

1st quarter, 1977

cta Quarterly

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CTA Quarterly[©]

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1st quarter, 1977

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The Covers

In anticipation of spring and its fashion emphasis, the covers depict: Fashion In Apparel as CTA working woman Geri Hecker, Claims, one of 23 modeling clothes in the Quarterly's welcome to Chicago's new Apparel Center, page 3, steps from the CTA Water Tower Express at its northbound stop across the street from the Center, wearing an unlined red filmy-silk all-weather coat from Main Street and carrying a

matching umbrella and tote in handprint design by Stella Olsen for D. Klein . . . Fashion in Transit as pictured in the front cover example of CTA's new buses and described in the article on page 12. . . Fashion in Flowers—the fragrant and colorful annual Flower and Garden Show at McCormick Place, as presented on page 16 and the back cover to give winter-worn readers a welcome breath of spring.

City In Fashion

Chicago has stepped out—and up—in high style by opening the world's largest wholesale clothing emporium under one roof, the Apparel Center.

Together with its across-the-street neighbor, the Merchandise Mart, the complex is the largest wholesale trade bazaar in the world, with an expected sales volume in excess of \$10 billion a year.

The Wolf Point site for the new structure was a natural, not only in its proximity to the Mart, but because of its historical background. A small inn, public tavern and trading post established Wolf Point as the commercial hub of Chicago even before the city was formally organized in 1833.

Today Wolf Point is landmarked by a towering building as fashionable as its contents—a \$50 million, modern, largely windowless, twin-shell building of 25 stories.

Designed by the architectural firm of Skidmore, Owings and Merrill, the Center provides 15 floors of showrooms and an exhibition hall called Expocenter.

One thousand showrooms house 4,000 lines so far, with 95 per cent of the available 2.2 million square feet of space leased on opening day. Of the labels, 1,400 are manufacturers new to Chicago.

Designs by Molly Parnis, Oscar de la Renta, Diane Von Furstenberg, Albert Nipon, Calvin Klein, Yves St. Laurent, Jerry Silverman, and Bill Haire are among the couturier fashions available on Chicago's wholesale market for the first time.

In clothing and accessories, there is almost nothing Chicago does not now have. Jewelry, jeans, hats and handbags, coats, lingerie, suits, dresses, slippers, scarves and sweaters—even cosmetics—are now sold wholesale in Chicago.

For Buyers

The floors of the Center are categorized in such a way that a children's wear buyer, for instance, can place all his orders within eight corridors, on one floor, while the owner of a specialty shop can stock his store with the ready-to-wear couture line just by traveling between two floors. This contrasts with running in and out of loft building after building along Seventh

Avenue in New York City.

Some New York designers are showing their new lines in Chicago even before they reveal them in New York.

The *Chicago Daily News* recently reported that Emile Tubiana, producer of the European Fashion Fair held in the Expocenter in early March, was so impressed with the business success that he is moving his headquarters to Chicago from Dusseldorf, Germany.

Some of the French exhibitors at the Fair will be adding Chicago to their Paris and New York showroom locales.

The Apparel Center is also an advantageous common ground for industries other than clothing. With the new exhibitor's hall on the second floor, the Center expects to draw at least 40 trade shows, each attended by 15,000 buyers, in addition to six major apparel markets a year.

Some buyers at the January opening came for the novelty, but stayed to pick up lines that had never been available to them before. Maria Dinan, who regularly shops the New York market for her better ready-to-wear and custom shop at Grosse Pointe, Michigan, bought three new lines of purses during the spring show. She says that, besides being time saving, the Apparel Center, "with all resources





Putting CTA women into clothes from the new Apparel Center's opening market—in the style of a fashion magazine—seemed a distinctive way for the CTA Quarterly to salute this valuable new addition to the Chicago scene, which is as welcome as spring.

Spring! And the delightful news of this spring's collection is wear what you will—as long as it is soft and supple.

Dresses are back—billowing and refreshing as a gentle spring breeze. Waistlines are again visible—not cinched but ribboned, or set off by blouson tops or skirts that gather there.

There is a break away from the straight-laced man tailored jacket—feel it in an unlined shell of a soft silk smock. There is a return to the traditional elegance of gold in jewelry, accessories—even rainwear.

Clothes pictured are now at dress shops throughout the Chicago area.



1. The go-anywhere two piece cotton knit that merely skims the body—two variations in geometric prints by Eva for Robert Janan Ltd. Professional, yet chic enough for an afternoon get-together as CTA attorney Ellen Munro (left) and Alicia Tomlin, receptionist in materials management, attest in the lounge area of the Mart Center Holiday Inn. (6-16)

2. The lightest dinner-and-dancing dressing you can find—this black and multi-striped jumpsuit and jacket worn by Irma Muniz, clerk typist, CTA pension department. By the Chicago-based International Boutique. (Junior sizes 5-13)

3. Ah, the romance of a hooded lady—Patti Jo Jacobs, CTA stenographer, likes the feel of the soft navy sweatshirt coat over matching creme colored slacks. By J. J. & Company (Junior sizes 3-13)

4. A hand painted dream—Nicole's silk chiffon caftan. Easy elegance for at-home entertaining or partygoing. The Chicago designer also paints scarves—collectibles of which Olga Rodriguez, CTA engineering stenographer, says she's already picked out half a dozen.

5. Long and lean—this Nuage navy cotton knit tunic and slacks. Kathy Kinahan, CTA library file clerk, says it's one outfit that would seldom get a glimpse of her closet—she would be too busy wearing it. Side slit to the hip, the tunic flows with a carefree elan as you walk. Or wear it sans slacks as an alluring beach coverup. (4-14)





1



2



3

1. This softest, lightest suede you could imagine comes from a North African sheepskin. Only at Lantry Leathers Ltd., in the newest shapes for spring. Doris Winfrey, CTA purchasing clerk, likes the brilliant green blouson jacket and gauchos (6-18) for those special engagements such as dinner and a Friday night theater date.

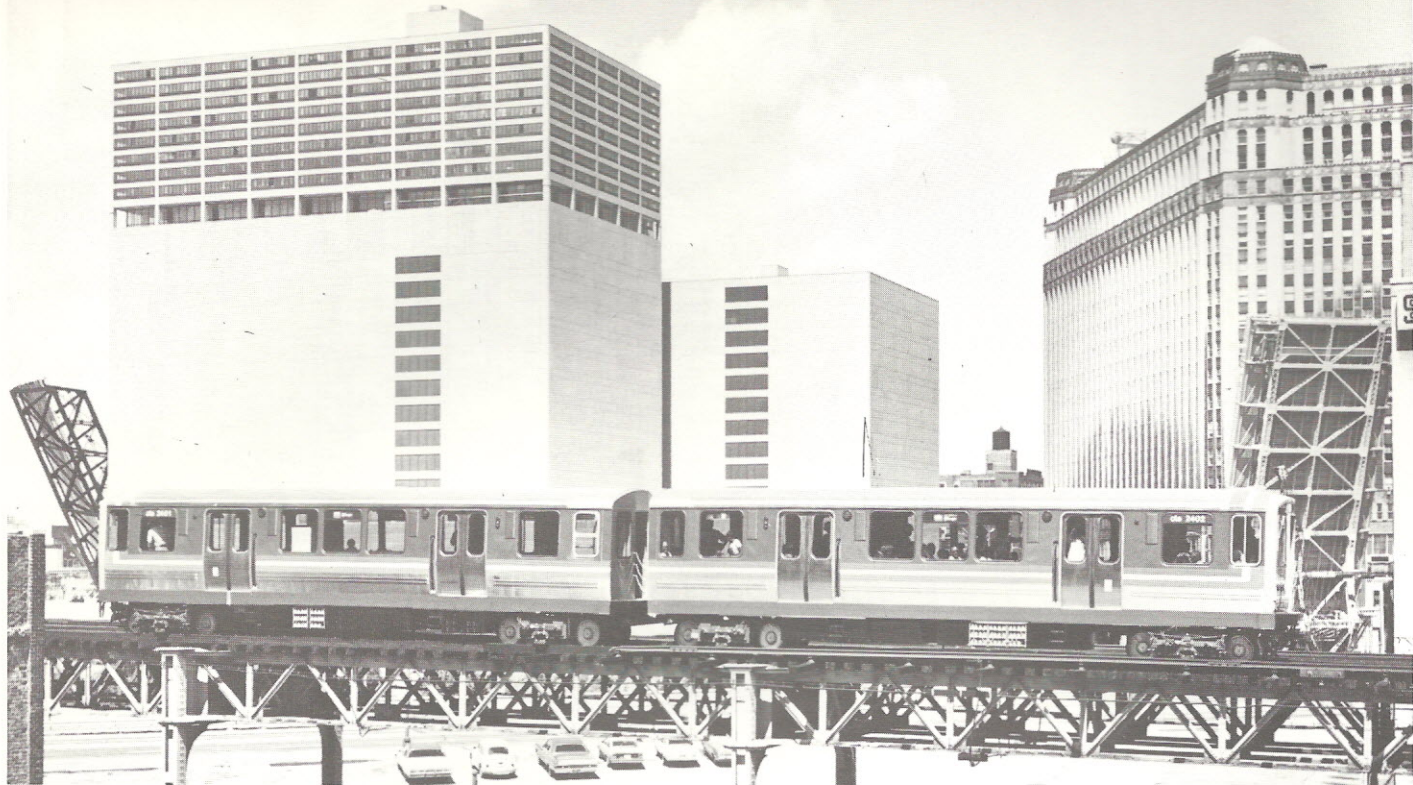
2. Betmar designs the perfect sunscreen—a cool safari hat, with shirt and tote to match, in pleasant summer stripes. Patricia Walker Hodge, CTA bus driver, likes it all together for windy spring days or hot summer afternoons, picnics, bike rides . . . you name it! (S-M-L)

3. Back pleats and detailing are what make this violet sueded pigskin coat the choice of Mary Boski, executive secretary/superintendent of the CTA general manager's office. By Lantry Leathers Ltd. (6-18)

4. Who could resist Shaheen's hand screened signature print dress? Bonnie Lindahl, CTA library page, certainly can't. One of the Hawaii/California lines new to the Chicago scene, Shaheen is the only manufacturer in the country to produce such original dress painting. (6-18)

5. Yards and yards of loosely woven white polycotton go into this flouncy skirt and raglan sleeve shirt from Blousecraft. Reminiscent of a more romantic era, Diane Weier, CTA general operations clerk, thinks it charming for a Sunday afternoon stroll through the conservatory or Lincoln Park. (4-14)





under one roof, makes it easier for buyers to judge the different lines."

Other small town midwest shopkeepers, like Vy Allyn of Algoma, Wisconsin, now foresee an era in which the "girl next door" can easily—and quickly—buy the finery of any cosmopolitan city in a home town store

at the same time it is appearing in *Vogue*.

Trims Retail Travel Costs

Bill Netzsky, representative of the Canadian Lantry Leathers, Ltd. calls the Center the "best thing that ever

happened to the retail storekeeper and salesman. It saves the buyer costly trips to New York and high cost hotels. For the salesman, it saves a tremendous amount of traveling with his lines."

The Apparel Center provides a central showcase for manufacturers, scattered throughout the country, who

Getting There CTA Style

A number of CTA services connect the Apparel Center with other major Chicago business areas. Two of the most useful routes are the No. 125 Water Tower Express and the No. 149 Stateliner.

The Water Tower bus stops outside the Apparel Center in Orleans and continues, non stop, to north Michigan Avenue before turning around at Walton for its return trip down Michigan and over to the Mart Center and the commuter train stations.

This service, available at ten minute intervals, costs 40 cents one way and is comparable, in time spent, to a taxi cab. It is not surprising, therefore, that many buyers are finding it relaxing and convenient to stay in hotels near the Water Tower and merely board the bus on Michigan for a 10 minute trip to the Center.

Conversely, the Stateliner, a 40

cent shuttle which loads at the front of the Merchandise Mart Plaza, travels southbound to the State Street shopping district and the Loop hotels before returning to the Mart.

Additional rush hour service between the Union and Northwestern stations and the Mart Center is provided by the No. 128 Orleans bus, another 40 cent shuttle service.

North Michigan Avenue and the Navy Pier exposition center are conveniently served by two CTA bus routes. The No. 65 Grand Avenue bus stops on the lower level at Orleans and Kinzie Streets. The No. 15 Canal-Wacker bus, stops just across the Chicago River at Orleans-Wacker and Wells-Wacker and features the 40 cent shuttle fare.

One other bus line, No. 37 Sedgwick, stops at the east entrance of the Merchandise Mart on Wells Street. Passing through the Loop area on Wells Street, this route proceeds north and west and back to provide an easy connection with the Fullerton station of the North-South and

Ravenswood rapid transit routes.

The Merchandise Mart elevated station, located on the east end of the second floor of the Mart, is the gateway to CTA's extensive rapid transit system. Ravenswood trains run between Kimball-Lawrence Terminal and the Chicago Loop where convenient transfer to other rapid transit lines provides the quickest trips to the far reaches of the city and some suburbs. Northbound trains stop at the Fullerton station, another convenient transfer point to the North-South elevated route.

During peak morning and afternoon periods, the Evanston Express rapid transit service stops at the Mart station, providing fast service between the Chicago Loop and Evanston, Wilmette, and Skokie.

Detailed information concerning all of CTA's service is available in the CTA Route Map and the CTA Downtown Map, available from the Public Affairs Department.

Fashion focus of the nation is now on Chicago's new Apparel Center, left, across Orleans Street from the Merchandise Mart. Appropriately, the camera catches the CTA-served building as the latest fashion in CTA rapid transit trains is passing nearby. Presiding at the grand opening of the Center were Tom King, general manager of the Mart Center for the owning Kennedy family; former Chicagoan R. Sargent Shriver; Mayor Michael A. Bilandic; Mrs. Stephen (Jean Kennedy) Smith; Sen. Edward M. Kennedy (Dem., Mass.); Mrs. Robert (Ethel) Kennedy; and Stephen Smith. Apparel buyers from throughout the country came early to attend the opening ceremonies.



previously traveled with their lines to shows at scattered exhibit facilities five times a year. Some Chicago designers and manufacturers had been working out of warehouses on Franklin Street before the Center was available. Some manufacturer's representatives worked out of their homes and were always on the road. Still hundreds of others came from California for a chance to expand their markets.

As Jerry Silverman, president of his own manufacturing company, told the *New York Times*, "It's (the Apparel Center) the most modern and visually arresting retailing complex in the world. I only wish New York . . . could offer its equal."

Retailers can study the latest in display techniques at the arcade level Idea Center. A counterpart to a popular similar resource for floor covering buyers in the Merchandise Mart, the Center features all of the newest display techniques and color effects designed by the nation's leading architects and store decorators.

In addition, a 10-floor Mart Plaza Holiday Inn atop the Center has 527 rooms, with restaurants, pubs, meeting rooms, and a health club. A Walgreens drug store and restaurant is on the street level floor, and a branch of the Merchandise Mart bank and a McDonald's hamburger grill are also planned.

What it all means is that retailers who normally must spend five days shopping in New York can get their business



done in Chicago in three days for less cost than travel expenses to New York. That adds up to thousands of dollars saved annually by many large midwestern stores.

Thomas V. King, general manager of the Mart Center, which includes both buildings and the Expocenter exhibition hall, said: "The (owning) Kennedy family has continuing confidence in the city of Chicago. The ownership is pleased to have created 5,000 new jobs for Chicagoans with the opening of the Apparel Center.

"The new addition to the Mart Center will bring many tens of thousands of buyers to Chicago each year, creating significant additional business for the city's hotels, restaurants, and, of course, ground and air transportation."

The Kennedy family was on hand for the dedicatory events at the opening of the Apparel Center's first spring market on January 22.

Mart Was Model

The Center, companion to the Mart, took some lessons from the experience

of its predecessor, according to David Hansen, senior architect at Skidmore, Owings and Merrill. Windows are the most striking example. Except for the Holiday Inn, there are none. This is because the windows on showroom floors at the Mart have been all blocked off to protect merchandise from the bright, fabric-fading sunlight.

The Merchandise Mart remains a busy and highly important component of Mart Center.

Under one roof, the Merchandise Mart boasts 18 floors of showrooms filled with contract furniture and furnishings, giftware, glassware, china, bedding, housewares, silver, wall coverings, lamps, curtains and draperies.

Many of the showrooms for men's and boys' apparel are still located on the eighth floor of the Merchandise Mart.

When the gift market was held in early February, buyers did their buying in the Merchandise Mart, as they have done for years, but the trade show enjoyed the extra space and improved facilities of the Expocenter right across the street.



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1. Kick off your dancing slippers and join the fun—this Eva Gabor dress will keep you dancing 'til way past dawn. Yards and yards of brown Qiana tuck into a cummerbund, accented by the thinnest gold belt. Even the bell shaped sleeves will pulsate with the music as you dip and twirl. See—Charlene Cabai, CTA employee relations secretary, has the spirit.

2. Little Red Riding Hood is no match for Sue Thieme, CTA management development coordinator of the personnel development department, in her pale blue hooded poncho and wrap skirt rain costume. By Count Romi. (4-16)

3. Blousedressing comes beautifully at Lady Manhattan. Laura Prendergast, typist/receptionist for CTA's general manager, says this blue and white abstract design polyester feels luxurious . . . can run through a busy day and into a casual evening dinner and movie with equal pizzaz. (8-16)

4. Gold! It always carries a special feeling to women, such as Felicita Borges, CTA bus driver. Gold! It's very special this season and few can design it like Pakula.

5. The latest dishtowel is one to wear and CTA materials buyer Edna Southworth knows a valid idea when she sees one in Carol Horn's design. A comfortable cowl neckline adds a touch of the casual to this dress that's right for the office—and after. (S-M-L)

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2



3



1. Luncheon is served—and all eyes will feast on you in this nubby navy knit by Banff. The drawstring blouson and pleated skirt compliment Claire Cox, CTA insurance and pensions secretary. (6-16)

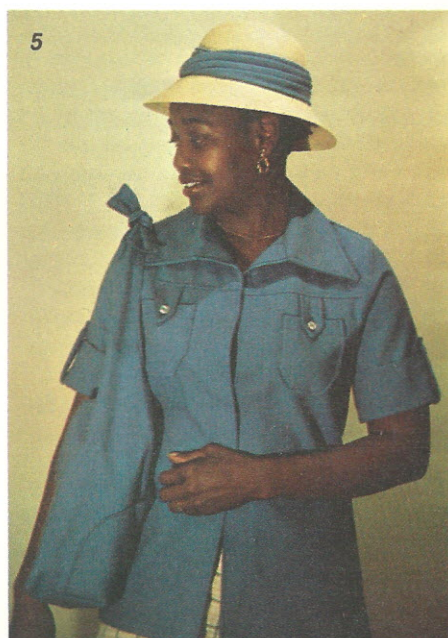
2. As a CTA sub-unit supervisor of ticket agents, Lucretia Russell is always on the go. What suit could be snappier—and for leisure hours as well—than this slim lined creme poplin, contrasted by a simple black silk shirt. By Pierre D'Alby, Inc. (4-12)

3. For the daring—a delightfully French side slit dirndl in white, put together with a tiny "t", embroidered with forget-me-nots and the kabuki sleeve blouse as jacket in a racy red. Great for a light-hearted dinner after a day in the sun, as Rita Krueger, CTA contract clerk in purchasing, will tell you. By Tric-Trac, Ltd. (S-M-L)

4. Strictly for fun, this brilliant red, navy, and white striped short set for junior sizes 5-13. Shirani Gunawardane, CTA dictaphone typist, stenographic department, likes Davadava's way with sport clothes, the soft cotton knit.

5. CTA bus driver Ophelia Ellis has just the jacket, hat, and bag for a day on the town. In blue and straw, by Betmar. (S-M-L)

6. This is the coat that can bring you sunshine even on the rainiest day—the paper thin bronze trench that will carry you unscathed through the strongest spring showers. In gold and silver, too. By Calvin Klein for Beged-Or. (S-M-L) Mary Ann Jagodzinski, executive secretary/supervisor to CTA's general manager of finance, shows it off.





When the Mart was built in the 1920s, it was designed to serve as a storage and exhibition area for Marshall Field and Company and its customers.

During the '30s, the Mart emerged as a full fledged wholesale buying center, complete with trade fairs, which today are known as markets. Government offices occupied much of the showroom space during World War II, but the post war boom meant a return to wholesaling, but in a much more expanded sense. Industries which did not even exist before the war opened showrooms at the Mart. The Mart became an international center for contract furniture, the national center for floor covering, the center of the gift market industry, and the interior decorator type of home furnishings. New showrooms were installed, including two floors devoted to the apparel industry.

Leading this expansion was the team of Wallace Ollman, general manager, R. Sargent Shriver, and Tom King, then assistant general manager.

As the Mart grew in popularity, showroom space for the apparel industry became so limited that firms stood in line waiting for vacancies. The Center, then, conceived in 1971, was a natural outgrowth of the Mart concept.

**Anit Leppiks,
Betty Edwards
CTA Public Affairs**

Buyers in Town

Chicago offers a double shopping attraction to the retailers from more than 30 states and Puerto Rico who have been converging on the Apparel Center.

As retailers shop the six major markets scheduled for the Center annually, they can also shop the competition—see how the merchandise is priced and displayed—and how it is moving—in the midwest's pace-setting stores.

During a market, a typical buyer's day may begin with an 8 a.m. invitation-only breakfast and fashion show. But others, such as John "Frosty" Waters of The Ladies Haberdashery, Inc. of Shorewood, Wisconsin, prefer to go directly to the showrooms because "for us, clothes must have a hanger appeal to warrant the (retail) buyer trying them on."

Showrooms open at 9 a.m. to serve buyers from 20 to 70 individual stores each day. After introductions, and an explanation of pricing and delivery, a buyer may look through the lines himself or watch a presentation by representatives of each manufacturer.

Phyllis A. Matula, sales representative for the Florida-based Marcus Bros. (resort style handbags), says that some buyers register, pick through, and place orders for as many as 40 bags—all within 15 minutes. The average time for most buyers in each showroom, however, is an hour.

Before Waters comes to a show, he researches sales records from previous years. He also discusses clothing with many of his customers who "very often tell us what they want."

Buyers may visit showrooms up to 7 p.m. during a market day, but usually mix sales meetings in their schedule.

Buyers may see as many as six lines in one showroom. Here Marc and Ruth Feigenbaum (seated), who own the Key Club Fashion Salon, Inc., in Lansing, watch a presentation of the Roth LeCover line by Bea Bryer, manufacturer's representative. The two-piece geometric print dress being shown is available in toast and blue, sizes 6-16.

They may well spend evenings out on the town before preparing for another round of buying the next day. Most trips are two or three days long.

Before a buyer leaves Chicago, he generally makes it a point to visit stores up and down State Street, Michigan Avenue, and the busy near North side streets, such as Oak. The buyer often reserves an entire day of a three-day trip for such shopping.

If the buyer has found it convenient to stay at the Mart Center Holiday Inn, he also finds it convenient to travel the CTA to either the State or Michigan Avenue shopping districts.

He will usually start at Sears, Roebuck and Co. on State and work north to Field's before taking the No. 151 Sheridan bus north to Michigan and the exclusive shops of the Magnificent Mile.

Retail display techniques are almost as important as the clothes. The buyer makes visual notes, comparing lights and color—the way a scarf is slung or the arrangement of a composition window of scarves, jewelry, suit, bags and perfume.

Visiting buyers also try to listen in on Chicago customers here to see how new ideas are being received. This constant checking is nothing new to them. At home, buyers from even the largest department stores spend a full day on the floor each week to gather customer input and see how their lines are selling.

Big One For Banks

A unique distinction for the Chicago Transit Board was celebrated early this year—a Board member overwhelmingly elected to the baseball Hall of Fame—and on his first nomination!

At the Board's February meeting, Chairman James J. McDonough read a Board resolution commending Ernie Banks for receiving the most coveted honor in baseball on the first ballot.

In further tribute, the CTA asked Jack Brickhouse, the well-known Chicago Cubs sportscaster and executive of WGN-TV, to record a salute.

The tape was played at the Board meeting as pictures of Banks in action on the baseball diamond—and in service to CTA—were projected on a large screen.

The Brickhouse script was as follows:

Hey, Hey! We're on the air today in the CTA Board Room to congratulate Ernie Banks - - our Mr. Cub.

He was elected to the Hall of Fame the first time around and believe me, no one deserves it any more than Ernie does.

He'll be back wearing good old No. 14 at Wrigley Field this summer and I want to see all of you out there to watch Ernie hit a few fungoes in batting practice.

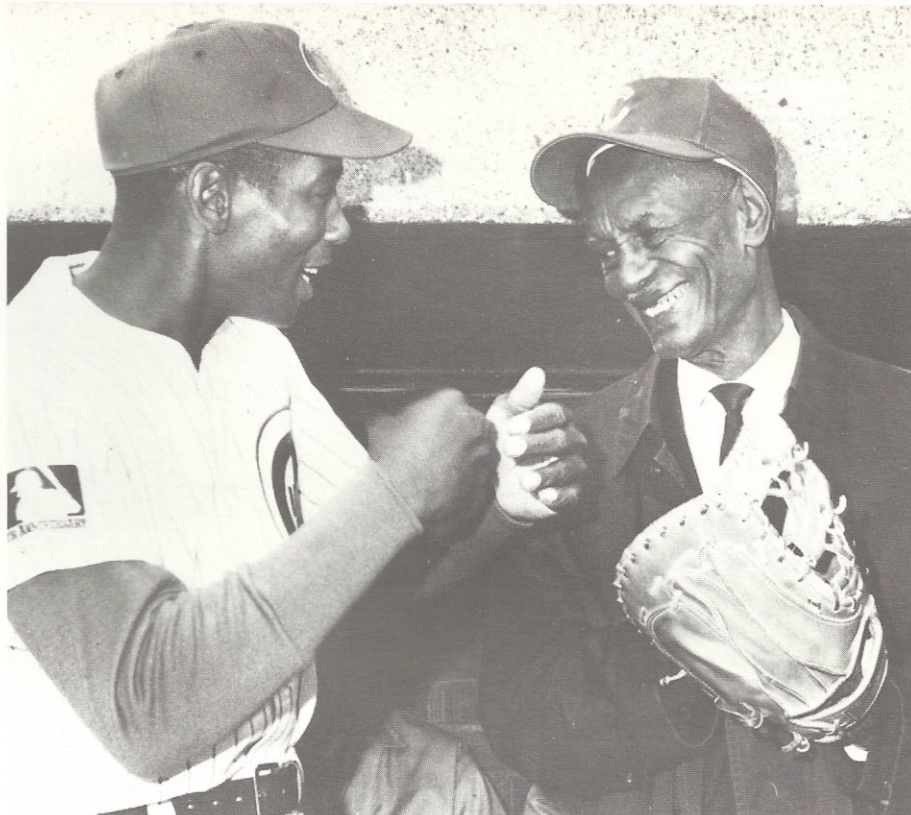
He has a new assignment in group sales and to help Manager Herman Franks at the park.

Ernie Banks is an asset to anybody - - the Cubs, the CTA - - you name it. He's the all-time favorite of Cub fans everywhere and of yours truly as well.

How Ernie could hit that ball! He had wrists of steel and don't forget - - besides



Jack Brickhouse



those 512 home runs, he hit 407 doubles and 90 triples in his lifetime career.

And what an RBI man he was!

Eight times Ernie batted in more than 100 runs a season. He led the league twice in that department.

And he was a very good fielding shortstop, too - - one of the best.

One full season Ernie made only 12 errors - - the fewest number by a regular shortstop in baseball history.

And how they cheered when Ernie hit Homer No. 500 at Wrigley Field. The place went up for grabs that afternoon.

And how about Ernie Banks day on August 15, 1964?

That was something else. Forty thousand people gave Ernie an ovation that was so tremendous that my eardrums almost burst. That was a day to remember.

I can't count all the thrills Ernie Banks gave me in broadcasting hundreds of games that he played with the Cubs.

Ernie always gave it everything he had. I know he wanted a pennant so badly that it broke his heart when we blew it to the Mets in 1969.

Do you remember when Ernie blasted out those grand slam home runs - - five of them in 1959 alone?

What a thrill that was every time Ernie would clean the bases. You got your money's worth in the good old ball park.

And of course the only guy to come close to Ernie in the most valuable player category was Joe Morgan of Cincinnati's world champion Reds.

Ernie was the National League's most valuable player in back to back years, 1958

Eddie Banks of Dallas, Texas, is shown visiting his son, Ernie, on Ernie Banks Day at Wrigley Field, June 15, 1969. Ernie says Eddie, now 82, is "going strong."

and 1959. Morgan was the first one to equal that when he won the award this year for the second time in a row.

Yes, sir, this fellow Banks had it all from the day he broke in with the Cubs in 1953 for a glorious 19-year career.

Again, Ernie - - congratulations to you and our best wishes to the Chicago Transit Authority board members who are honoring you today.

In Ernie Banks, you have an ambassador of good will who relates to young and old - - a man whose smile makes you feel like a million.

This is Jack Brickhouse saying goodbye for now. See you at the ball park.

Responded Banks: "Thank you Mr. Chairman and teammates. It's really nice to be elected into the Hall of Fame and even more so when you make a presentation like this. I'm very proud and happy to be a part of a wonderful organization, the Chicago Transit Authority. The fans have made me what I am today and it's not me going into the Hall of Fame . . . it's all of us. You really have done so much for me and my family and I really appreciate it. Thanks so much for this wonderful resolution . . ."

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



Stop requested



One of the appointments of the new 1977 model buses being added to CTA's fleet is a back-lighted "stop requested" sign with which the rider can signal to the driver that he wishes to depart at the next stop.

The latest of 200 buses, of which these four are representative, bring to 1,870 the CTA's total of modern air-conditioned buses. This modern equipment represents 78 per cent of the CTA's surface fleet.

Over the next three years, the CTA expects to apply for government grants for the acquisition of 500 more buses to make modernization complete.

Other new features of the 200 new diesel buses, built by General Motors Corporation, are:

- .. A grab rail at the fare box for greater public safety and for convenience of elderly and handicapped riders;
- .. A pair of roof ventilators—one at the front and one at the back—to assure comfort in change-of-season periods between the need for heating and air conditioning;
- .. Priority seating for the elderly and handicapped in the first four seats on the right front side, effected through a permanent "won't you please?" courtesy notice to other riders;

CTA General Manager George Krambles is shown at the wheel of one of CTA's newest buses, new features of which are visible in the top picture of a bus in service on Broadway. Note the back-lighted "stop requested" sign to the driver's right, the guard rail around the fare box, the air vent in the ceiling on the left hand side, and the permanent signs above the seats at the right which request priority for elderly and handicapped riders.



The new bus parked at the Richard J. Daley Plaza for inspection by a group of public officials. Pictured at left are Mayor Michael A. Bilandic being interviewed with (to his right) Alderman Vito Marzullo, chairman of the City Council local transportation committee, and James J. McDonough, CTA Chairman; and (to the mayor's left), Marshall Suloway, Public Works Commissioner; Milton Pikarsky, Regional Transportation Authority Chairman; and Donald J. Walsh, CTA Board Member. A full-length view of the new bus is shown below.



- Improved lighting of the front stairwell by positioning the light fixture to throw light on a portion of the curb as well as on the steps.

Windows of the 50-seat buses are of plastic, which is considered to be stronger than glass. Grab handles on the backs of the seats are padded with vinyl.

For rider comfort, there is automatic temperature control that regulates the heating and air-conditioning systems.

An "easy out" rear door enables riders, after the bus is stopped, to push the rear door handle lightly to open the door and keep it open.

The buses are equipped with power steering and power brakes. Foam-filled, energy-absorbing front bumpers are designed to lessen damage on impact.

Exteriors are a combination of pearl white, lime and pine green. Interiors have a walnut woodgrain wall covering with a gold-flecked ceiling. Beige contoured seats have charcoal gray inserts.

Drawing by Dedini; ©1976
The New Yorker Magazine, Inc.



Bus Ride to Ancient Egypt



A CTA bus to the Field Museum this spring and summer is a ride back more than 3,300 years in time to the century's greatest experience in archeological discovery.

King Tutankhamun's tomb of 1325 B.C. Egypt, filled with 55 of the actual spectacular art objects found in the tomb by archeologist Howard Carter, is duplicated on the second floor of the museum.

Crown jewel of the treasures is the remarkable effigy mask of the boy-king Tutankhamun, elaborately inlaid with carnelian lapis lazuli, colored glass and quartz. Other objects include:

- ... the graceful wooden shrine that housed the chest containing the organs of Tutankhamun (except the heart, which religious belief demanded be left in the body for weighing at judgment);
- ... a miniature naval fleet of the times, including a colorful model boat apparently propelled only by Nile river currents and steering paddles;
- ... a figure of the king on his funerary bed wrapped in the protective wings of birds, carved from a single piece of wood.

The four-room exhibition also includes examples of Tutankhamun's jewelry and furniture. Among these are a jeweled gold collar necklace in the form of the vulture-goddess Nekheb; a portable box in the shape of a seal ring with ebony and ivory hieroglyphics on the lid, representing the king's personal name; and a child's chair representative of the ornate Egyptian furniture of the period.

To enable the visitor to share the adventure of the discoverer, the exhibit is designed to communicate the impression of actually walking down into the tomb through a 100 foot passageway formed by inclining, sand-textured walls.

The feeling of being in on the discovery is further enhanced by large photomurals of the rugged Valley of the Kings where the tomb is located, scenes of the digging site, and the tomb's interior.

The photos are those of Harry Burton, from the Metropolitan Museum of Art in New York, who made a unique camera record of the excavation and the removal of objects.

Chicago is the second of only six U.S. cities to host the Treasures of Tutankhamun over the next two-and-a-half years.

The tour results from a gesture by the Egyptian government in honor of the Bicentennial. E. Leland Webber, Director of the Field Museum, says that Egypt is lending more objects than it has ever sent



King Tutankhamun, whose mask is shown at the left, will attract 1.8 million visitors to the Field Museum this summer. Some will come along Lake Shore Drive which leads to the Field Museum around the exhibit sign shown in the left-hand photo. Many will come and go by CTA bus. Among the more spectacular of the 55 Egyptian art objects to be seen is the gilded wooden statuette of the goddess Selket, below, whose emblem, a scorpion, is placed on her head. Selket's divine role was associated with childbirth and nursing as well as funerary duties, but she was chiefly noted for her control of magic.

abroad before. Funding is by the National Endowment for the Humanities, Exxon Corporation and the Robert Wood Johnson, Jr. Charitable Trust.

CTA's No. 126 Jackson bus runs from 6000 west at Jackson and Austin to the Field Museum, connecting by transfer downtown with all North-South buses and rapid transit lines. The No. 149 Stateliner bus, a reduced fare 40 cent shuttle service, to 6 p.m. weekdays, may be taken directly to the Field Museum from the Merchandise Mart and from stops along State Street in the Loop.

Return trips on the No. 126 bus may be boarded at the south end of the museum on the far side of McFetridge Drive (the bus heads east as far as the Planetarium, then turns back west). The No. 149 Stateliner returns from the gatehouse to Soldier Field parking lot which is located directly east of the museum, but across the street.

There is no charge beyond the regular admission to the Field Museum itself—\$3.50 for a family; \$1.50 for adults; 50 cents for children 6 to 17 and for students with ID cards; 35 cents for those over 65; free for children under 6, U.S. military personnel, individual teachers, and Field Museum members; free to everybody on Fridays. Museum hours for April 15-August 15 are 9 a.m. to 6 p.m. Monday through Wednesday, and 9 to 9 Thursday through Sunday.

Visitors to the Chicago showing may register in at the exhibit upon arrival at the Field Museum and then roam and view the many other interesting collections of the museum while watching for their reserved exhibit entry time on specially installed video screens.

The University of Chicago's Oriental Institute is a co-sponsor of the exhibit and is staging a companion exhibit on "The Magic of Egyptian Art" at the Institute, 1155 East 58th Street, during the same



period, April 15-August 15. CTA transportation is also convenient for the Institute. James Henry Breasted, founder of the Oriental Institute, was called upon by

Carter to decipher seals imprinted in the tomb and to confirm the identification of Tutankhamun as the tomb's owner.



Flower Show

Long ago—long before ecology became a household word and trees, shrubs, and other green plants were generally accepted as vital to our environment—if not to life itself—many Chicagoland residents began developing an awareness of the importance of these things by visiting the Chicago Flower and Garden Show.

From its beginning in 1958, the show has steadily grown in horticultural stature until today it is justly recognized as a Chicago institution—truly a civic asset.

Significantly, the show's practical and educational values are always delivered in a colorful panorama of flowers and freshly opened foliage, offering an exciting preview of spring to lift the spirits of visitors after a blustery Chicago winter.

Its success through the years can be traced to the genuine interest of Chicago area horticultural personalities, the part played by educational, civic, and commercial groups and, of course, the leaders and membership of the Chicago Horticultural Society, which sponsors the show.

For many years now, the show has been the largest, best attended horticultural extravaganza in America. It is now held at McCormick Place.

The late Mayor Richard J. Daley regarded the show as a major asset to Chicago and encouraged everyone to see it. He often remarked after viewing its wonders himself that it was the most worthwhile event for a city whose motto is "City in a Garden."

Naturally, it is the entrancing gardens and fabulously landscaped exhibits, alive with fragrant roses, blossoms of thousands of trees and shrubs, the tulips, daffodils, azaleas, primroses and other flowers that spell out spring to capture the attention of visitors.

But the many other aspects of the exposition, all carefully

Indicative of the charming displays at the Flower Show are these two from 1976. Left, a formal garden arranged by one of the major floral exhibitors. Right, a bicentennial exhibit by an annual participant, the Chicago Park District, recreating Carpenter's Hall in Philadelphia and the formal gardens surrounding it.

worked into its format by the show management and updated each year to keep abreast of current trends, are what give it substance.

This year, for example, in line with the ever-increasing interest in growing plants indoors, there was a new Horticultural Competition Section, in which amateur green thumbs showed off their own plants and competed for awards. Entries far exceeded expectations, according to Robert P. Wintz, show manager.

The show's influence goes deep into inner city areas as well as to the city and suburban areas. Opportunities to learn abound for youngsters from all walks of life who are brought together through their common interest in plants, biology, and environmental activities and can show others what they are accomplishing.

In a Schools and Youth section, the youngsters from schools throughout Chicagoland present practical demonstrations and acquaint visitors with their various school projects. Thus there is an interchange of workable ideas that parents, and even teachers, can utilize.

An always important segment of each show are the displays and exhibits with emphasis on gardening in tight urban areas and even in high rise situations. Spiraling food prices have sparked exceptional interest in home vegetable production. At these exhibits you can see, and get advice, on how to grow tomatoes on a trellis on a balcony or carrots in a window box.

Of course, if you garden, or plan to start a garden, in a small



city lot or a suburban acreage, experts are on hand to show you how, advise what are the best varieties for our climate, and even how to protect them from disease and insect pests.

Home owners anticipating landscape projects, or planning to improve an existing landscape, find expert help in these areas. In this respect, many of the major gardens designed especially to captivate visitors with the beauty of flowers, trees and shrubs, also provide ideas that could be duplicated on the home grounds.

If one favors special kinds of plants, his interests are given full attention in exhibits by numerous single plant societies, each manned with someone knowledgeable to help with your specific problems—whether it be roses, African violets, orchids, or miniature trees.

Since the very first show, held in the International Amphitheater, the management always has stressed the importance of making the springtime event one that touched the interests of everyone.

One little-noticed consideration, for example, is the show's policy of setting aside several early morning hours on a given day to host handicapped and retarded children. This is a policy conceived by Frank Dubinsky, who managed the show from its inception until he retired a few years ago, and his wife, Edith.

During these special hours, hundreds of these youngsters, many in wheel chairs or with crutches, are able to enjoy the show before the public is admitted. Their excitement at such an outing is indescribable, and all look forward to this adventure the following year.

Contributing immeasurably to the continuing success of the show over the years are such organizations as the Garden Club of Illinois, Inc., and the Garden Club of America, both of which actually create their own "show" within the big show, and the many horticultural and horticulturally-allied civic and commercial enterprises that have faithfully participated each year.





Nothing is more popular than flowers at the end of a long winter. Parents and children come to the Flower Show to walk through and admire more than 50 gardens and to get inspiration for their home gardening plus first-hand information from horticultural experts.

These include the Chicago Park District, Ornamental Growers Association of Northern Illinois, Amling's Flowerland, Orchids by Hausermann Inc., the Northern Trust Bank, Allied Florists' Association of Illinois, Chicago Regional Rose Society, International Harvester Company, and the Metropolitan Sanitary District of Greater Chicago.

Bruce Krasberg, Chicago industrialist and a director of the Chicago Horticultural Society, has served seven consecutive years as show chairman. He has been a member of the show's design committee since the first show almost two decades ago.

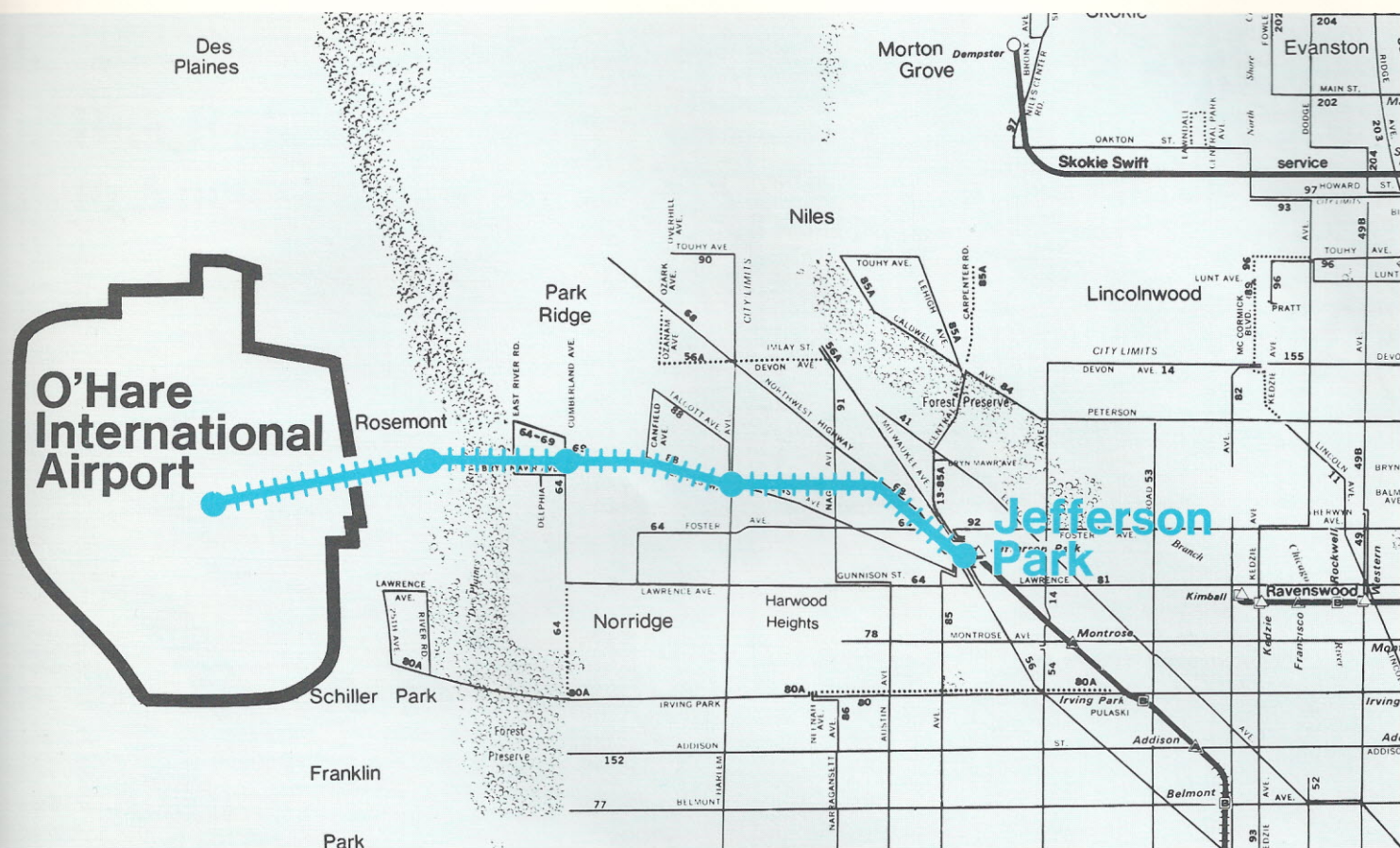
Art Kozelka





Looking at pretty flowers is only the beginning of enjoying the Flower Show. The rapt attention of the girls above portrays the interest that is motivated by an expert demonstration of floral arrangements. Camera buffs have many opportunities to capture the beauty of their favorite flowers. Families can picnic in the Forest Preserve Picnic Woods, as shown in lower photo, getting an advance indoor taste of summertime.





Major Projects In Motion

Two major transit projects are now being implemented by the Chicago Department of Public Works with the participation of other city agencies and the CTA.

The O'Hare extension project and the State Street Mall project, both important to the Chicago business community, have been activated recently by federal government assurance that the necessary funding will be forthcoming.

All the way to O'Hare

Extension of the CTA's rapid transit route all the way to O'Hare International Airport will cover a distance of seven and one-half miles between the CTA Kennedy route's Jefferson Park terminal and the airport.

This extension will provide a fast trip all the way to and from downtown. It will also serve as a connecting link with O'Hare for the CTA's entire rapid transit and surface systems.

The project will not only serve air travelers, but will also benefit thousands of airport workers and employees in industrial areas and hotels near the airport.

The city has been granted \$5 million to proceed with engineering work and assurance has been given that the U.S. Department of Transportation will provide the full federal contribution of \$110 million. The state and city will provide the remaining funds.

With engineering studies underway, the city expects to complete construction within 30 to 36 months. This means that trains can be rolling to and from

the airport by late 1979 or early 1980.

The two-track extension will be constructed in the median of the Kennedy Expressway from the present end of the tracks near Foster Avenue to a point just west of East River Road.

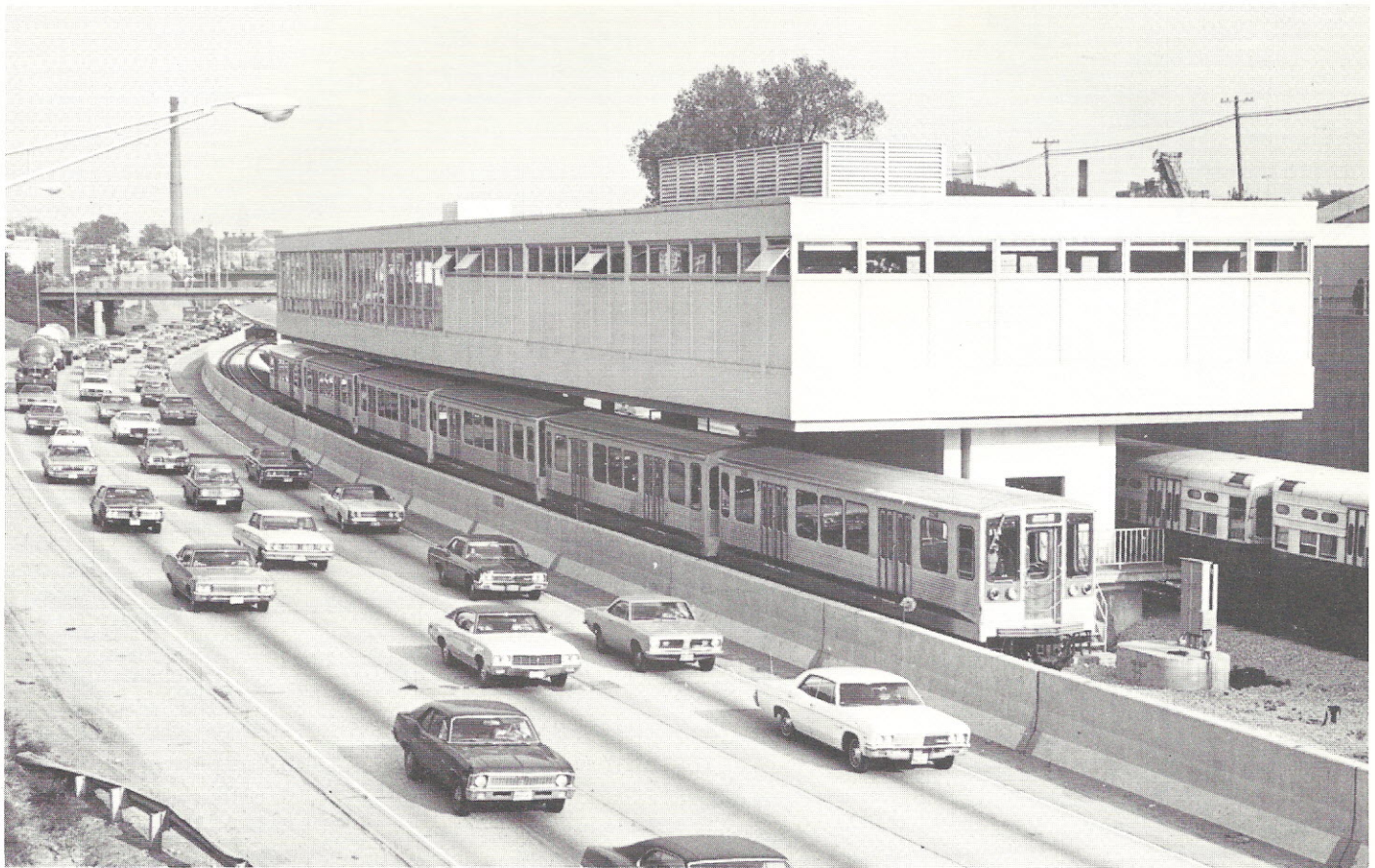
There it will continue westward in the median of the airport access road. About 500 feet west of the taxiway bridge, the line will enter a tunnel and curve in a southwest direction to an O'Hare Airport station beneath the main parking garage.

Stations are planned at Harlem Avenue, at Cumberland Road, and at River Road. Parking facilities for more than 2,500 cars will be available at these three stations.

There will be a total of 15 miles of track on the right-of-way plus 1.9 miles of track for the expanded yards and shops.

Supporting facilities will include a storage yard for 180 cars, an inspection shop handling eight cars at a time, and electrical substations at the airport as well as River Road and Canfield Road.

The running time by train from the Daley civic center station of the Dearborn subway in the Loop to the airport



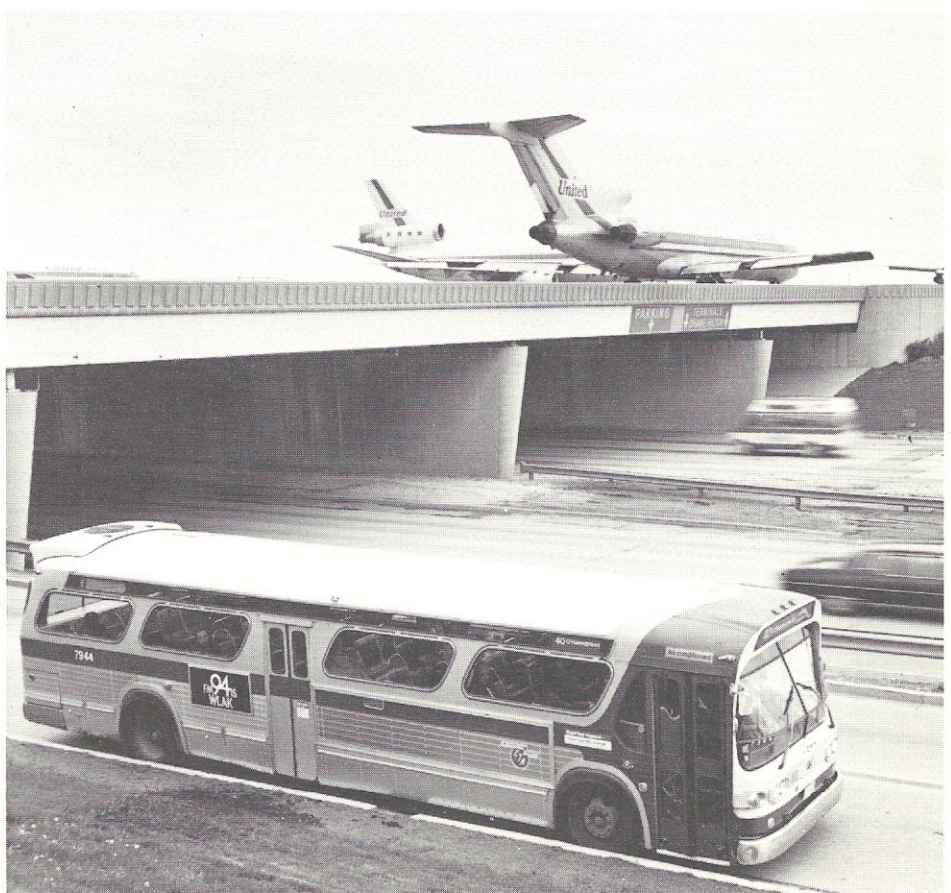
The O'Hare extension project will take rapid transit trains now traveling the median strip into the Jefferson Park terminal, background, seven and one-half miles beyond to a direct connection with O'Hare.

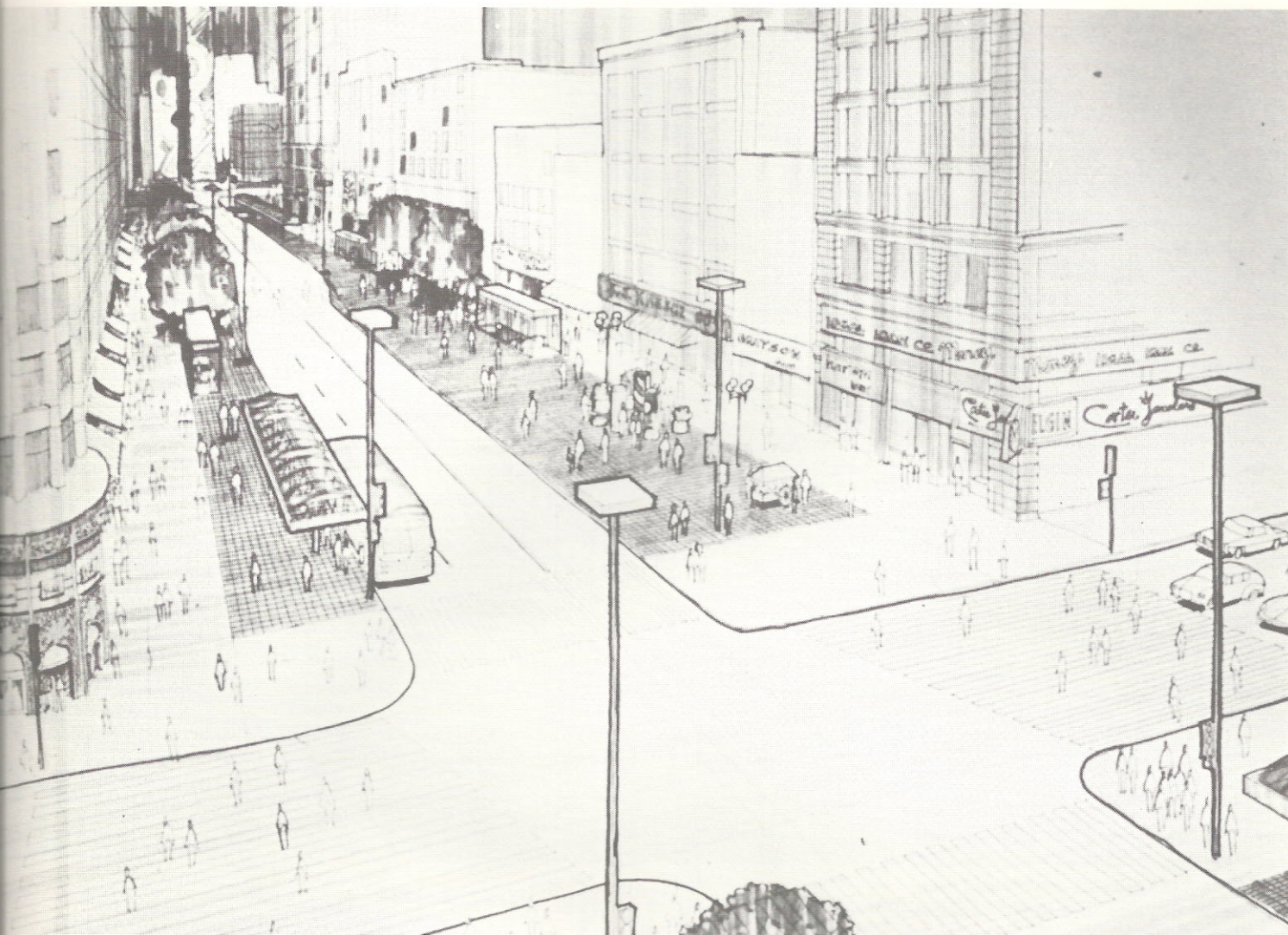
will be 33 to 36 minutes.

Projected daily ridership for the extension between Jefferson Park and O'Hare is 36,500 rides. This includes an estimated 24,700 daily rides to and from the airport station and 11,800 for the three new intermediate stations.

During the construction of the O'Hare extension, the CTA will continue to promote its O'Harexpress bus service from Jefferson Park as a most convenient and inexpensive way to get to and from the airport.

Now that the O'Harexpress bus, foreground, has firmly established the demand for fast and convenient public transportation to the airport, CTA rapid transit is planned to travel in the median strip under the taxiway bridge and then into a tunnel to a new station beneath the airport parking garage. Service is expected to be inaugurated in late 1979 or early 1980.





Transit Mall on State Street

State Street has long been world famous for its department stores, its shops, and for its public transportation. With the development of State Street into a transit mall, public transportation service will become more prominent than ever.

The transit mall is designed to improve transportation and to minimize pedestrian-vehicle conflict.

For the nine blocks from Wacker Drive to Congress Street, State Street will be reduced from six lanes to two lanes. In addition, there will be boarding bays for the CTA buses. Only buses and emergency vehicles will be allowed on the street.

All east-west traffic will continue to cross the mall.

Escalators will be installed from street level to the mezzanines of sub-

way stations. Canopies will be built over bus waiting areas and escalator entrances.

The overall appearance of State Street will be greatly enhanced. Sidewalks will be extended from the present curb as much as 20 feet in some places. There will be trees, landscaping, benches, fountains, information centers and small entertainment areas. There also may be outdoor cafes.

The city expects to begin construction this summer as the result of recent approval of \$9 million in federal highway and transit funds.

The State Street merchants will provide a local matching fund of \$3 million.

The entire project is scheduled for completion by Thanksgiving of 1978.

Mayor Daley Remembered

To document its sorrow at the loss of a great public service leader, the Chicago Transit Board adopted this resolution. The late Mayor Richard J. Daley motivated and personally participated in many of CTA's milestone developments to provide the best in public transportation.

WHEREAS, the Members of the Chicago Transit Board were deeply saddened by the death of Richard J. Daley, Mayor of the City of Chicago; and

WHEREAS, the Members of the Chicago Transit Board join with the citizens of Chicago and the Nation in mourning the loss of an exemplary public servant, a man whose leadership, service and example made Chicago a model of stability and growth among the nation's cities; and

WHEREAS, Mayor Daley was unceasing in his commitment to public transportation throughout his career, a commitment exemplified by the fact that as a State Senator in 1945 he sponsored the Metropolitan Transit Authority Act, under which law the Chicago Transit Authority was created; and

WHEREAS, other examples of Mayor Daley's dedication to the cause of public transportation abound, among them his support of rapid transit facilities on the median strips of Chicago's expressways, and his advocacy of the Regional Transportation Authority; and

WHEREAS, in our sorrow, we must express our gratitude for his efforts on behalf of public transportation and our heart felt regret that the citizens of Chicago have lost a great mayor and the Chicago Transit Authority has lost a great friend; Now, therefore:

BE IT RESOLVED, that the Members of the Chicago Transit Board, in a meeting assembled this 5th day of January, 1977, extend our condolences to his beloved family and that this resolution be spread upon the minutes of this meeting; and

BE IT FURTHER RESOLVED, that a suitable copy of this resolution be presented to his family as an expression of our sympathy.

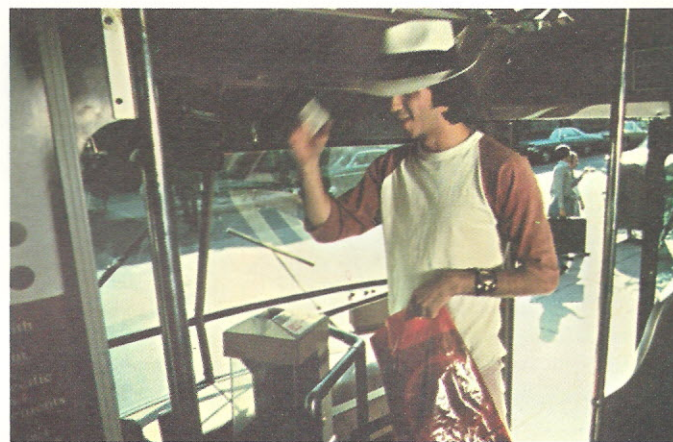
CHICAGO TRANSIT BOARD
January 5, 1977



July 28, 1955: the newly-elected Mayor inspects the right-of-way after driving the first spike in the first rail for service on the Eisenhower route, the world's pioneering rapid transit in the median strip of an expressway. Left of the Mayor is then CTA Chairman Virgil E. Gunlock. To the right are, first, William W. McKenna, Transit Board member, and George L. DeMent, Public Works Commissioner who later became CTA Chairman.



October 6, 1976: the Mayor joined 200 civic leaders and public and industry officials on the inaugural run of CTA's newest rapid transit cars. Bringing greetings from the American Public Transit Association was Louis J. Gambaccini of New York City. Others in the party were Edward F. Brabec, left, vice-chairman of the Chicago Transit Board; Ald. Vito Marzullo, behind Gambaccini, chairman of the City Council's Local Transportation Committee; and CTA Chairman James J. McDonough.



TV Appearance

CTA has expanded its schedule of television commercials to promote increased ridership through the use of the one-hour transfer. The new color commercials by Weber, Cohn & Riley advertising agency portray the convenience of CTA service for shopping trips and the considerable number of trips that can be made on a one-hour transfer. In the shopping sequence, a young woman travels CTA rapid transit with her mother to buy a designer hat only to find that boys riding the same train are wearing caps that are strikingly similar. In the bus sequence, a young man makes enough stops on the transfer to do selective shopping—and to pick up a date.





CTA Sign Language

The ready legibility of signs to the rider—
 The quick recognition of what signs mean by color,
 number, graphic symbol—
 The uniformity of sign styling and appearance throughout
 the system—

These are important elements in the guidance of passenger
 traffic flow through a large urban public transportation
 service.

The CTA system requires some 33,000 permanent signs—
 on elevated platforms, at street corners, on the trains and
 buses, in the stations.

The science behind this signage is much more than meets
 the eye. Only the result meets the eye.

Dempster In The Desert: *Regular riders on CTA's Evanston and Skokie Swift lines might be startled were they to take a ride on the track at the U.S. Urban Mass Transportation Administration's Test Center in Pueblo, Colorado. They could wonder whether the CTA Dempster station had "gone west" with them. Because of CTA's model readable graphics and design in signage, UMTA asked George Krambles, general manager, and Harold Geissenheimer, general operations manager, whether CTA would supply markings for their test system. CTA was glad to oblige, furnishing this and nine additional wayside and passenger station signs in the summer of 1976.*

This science is one of the responsibilities of 11 people in CTA's Passenger Controls Graphics section. These are veteran draftsmen and seasoned graphic designers with depth experience in sign work and type styling.

Director of the section is John O'Connor, a 30-year CTA veteran, an experienced draftsman himself.

This is the core group for a systemwide program of sign modernization begun by management three years ago to facilitate a stepped-up campaign of transit marketing and to give CTA the smart, up-to-date public image its operations merit.

Destination Signs

There are three major segments to the program. One segment was completed last year with the replacement of the destination signs on the front and sides of all CTA buses. Destination signs are made up of as many as 20 different route numbers and names which appear consecutively on a roller curtain device at the front and right side of the bus, permitting the driver to change destinations as direction is reversed or as the bus is assigned to different routes.

The Passenger Controls Graphics group, working in conjunction with CTA's Maintenance Department and the sign manufacturer, Transign, Inc. provided all the specifications for the eight-month sign replacement project.

The technique employed here is to use a full height route number on the left side of each route panel, a route name in the center, and the end-of-run destination on the right side.

For example:

149

Stateliner

Soldier
Field

The large route number provides a way for riders to identify



Kedzie
3200W
2600N

Logan Square

Diversey
2800N
3400W



Station name signs, as above, appear on rapid transit station platforms; they enable riders to determine exactly where they are and which exits to use. Station symbols, left, appear on station posts near the riders' eye level. Blue color coding shown here indicates stations where all trains stop; red is used for A train stops, green for B train. Bus stop sign, right, shows simplified data on routing and times of service. New destination signs now installed on all CTA buses are printed on roller curtain to permit easy changing; large numbers and shorter destination descriptions are used to enable riders to become quickly familiar with both and to connect numbers and names automatically. Another CTA innovation is the transit information center, below, used at various intermodal terminals and locations.

a bus arriving at a distance. Equally important, it is a means of relating the information contained in CTA system maps and bus stop information signs to the buses in the street.

The type is Helvetica, medium, found to be the most effective for CTA signs when the Dan Ryan and Kennedy route signage was developed in 1969-70. Instead of the previous style of using only capital letters, upper and lower case letters are used to improve readability.

Station Signs

A second part of the current sign modernization program is that of implementing new and uniform graphic treatment at all stations on CTA's rapid transit lines.

The previously-mentioned Dan Ryan and Kennedy signage job was the pacesetter, providing the model.

That job involved the design, layout, and copy work for 400 different bits of information on nearly 6,000 signs.

The current project to extend these graphics to 142 more stations, each carrying 75 to 100 different signs, is a federally-funded capital development project.

Included is a rail-to-bus directional signage plan for rapid transit terminals which are hubs of rider transfer to and from several or many bus routes which feed the stations.

The idea is to make it relatively easy for a rail passenger to get from the train platform, through the terminal, out to street level, and onto the right bus.

The plan was first developed and tested at the 95th Street terminal of the Dan Ryan line and the Jefferson Park terminal of the Kennedy line. It has since been extended to the Howard Street rapid transit station, the north side terminus for several bus lines.

Color coding is employed in the station signing to indicate the stops made by trains running A schedules (red) and B

schedules (green). Stations at which all trains stop are marked with signs in blue.

Bus Stop Signs

A third project underway is the renewal of the street signs marking CTA bus stops.

Involving at least 1,500 separate pieces of information, the project covers the replacement of 14,000 signs dotting the entire system. In addition to a new blue color scheme and an easier-to-read format, a feature of the signs is the use of a map illustrating the route of a particular bus—unless, of course, there are so many routes at a stop that there would not be space for the number of maps necessary.

Temporary signs which are posted throughout the system to keep the public up-to-date are also produced by the graphics group.

These are most frequently required when there are changes in timing and routing of buses and trains or changes in fare. Temporary signs must be made when bridges are closed temporarily. Any track construction work also calls for temporary signing which is important to alert passengers to any possible inconveniences.

And Others

But signs are not the only products of the graphics group. Included also are charts, maps, paste-ups for printed reports, and informational exhibits.

The design and updating of the "car card" route maps posted in each rapid transit car are responsibilities for the graphics people. A recent job was a new printed downtown transit map, a cooperative effort with the Public Affairs Department.

Smaller, miscellaneous assignments also come their way and are taken care of as the regular work schedule permits. This can involve anything from company letterheads to new menu boards for the company cafeteria.

¹Helvetica, in which this article is set, is rated by typographers and designers as one of the cleanest, most readable type faces ever developed. It delivers a message to the eye quickly and appealingly. It stands out well against all colors, either in bold face or in reverse. Helvetica has gradually come into general use throughout CTA and has acquired identification as the corporate type face.

cta bus stop

47 47th Street



Service at all times, Lake Park to Cicero every few minutes all day and evening every half hour 0100-0500

Service west of Cicero about every 20 min Mon-Fri eastbound Lv 65th 0615-0845 and 1445-1900 westbound Lv Cicero 0600-0815 and 1415-1830

Times shown are approximate

TP-2105

travel information:

call 836-7000

1 Drexel/Hyde Pk | Jackson Pk station

8 Halsted | Clark

21 Cermak | Chinatown station

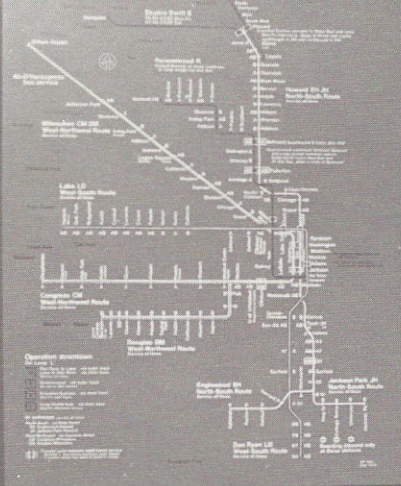
24 Wentworth | 83rd

42 Halsted | Dearborn Randolph

42 Halsted/Archer | 79th

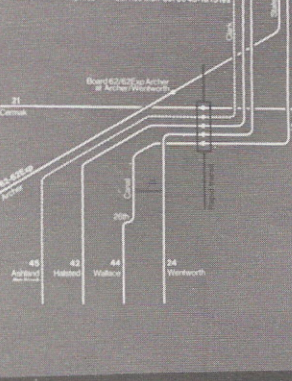
Transit Information

Rapid Transit



Cermak-Chinatown station bus service

21 Cermak Service at all times
24 Wentworth Service at all times
42 Halsted/Archer Service at all times
44 Wallace/Racine Service at all times
45 Ashland/Downstate Service Mon-Fri 07:00-18:30 hrs
62 Archer Service Mon-Fri 07:00-18:30 hrs
62Exp Archer Express Service Mon-Fri 06:45-18:15 hrs



Transit information: call 836-7000



City Colleges

Chicago's two-year community college system is built and located to provide its commuting student body with convenient, economical CTA transportation.

"Most of our students use CTA bus and rapid transit routes to get to our nine campuses and to their jobs," says Oscar E. Shabat, Chancellor.

"When our new campuses were planned, we took into consideration 'high corridors of accessibility,' such as the Dan Ryan Expressway's rapid transit route and connecting bus routes which serve our Kennedy-King College, Olive-Harvey College and our Chicago Urban Skills Institute.

"The Eisenhower Expressway's rapid transit route serves our Malcolm X College, the North-South rapid transit route serves our new Harry S. Truman College. Various bus routes bring students to our Richard J. Daley College on the southwest side and Wright College on the northwest side.

"All rapid transit routes and bus routes coming into the downtown area bring our students to either our Loop College or our Chicago City-Wide College.

"Students who take the CTA avoid the trouble and expense of driving, plus eliminating parking problems. Many of

our 4,000 staff members also ride the CTA," Shabat says.

There are approximately 107,000 students who attend classes on a wide variety of subjects ranging from air conditioning fundamentals to zoology's vertebrate embryology.

Three-Fold Function

Some of these students are preparing for transfer to another college or university for their junior and senior years when their preferred areas of emphasis will be certain. Others are working toward an Associates degree which will qualify them for para-professional status in certain fields. And some are adults furthering their education after establishing themselves in business or homemaking careers.

Providing such educational opportunities at tuition fees and scholarship arrangements that make higher education affordable even to the low-income family is the three-fold mission of such a junior college system.

"The continuing growth of the public community colleges," reads the City College master plan, "represents...the determination and dedication of a group of educators and civic leaders who are convinced that all citizens, not just the economically privileged or the academically gifted,

deserve the opportunity of education beyond high school."

The plan states that the City Colleges of Chicago should be serving 120,000 students by 1980. The colleges are asked to recruit senior citizens and the handicapped as well as large numbers of persons from low-income and minority groups.

The student body is expected to reflect the racial, ethnic and socio-economic distribution of the city's adult population, Spanish-speaking adults particularly.

The nine schools of the City Colleges of Chicago offer an ever widening variety of educational and training programs tailored to meet the needs of today's society.

City-Wide Services

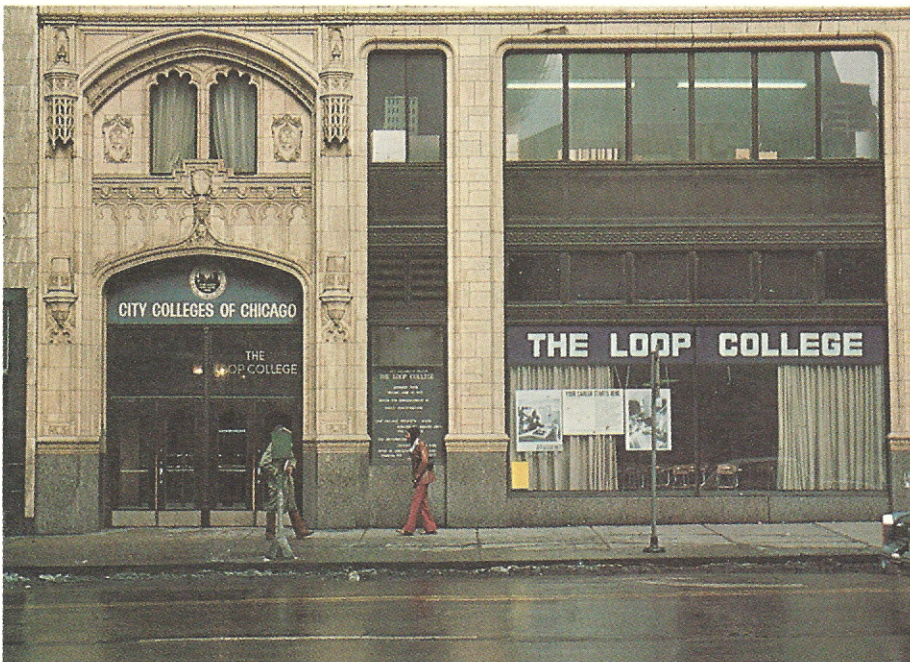
A prime example of this effort is the **Chicago City-Wide College**. This institution coordinates and administers specialized educational facilities:

Human Services Institute—providing in-service and pre-service educational opportunities to employees of city, state and federal governmental agencies and to persons who seek work in public service;

Health Services Institute—administering health-related programs and courses to medical institutions and agencies;



View of Harry S. Truman College from Wilson Avenue elevated platform, left, shows the convenience of rapid transit commuting to class. Bus commuting is popular with students at Wright College, top, and public transportation is almost a necessity for students attending Loop College on Lake Street, lower photo.



Kennedy-King College is geared to encourage community residents to use it day and night in continuing education programs for self-improvement.

Courses are offered in nursing, child care and human development, air conditioning and refrigeration, automotive services, offset printing, theater arts and radio and television broadcasting.

Loop College, in the downtown business district, emphasizes programs in business, secretarial and data processing fields in addition to a full academic program including foreign languages.

Loop College has an outreach program in the Center for Continuing Education and Community Services which sponsors many eight-week courses and workshops for senior citizens, Spanish-speaking persons, child care specialists and owners of small businesses.

Malcolm X College, near the world's largest medical center, concentrates its programs on nursing, medical technology and health facilities management.

In addition, the college has outreach programs in urban studies which bring the community into close working relationship. Also, students may enroll concurrently at Malcolm X College and the nearby University of Illinois Circle Campus.

Olive-Harvey College, in the heart of an industrial complex and the Calumet port area, offers a distinctive cluster of programs in industrial and engineering technology. Also offered are courses in mechanical technology, environmental technology, electronics and civil technology.

Harry S. Truman College, the newest campus of the City Colleges of Chicago, continues a tradition of

Center for Program Development and the Handicapped—coordinating programs to make available to all handicapped persons the full range of college resources;

Co-operative Education Program—delivering a realistic blend of actual work experience and study for those enrolled in career programs;

Credit by Examination Program—administering tests of the College Level Education Program (CLEP) and National Occupational Testing Institute (NOCTI);

Overseas Program—providing educational services by mail to U.S. military and civilian employees overseas;

Continuing Adult Education Program—coordinating, on a city-wide basis, workshops and other educational sessions on City College

campuses and in neighborhood centers.

On The Campuses

The more traditional colleges are: **Richard J. Daley College** (formerly Southwest College), which offers students liberal arts programs plus career programs in transportation and business.

Because of its proximity to the Ford City shopping center, Midway Airport and the headquarters of many trucking firms, Daley College has developed several unique programs in various aspects of aviation, motor fleet operations, business and secretarial fields. Students can earn college credit for on-the-job training. Career training also is available in nursing and child care.

scholarship and community service started in the Mayfair College which it replaced.

Truman College offers a two-year nursing program, academic studies, and its staff works closely with the multi-ethnic groups on the northwest side of Chicago.

Truman College is the first campus of the City Colleges of Chicago to have its own entrance and exit to the CTA's North-South rapid transit route—on the west side of the Wilson station.

Although the recently completed modern steel and glass building stands only about 150 feet from the busy CTA tracks, classrooms remain quiet, thanks to special soundproofing techniques used by its designer, architect John Moutousammy of the firm of Dubin, Dubin, Black and Moutousammy.

"The building's windows facing the 'L' tracks are three-fourths inches thick and are made of two sheets of glass laminated together," Moutousammy says. "Other windows are three-eighths inches thick.

"Exterior walls of the building are of Cortan steel with interior laminated panels of inch-thick perlite, a mineral sound insulating substance, to further control outside sounds entering the structure.

"The Cortan steel finish, like that of Chicago's Civic Center, weathers to a rust-colored patina which gives the building its dramatic color."

Wright College emphasizes a strong academic program with a wide choice of classes to serve the educational needs of its community. Career programs are offered in hotel-motel management, electronics, data processing, radiologic technology, mechanical technology and horticulture.

Wright College's community service programs attract thousands of non-students to seminars, lectures and film series. Special classes are held for the handicapped, blind and hearing-impaired.

An important part of the college system is its **Chicago Urban Skills Institute**. The Institute includes the William L. Dawson Center offering vocational training programs and the Adult Learning Skills Program to serve people seeking to complete their elementary or high school educations.

Under the Urban Skills program, General Education Development



Getting to College

Many of the students of the City Colleges of Chicago use the CTA to get to school and to work.

Chicago City-Wide College, 209 North Michigan Avenue, is served by bus, 'L' and subway routes entering the downtown business district.

Richard J. Daley College, 7500 South Pulaski Road, is served by the No. 53A South Pulaski bus route.

Kennedy-King College, 6800 South Wentworth Avenue, is served by the No. 24 Wentworth bus route, the No. 67 bus route operating on 67th, 69th and 71st Streets and the Dan Ryan rapid transit route at the 69th Street station.

Loop College, 64 East Lake Street, is served by bus, 'L' and subway routes entering the downtown business district.

Malcolm X College, 1900 West Van Buren Street, is served by the No. 7 Harrison, No. 50 North Damen, No. 98 Ogden and No. 126 Jackson bus routes and the Eisenhower rapid transit route at the Medical Center station.

Olive-Harvey College, 1000x South Woodlawn Avenue, is served by the No. 28 Stony Island bus route and the No. 106 East 103d-106th bus route which connects with the Dan Ryan rapid transit route at 95th Street.

Harry S. Truman College, 1145 West Wilson Avenue, is served by the No. 36 Broadway and No. 153 Wilson-Michigan bus routes and the North-South rapid transit route at the Wilson station.

Wright College, 3400 North Austin Avenue, is served by the No. 91 Austin, No. 77 Belmont and No. 152 Addison bus routes.

Chicago Urban Skills Institute, 3901 South State Street, is served by the No. 29 State and No. 39 Pershing Road bus routes and by the North-South rapid transit route at the Indiana station.

(G.E.D.) tests and English as a Second Language courses are conducted in the Institute and in 470 schools, libraries, churches, community centers and factories throughout the city.

The City Colleges of today trace back to 1911 when a junior college program was launched by the Chicago Board of Education in Crane Technical High School. This junior college system eventually grew into eight schools.

On July 1, 1966, the concept gained independent status and authority when Junior College District No. 508 was

created under the provisions of the Illinois Master Plan for Higher Education, adopted by the Illinois Board of Higher Education in 1964, and the Illinois Public Junior College Act of 1965.

Chicago City Junior College, eventually renamed the City Colleges of Chicago, was placed under control of a seven member board appointed by the Mayor.

Besides its authority to levy a tax on real estate, the City Colleges receive funds from the state and federal governments plus moderate tuition



Clockwise from top left, pictures show convenient bus service at Kennedy-King, Olive-Harvey, Richard J. Daley (formerly Southwest), and Malcolm X Colleges.

fees charged students.

Chicagoans' response to the availability of college, vocational and self-improvement programs in the City Colleges is reflected by enrollment trends in just the last four years.

In 1973, there were 77,691 students at the system's nine facilities. Today, enrollment stands at 106,774.

The plan for the City Colleges notes that "the city college student does not conform to a type as does the undergraduate on many university campuses.

"Rather, the student body suggests a cross-section of the city's population. Furthermore, the enrollment of each of the colleges has distinctive characteristics."

Provide Unique Opportunity

About 41 per cent of the full time students come from families with incomes below \$6,000; 25 per cent from families earning between \$6,000 and \$9,000 a year; 19 per cent from families with yearly incomes between \$9,000 and \$12,000 and 15 per cent from families earning more than \$12,000 a year.

Despite these financial hardships, many college students complete their work for Associate in Arts (A.A.) or Associate in Applied Science (A.A.S.) degrees and transfer to four-year colleges or universities to complete their education.

Several studies of graduates of City Colleges of Chicago have shown that 86 per cent continued their education in universities and colleges and that 60 per cent of this group graduated from these schools within five years.

A more determined group of City College graduates, half of those who completed their degree programs in universities and colleges, did so within two-and-a-half years.

While these results are gratifying to administrators and planners, they agree that the importance of programs which teach skills needed to make a living is paramount.

The philosophy, as stated in the master plan, is that it is most important that technicians and tradesmen develop the breadth of mind and critical intelligence needed to make them responsible members of society.

**Don Yabush
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