



CHICAGO

**.. first
city
of
the
world**

*Announcing
a factual*

CHICAGO PROMOTIONAL SERIES

**Appearing on
Chicago Transit Authority
Surface System Transfers**

Issued By

CHICAGO TRANSIT AUTHORITY

In cooperation with

**THE CHICAGO ASSOCIATION
OF COMMERCE AND INDUSTRY**

MODERN TRANSIT SERVICE *for a* **GREATER CHICAGO**

Since the establishment of the Chicago Transit Authority in 1945, the Chicago area has witnessed the greatest era of transit progress in the city's history—a modernization of equipment and facilities that ranks as one of the most extensive ever undertaken anywhere in the nation.

A total of 2,815 vehicles — streetcars, motor buses, trolley buses and rapid transit cars—has been purchased at a cost of about \$60,000,000 since the program was inaugurated.

Today—on CTA surface routes all over the city—modern vehicles are providing frequent, comfortable service for thousands of daily riders. Seven out of ten rides on the surface system are currently originating on lines equipped with modern buses and streetcars.

Financing arrangements were recently completed for the purchase of 300 more rapid transit cars and an additional 100 motor buses . . . more *modern* transit equipment for a *greater* Chicago.

A SMILE ☺ A DAY ..

Definition: Conscience is that unspoken inner conviction that tells you someone is watching.



CHICAGO

... marketing capital of the nation

CHICAGO is widely known as "The Great Central Market." Here, twenty thousand manufacturing and wholesaling concerns provide a highly diversified source of supply for a large percentage of the nation's buyers.

Operating from Chicago, sellers can reach more customers in less time, at less cost than from any other major marketing center.

Chicago is America's top business location—the nation's Number One region of opportunity.

NOTE: Statistics furnished by Chicago Association of Commerce and Industry.



CTA LINES, providing modern transportation for 2,000,000 daily riders, are helping build an even greater Chicago.

No. 1 of a Series

... transportation heart of America

CHICAGO is the busiest railroad center in the world. Served by twenty trunk line railroads, operating nearly one-half of the nation's total railway mileage, it handles more freight traffic than New York and St. Louis combined.

On a typical day, an average of 1,770 passenger trains arrive and depart—more than one per minute! These trains carry over 292,000 commuters, and more than 66,000 riders to or from more distant points.

NOTE: Statistics furnished by Chicago Association of Commerce and Industry.



CTA LINES, operating 500,000 miles in transit service every 24 hours, are helping build an even greater Chicago.

No. 2 of a Series

... air hub of the nation!

Midway, the nation's busiest commercial airport, served a total of 4,953,000 passengers in 1951, compared to 3,700,000 in 1950 and 3,046,000 in 1949.

There are two other principal airports—O'Hare Field on the northwest side, and Meigs Field, the lakefront island airport. They (like Midway) are municipally-owned.

Ten major airlines, five "feeder" passenger lines, three regularly scheduled air freight and express lines and numerous non-scheduled lines serve Chicago.

NOTE: Statistics furnished by Chicago Association of Commerce and Industry.



CTA LINES, with 2,815 modern vehicles spearheading its transit fleet, are helping build an even greater Chicago.

No. 3 of a Series

... America's Number One Convention City

Every year approximately 12,250,000 persons from distant points throughout the country and the world, visit Chicago. Included in this number are 880,000 visitors who attend Chicago-held trade shows and conventions, 4,600,000 tourists and vacationists, and 6,770,000 who come to the city for various other reasons.

The number of organizations choosing Chicago as the site of their national conventions is growing annually.

NOTE: Statistics furnished by Chicago Association of Commerce and Industry.



CTA LINES, operating 1493 surface route miles and 185 rapid transit route miles, are helping build an even greater Chicago.

No. 6 of a Series

... world-famed for industrial leadership

No single industry dominates the Chicago industrial economy, yet many of them hold top rank in the nation and the world.

Chicago is continuing to strengthen its position among the nation's leading cities. Its industrial capacity to produce has been increased by approximately 50 per cent during the eleven year period 1940-51.

During 1951, the total value of output of Chicago's 12,500 manufacturers was \$17,300,000,000.

NOTE: Statistics furnished by Chicago Association of Commerce and Industry.



CTA LINES, operating 60,000 car and bus trips on its rapid transit and surface routes on a typical weekday, are helping build an even greater Chicago.

No. 7 of a Series

... leader in farm machinery production

In the great central market, of which Chicago is the hub, 44 per cent of the nation's farm output is produced, earning for the mid-western states the appropriate title, "breadbasket of the nation."

No wonder Chicago leads the country in the manufacture of farm machinery and equipment, contributing to the tremendous production record of middlewestern farms, and of the whole world, too!

The value of farm machinery produced in Chicago approximates \$150,000,000 annually.

NOTE: Statistics furnished by Chicago Association of Commerce and Industry.



CTA LINES, operating the city's only round-the-clock transit service, are helping build an even greater Chicago.

No. 4 of a Series

... A Financial Giant

Chicago's contribution to the financing of the nation's business is a substantial one.

Five of America's largest commercial banks are located here. Total deposits of all Chicago banks approximate \$9,085,532,000.

Some of the country's outstanding investment bankers and brokers make their headquarters in Chicago.

The Midwest Stock Exchange, offering investors a broad market for national and midwestern securities, is the largest outside of New York City.

NOTE: Statistics furnished by Chicago Association of Commerce and Industry.



CTA LINES, operating round-the-clock and reaching within 3 blocks of 99% of Chicago's population are the lifestream of the city.

No. 8 of a Series

... A Leading Retail Center

Chicago's retail trading influence extends from the central business district over a 45 mile radius.

There are 60 major shopping centers in Chicago, and stores within the city handle 72.6% of the metropolitan area's total retail trade. Comparatively, the national average for central cities in metropolitan areas is 71.3%.

A total of 43,400 retail firms served Chicago during 1951. Their sales aggregated \$4,800,000,000.

NOTE: Statistics furnished by Chicago Association of Commerce and Industry.



CTA'S GOAL—To give Chicago the most modern transportation at the lowest possible rates of fare.

No. 10 of a Series

... world leader in meat processing!

CHICAGO has been characterized by Carl Sandburg as "hog butcher for the world" ... the poet's tribute to the city's position of undisputed leadership in the meat packing and products industry.

During 1951, the production record of Chicago's great packing and meat products plants represented a value of approximately \$714,000,000.

NOTE: Statistics furnished by Chicago Association of Commerce and Industry.



CTA LINES, whose network of surface and rapid transit routes are within 3 blocks of 99% of the City's population, are helping build an even greater Chicago.

No. 5 of a Series

... A Great Inland Port

The Chicago Harbor District, during 1951, handled 49,000,000 tons of lake-borne traffic and 18,000,000 tons of river-borne cargoes. The lake-borne total, alone, is 25% greater than that of the Suez Canal and twice the total using the Panama Canal.

Into Chicago's front yard come ocean-going ships directly from Dutch, Swedish and Norwegian ports, operating in regularly-scheduled service. Tramp steamers flying the flags of many other nations are a common sight. Also, barge lines connect Chicago with New Orleans and inland ports on the Illinois, Mississippi, Missouri and Ohio River systems.

NOTE: Statistics furnished by Chicago Association of Commerce and Industry.



CTA is engaged in the nation's biggest transit modernization program... an important contribution to Chicago's continued growth.

No. 9 of a Series

... Wholesale Center for 21 States

Located at the crossroads of the nation, Chicago has reached a position of leadership in wholesale trade.

Its trading area encompasses the entire middlewest.

During 1951, 10,500 Chicago wholesaling firms had total sales of \$15,500,000,000.

NOTE: Statistics furnished by Chicago Association of Commerce and Industry.



CTA LINES, serving industrial plants, churches, shopping and recreation centers ... are an integral part of all phases of Chicago's activity.

No. 11 of a Series

CHICAGO, whose growth in little more than a century from an obscure Indian trading post to one of the world's leading cities is a spectacular success story, boasts many achievements of which its residents may well be proud.

Many Chicagoans, perhaps, are unaware of the civic wonders that surround them.

As a public service, therefore, Chicago Transit Authority—with the assistance and cooperation of the Chicago Association of Commerce and Industry—has prepared a promotional series of Chicago facts designed to acquaint residents and visitors alike with our city's leadership in commerce, industry, finance and other fields.

The CHICAGO PROMOTIONAL SERIES, appearing on CTA Surface

System transfers, will be presented to a daily audience of approximately 2,000,000 transit riders. It is planned that about fifty of the city's spheres of leadership will be spotlighted through this medium.

It is the purpose of this leaflet—in which the first eleven subjects in the series are reproduced—to direct the attention of Chicago's civic, business and educational leaders to this project. We hope that pupils in public and parochial schools will be encouraged to assemble complete sets of these transfers, not only for use in their civic studies, but also as a means of stimulating pride in the accomplishments of their home city.

We believe that many adults, too, will want to collect this material. Your comments, inquiries and suggestions are invited.

CHICAGO TRANSIT AUTHORITY

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