

Vital to YOU!

What is—*what always has been*—the greatest single factor in the growth and development of Chicago?

One of the popular radio quiz programs might well pop that question.

And the answer is easy:

CHICAGO'S STREET RAILWAY SYSTEM is the greatest single factor in the growth and development of the city—and you can check that with the experts!

Many things have happened in the 80 years that have passed since the first horse car line brought the benefits of public transportation to the modest city that was Chicago.

In the romance of surface transportation there is the history of today's great city. The first car line was the forerunner of State street's famed shopping district of today. The city had growing pains and the transportation lines were extended, improved, and extended again and again. These extensions made possible the growth of all the important business and residential districts that now dot the city. Wherever the extensions were built there were big increases in property values.

Today, Chicago's busy population of 3,600,000 requires extensive transportation—good transportation. The Chicago Surface Lines provides it. Its street cars and buses carry more than three-fourths of the people who use local transportation facilities. Its role today is the role it has played through all the years—the dominant transportation service of the city.

The Chicago Surface Lines provides transportation for 2,000,000 riders daily. It is the carrier of "His Majesty" — the Chicago Citizen. If its service were halted for a day chaos would reign, business would be paralyzed. Happily, there are no interruptions of this vital service.

Its gridiron of track and bus routes covers the city so thoroughly that 98 per cent of the people of Chicago live within three blocks of one or more Surface Lines routes. More than 3,500 street cars and 300 gasoline and trolley buses roll over the 1,260 miles of routes to serve Chicagoans day and night.

The Surface Lines is among the largest employers in the city. It carries more than 15,000 persons on its rolls and last year paid them \$27,847,436, which played a significant part in the business of Chicago. More than 60 cents of every dollar collected by the Surface Lines goes out in the form of pay checks and thence into the pockets of the butcher, the baker, the grocery man, the landlord — to the benefit of all Chicago.

The Surface Lines is essential to not only *one* of the many communities in Chicago. It is important to *ALL* persons and to *ALL* communities.

All sections of the city are served by one, two, three or more lines. It is possible to go from one section to another quickly, conveniently and economically on payment of a single fare.



**THE CHICAGO SURFACE LINES IS NOT
ONLY THE BIGGEST STREET CAR SYS-
TEM IN THE WORLD — IT IS THE MOST
COMPREHENSIVE AND THE BEST.**

USE IT OFTEN

