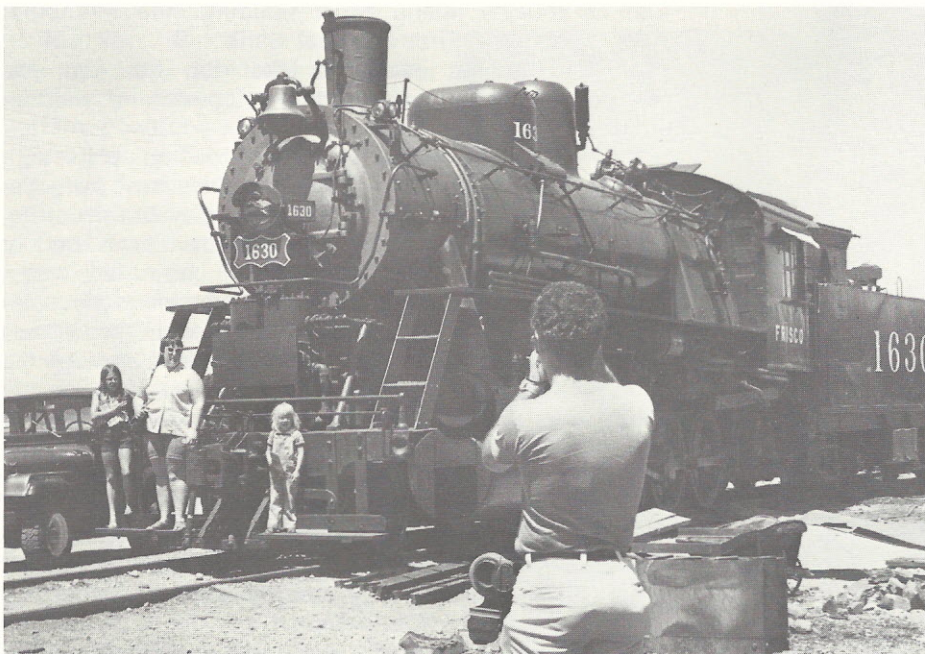
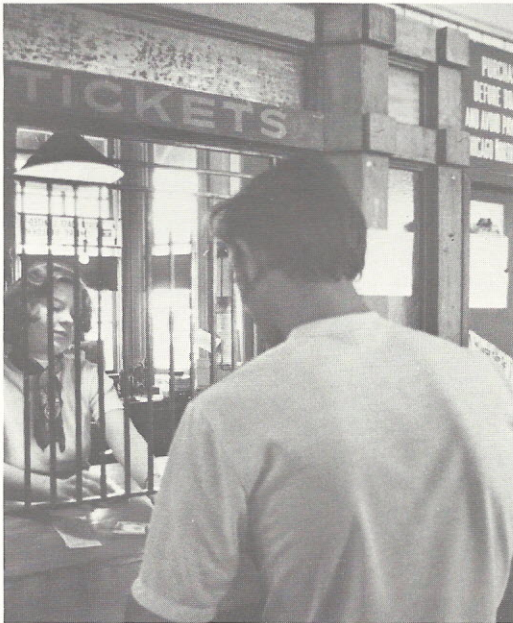
Admission to the museum is a nominal 50 cents for adults, 25 cents for children. Rides are \$1.00 for adults, 50 cents for children.

To reacquaint yourself and your family with these revitalized symbols of a bygone era, take the Northwest Tollway (Interstate 90) to the Marengo exit at U.S. 20, and go about 4½ miles northwest to Union Road. Then follow the signs to the museum.

**Jeff Stern**  
CTA Public Affairs







*The Ely car, a luxurious home-on-wheels is no longer reserved for railroad presidents and their guests, but may be viewed by all Museum visitors. You buy your tickets for rides at a familiar station window. You can safely walk between trains to get a closer look. And, don't forget to bring your camera for the family album picture possibilities are numerous.*





## Culture Train

Eighty-five Northwestern University students pooled \$475 "tuition" on a recent Sunday to charter two CTA rapid transit cars for a classroom on rails. They did it to explore one of the world's greatest treasure troves of architectural history, Chicago.

The train took them from the Davis street station, Evanston, to and around the Loop three times, and then over the Ravenswood route. All the while Henry Binford, assistant professor of history, and Leland Roth, assistant professor of art history, kept up a running commentary.

Roth explained, "Chicago has the greatest collection of architecture showing the development of the commercial skyscraper. These begin with the buildings constructed following the Chicago Fire of 1871 and include the Reliance, the Monadnock, and the Rookery buildings, as well as today's Inland Steel building, the Methodist Temple, and the First National Bank.

"Just by looking toward the lake from the Loop, you can see the beginnings and development of modern urban planning.

"Chicago is an outdoor museum, too, complete with the benefits of your own Chagall or Picasso," he says.

Binford explained that the north side elevated structure, for the most part, was built over alleys to save the costs of acquiring and clearing land. The result, he noted, was a somewhat snake like right-of-way at some locations.

As the train rolled by Graceland cemetery in the Uptown area, Binford explained that the trees hid a view of the graves of many of Chicago's early leaders.

As the train continued toward downtown, Binford gave historical accounts of the various north side communities. He explained that Lake View in the 1880's was a village noted for a resort hotel that was then "out in the country."

In the vicinity of Belmont avenue, Binford pointed to a few remaining frame houses that typified the latter part of the last century when that area was settled largely by German and Swedish immigrants.

As the train rounded a curve at Wells and Kinzie streets,







*In the classroom on rails: team teaching as Professor Binford, left, and Professor Roth lecture on the role of Chicago architecture in the city's history. The students get a moving view of the actual architecture from the windows of their CTA L car. Among the views, reflected by the camera are the once-tallest Prudential Building now dwarfed by Standard Oil, right; the traditional Chicago Temple contrasted against the Civic Center and the First National Bank, lower left; and the Monadnock Building, one of our earliest "skyscrapers"—16 stories. The picture shows the south half of the building, erected in 1893, well before the steel and glass era.*

Roth, the architectural expert, called attention to the Merchandise Mart's ornamentation of the popular Art Deco design of the '20s which, he said, is often overlooked by passers-by who see only the mass of the building.

Sunday was an especially ideal time for the Northwestern students to study the downtown architecture from the chartered L train. On Sundays, there are no trains in regular service on the Wells and Van Buren sides of the Loop elevated. Thus, the students' train could be stopped for long periods of time in those sections of the Loop L for detailed observation of nearby buildings of architectural fame.

"People living in big cities are so accustomed to busy schedules that they may not take the time to observe many of the things that make their cities beautiful and outstanding," said Roth.

"Chicago continues to enjoy world fame for its innovations in architecture. Downtown Chicago, with its old and new architecture of great variety and distinction, is a wonderful classroom!"

Brian Gleisser, a Northwestern junior from Cleveland, was the organizer of the chartered train tour, recruiting many of the students for the trip from his Shepard Hall residence.

The students found the trip a worthwhile adventure. Steve Hirsh, a journalism major, was interested in tracing the way in which architecture, viewed from the L, traces the course of change in the city. Cindy Farenga, another



journalism student, found the detailed look at architectural decor brought a greater appreciation of its warmth.

Binford and Roth, who are faculty advisers for Shepard Hall, welcomed the opportunity for extra-curricular duty as the faculty for the classroom on rails.

In fact, it was from Binford's past practice with smaller groups of students that Gleisser got the idea for the trip. In the last several years, Binford has taken small classes of 10 to 20 students on trains in regular service to lecture on the city.

Binford, who gives his L train lectures with the zest of an ardent rail fan, explained that he first obtained much of his information from riding the L by himself and by interviewing oldtimers in the various Chicago communities along the rapid transit routes.

During the Loop segment of their Sunday tour, the Northwestern students were joined by Harold H. Geissenheimer, CTA General Operations Manager (page 26), and his mother, Louise, who, as new residents of Chicago, were especially interested in the lectures by Binford and Roth.

Also coming on board the classroom on rails was George Krambles, the CTA's General Manager.

"This was a wonderful occasion," said Krambles. "We hope that more groups will benefit from the opportunity to charter trains—and buses—to see and learn more about the many fine features of Chicago."

**Anit Leppiks**  
CTA Public Affairs





## Transit Addition

Transit know-how has long been at a distinctively high level in the administration of the Chicago Transit Authority.

When Harold H. Geissenheimer was attracted from Pittsburgh to become manager of general operations, this know-how level moved up again. Geissenheimer came aboard in March, succeeding George Krambles, who had just been advanced to general manager.

Geissenheimer had been Pittsburgh's pivot man in public transportation. He developed the unified PA Transit organization combining the routes of 33 Pittsburgh transit services. He was the key man in the planning of a new "busway" system providing exclusive roadways for bus operations and of a proposed Pittsburgh rapid transit line.

Geissenheimer is an able and practical marketer of public transportation, using the fundamental

conveniences and economies of the service as his sales ammunition. In his two most recent years with the Port Authority of Allegheny County, PA Transit ridership increased by 19 per cent and revenues by 10 per cent.

He credits his lifelong interest in communications to his early job as a copy boy for the *New York Times* and the fact that his father was an advertising agency executive.

A thoughtful, self-disciplined individual, Geissenheimer also has the pleasant personality that makes people respond to his judgment and leadership.

He believes that the strength and dependability of an urban center determines the welfare of all the satellite communities which feed and depend upon the city.

"The core of the city is basic," he says. "The economic health of the whole apple is determined by the core."

"Transit is essential. We cannot have a healthy city if it is dependent entirely upon the automobile. Transit, as they say in Munich, is best for all. It takes care of everybody—the work-

ing people, students, the professionals, and everyone whose livelihood is linked to the city."

A world traveler, Geissenheimer has visited transportation systems in many of the major cities on the globe all at his own expense. He rates CTA the industry's leading system due to its superior organization and high standards.

"Once inside, it is easy to see that CTA has a lot of pride going for it, especially in the field," says the new manager of general operations.

Like George Krambles, Geissenheimer is an avid personal rider of transit. He believes riding and observing is the best way to learn the system. Riding is a pastime in which he might be engaged, like Krambles, "day or night."

Quick to establish rapport with operating personnel, Geissenheimer points to a handsome desk set presented to him by Pittsburgh's bus drivers. "I've always talked shop with the drivers," he says, "and I expect to have the same working relationship at CTA."

Why did he join the CTA after 26





**Harold Geissenheimer, CTA manager of general operations, is shown demonstrating a bus roof air vent to Donald Walsh, Transit Board member. The vents, to be installed on new CTA buses, exemplify the value of international exchanges between the transit systems of other countries and such CTA officials as Geissenheimer. European buses introduced and tested the vents. At the demonstration of the new equipment, Geissenheimer explained the operation of the vents to media representatives including Susan Tick of NBC.**

years in Pittsburgh? "If you're going to spend your life in transportation," he says, "you must be in rapid transit—that's where the action is."

Harold Geissenheimer was graduated in 1949 from New York University with a degree in transportation and economics. He continues to keep abreast of new trends in transportation by frequent interchange with people throughout the industry.

"I am made aware of new developments through constant reading and contacts with other people. There has to be that interchange at all times, for the industry is mainly self-taught," he says.

Geissenheimer's advice to young people who want to get into the transportation industry is to get a degree in one of the disciplines locked into transportation such as engineering, accounting, data processing or economics.

Geissenheimer is a member of the rapid transit committee of the International Union of Public Transport, headquartered in Brussels, Belgium. The organization is comprised of managers and staff personnel from

the major rapid transit systems of the world, including Moscow's.

"There is so much going on in this industry outside the United States," Geissenheimer says of his international involvement in the transportation industry. "There is so much to learn anywhere you go."

As an example, he says each new CTA bus will feature a roof hatch for ventilation and a luminous stop sign for passengers wishing to exit the vehicle. These new features are adapted from overseas buses.

He also is especially active with the American Public Transit Association, for which he is chairman of the light rail task force and advertising standards committee, vice-chairman of the bus operations committee, and member of the marketing advisory board and the rapid transit technical and operations committee.

As a boy growing up in New York's Manhattan, Geissenheimer became fascinated with transportation; and, in his very early years, he was torn between two dreams about his future.

New York's busy waterfront captured part of his attention. He was

especially interested in naval ships coming and going from the harbor, and he thought of becoming a designer of naval ships. As a result of that interest, Geissenheimer has long been a member of the International Warship Naval Records Society. That interest also took him to New York City on July 4 of this year to witness the Bicentennial Tall Ships Festival.

Geissenheimer's other boyhood interest was transit, particularly the New York subway and elevated system, which he rode almost every day. Despite his strong feelings about naval ships, it did not take him long to make up his mind. When he was 13 years old, he decided that transit would be his life's work.

**Rick Willis**  
**CTA Public Affairs**





## Woman Joins Board

Mathilda Jakubowski is the second woman in history to serve as a member of the Chicago Transit Board.

Mrs. Jakubowski is a homemaker of Polish descent who has been a resident of the Pilsen neighborhood on the southwest side of Chicago for 45 years.

Public transportation is an everyday item in her family life and budget. She rides CTA frequently in her own community work.

She and her husband, Alosius, have eight children, six of whom are still at home:

Jeanne Marie, 13, and Mary Beth, 10, are both students who travel to St. Adalbert's elementary school;

Rick, 15, is a sophomore at St. Ignatius high school and spent the past year in Constantia, New York, on an American Field Services scholarship;

Donna May, 17, is a recent graduate of Immaculata high school;

Carl, 20, is an engineering student at Marquette University;

Anina Marie, 23, is a graduate of Mundelein College.

Only Allen, 27, who is a priest in La Crosse, Wisconsin, and Brian, 26, married and a business administration graduate of Roosevelt University, are no longer around the dining room table for family planning conferences.

Service in neighborhood, school, ethnic, and civic affairs is a big part of Mrs. Jakubowski's life.

Her community leadership roles are numerous. She is co-chairperson of the community relations committee of the Polish American Congress—a member of the school board at St. Adalbert's—a member of the mothers' club at St. Ignatius prep—and, just recently, co-director of the Comprehensive Employment Training Act program under the Model Cities program.

Mrs. Jakubowski, who prefers to be known by the nickname of "Tillie," was appointed to the CTA Board by Governor Dan Walker. Her appointment was confirmed by Mayor Richard J. Daley and by

**New official portrait of Chicago Transit Board (made August, 1976). Seated, left to right, James R. Quinn, vice chairman; James J. McDonough, acting chairman; Mrs. Mathilda Jakubowski. Standing, left to right, Lawrence G. Sucsy; Edward F. Brabec; Ernie Banks; Donald J. Walsh.**

the Illinois Senate.

On the CTA Board, Mrs. Jakubowski succeeded Wallace D. Johnson, an investment banker, whose term expired. Johnson, who is president of Howe, Barnes & Johnson, was appointed to the Board in 1970 by former Governor Richard B. Ogilvie.

The first CTA woman Board member, Mrs. Bernice T. Van der Vries, of Evanston, was present at the Board's July meeting to present Mrs. Jakubowski for her installation.

Asked about her first impressions, Mrs. Jakubowski said: "The one thing that comes through loud and clear is that the employees are proud of the CTA. They really enjoy their work."

**Arline Datu**  
CTA Public Affairs





## Substation Studios

Artists Richard Hunt and Conrad Bailey are world's apart — in media — but they're of the same mind when it comes to a place to work.

Both shape their creativity in the strangest studios in Chicago — half-century old CTA substations.

Designed to accommodate elephant size 15 ton generators which converted AC electric power to the DC current used by the CTA and its predecessor companies, the Lill and Sedgwick substations now house sculpting and photographic equipment.

The 6,300-square foot substation at 1017 W. Lill, bought by Hunt, was built in 1909 to power the streetcars on the Sedgwick and Fullerton lines.

The substation at 1544 N. Sedgwick, built in 1913 and now owned by Bailey, powered a section of the Ravenswood L.

Both artists successfully bid on the substations when CTA put them up for sale as surplus property.

Hunt needs the floor space of a substation for his giant-size creations — metal structures he secures in the studio's 8' x 8' floor pits. He lifts and moves these unwieldy objects with the help of a traveling overhead crane,



*The newest sculpture of Richard Hunt, whose studio is a former CTA substation, was previewed at Sears Tower before its permanent exhibition at Roosevelt Square in New York City. The advertising illustration of bikers for Reliance Metal Coating was shot by Conrad Bailey in his converted CTA substation photo studio.*



*Hunt works with massive pieces of metal and thus needs the extensive space, the natural light, and the shop layout characteristics that the former CTA substation at 1017 West Lill provides.*



left over from the days of generator glory.

In all honesty, Hunt's place is not what you would conjure up in your mind with the glamorous sounding term, "studio." It looks more like a shop and it serves as a thinktank for expressionist art with surrealistic tendencies.

Hunt's tools are not those of flesh-molding clay, but of human body and acetylene torch pitted against great slabs of copper or steel — cutting, welding, and polishing.

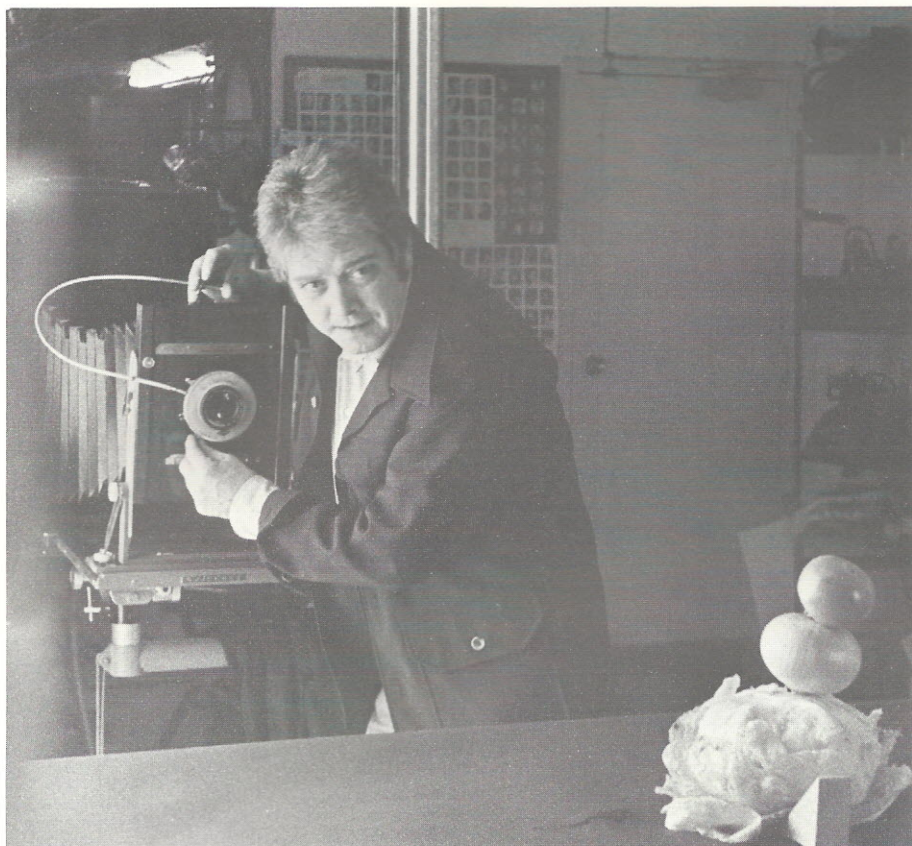
The results are award-winning architectural size sculptures, used to announce the entrance to a major American institution, or, in some cases, to serve as a backdrop for child's play, as is his "jungle gym" sculpture for a Harlem park.

Whatever the purpose, Hunt tries to fit his art to its environment, playing with it to create the kind of form he says "nature might create if certain sculptural mediums were available to her."

Such form flows from modern technology, pure nature, and ancient mythological beliefs.

"My sculpture," says Hunt, "involves penetration of space by line,





*In his substation studio at 1544 North Sedgwick, Bailey photographs subjects ranging from small still life, as shown, to automobiles and complete room settings — mostly for advertising use.*

plane, and volume, in such a way that it conveys image and emotion."

That he is successful is evident in the many honors heaped upon the Art Institute alumnus since his graduation in 1957.

President Lyndon B. Johnson appointed Hunt to the National Council for the Arts in 1968. Hunt has received commissions from the University of Chicago, Johnson Publishing Company, and the Main Bank of Chicago, and has put on numerous one-man exhibits throughout the country.

He recently exhibited in Chicago at Sears Bank and his Roosevelt Square sculpture was previewed at the entrance to Sears Tower on Wacker. (Its permanent home is its namesake square in New York City). He participated in an exhibit at Ravinia Park this summer.

His work is part of several public collections including those of the Art Institute of Chicago; the Metropolitan Museum of Art, New York; the National Museum of Israel, Jerusalem; and the Museum of the Twentieth Century, Vienna.

While Hunt concentrates on filling up space with his sculptures, Bailey

must reduce his subject to a color magazine print which will convince a reader to buy the product.

He is a commercial photographer.

As such, he wanted a space which could be converted into any number of scenes to background the sales appeal of a diversity of products ranging from McDonald's hamburgers to furniture.

He embarked on an extensive 45 day remodeling of the Sedgwick substation, overseeing carpenters, electricians, architects, and plumbers, to turn a 2,500 square foot space, one third of the total substation area, into a cozy kitchenette studio with a balcony that has office and dressing room facilities.

Bailey recalls, "We were going to build spiral staircases leading to basement dressing rooms and dark-rooms. But it was hard to find a spot in the concrete not reinforced with steel; the building was built so solidly."

Bailey, whose old studio was on Erie near Wells, bought the Sedgwick substation as part of a condominium concept to provide studios for four photographers. With the recession, the prospective co-owners pulled out

and Bailey decided to go it alone, using the vast hall next to his studio as a storage space for the time being.

While he says he does not store all the props he formerly kept on hand, Bailey has enough equipment on hand for just about any assignment.

He has to — with the diversity of work he insists upon doing.

The studio must be ready for a tractor to pose for its picture or for a sports star to drive right up to the spotlight with a new Oldsmobile he's advertising. Bailey says his studio is one of the few in the area with the overhead doors that you can drive a car through.

That's one reason *Playboy* magazine has rented his studio at times — once for shooting a Rolls Royce.

Some of Bailey's subjects come in on all fours — like the tiger who sat for two hours of filming for a Yardley commercial.

Bailey says he constructed a 10' x 12' greenhouse for one magazine layout and has had many room settings for furniture built into his substation.

It's not unusual for him to sample the gourmet dishes dieticians prepare in his kitchen for such ads as one with duck basted in a Mogen David wine sauce. On the other hand, he may photograph Vogue's former top model, Wilhemina, for hours without bothering to stop for lunch.

Other famous clients of Bailey's include Kentucky Fried Chicken and United Airlines.

After you've seen the two studios, you start to get your own creative thoughts...like wouldn't a substation make a great apartment...a handball court...or...

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



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