



that the purpose of the changes would have been misunderstood and the objections might have been strong enough to force a return to at least some of the old routes.

Following re-routing the city government, taking the hint that other traffic groups ought to do their part, eliminated all left-hand turns of automobiles in the loop and bus operation was revised by order of the Illinois Commerce Commission. Loop conditions, it goes without saying, were immensely improved.

Publicity has been used with equal effectiveness in the revision of routes and schedules over the system, which

has been in progress for some time. Practically every schedule has been rewritten. The number of cars has been reduced on some lines and increased on others in keeping with changing demands. In each case of sufficient importance, news of the changes has been given out, and the reaction has been good.

The public has been let into the secrets of operation and it has been quick to grasp the fact that the management is doing its best to give efficient service. Achievement and publicity are going hand in hand and the result is growing good will.

CONDITION UNDER WHICH THE A. E. R. A. CONVENTION BADGE IS GIVEN

The Convention Committees wish to protect members and their legitimate guests from the abuses of the privileges of the Convention, the Exhibit and the Entertainment.

Complaints have been received in the past that badges have been secured and used for admission to the Pier by unauthorized and undesirable persons. This year the committee are taking measures to prevent this abuse as far as possible and where it is found that any member is responsible for the misuse of a badge the facts will be submitted to the Executive Committee and to the member company concerned.

There are three types of badges — one for operating members, one for manufacturer members and one for guests.

Badges may be worn only by the person in whose name they are issued at the time of registration, when this name will be inserted in the badge by the Registration Clerk.

It is a misuse of this badge, subject to the above penalty, to loan or give the badge to any other person than the one to whom originally issued.

Members and guests are reminded that badge must be worn to secure admission to the Pier both day and evening and those failing to wear their badges will be refused permission to enter.

AUG 4

Valid today only

Issued as transfer for
**'L' to Subway
or
Subway to 'L'**

004
683

Must be surrendered
upon request

004

Penalty for fraudulent use
\$200 for each offense

Chicago Transit Authority

TRANSFER CORNER

Remember the "UP" and "DOWN" transfers between the Loop 'L' and the State and Dearborn subways? CTA did away with these "walking" transfers some ten years ago, but during this year's trackwork in the State Street Subway, they have made a brief return. Unlike their predecessors, these transfers do not have the time punched on them, and thus are good during the entire day in which they are issued. They are being used between the Clark/Lake 'L' station and the Lake Transfer subway station, ostensibly for the use of those transferring between the North-South subway trains (which operate over the Loop 'L' on the weekends) and the West-Northwest, in the subway below, but are issued to all upon request to the ticket agent at either station. It was hoped by some that this new "UP" and "DOWN" transfer arrangement would continue after the North-South trains return to the subway after the summertime construction, but with the budget shortfall, don't count on it!

CHICAGO TRANSIT AUTHORITY

Chronology of Trolley Bus Operations

Operation Started, Extended, Discontinued, Changed				No. of Routes	Trolley Buses	
Date	Route	Limits of Route or Revision to Service	Miles*		New	Total
4/17/30	Diversey	Milwaukee to Narragansett	7.73			
6/ 8/30	Central	Lexington to Edmunds-Avondale	14.14			
6/29/30	Narragansett	Irving Park to North-Austin	7.14			
7/ 1/30	Elston	Gunnison to Holbrook	5.54			
8/30/30	Central	Discontinued via Edmunds, Higgins to Avondale	(.23)			
8/30/30	Central	Extended via Central to Milwaukee	1.02			
		12/31/30	35.34s	4	74	74
1/25/31	Montrose	Milwaukee to Narragansett	3.26			
5/30/31	Belmont	Parkside to Pacific	6.29			
6/21/31	Kimball	Leland to Peterson	3.38			
11/22/31	Diversey	Extended to Nagle	.24			
		12/31/31	48.51s	7	40	114
3/ 5/32	Narragansett	Discontinued Wabansia-Austin-North loop	(.94)			
3/ 5/32	Narragansett	Via Wabansia-Mobile-North loop	.10			
6/19/32	Diversey	Extended to Neva	1.96			
		12/31/32	49.63s	7		114
11/25/33	Narragansett	Extended to Cuyler	.12			
		12/31/33	49.75s	7		114
9/12/35	Diversey	Extended to Western	2.69			
9/16/35	Belmont	Parkside loop relocated	.06			
		12/31/35	52.50s	7	6	120
1936	Central	Installed wye	.03			
		12/31/36	52.53s	7	15	135
7/ 1/37	Kimball	Converted to motor bus	(3.38)			
		12/31/37	49.15s	6	17	152
10/ 4/38	Diversey	Wye at Neva changed to loop	.03			
		12/31/38	49.18s	6		152
1939	Diversey	Removed unused wire on St. Louis	(.04)			
		12/31/39	49.14s	6		152
5/29/40	Diversey	Removed Kimball-Parker-St. Louis loop	(.25)			
		12/31/40	48.89s	6		152
1/ 7/43	Diversey	Expanded Neva loop	.02			
2/17/43	Central	Shortened Lexington wye	(.01)			
2/19/43	Central	Extended to Lexington yard	.01			
		12/31/43	48.91s	6		152
4/24/47	Montrose	Converted to motor bus	(3.26)			
		12/31/47	45.65s	5		152
4/19/48	Montrose	Narragansett to Broadway	13.66			
6/20/48	51st-55th	St. Louis to Lake Park Avenue	14.03			
11/ 7/48	Irving Park	Neenah to Broadway	14.57			
		12/31/48	87.91s	8	210	362
1/ 9/49	Belmont	Extended to Cumberland	.99			
1/ 9/49	Belmont	Extended to Halsted	12.11			
1/ 9/49	Belmont	Removed Parkside and Pacific terminals	(.20)			
6/49	Narragansett	Via Narragansett to North terminal	.12			
6/49	Narragansett	Removed Wabansia-Mobile-North loop	(.48)			
7/ 3/49	North	Narragansett to Clybourn	14.31			
12/ 4/49	Fullerton	Parkside to Orchard	12.06			
12/ 4/49	North	Extended to Clark	1.98			
1949	51st-55th	Added Cable Court passing loop	.13			
		12/31/49	129.53s	10	1	362
11/17/50	Central	Into off-street terminal at Milwaukee Avenue	.21			
11/17/50	Central	Removed Milwaukee-Foster loop	(.04)			
		12/31/50	129.70s	10	1	363
1/22/51	Elston	Converted to motor bus	(5.54)			
4/ 1/51	Lawrence	Austin to Broadway	12.60			
9/16/51	Pulaski	Peterson to 31st-Komensky wye	21.60			
11/25/51	Cicero	Pensacola to 24th Street	15.86			
12/ 6/51	Pulaski	Into off-street terminal at Komensky	.05			
12/16/51	Grand	Navy Pier to Nordica	21.18			
		12/31/51	195.45s	13	190	553

Green Pennant Special

SEPTEMBER 1991 OFFICIAL NEWSLETTER OF THE OMNIBUS SOCIETY OF AMERICA, INC.

RUN 100



**TROLLEYBUS ROUNDUP IN THE 60'S AND 70'S
A MOVIE PRESENTATION BY DONALD IDARIUS**

**WELLES PARK FIELD HOUSE 2333 W. SUNNYSIDE
CHICAGO, IL. BEGINS 7:00 PM**

Welcome to another issue of The Green Pennant Special. It is through this publication that we endeavour to keep the membership informed on happenings in the organization and the transit industry

*** SEPTEMBER MEETING ***

The September meeting of the Omnibus Society of America will be held on September 6, 1991, at the Welles Park fieldhouse located at 2333 W. Sunnyside in Chicago and began at 7:00 pm.

Our program for the evening will be presented by Donald Idarius and is entitled TROLLEYBUS ROUNDUP IN THE 60's and 70's.

Donald Idarius will give a movie presentation on trackless trolley operations in Chicago, Dayton, Kitchner-Waterloo and Seattle.

*** CTA CORNER ***

THE CTA'S DOUGLAS rapid transit line was shut down on weekends effective August 9th for track, structure and station improvement projects.

A free shuttle bus operates parallel to the line and runs mainly on Cermak Road, making stops near all stations on the Douglas line and ends at the Racine station on the Congress line.

The CTA plans on replacing three miles of track on the west end ground running portion of the line, repair and replace the steel structure at Marshall, sandblast and paint the structure at the Western, California and Polk stations, do structural work connected with the renovation of the 18th Street station and replace platforms at the Laramie station.

CTA officials said the weekend closings will allow workers to complete the projects more quickly.

THE NUMBER OF DISABLED riders using the CTA's new lift equipped buses is increasing slowly but steadily.

The lifts were used to pick up people in wheelchairs 23 times in February, when service was introduced on six heavily used routes. By July, the total was 552 and in the first week of August, when service was extended to 31 routes, they were used 258

times.

CAB RIDES THAT COST up to \$10 will be available to disabled Chicagoans for just \$1.25 under a new program aimed at freeing the CTA's dial-a-ride service for "those who need it most".

Beginning September 1, disabled riders certified for special services by the CTA, Pace and Metra will be able to purchase vouchers for subsidized rides in taxis that display a special emblem on the rear passenger window.

The CTA will sell vouchers for \$1.25-each, but disabled riders will be able to use them for cab rides that cost up to \$10.

Under the so-called "Chicago Taxi Access Program", the CTA will reimburse cab companies for the actual cost of the ride plus \$1-per-voucher incentive to encourage participation. Riders will be asked to submit receipts to the CTA to prevent abuse.

THE CTA HAS REACHED a tentative agreement with Chicago police to allow CTA street supervisors to ticket cars parked illegally at bus stops.

Currently, bus drivers and street supervisors, who are responsible for keeping track of buses and spotting problems on the routes, must call police to have a car ticketed at a bus stop. City tow trucks won't tow a car unless it has been ticketed.
(cont. on page three.)

***** GREEN PENNANT SPECIAL STAFF

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William Shapotkin - Assistant Editor
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Green Pennant Special is distributed to the members of The Omnibus Society of America at no additional charge and is published in lieu of the regular meeting notice. There is no set frequency of issue.

(cont. from page 2)
CTA CORNER

The new system will streamline the process by giving street supervisors the power to ticket illegally parked cars, eliminating the police middleman.

One of the details still to be worked out is how the supervisors will alert the tow trucks.

***** METRA HAPPENINGS *****

METRA IS PLANNING A \$73 million reconstruction project of North Western station to better handle the 45,000 commuters that use the station daily.

In the new project, to begin this fall, the train shed and passenger boarding areas will be brought up to date.

Among features of the renovation, the majority of which will be funded by a federal UMTA grant, will be a new leakproof, well lighted roof canopy in the train shed. The platforms will be replaced and will be skid-resistant.

There will be wider stairways, new floors, a new public address system and a modernized ticket office. Also planned are new washrooms, waiting areas, and a state-of-the-art commuter information display system and directional signs.

New tracks and new heating, ventilation and drainage systems will be installed.

During renovation, officials plan to keep 13 of the 15 tracks leading into the terminal open and say no delay in departures or arrivals is expected. Work will be done mostly at night and on weekends and will be scheduled to avoid rush hours.

***** LONDON SCENE *****

The red double-decker buses may be on the way out in London.

As part of a program to improve Britain's public services, Prime Minister John Major pledged to deregulate London's bus system and sell it to private owners.

"Every company will choose its own livery to run under, so the red bus is probably already gone,"

said David Hales, a press officer for London Regional Transport.

Transportation Department spokesman Duncan Stroud said London's fleet of 5,000 buses would simply have new owners under privatization. "There's absolutely no reason at all to think that deregulation would mean the end of the red buses", he said.

Not true, said the London Tourist Board.

"Already around the country where buses are deregulated, the red bus is gone," board spokeswoman Kathy Chellow noted.

Double-decker buses, red or not, may be on the way out altogether.

The European Community is considering uniform headroom standards for newly manufactured buses. Such a rule, said Stephen Morris, editor of the monthly magazine Buses, "will spell the end of double-deckers."

***** NEW YORK NEWS *****

A Lexington Avenue New York City subway train jumped the tracks Wednesday, August 28, 1991, as it was entering the 14th Street-Union Square station in lower Manhattan crashing into a pillar, killing five people and injuring 133.

The first five cars of the 10-car train derailed, and the lead car slammed into the steel pillar. The first and third cars were torn in half, the others being twisted or overturned.

Police believe the motorman was drunk at the time of the accident based on the alcohol level and reports from passengers that the motorman was running the train erratically. The motorman had a blood-alcohol level of 0.21 percent in a test taken about 13 hours after the wreck.

Some people were trapped in the wreckage for hours. The wreck closed a key subway line and disrupted travel for millions.

In a statement made to police, the motorman said he had entered the station at between 35 and 45 miles-per-hour -- three to four times faster than the speed limit. Subway experts said he was probably going a lot faster than that. They said the evidence so far indicates he was approaching speeds of 50 miles-per-hour.

Concentration in Publicity

Limiting the Publicity Program to a Few Facts and Avoiding Trying to Cover Too Much Territory Has Produced Good Results for the Chicago Surface Lines

By HALBERT O. CREWS

Supervisor of Publicity, Chicago Surface Lines, Chicago, Ill.

BECAUSE the street railway story is so interesting to those engaged in the work and public understanding of all the problems and achievements of operation is so greatly to be desired, publicity departments are tempted, like the well-known intoxicated gentleman looking for a fight, to take in too much territory. An attempt to tell it all at once only results in incoherence and no single outstanding fact makes an impression.

When the Chicago Surface Lines outlined a systematic program of publicity a little over a year ago this was kept well in mind. It was thought better to select a few important facts and to drive them home by reiteration than to undertake to cover a broader field.

Results amply prove the wisdom of this course. The people of Chicago very generally understand now that:

The Surface Lines carry 80 per cent of the transportation load of the city.

Street car riders are required to pave the streets used by car lines, to maintain the pavement and keep it clean.

Street car riders contribute 55 per cent of the company's net receipts to the city and have built up a fund in the city treasury of more than \$40,000,000.

Annually, street car riders contribute in public benefits of all kinds about \$6,000,000 and total contributions since 1907 amount to \$100,000,000.

More than \$100,000,000 in new

capital has been put into the system under the present ordinances.

Wage expenditures have increased 140 per cent and operating expenses 125 per cent in 10 years, but the average fare is but 38 per cent higher.

Surface Lines trainmen are the best paid platform men in the United States, are carefully selected and are giving efficient service.

In spite of the fact that the franchises will expire in two years, the system is in splendid physical condition.

Street cars fill a place in local transportation which no other agency can fill.

This is a substantial foundation of understanding upon which to build good will. Fortified with these facts, the people are not going to be swept off their feet by demagogic misrepresentation.

Until recently, the popular pastime of politicians and most of the newspapers in Chicago was knocking street car service. Rival political factions vied with each other in calling the management ugly names. The system was referred to as a "pile of junk." Street car riders were always "strap hangers." The management was dubbed "brainless."

The Public Didn't Know the Facts

A stranger reading Chicago newspapers, especially during a political campaign, must have visualized the

THE BURDEN BEARER

SOMETIMES you may ride to work in your own or a friend's automobile, or you may use one of the fair-weather transportation agencies which operate when it is profitable.

But you always expect to find the street car on the job when you want it, and it never willingly disappoints you.

Nothing equals street cars for reliability, convenience and comfort in operation in congested streets. They carry more than three-fourths of surface passengers in the loop district and constitute but 10 per cent of the vehicles.

They are the back-bone of transportation. Without them there would be chaos in traffic.

Despite the enormous growth in the number of automobiles and other local passenger carriers, there are a million more rides a day on the Surface Lines than there were ten years ago.

Chicago street cars, the only local surface transportation system recognizing the one-city-one-fare principle, afford the greatest riding bargain in the world—a maximum of 35 miles and an average of 44 miles for 7 cents.

When you use the Surface Lines you are contributing to the support of an industry essential to the welfare of Chicago.

CHICAGO SURFACE LINES

George A. Stein
President.

Emphasizing the Essentiality of Street Railway Service

Surface Lines as a few straggling, antiquated cars, jolting noisily through the streets, packed to suffocation with miserable human beings cowering before a lot of bull-necked trainmen recruited from "behind the yards."

The patrons of the lines knew it was not as bad as that, but they were affected by the general clamor and naturally blamed every discomfort and delay, no matter what the cause, upon rotten service and poor management.

It is generally admitted in the industry that the Chicago Surface Lines are a good property, efficiently operated. This understanding, however,

did not extend to the Chicago public. Civic and commercial organizations pointed with pride to the stockyards, the immense industrial plants, the miles of boulevards and other advantages of the city, but had no word of praise for the largest street car system in the world which had contributed so much to the upbuilding and prosperity of the community. If they mentioned transportation at all it was with apologies.

That was in the recent past.

The situation is quite different now.

Newspapers are more friendly. They generally agree with the statement of one of them that the Surface Lines "do well just about everything that surface lines can do." Mayor Dever

WHAT CHICAGO HAS GAINED

MUCH has been said in the past few weeks about the present street car franchises. Here are a few of the things the Surface Lines have done for the people of Chicago during 18 years' operation under these ordinances:

Completely unified and rehabilitated the proposition, building up the largest and most efficient street car system in the world, now carrying 80 per cent of the transportation load of the city.

Expended over \$100,000,000 of new capital in improvements and extensions.

Added 407 miles of track to the system.

Returned to the people nearly \$100,000,000 in public benefits.

By contributing 55 per cent of their net receipts, created the city traction fund exceeding \$40,000,000.

Given Chicago the longest ride for one fare and the most liberal transfer privilege of any city.

Although the franchises extended for but 20 years with no opportunity to amortize indebtedness, new capital has been poured in at the rate of \$6,000,000 a year. An equal amount has been paid out in public benefits.

All this has been accomplished in spite of political conditions which often have been anything but helpful and the unprecedented industrial crisis due to the world war.

It is only fair to the 30,000 persons who own the Surface Lines and the 16,000 who operate them to state that these properties have given the full measure of service possible under existing conditions.

CHICAGO SURFACE LINES

George A. Stein
President.

Showing How Chicago has Benefited by the Development of the Surface Lines



O, WHAT A SWAT!

If you like a real ball game with a lot of pep and go, you'll find it on the diamonds at any of the city parks.

Surface Lines are most convenient

TRACTION TOPICS

Ready to Serve

You always expect to find a street car on the job when you want it and it never willingly disappoints you.

Street cars carry 80 per cent of the transportation load. Without them there would be chaos in traffic.

Watch for **TRACTION TOPICS**

CHICAGO SURFACE LINES *Harry A. Blair*



Uncle Watt Rider Says:

The sneezer who sneezes all over the other passengers may have a cold in his head, but he hasn't much else there.

TRACTION TOPICS

More Customers

The Surface Lines carried 5,000,000 more revenue passengers and over 25,000,000 more rides in 1924 than in 1923.

Business continues to increase because street cars provide the most convenient, rapid and economical surface transportation.

Watch for **TRACTION TOPICS**

CHICAGO SURFACE LINES *Harry A. Blair*

Some of the Car Cards That Are Winning Good Will for the Chicago Surface Lines

has stated frequently in public addresses that the Surface Lines "are probably the best physical properties in the entire world. The equipment is good and the roadbed is the best to be found anywhere." Other public men are quite as fair in their statements. The political faction which has always made the five cent fare its battle cry, officially abandoned it in the last legislature by eliminating the

five cent fare provision from its transportation district bill. There is admission on every hand that twenty years is too short a term for a franchise and that new franchises must provide for some longer term.

People Wearied of Political Buffeting

At the outset it must be stated that all this has not been accomplished

ALWAYS On the Job

THE Surface Lines are carrying a million more riders daily than they carried ten years ago.

They are constantly providing new equipment to take care of the growing demand.

Last year 250 cars were added. This year 100 more cars will go into service and \$3,000,000 will be spent for improvements.

That doesn't sound like "obsolescence," does it?

More money is invested in street railways in the United States today than ever before, amounting to approximately six billion dollars.

The 550,000 investors who put up this money know that the total number of street car riders in the country is increasing at the rate of more than 3 per cent a year.

The street car serves as no other agency can.

It is dependable, comfortable, convenient; it provides the most rapid surface transportation, and at the lowest cost.

City growth and street car service go hand in hand.

Chicago Surface Lines

Harry A. Blair
President

A Mighty Good Ad—One That Sells the Chicago Surface Lines to the Car Rider, and that Also Helps Sell the Industry to the Country

through publicity channels. Publicity was essential, but there have been other important elements.

For one thing, the tide was beginning to turn before the publicity program was inaugurated. People were learning that political buffeting of the transportation problem was getting them no nearer solution. They were growing weary of seeing politicians ride in on the issue and then do nothing about it. They had an inkling of the fact that private enterprise and public co-operation alone could cope with the problem. Also they were beginning to share in the better understanding of utility problems which is general throughout the nation.

The management on its part was showing a greater responsiveness to the wishes of the public. Equipment had been put into first-class condition and service improvements were being inaugurated.

The time was ripe, therefore, for intelligent publicity. The public was in a receptive mood and the management was doing things worth recounting.

The campaign has been a very modest one, consisting mainly in advertisements in the newspapers and car cards and the judicious use of news columns.

A series of advertisements, usually from 300 to 500 lines in size, has been used in the seven metropolitan dailies, one advertisement appearing each week in each paper. The advertisements are not illustrated and consist of statements of about 200 words in length signed by Henry A. Blair, president. Each deals with a single subject. They are straight-from-the-shoulder talks.

There are three series of car cards.

The Traction Topics cards cover the same subjects as the newspaper advertisements, in 30 to 35 words. They are signed by President Blair.

Another series of cards is intended to stimulate business by calling attention to points of interest in the city. These are in two colors and are illustrated.

Another series quotes "Uncle Watt Rider," a supposititious street car rider something of the type of Everett True, who tells passengers about the things some of them do which annoy other passengers or interfere with service. "Uncle Watt Rider" always expresses himself rather humorously.

The cards are run in pairs—a traction topic and a business builder or an "Uncle Watt Rider" card being used at the same time. They are suspended from the ceiling in the middle of the car.

Announcements of approaching events of importance are inserted in the bulkhead space.

Checks on correspondence stimulated by the advertisements indicate clearly that the car cards are more widely read than the newspaper displays.

Only Real News is Offered the Newspapers

In the use of news columns no "press agent" stunts have been attempted. Nothing has been offered to the newspapers unless it had real news value. There has been plenty of opportunity, however, to secure publication of news which fitted into the purposes of the campaign. Financial reports, payment of taxes, purchases of new rolling stock, and the inauguration of new schedules have been used to reiterate some of the facts told in the advertisements.

A two-reel motion picture, "The Magic of Transportation," has been produced to tell the street car story in a vivid way. All the important facts brought out in the advertisements are told either by subtitle or the picture story.



Uncle Watt Rider says:

Maybe music soothes the savage breast, but a street car whistler makes a savage of me.

A Billion and a Half



There Were 1,492,727,542 Rides on the Chicago Surface Lines in 1924

An army of that many people formed in columns of fours with regulation army spacing between columns would extend 235,594 miles. Marching at regulation speed it would take 7 years and 8 months for it to pass a given point.

TRACTION TOPICS

Improving Service

During 1924 the Surface Lines accomplished much for the benefit of street car riders.

100 new cars, increased service, re-routing in the loop and several miles of extensions are among the achievements.

Watch for TRACTION TOPICS

CHICAGO SURFACE LINES *Stephenson*

Uncle Watt Rider Says:

The fellow who blocks the aisle in a crowded car may think he's the spirit of France saying "They shall not pass," but he's no hero to the rest of the passengers.



Car Cards Like These Tell Stories That Sink Into the Car Rider's Mind

The picture is shown largely to non-theatrical audiences such as clubs, lodges, schools, church societies and community gatherings. It is distributed both by a commercial booking house and through the Surface Lines organization.

A speaking campaign conducted mainly in connection with the speakers' bureau of the Illinois Committee on Public Utility Information, covers something of the same field as the motion pictures. The speakers are Surface Lines officials and employees and a set of lantern slides has been prepared to illustrate talks.

Surface Lines officials and employees have been encouraged to join civic and commercial organizations in order to get a closer contact.

A news bulletin, "Service News," confined to news of the system is mailed to a select list comprising business and professional men, club women and others interested in civic problems.

A house organ, "Surface Service Magazine" is circulated among the employees. It is a 24-page monthly, full of chatty news of the employe family and liberally illustrated.

These are the channels utilized for publicity purposes.

How publicity can be used to secure better public understanding and co-operation is illustrated by the plan followed in connection with the rerouting last year of 35 car lines which serve the loop district. Many of these lines were wasting mileage and were not situated to give efficient service. There was unnecessary interference of cars with each other and with other traffic. A general re-routing was the only solution, but opposition was to be expected on the part of many whose riding habits would be disturbed.

The co-operation of the city was obtained. The city engineer's report showed that by adopting a re-routing plan which he proposed much street

space could be made available for other vehicles. The city government went to the Illinois Commerce Commission with a request for the changes and the Commission issued the order for it.

Routes Changed with Hardly a Ripple of Criticism

In the meantime, through news articles and advertisements the management of the Surface Lines showed that the re-arrangement of routes would eliminate 11,000 turns of cars in the loop a day and that while it would cost the Surface Lines \$100,000 it would save the time of everyone using loop streets.

Incidentally, it was pointed out that although cars constitute but 10 per cent of the vehicles in the streets and carry three-fourths of all passengers they were the first called upon to make changes in route in the interest of all concerned. Street car riders may, therefore, it was stated, reasonably expect other traffic groups to submit to regulation in order that the released street capacity can be used efficiently.

It was also suggested that the changes in routes and schedules were in harmony with other improvements being made by the Surface Lines, such as the increase of more than 8 per cent in service, the addition of 350 new cars and the building of several miles of extensions.

The re-routing went into effect on September 14 with scarcely a ripple. Three million folders showing the new routes had been distributed to car riders during the preceding week and a large corps of street car supervisors were on duty on the first day of the new routes to help people find their cars. There was little confusion and practically no complaint. Altogether less than 75 complaints have been received from riders and nearly all of these are on one line.

WE THANK YOU

THE man on the courtesy desk (it used to be the complaint desk) reports that more letters of commendation were received from Surface Lines passengers during January than ever before in one month.

They contain such enthusiastic expressions as these:

I do not hesitate to pronounce the Chicago Surface Lines the most complete and efficient system of street railways I have ever observed.

I find your employes as a unit an efficient force in handling this great transportation problem.

The fact that the number of street car accidents in Chicago is low is due to the efficiency of Surface Lines motormen.

And Mayor Dever added this to the good things he had said previously about the Surface Lines:

These properties are in the best physical condition of any street railway property in the United States.

There have been criticisms, too—enough to remind us that there is still room for improvement.

They are as welcome as compliments. Both serve to keep the organization on its toes, striving to do a better job every day.

Whether it's a brickbat or a bouquet, we appreciate it

CHICAGO SURFACE LINES

Alvin H. Blair
President

An Ad Voicing Appreciation—and Inviting Suggestions for Improvement

Complaints have continued from this line, owing to agitation on the part of an influential group. The management investigated and found that as a result of re-routing riding on the line had been increased 11,000 a day and service had been increased 16 per cent to take care of the additional business. Finally, to get an expression of the riders, a vote was taken on the

cars by the management during one day from 7 a. m. to 7 p. m. The vote was three to one in favor of the new route.

Left-Hand Auto Turns in Loop Abolished

If the changes in these routes had been made arbitrarily and without ample publicity it is more than likely



that the purpose of the changes would have been misunderstood and the objections might have been strong enough to force a return to at least some of the old routes.

Following re-routing the city government, taking the hint that other traffic groups ought to do their part, eliminated all left-hand turns of automobiles in the loop and bus operation was revised by order of the Illinois Commerce Commission. Loop conditions, it goes without saying, were immensely improved.

Publicity has been used with equal effectiveness in the revision of routes and schedules over the system, which

has been in progress for some time. Practically every schedule has been rewritten. The number of cars has been reduced on some lines and increased on others in keeping with changing demands. In each case of sufficient importance, news of the changes has been given out, and the reaction has been good.

The public has been let into the secrets of operation and it has been quick to grasp the fact that the management is doing its best to give efficient service. Achievement and publicity are going hand in hand and the result is growing good will.

CONDITION UNDER WHICH THE A. E. R. A. CONVENTION BADGE IS GIVEN

The Convention Committees wish to protect members and their legitimate guests from the abuses of the privileges of the Convention, the Exhibit and the Entertainment.

Complaints have been received in the past that badges have been secured and used for admission to the Pier by unauthorized and undesirable persons. This year the committee are taking measures to prevent this abuse as far as possible and where it is found that any member is responsible for the misuse of a badge the facts will be submitted to the Executive Committee and to the member company concerned.

There are three types of badges — one for operating members, one for manufacturer members and one for guests.

Badges may be worn only by the person in whose name they are issued at the time of registration, when this name will be inserted in the badge by the Registration Clerk.

It is a misuse of this badge, subject to the above penalty, to loan or give the badge to any other person than the one to whom originally issued.

Members and guests are reminded that badge must be worn to secure admission to the Pier both day and evening and those failing to wear their badges will be refused permission to enter.

AUG 4

Valid today only

Issued as transfer for
**'L' to Subway
or
Subway to 'L'**

004
683

Must be surrendered
upon request

004

Penalty for fraudulent use
\$200 for each offense

Chicago Transit Authority

TRANSFER CORNER

Remember the "UP" and "DOWN" transfers between the Loop 'L' and the State and Dearborn subways? CTA did away with these "walking" transfers some ten years ago, but during this year's trackwork in the State Street Subway, they have made a brief return. Unlike their predecessors, these transfers do not have the time punched on them, and thus are good during the entire day in which they are issued. They are being used between the Clark/Lake 'L' station and the Lake Transfer subway station, ostensibly for the use of those transferring between the North-South subway trains (which operate over the Loop 'L' on the weekends) and the West-Northwest, in the subway below, but are issued to all upon request to the ticket agent at either station. It was hoped by some that this new "UP" and "DOWN" transfer arrangement would continue after the North-South trains return to the subway after the summertime construction, but with the budget shortfall, don't count on it!

CHICAGO TRANSIT AUTHORITY

Chronology of Trolley Bus Operations

Operation Started, Extended, Discontinued, Changed				No. of Routes	Trolley Buses	
Date	Route	Limits of Route or Revision to Service	Miles*		New	Total
4/17/30	Diversey	Milwaukee to Narragansett	7.73			
6/ 8/30	Central	Lexington to Edmunds-Avondale	14.14			
6/29/30	Narragansett	Irving Park to North-Austin	7.14			
7/ 1/30	Elston	Gunnison to Holbrook	5.54			
8/30/30	Central	Discontinued via Edmunds, Higgins to Avondale	(.23)			
8/30/30	Central	Extended via Central to Milwaukee	1.02			
		12/31/30	35.34s	4	74	74
1/25/31	Montrose	Milwaukee to Narragansett	3.26			
5/30/31	Belmont	Parkside to Pacific	6.29			
6/21/31	Kimball	Leland to Peterson	3.38			
11/22/31	Diversey	Extended to Nagle	.24			
		12/31/31	48.51s	7	40	114
3/ 5/32	Narragansett	Discontinued Wabansia-Austin-North loop	(.94)			
3/ 5/32	Narragansett	Via Wabansia-Mobile-North loop	.10			
6/19/32	Diversey	Extended to Neva	1.96			
		12/31/32	49.63s	7		114
11/25/33	Narragansett	Extended to Cuyler	.12			
		12/31/33	49.75s	7		114
9/12/35	Diversey	Extended to Western	2.69			
9/16/35	Belmont	Parkside loop relocated	.06			
		12/31/35	52.50s	7	6	120
1936	Central	Installed wye	.03			
		12/31/36	52.53s	7	15	135
7/ 1/37	Kimball	Converted to motor bus	(3.38)			
		12/31/37	49.15s	6	17	152
10/ 4/38	Diversey	Wye at Neva changed to loop	.03			
		12/31/38	49.18s	6		152
1939	Diversey	Removed unused wire on St. Louis	(.04)			
		12/31/39	49.14s	6		152
5/29/40	Diversey	Removed Kimball-Parker-St. Louis loop	(.25)			
		12/31/40	48.89s	6		152
1/ 7/43	Diversey	Expanded Neva loop	.02			
2/17/43	Central	Shortened Lexington wye	(.01)			
2/19/43	Central	Extended to Lexington yard	.01			
		12/31/43	48.91s	6		152
4/24/47	Montrose	Converted to motor bus	(3.26)			
		12/31/47	45.65s	5		152
4/19/48	Montrose	Narragansett to Broadway	13.66			
6/20/48	51st-55th	St. Louis to Lake Park Avenue	14.03			
11/ 7/48	Irving Park	Neenah to Broadway	14.57			
		12/31/48	87.91s	8	210	362
1/ 9/49	Belmont	Extended to Cumberland	.99			
1/ 9/49	Belmont	Extended to Halsted	12.11			
1/ 9/49	Belmont	Removed Parkside and Pacific terminals	(.20)			
6/49	Narragansett	Via Narragansett to North terminal	.12			
6/49	Narragansett	Removed Wabansia-Mobile-North loop	(.48)			
7/ 3/49	North	Narragansett to Clybourn	14.31			
12/ 4/49	Fullerton	Parkside to Orchard	12.06			
12/ 4/49	North	Extended to Clark	1.98			
1949	51st-55th	Added Cable Court passing loop	.13			
		12/31/49	129.53s	10	1	362
11/17/50	Central	Into off-street terminal at Milwaukee Avenue	.21			
11/17/50	Central	Removed Milwaukee-Foster loop	(.04)			
		12/31/50	129.70s	10	1	363
1/22/51	Elston	Converted to motor bus	(5.54)			
4/ 1/51	Lawrence	Austin to Broadway	12.60			
9/16/51	Pulaski	Peterson to 31st-Komensky wye	21.60			
11/25/51	Cicero	Pensacola to 24th Street	15.86			
12/ 6/51	Pulaski	Into off-street terminal at Komensky	.05			
12/16/51	Grand	Navy Pier to Nordica	21.18			
		12/31/51	195.45s	13	190	553