

SPECIAL NOTICE TO OUR PATRONS

NEW FARE STRUCTURE

Because of inflationary pressures over which it has no control, Chicago Transit Authority has been compelled to adjust its rates of fare, effective at 4:00 A.M., July 4, 1957.

The last readjustment of CTA fares occurred more than three years ago, although costs of the major expenses in transit operations, like those of other businesses, have advanced substantially since then. Actually the former basic cash fare of 20¢ had been in effect for five years.

SERVICE-AT-COST COMPULSORY

Chicago Transit Authority is a service-at-cost operation. It is required by law to set rates of fare that are sufficient in the aggregate to pay all of its operating expenses and other charges, such as depreciation. Presently the deficit in depreciation reserve, which has accumulated since October of 1956, amounts to approximately \$2,500,000.

Bone-deep service cuts might offset the accumulated deficit in depreciation, and close the wide gap between operating costs and operating income. This would mean drastic curtailment of operations, not only in hours of lighter weekday travel, on Saturdays and on Sundays, but also in the rush hours on weekdays when the need for service is at the peak.

DRASTIC SERVICE CUTS UNTHINKABLE

Obviously drastic service cuts could not be considered. The resulting harm would have severely impaired the economy of Chicago and its adjacent suburbs. In this inner metropolitan area, approximately one million people each weekday use—and depend upon—CTA services to get them to and from work, to and from shopping, to and from church and school.

FINANCIAL AID NOT FORTHCOMING

In an effort to avoid raising fares, or prevent crippling service cuts, Chicago Transit Authority sought financial assistance in sufficient amount to offset the mounting deficit in depreciation requirements. Such assistance would have obviated the necessity of raising fares, but it has not been forthcoming in sufficient amount.

The fare adjustment, therefore, was unavoidable.

TOKEN RATES FOR REGULAR RIDERS

For the single zone regular rider, who uses CTA service twice each weekday going to and from work, the increase amounts to only five cents a day, if he avails himself of the bargain-rate tokens.

Even for the occasional rider, generally the individual who uses CTA as standby service when his automobile is not available, or when bad weather makes driving difficult and hazardous, the increase is only five cents a ride.

Child and student fares remain unchanged.

TOKENS AVAILABLE FROM OPERATORS

The bargain-rate adult fare tokens may be purchased at ten for \$2.25 from CTA operators, from rapid transit agents, at the operating stations located in various sections of Chicago, or at the CTA cashier's office, Room 7-160, Merchandise Mart.

NEW FARE STRUCTURE EQUITABLE

We believe that the new fare structure is as simple and uncomplicated as circumstances and conditions permit. We believe, also, that the new fare structure is equitable. It not only gives special consideration to the regular user of CTA services; it maintains the long-advocated principle, "one city—one fare," which was finally established in 1954.

CHICAGO TRANSIT AUTHORITY

Please see next page for rates of fare.

RATES OF FARE

(Effective 4:00 A.M., July 4, 1957)

| <u>ZONE</u> | <u>FARE</u> |
|---|--|
| <u>MIDDLE ZONE:</u> South of Howard Street and East of Des Plaines Avenue, Forest Park | <u>ADULT:</u> Token Rate . . . 10 for \$2.25 Cash Rate 25c |
| <u>NORTH ZONE:</u> North of Howard Street | <u>CHILD, under 12 years:</u> Rate 10c |
| <u>WEST ZONE:</u> West of Des Plaines Avenue, Forest Park | <u>STUDENT:</u> (Elementary or High School when presenting identification card) Rate 10c |
| | <u>CHILD, under 7 years:</u> (accompanied by an adult) FREE |

| <u>INTER-ZONE</u> | <u>FARE</u> |
|---|--|
| Continuous Ride between Two Adjacent Zones— between Middle Zone and North or West Zone | Adult: Single Zone Rate plus 12½c token or 13c Child or Student: Two Single Zone Fares. |

Special Services: Loop Shuttle Bus: Token Rate, 2 for 25c; Cash Rate, 13c.
Evanston Express: All Stations in Wilmette and Evanston, and Howard, Morse and Loyola stations in Chicago . . .
Token Rate, 35c; Cash Rate, 38c.

Transfers issued FREE in accordance with
CTA Regulations.

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