



TO USERS OF "UNLIMITED" STUDENT RIDING CARDS

The \$1.00 you have invested for an "unlimited" riding card on the Chicago Transit Authority is probably one of the "best buys" you have made in your lifetime.

The payment of this \$1.00 entitles you to the privilege of riding anywhere, anytime on the entire CTA system at a special, half-fare rate which is actually below the cost of your rides. The adult, full-fare riders are paying the difference between student half-fares and the full cost of student rides. In a year's time this difference amounts to approximately \$4,125,000.

These "unlimited" student identification cards are issued solely for the use of the student whose photograph appears thereon. Use of the cards by anyone other than the person pictured will result in the cards being picked up and revoked for the rest of the semester, and the original holder will be obliged to pay full fares during the rest of the school term.

(OVER)

As most of your riding to and from school is done during the "rush hours" in the morning and afternoon it is necessary for CTA to have additional buses and "L"-Subway cars available for your convenience. These vehicles must be stored during the non-rush periods and produce no revenues for CTA during the large majority of the day and night. This investment by CTA for such extra equipment amounts to hundreds of thousands of dollars.

In return for these concessions to students, CTA asks your cooperation as follows:

1. Please be orderly and mannerly at all times when boarding and riding on public transportation vehicles. Remember the adult riders are paying a large portion of your fares. Treat them with respect!
2. Please show your riding card promptly to the operator or agent when paying your fares.
3. Please refrain at all times from damaging public transportation vehicles. Remember CTA is already extending you a generous privilege. Please do not abuse this privilege by adding the cost of repairs required because of vandalism.

Consideration of others and respect for property are cardinal attributes of a good citizen which, we know, you desire to be, and which we want to help you be by reminding you of some of your obligations and responsibilities.

CHICAGO TRANSIT AUTHORITY