

**RIDE**  
**THE *NEW***  
**ALL-EXPRESS**  
**SUBWAY SERVICE**

***FEWER STOPS***

**PLUS**

**MORE**

**TRAINS**

**PLUS**

**MORE**

**CARS**

**PLUS**

**MORE**

**SEATS**

**EQUALS**

**FASTER·FREQUENT·MORE**  
**CONVENIENT SERVICE**



# REAL RAPID TRANSIT ALL-EXPRESS SUBWAY SERVICE

This new service is the most extensive improvement in Chicago's rapid transit operation methods since inauguration of through North-South service in 1914, thirty-five years ago.

It gives to the majority of the North Side rapid transit riders these important benefits—

<b>FASTER SERVICE</b>	Five minutes faster running time and fewer stops between Howard St. and the Loop.
<b>MORE FREQUENT SERVICE</b>	Waiting time cut in half—a train every three minutes at “all-stop” stations, from 6:30 a.m. to 6:30 p.m.
<b>MORE CONVENIENT SERVICE</b>	Ninety percent increase in trains, and 119 percent increase in number of seats during all-express period from 6:30 a.m. to 6:30 p.m.

## SERVICE INCREASES

**ALL-EXPRESS** (6:30 a.m. to 6:30 p.m.)

Stations	Service Increases
Howard	90 percent more trains
Morse	
Loyola	
Bryn Mawr	119 percent more seats
Wilson	119 percent more cars

## RUSH HOURS

Stations	Service Increases
Howard	61 percent more trains 95 percent more cars 95 percent more seats
Morse	
Loyola	
Bryn Mawr	
Wilson	

(Note: Evening and Owl service, when all trains stop at all stations, is also more frequent. Sundays and holidays, also, all trains stop at all stations.)

## For “TWO-SYSTEM” Riders

This new service is faster and more convenient than traveling in rush hours by private automobile. Time saving benefits extend far beyond the elevated structure itself through the transfer arrangement in effect between surface and rapid transit routes. Surface riders may take advantage of the all-express service by transferring at the “all-stop” station, listed below, that is most convenient to them:

“ALL-STOP” EXPRESS STATIONS	Surface Routes
Howard.....	Skokie Bus Touhy-Rogers Bus Howard Bus
Morse.....	Lunt Ave. Bus
Loyola.....	Devon Ave. Bus Broadway-State Streetcar Sheridan Road Bus
Bryn Mawr.....	Peterson Ave. Bus Broadway-State Streetcar
Wilson.....	Broadway-State Streetcar Wilson Ave. Bus

(Note: Be sure to ask for proper transfer when paying fare.)

# Styled for Shoppers

## . . . fast, frequent midday All-Express Subway Service

A frequent midday all-express schedule—"tailored" especially for shoppers—is one of the features of the *new* North Side rapid transit operation. The chart below details increases in service, via subway, provided for North Side riders during preferred shopping hours:

### SOUTHBOUND

(9 a.m. to 11 a.m.)

From:

Howard  
Morse  
Loyola  
Bryn Mawr  
Wilson

100 percent more  
trains  
68 percent more  
cars  
68 percent more  
seats

### NORTHBOUND

(2 p.m. to 4 p.m.)

To:

Howard  
Morse  
Loyola  
Bryn Mawr  
Wilson

81 percent more  
trains  
120 percent more  
cars  
120 percent more  
seats

**ALL OF THESE TRAINS OPERATE EXPRESS**

Use the *new* North-South all-express service on your Loop shopping trips. It's faster, more frequent, more convenient. . . . And direct subway-to-store entrances give you "*sheltered shopping*" in any weather . . . with no parking problems, no traffic worries!