

**TODAY'S
CHALLENGE
TO
CHICAGO
TRANSIT
AUTHORITY**


*A Message From
General Manager
WALTER J. McCARTER*





All of us, the Chicago Transit Authority management and employees, and the general public are participating in an extremely important venture—a joint venture—to determine whether the kind of service the public wants and needs can be self-supporting on a service-at-cost basis.

Whatever results we achieve will have far-reaching effect upon the welfare and progress of metropolitan Chicago and upon the welfare and progress of the local transit industry.



At the moment CTA fares are among the highest in the industry. So are CTA wage scales. And CTA employee benefits are among the best in the industry. Nevertheless the percent of increase over the years in the selling price of our only product—local transit rides—is not as great as the increase in the cost of staple items of food. The cost of milk, for example, has increased 156 percent since 1939 as compared to an increase of only 114 percent in local transit (surface) fares.

The fact remains, however, that CTA fares are at their highest level in the history of local transit in Chicago.



Passenger traffic volume on the contrary is declining sharply from the peak reached during the war period when employment was at an all-time high, and when competition was held to a minimum by war-time limitations upon the production and use of the private automobile.

Consequently we together are now facing our severest test. It is a fighting challenge to our combined abilities to produce within the new fare structure enough income to meet labor, material and

supply costs, to pay for the use of borrowed money, to replace worn-out cars, buses and other facilities, and to continue modernization of our service.

For its part, the CTA management will strive for greater economies and increased efficiency. Management will also do its utmost by promotional advertising and other means to produce a greater volume of riders.

Economies, increased efficiency and promotional activities alone will not suffice. In the final analysis, the success of our efforts to increase rider volume depends largely upon your cooperation.



You are the CTA's sales force. You are the individuals whose labor in track, structure and electrical maintenance, in the shops and garages, and in the offices, and whose daily personal contact with the riders on our vehicles can sell or unsell our service.

We must expect, quite naturally, a greater degree of sales resistance. Our riders are paying more, and they want better service for their money.

Unquestionably we can more than meet our riders' expectations for improved service. We can do it by keeping our equipment clean and safe, by operating it skillfully, by always being courteous, helpful and considerate of our riders, and by each of us knowing his job duties well, and performing them conscientiously and efficiently.

Our riders rightfully are entitled to the best service that our combined efforts can give them. They are paying all of the bills. They are also in effect the owners of the CTA system, and consequently are our bosses. By giving them steadily improving service, with continuing modernization of facilities and equipment, we can hold and strengthen their good will. No other single factor is more essential to the CTA's success.



Therefore, let's all pull together to attain the highest standard of local transit service for greater Chicago. This is the way to success for the CTA—a success that will mean so much to our civic progress, to the general public welfare, and to our individual welfare.

W. J. McCarter

GENERAL MANAGER

