

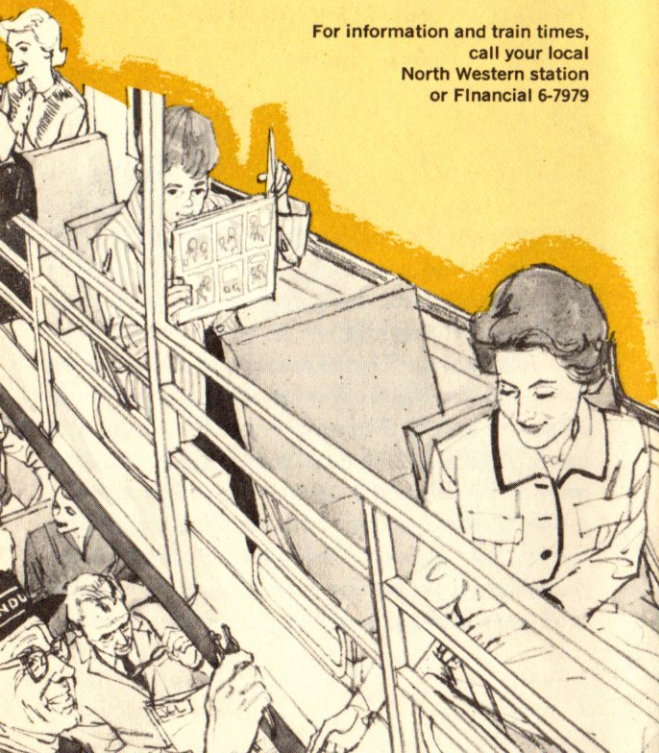
**15¢ CTA SHUTTLE
BUS SERVICE FROM
CHICAGO STATION
TO STATE STREET
STORES AND
MICHIGAN AVENUE**

CTA buses operate to and from our downtown terminal on frequent schedules, serving the entire downtown area.

**GO NEW
NORTH WESTERN
COMMUTER
STREAMLINERS**

Chicago and North Western Railway Company
400 West Madison Street, Chicago 6, Illinois

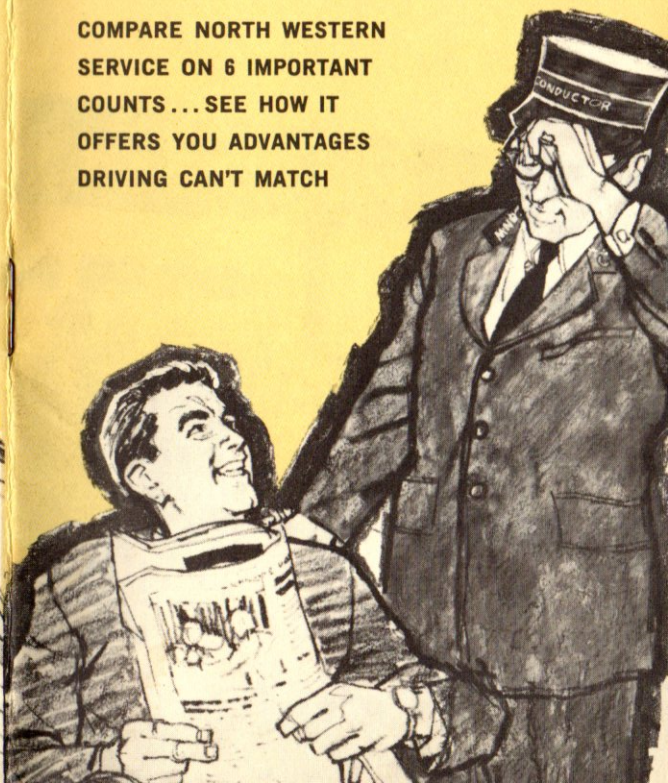
For information and train times,
call your local
North Western station
or Financial 6-7979



**WHAT YOU SHOULD
KNOW ABOUT
A NEW WAY OF
COMMUTING**

***ON THE NEW
NORTH WESTERN***

COMPARE NORTH WESTERN
SERVICE ON 6 IMPORTANT
COUNTS... SEE HOW IT
OFFERS YOU ADVANTAGES
DRIVING CAN'T MATCH



WE SPENT \$43,000,000 TO BRING YOU AMERICA'S FINEST COMMUTER SERVICE

The North Western has just completed the most comprehensive modernization program ever undertaken by a commuter railway. NBC-TV, The Saturday Evening Post, Fortune, Holiday and many newspapers have all praised the result.

We replaced all our old locomotives with new diesels. We scrapped our old coaches in

favor of 200 new air-conditioned double-deckers. We introduced a new "push-pull" system that enables us to operate more efficiently. We added new trains, especially during the hours between rush periods. And a lot more.

We did it with our own money, not your tax funds. Rather, we paid \$1,947,518 in taxes last year alone in five Chicago area counties where we operate suburban service. We didn't ask for a government subsidy. And, we carried out our program at a time when your tax dollars (and ours, too) were being spent to build new expressways parallel to our three lines.

Why? We believe that if a railroad offers the world's finest service, commuters would rather ride than drive—and that such a railroad can operate at a profit, provided that it is not faced with increased, subsidized competition.

Take a few minutes to read through this booklet and see just how much we have to offer. Make an honest comparison and we think you'll agree it makes sense to *Go New North Western Commuter Streamliners*, either as a regular commuter or an occasional rider.



1 COMPARE EQUIPMENT

Only a chauffeur-driven, air-conditioned limousine can match North Western's modern double-deckers

AIR CONDITIONING

Every new double-deck coach has two 8-ton air conditioners, big enough to cool two 10-room houses.

ELECTRIC HEATING

Even, precisely-controlled heat on both levels—no hot air blasts, no cold drafts.

PICTURE WINDOWS

Each is more than 5 feet wide, and made of tinted glass to protect you from the heat and glare of the sun.

FASTER, SMOOTHER RIDE

New double-deckers provide faster acceleration and deceleration, eliminate the bounce and sway of old cars.

FLUORESCENT LIGHTING

Plenty of glareless, shadow-free light for convenient reading or writing.

PUSH-PULL DESIGN

New design enables the diesel engine to push the train to Chicago, pull it on the outbound trip. It means increased operating efficiency to give you more for your commuting dollar.

COMFORTABLE SEATS

All are posture-formed with foam-rubber cushions for your added comfort—and there are plenty of them.

CLEAN, ATTRACTIVE INTERIORS

Seats, floors, walls, ceilings and trim are all designed to clean easily and stay clean longer. Modern pastel color scheme adds restful beauty.

NEW HOURLY OFF-PEAK SERVICE

In addition to frequent rush-hour service, streamliners now leave all principal stations for Chicago at the same time every hour between morning and evening rush periods. Same frequent return service—even after the evening rush hour 'til well past midnight.



2 COMPARE COST

Figure it out for yourself...
North Western's low fares
can save you hundreds
of dollars a year

How much can you save when you leave your car at home and commute to the North Western? The figures will probably amaze you. Use the comparison chart shown at the right to calculate just how much you're paying for do-it-yourself commuting, and how much you save when you're chauffeured aboard modern North Western streamliners. There's even a typical example worked out for you as a guide in figuring your own costs.

TYPICAL MONTHLY COMMUTING COSTS ON THE NEW NORTH WESTERN

	Unlimited Ride Monthly Ticket	Cost Per Mile Based on 22 Round Trips
Wisconsin Division		
Park Ridge	\$18.54	3.1¢
Arlington Heights	\$24.99	2.5¢
Barrington	\$29.83	2.1¢
Milwaukee Division		
Evanston	\$17.58	3.3¢
Glencoe	\$23.33	2.8¢
Lake Forest	\$27.90	2.2¢
Galena Division		
Melrose Park	\$16.61	3.3¢
Elmhurst	\$21.12	3.0¢
Wheaton	\$26.39	2.4¢

Far less than the cost of driving a car!

COMMUTING COST COMPARISON CHART

Based on typical daily 20 mile trip (40 mile round trip)

Automobile Commuting	Typical Example	Your Cost
Gasoline Multiply daily round-trip driving mileage by 243 working days a year (allows for 7 holidays and 2-week vacation). Divide annual mileage by average miles per gallon your car delivers and multiply by price you pay per gallon. (Add cost of any oil consumption between changes) Example: 40 mi. × 243 days = 9,720 mi. 9,720 mi. ÷ 15 mpg. = 648.0 gals. 648.0 gals. × 32.9¢ (Regular Gas) = 213.19	\$213.19	\$
Tolls, if any Example: 60¢ per day × 243 working days a year = \$145.80	145.80	\$
Parking Charges, if any Example: 75¢ per day × 243 working days a year = \$182.25	182.25	\$
Service & Wear Extra lubrication, oil changes, wear on tires and other parts, and repairs caused by commuting mileage Example: 1¢ per mile × 9,720 miles = \$97.20	97.20	\$
Insurance Increase in annual insurance premiums from Class 1A-o rate (car not used for commuting) to 1C-o rate (over 10 miles commuting) Example: Increase in typical coverage for car in Chevrolet-Ford-Plymouth class, Mt. Prospect area Bodily injury \$20.04 Property injury 7.00 Total Increase \$27.04	27.04	\$
Depreciation Note: Above figures are based on ownership of one car, with no depreciation charged. If automobile commuting requires you to own two cars, add to your commuting costs the full charges of annual insurance and depreciation of second car		
TOTAL ANNUAL COST OF COMMUTING BY AUTOMOBILE	\$665.48	\$
North Western Commuting	Typical Example	Your Cost
Fare Multiply cost of monthly unlimited ride ticket by 11 months, and add cost of one semi-monthly ticket (for vacation month) Example: Average North Western commuter travels 20 miles. Using Mt. Prospect fare (20.1 miles), \$24.03 × 11 + \$13.22 = \$277.55	\$277.55	\$
Transportation to and from stations, if any Between home and suburban station Example: Wife drives commuter one mile to station in morning, returns home, picks him up at night. 4 miles per day × 243 working days = 972 miles per year. Using average gasoline cost (2.2¢ per mile) and service cost (1¢ per mile) from example shown above, 3.2¢ × 972 = 31.10	31.10	\$
Between Chicago terminal and office Example: Typical commuter walks to and from office. 15¢ CTA shuttle buses also available to most Loop and Michigan Avenue locations. 30¢ × 243 = \$72.90	72.90	\$
TOTAL ANNUAL COST OF COMMUTING ON NORTH WESTERN	\$381.55	\$
Total Annual Savings When You Commute on North Western	\$283.93	\$

3 COMPARE COMFORT

North Western lets you sit back and relax... free of traffic tension

When you ride our commuter streamliners, you don't have to spend an hour or more of your day fighting traffic. No jockeying for position at high speed, no panic stops or jam-ups... no inching through crowded city streets hunting for a place to park... no frustration, no wear and tear on you, your children or your car. Instead, you're free to read the paper or a good book, plan your day, catch up on some work, enjoy an interesting conversation with a neighbor—or just relax and look out the window. You'll start and finish your day happier on the North Western.



4 COMPARE DEPENDABILITY

North Western gets you in on schedule... no matter what the weather



If you've traveled to Chicago by car, you know how rain and snow can snarl traffic. Either you make a special effort to leave early, or you arrive late. And, unexpected delays can occur even on clear days: flat tires, accidents, mechanical failures. On North Western, you can forget the uncertainties and aggravations of daily driving—your streamliner gives you the safest and by far the most *dependable* service day after day, regardless of weather or traffic.

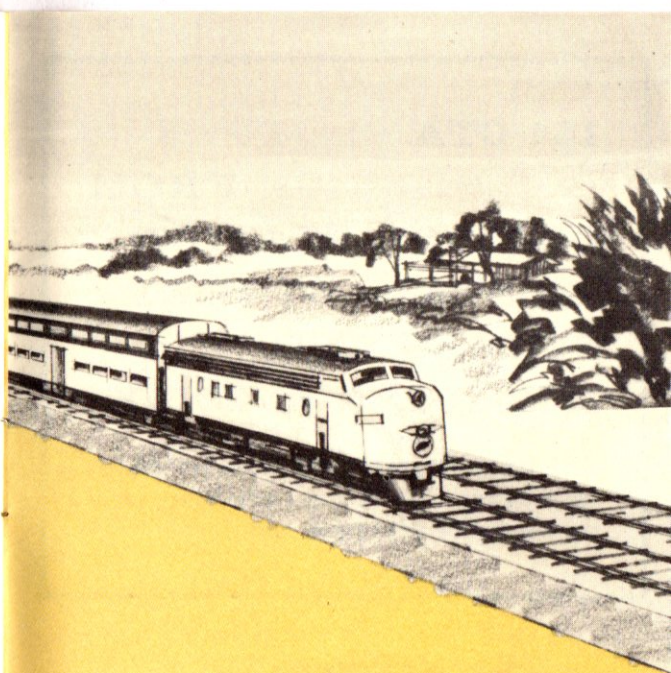


5 COMPARE SPEED

North Western streamliners give you expressway speed... without expressway headaches



Compare your driving time with our running time, and you'll see that North Western service is as fast as it is modern. For example, our double-deckers speed you from downtown Chicago to Arlington Heights in as little as 36 minutes, Highland Park in 33 minutes, Glen Ellyn in 31 minutes. And, that's *every* time, regardless of weather and traffic. Actually, your North Western ride seems much shorter than driving because you're completely relaxed instead of fighting traffic.



6 COMPARE FREQUENCY

188 streamliners daily... more service than ever before

When you drive, you can leave at almost any minute you desire—but, unfortunately, weather and traffic won't always let you *arrive* with the same freedom. North Western, with 188 streamliners daily, gives you more frequent departures than ever, with arrival times you can rely on. During morning and evening rush periods, North Western trains depart just minutes apart. Between rush periods, our streamliners run to and from Chicago at least once an hour—at the *same time every hour* to make it easy for you to remember departure times. The same frequent service is provided from Chicago after the evening rush hour until well past midnight.