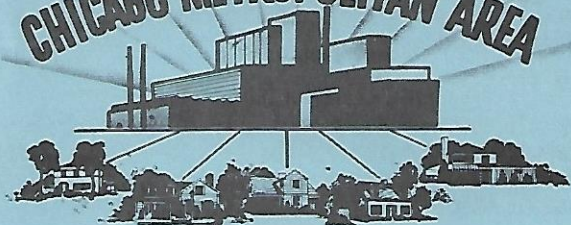


NEW HORIZONS

FOR

CHICAGO METROPOLITAN AREA



CHICAGO TRANSIT AUTHORITY

Help Yourselves . . . To New Horizons

. . . in Chicago's future that stretch farther than the imagination. Center of the nation - and a great world city - Chicago's future promises boundless greatness. Commerce, industry, finance, social and cultural achievement - these are spokes in the onward-rolling wheel of Metropolitan Chicago's progress.

IN TRANSPORTATION

To encourage and serve this dynamic future, transportation to and within the metropolitan area must be provided. Chicago Transit Authority is planning for expansion of the metropolitan transportation system.

CTA HAS DONE MUCH

Already much has been done to improve equipment and speed passengers to their destinations. A record-breaking total of \$130,000,000 has been spent or committed for modernization of equipment and other facilities.

BUT MUCH MORE IS NEEDED!

A comprehensive system of expressways is underway. However, experience demonstrates that expressways alone will not, indeed cannot, solve a large metropolitan area's transportation problems . . . UNLESS rail or bus rapid transit is integrated with the expressways, and additional grade-separated, off-street transit is provided!

A PIONEERING STEP FORWARD

The precedent-setting Congress Expressway with rail rapid transit facilities included in the median strip is an example of what can be done.

More rapid transit facilities in the median strips of planned expressways are necessary. More subways must be built. Present transit routes must be extended and improved. Equipment and property must be modernized.

ALL THIS COSTS MONEY

\$315,000,000 over the next 20 years is the estimate of the Chicago Transit Authority.

What is the money needed for, and where is it coming from?

It cannot come out of fares paid by CTA riders. It must come from funds provided by other public agencies. Public officials, civic leaders and every one of Chicago's four large metropolitan newspapers favor such financial assistance.

IT'S YOUR FUTURE

CTA has plans for more convenient, faster, grade-separated, off-street public transportation - these are CTA goals in the reality of Chicago's . . .

NEW HORIZONS!

AS A PUBLIC SERVICE, CTA announces that an illustrated talk is now available for programming by social, civic, fraternal, church, school, community, and other clubs and organizations. Color slides show metropolitan Chicago's NEW HORIZONS in rapid transit transportation. Informed citizens are good citizens. Help yourself to a part in Chicago's NEW HORIZONS!

Fill out the form on the reverse of this page with possible dates when you would like to have a representative of the Chicago Transit Authority speak to your group and show color slides. CTA will do the rest! There is no charge.

NOTE: The length of this free program can be varied from 30 minutes to one hour to suit your schedule.

If additional information is desired, please phone MOhawk 4-7200, Extensions 801, 802 or 803.

MAKE YOUR RESERVATION NOW!

We wish to book CTA's color slide program "New Horizons for Metropolitan Chicago."

Date: _____ Time: _____

Place: _____ Anticipated
Attendance: _____

Organization: _____

Address: _____ Phone: _____

(YOUR NAME AND TITLE)

Mail this reservation to Chicago Transit Authority, Public Information Department,
P.O. Box 3555, Chicago 54, Illinois.