

# WELCOME ABOARD

## THIS IS CHICAGO TRANSIT'S



# NEW LOOK™

## WELCOME ABOARD CTA'S "NEW LOOK" BUS

You are now riding in one of Chicago Transit Authority's newest buses purchased for \$26,750. Two hundred and fifty of these buses are being delivered to Chicago to replace an equal number of buses that are almost 20 years old. When delivery is completed, nearly one-fourth of CTA's surface fleet will have the new look.

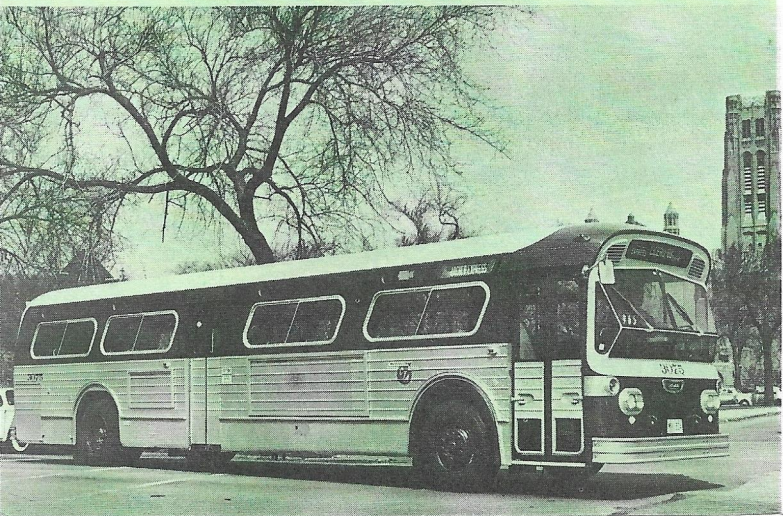
Similar in design to the earlier "New Look" buses, these buses introduce in the surface fleet CTA's new official colors of mint green and alpine white.

A feature of these new buses is the back-lighted car card racks which CTA introduced in its new rapid transit cars. Fluorescent tubes give advertisements printed in color on translucent plastic the appearance of continuous rows of eye-appealing transparencies and also provide more than 20-foot candles of light at the riders' reading plane.

For rider comfort, the buses are equipped with air springs and a thermostatically-controlled heating and ventilating system with capacity to maintain a temperature of 60 degrees when the outside temperature is zero.

In examining this bus, note the extensive use of glass in the picture-type windows that provide the maximum visibility. The comfortable seats and attractive interior design have been selected to increase your riding enjoyment.

### 1965 MODEL



## NEW LOOK IN TRANSIT

Chicago's new look is everywhere apparent--in the changing face of the city, vibrantly alive with vast construction and improvement projects.

Symbolized by towering office and high-rise apartment buildings, by new superhighways and expressways, by replacement of slum areas with huge modern housing facilities, Chicago's challenging new look is an expression of the city's determination to keep ahead in progressive community development.

There's a new look in Chicago transit, too.

A new look in both surface and rapid transit operations; in the modern buses and all-metal cars now in service on CTA routes; in the city-owned subway facilities that have provided Chicagoans with the fastest transportation service in the city's history and in the system-wide modernization program, which was initiated and has been carried forward under Chicago Transit Authority management.

It is the new look of a new approach to urban transit development which is contributing to the establishment of a transportation pattern for the greater Chicago and the metropolitan area of which Chicago is the hub.

Chicago Transit Authority was created by the Metropolitan Transit Authority Act of the State of Illinois by the General Assembly on April 12, 1945. The City Council of the City of Chicago passed an ordinance on April 23, 1945, authorizing and granting to Chicago Transit Authority the exclusive right to acquire, construct, reconstruct, maintain and operate facilities for local transportation within the City of Chicago.

CTA first became an operating entity on October 1, 1947, when it took over the properties of the former Chicago Rapid Transit Company and the Chicago Surface Lines. Five years later, on October 1, 1952, it acquired by purchase the properties of the Chicago Motor Coach Company, thus becoming owner and operator of all the city's local transit systems. Since the original takeover, CTA has invested or obligated more than \$200 million for new cars, buses and other modern facilities.

CTA's equipment modernization activities are outstanding. In all, a total of 5,418 cars and buses have been purchased, including 851 "New Look" buses and 180 "New Look" rapid transit cars.



## "NEW LOOK" AIR-CONDITIONED "L" CARS

CTA's new look is carried out also in the 180 air-conditioned rapid transit cars that are now in operation. The fleet of rapid transit cars brings to Chicago the distinction of achieving a number of firsts:

- First urban-type rapid transit cars designed and built as air-conditioned units.
- First welded aluminum rapid transit car bodies in the U.S. with high tensile steel underframes.
- First application of space-age developments, such as static inverters, static converters and silicon diodes to energize and control the functioning of the extremely complex electrical equipment in a modern rapid transit car.
- First production use of reinforced fiberglass in the modest streamlining of the ends of each semi-permanently coupled two-car unit.
- First back-lighting of car card area for display of continuous rows of color transparencies.

Other features of the rapid transit cars are the attractive interior design, the large picture windows, and spring cushion seats.

Today there's a new look--a modern look, and even greater plans for the future.

4-23-65

George L. DeMent, Chairman, Chicago Transit Board  
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