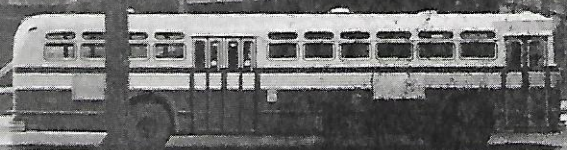


It's New!



Special Bus Service
from
Inside the Stockyards

Effective February 15, 1954

CHICAGO TRANSIT AUTHORITY

THE NEW SERVICE . . .

For the first time in the history of the Union Stockyards, local transit buses are to operate each afternoon from inside the Yards, Monday through Friday (holidays excepted), beginning Monday, February 15, 1954.

This SPECIAL SERVICE is designed solely for YOUR CONVENIENCE.

It is an experimental operation to determine if a tailored local transit service, conveniently available at the close of each workday, is attractive to you.

The latest type of equipment, spanking-new, smooth-riding, 51-passenger, odorless, propane buses, is to be used.

The life of this special service depends, of course, upon the volume of use you make of it.

Initially, the service is to operate in the southbound direction only. If patronage warrants, however, consideration is to be given to expanding the service.

This experiment is made possible by the wholehearted cooperation of the packers in providing right-of-way, turn-around and terminal facilities, and traffic control.

THE ROUTE . . .

The service is to operate south in Ashland Avenue to the terminal of the Ashland Avenue main line at 95th and Ashland, making transfer connections with all east-west CTA lines in the area. After leaving the Yards, the buses will make all regular stops for alighting and boarding passengers.

SERVICE SCHEDULE . . .

Approximately 25 buses are to be used in the special service, dispatched at short intervals from 42nd and Packers as follows:

Between 3:32 P.M. and 4:32 P.M.	10 buses
Between 4:32 P.M. and 5:32 P.M.	10 buses
Between 5:32 P.M. and 6:00 P.M.	4 or 5 buses

YARDS AREA SERVED . . .

All of the west section of the Yards is within reasonable walking distance of the new service. A survey conducted by the meat packing companies shows that 81 per cent of the employees in the area west of stock pens are within two standard city blocks of the service.

INSIDE-THE-YARDS TERMINAL . . .

Starting point of the service is a turn-around and terminal on the northeast corner of Swift's private lot at 42nd and Packers Avenue, (private streets) which is immediately adjacent to Swift's station of the Stockyards "L". Nearby are Swift and Armour buildings.

Outbound stops on 42nd are to be made near Armour's laboratory, and at Ashland Avenue where riders desiring northbound service may transfer to the Ashland Avenue main line. This stop is also convenient for employees of Darling and Co., on the east side of Ashland Avenue, and for employees of Wilson and Co., on the west side of Ashland Avenue.

TRANSFERS ACCEPTED FROM STOCKYARDS "L" . . .

To make this special service conveniently available to employees from the northeast section of the Yards, transfers are to be accepted from the Stockyards "L". Persons employed in this area of the Yard may ride the Stockyards "L" to Swift's Station and then transfer to the special buses.

DON'T DRIVE . . . RIDE CTA!

Parking space within and near the Yards is becoming scarcer every day. Why waste time searching for a parking space? Why fight today's heavy street traffic? Ride CTA and get rid of your parking worries and traffic jitters. You'll save both time and money . . . For an idea of how much money you can save, read "What's it costing You to Drive?" which follows.

WHAT'S IT COSTING YOU TO DRIVE?

Figure It Out For Yourself . . . here's how to do it!

(Your Car annual mileage _____)

COSTS	Cost Per Year	Cost Per Mile
1. Depreciation	_____	_____
2. Extra depreciation allowance	_____	_____
3. Insurance	_____	_____
4. License fee and taxes	_____	_____
5. Interest on investment	_____	_____
6. Gasoline	_____	_____
7. Oil	_____	_____
8. Tires	_____	_____
9. Maintenance	_____	_____
10. Miscellaneous expenses	_____	_____
11. Total car costs	_____	_____

Suggestions to help you with your figures:

1. **DEPRECIATION:** Check classified ads for today's value of your car. Subtract the present market value from the price you paid for your car. Divide the difference by the number of years you've owned your car.

2. **EXTRA DEPRECIATION:** If you drive more than 18,000 miles annually, show \$9.40 for every thousand miles over 18,000.

3. **INSURANCE COSTS:** Show total annual premiums you pay for all automobile insurance.

4. **LICENSE FEES AND TAXES:** Show state and city license fees, plus personal property tax.

5. **INTEREST ON INVESTMENT:** The money spent for your car would earn about 3% if invested in government bonds.

6. **GASOLINE:** Divide the cost per gallon of gas by the number of miles your car gets to the gallon to determine cost per mile. Then multiply by miles driven annually to get your total gas cost for the year.

7. **OIL:** Multiply the number of quarts used by the actual cost per quart. Divide by total miles operated annually to determine cost per mile.

8. **TIRES:** For a light car, figure $4/10$ of a cent per mile; for a heavy car, $5/10$ of a cent. Multiply by total miles operated annually to determine cost per year.

9. **MAINTENANCE:** Includes greasing, repairs, washing, etc. If you don't have actual figures, use $7/10$ of a cent per mile for a small car, and $8/10$ of a cent per mile for a heavy one. Multiply by miles operated annually to determine total cost for year.

10. **MISCELLANEOUS:** These costs include parking fees, polishing, anti-freeze, tolls, etc. Use estimated figures to the best of your knowledge.

NOW: ADD up all of the figures in column one and DIVIDE the total cost per year by the number of miles you drive annually to determine what it's costing you to drive per mile.

Figure Factually—show all costs, don't cut corners!

We think you'll agree that **CTA IS THE CHEAPER WAY . . .** by far!

**RIDE LOCAL TRANSIT — YOU'LL AVOID
TRAFFIC WORRIES and SAVE MONEY!**

