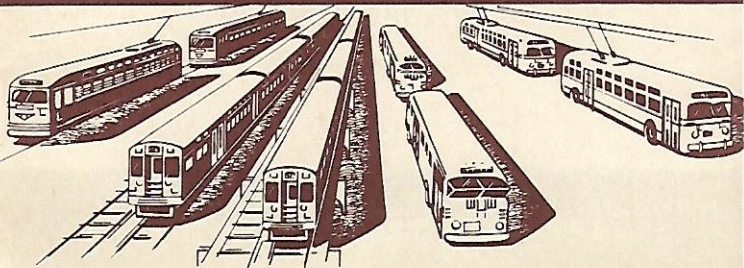
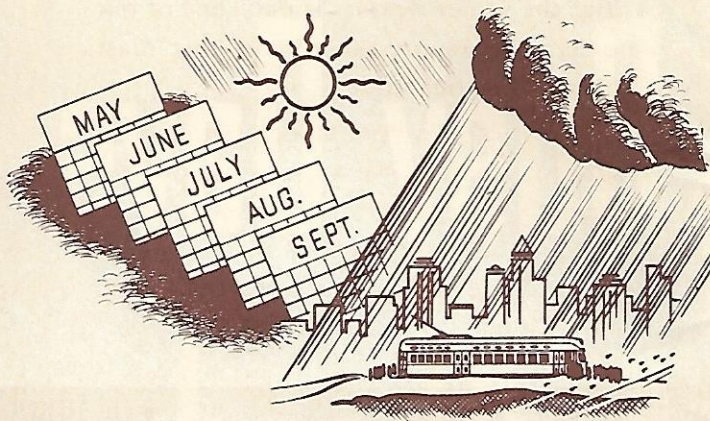


Busy Days Ahead





The slack summer months are behind us

We are now heading into our busiest season of the year.

Our riders have had their vacations, their children are back at school, and business generally is again operating on a full schedule.

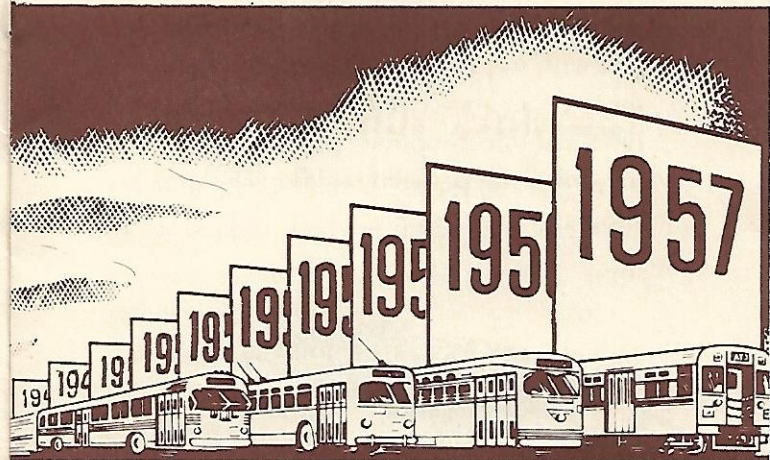
All of this means an increase in riders—and intensified activity all through the CTA.

We have a real local transit job to do in the months ahead and weather conditions aren't going to favor us any in the doing of it.

There'll be more hours of darkness, fog, sleet and snow, and greatly increased traffic hazards.

But the winter weather is only one of our problems. There are others, too, that must be handled in our stride.

There's our ten-year modernization program, for example. We must assure its continuance without interruption. And we have planned other improvements in service that must be made on both the surface and rapid transit systems.



We must also reduce accidents; first, of course, to avoid injuring people and also because accident costs directly impair our ability to improve service. Every dollar paid out for accidents is a dollar less for service improvements and new equipment.

CHICAGO TRANSIT AUTHORITY

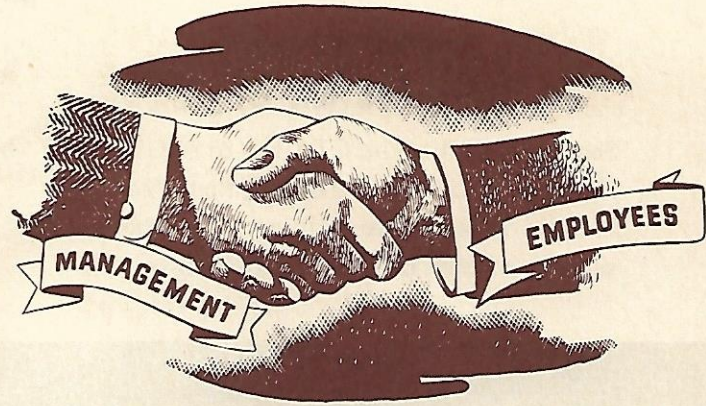
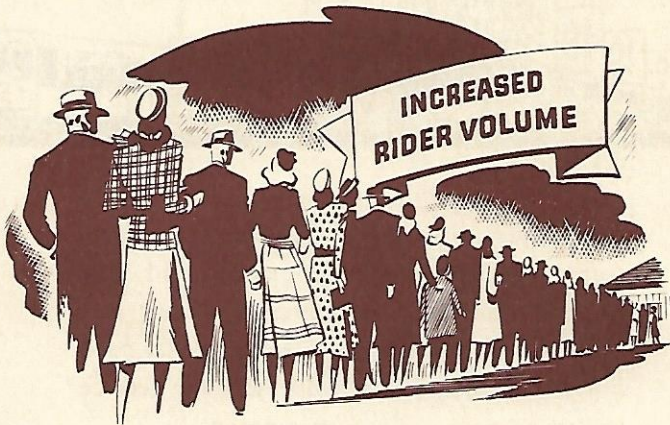
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SERVICE

Better business than usual

Our objective is not merely "business as usual." We need better business than usual—better in the number of riders, better in the quality of service we give the public. A normal seasonal increase will not suffice. Producing this increased rider volume is a responsibility that rests largely upon our motormen, conductors, guards, collectors and bus operators because of their close contact with our riders. But, keeping our equipment clean, attractive and operating smoothly is also an important part of this over all job, which depends upon our maintenance, shop and track people.



Achieving this objective calls for teamwork

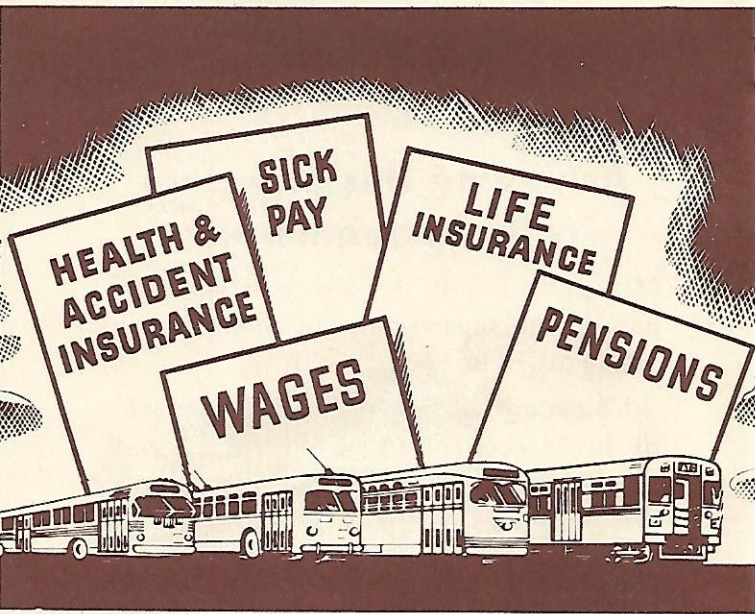
Management will do the planning, and provide the supervision, but there's still a selling job to be done.

Unquestionably, more rides can be sold by being courteous, amiable, helpful and considerate, even under trying circumstances that sometimes arise, and by performing all of our duties efficiently and conscientiously.

Increased rider volume will enable us to keep the modernization program rolling, and also enable us to expand the system. Efficient performance of our duties also will reduce accidents.

Good service benefits all of us

Service is all that the CTA has to sell. If the character of our service is such that it cannot be sold in adequate volume, then the job security of each of us is jeopardized.



Our wages, health, accident and life insurance, sick pay, pensions, and all of the other benefits of employment with the CTA, must come from operating revenues.

Just sufficient rider volume to meet these costs isn't enough. We must make our service more attractive by continuing to modernize our facilities and our equipment and by continuing to improve service.

That's the way to build up rider volume. That's the way to give Chicago the best local transportation in the nation.

By working together as a team, we can do the job.

Walter J. McCarter

GENERAL MANAGER



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10/1/48

BETTER SERVICE



MEANS MORE BUSINESS