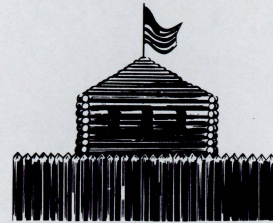


# NEW HORIZONS

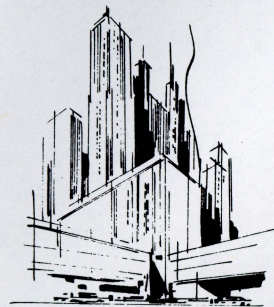
for Chicago Metropolitan Area



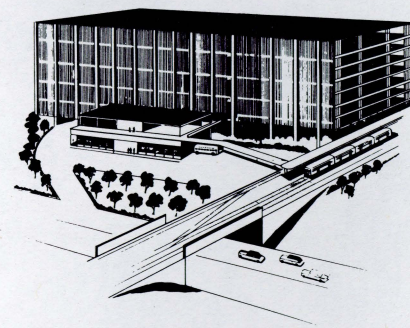
its past



its present



its future



# Chicago

Chicago is a vigorous, dynamic city—a city with a thrilling past, a progressive present.

Its past is recorded indelibly on the pages of our national history.

Its progressive present is now being shaped daily by our activities in the fields of commerce, industry and finance, and by the public officials and civic leaders who serve the community and its people.

Chicago's future, too, is being fashioned today, because we of today are architects of both the present and the future.

All of the essential elements for a glorious future are within our grasp, challenging us to plan imaginatively and build adequately for tomorrow's greatness.

## Today's Chicago

The unrivaled financial, industrial and commercial center of the nation's heartland, the great midwest, Chicago is more than a city. It is a thriving, bustling region, a metropolitan complex of inter-related and inter-dependent communities welded together into a single economic unit by the processes of trade and commerce and industry.

This metropolitan complex embraces six counties totaling more than 3,500 square miles of which approximately 210 square miles are within the corporate boundaries of Chicago. The region's transactions in trade and commerce, and the value of the products from its vast array of industries, total billions of dollars annually.

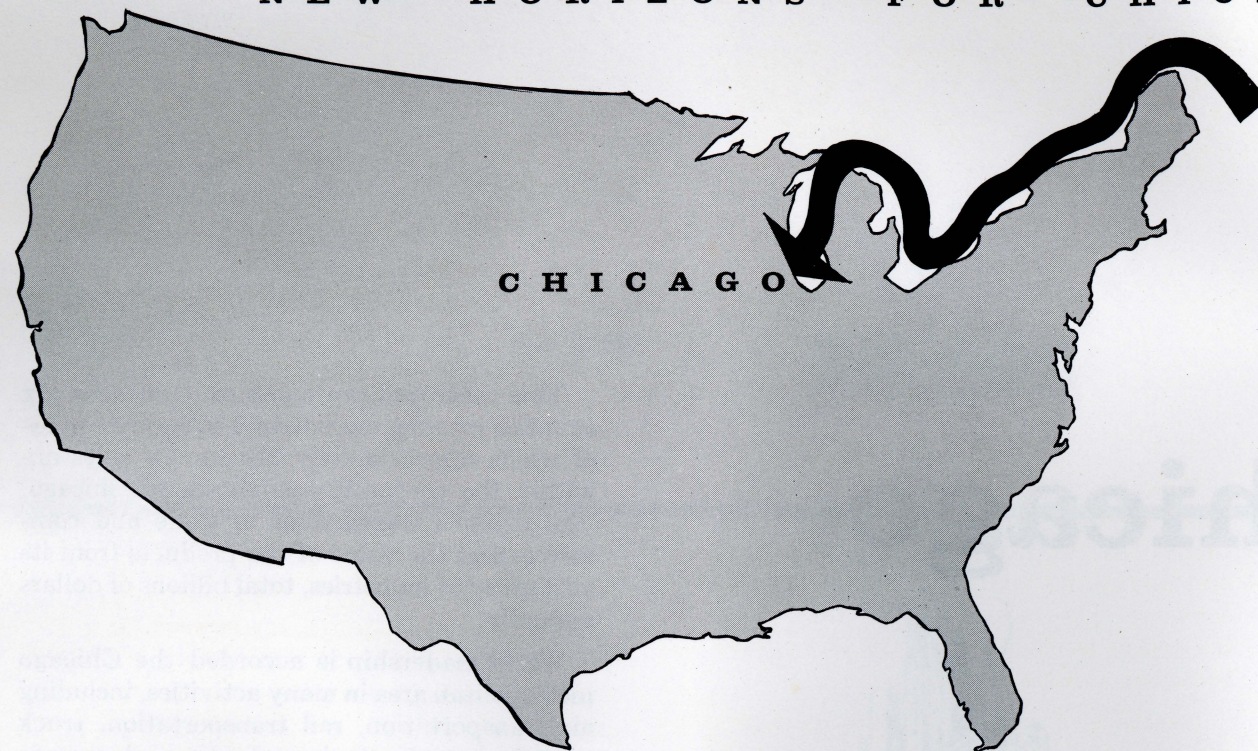
World leadership is accorded the Chicago metropolitan area in many activities, including air transportation, rail transportation, truck transportation, steel production, electronic equipment manufacturing, mail order transactions, vocational training and diversified education, industrial research, conventions and trade shows. Chicago is also the hub of the nation's vast network of highways.

## Trade, Population Expanding Rapidly

Rapid expansion in trade and commerce, in industry, and in population is the order of the day. Approximately 15 billion dollars annually are being invested in new industrial plants, land, equipment and buildings. The area's population is increasing at the rate of 10,000 persons per month, but the most spectacular increase in population is occurring in the suburbs.

Park Forest, only a prairie in 1940, is now a city of 30,000, experiencing a population increase of more than 245 per cent since 1950. Since 1940, Skokie has had a population increase of 525 per cent; Niles, 580 per cent; Lincolnwood, more than 1,000 per cent; Arlington Heights, more than 250 per cent; Homewood almost 175 per cent; Elmhurst, 125 per cent; Rolling Meadows, incorporated about

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two years ago, has approximately 8,000 people. All other suburbs have increased substantially, if not spectacularly.

By 1980, it is estimated, the population of Chicagoland will reach 8,000,000—half of them Chicagoans, and the other half suburbanites.

### Future Prospects

For metropolitan Chicago a new cycle of development and progress is underway, generated, as in the city's beginning, by water-borne commerce. With the opening of the St. Lawrence Seaway, it is anticipated that new industries stimulated by the seaway will pour millions of dollars into land, buildings and equipment in the metropolitan area. And thousands of new jobs will be created.

Within fifteen years, the value of the area's wholesale trade alone is expected to increase to twenty-two billion dollars a year from its present yearly total of sixteen and a half billion dollars.

The anticipated economic stimulus from water-borne commerce will be exceeded if recently announced plans are carried out to spend thirty-seven and a half million dollars in

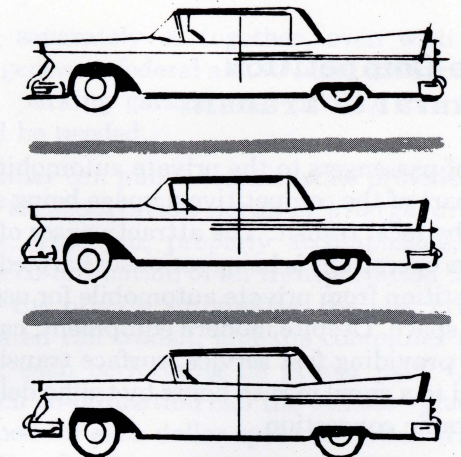
improving Chicago's lakefront port facilities to supplement the seaway facilities now being completed in the Calumet region.

### Transportation's All-Important Role

From Chicago's very beginning, transportation has played a leading role in the city's development, in the development of the metropolitan area, and in the development of the midwest heartland which the Chicago metropolitan area serves.

From its water-borne commerce, and the activities that it generated, fledgling Chicago boomed rapidly into the metropolis of the western frontier. Then came the railroads, extending and expanding the boom begun by waterway commerce. Next came air transportation, and Chicago almost overnight became one of the world's busiest air terminals as well as the world's greatest railroad center.

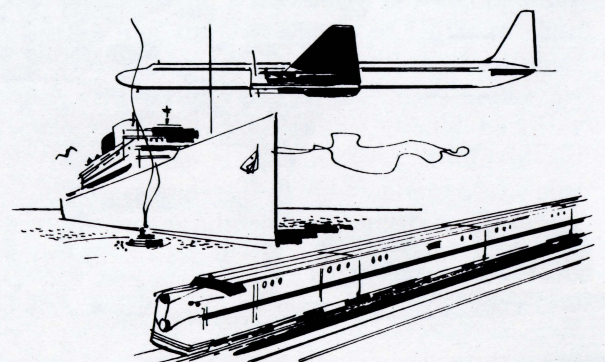
Meanwhile, local transportation within the city was developing, and contributing its full share to the growth and prosperity of Chicago, and to the communities that mushroomed around the borders of Chicago.



First it was the horse-drawn omnibus of pioneer Parmalee fame. Next came the horse-car, then the trolley car, the elevated rapid transit, and finally the motor bus and Chicago's first subways. The railroads, too, have long been important participants in the city's local and suburban transportation.

Evidence of local transportation's priceless contribution to the economic progress of Chicago and the metropolitan area is everywhere about us. In Chicago, for example, there are at least 75 neighborhood communities and shopping centers that developed around transfer points or terminals of local transit routes. Beyond the city's boundaries, many communities can trace their origin to the accessibility provided by the railroads that spread fanwise from Chicago.

Over the years, transportation has added billions of dollars to the value of real estate in Chicago and the metropolitan area. And local transit shares the credit for this achievement with its big brothers: water, rail and air transportation.

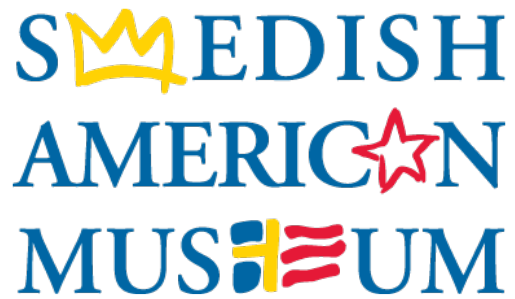


### The Automotive Age

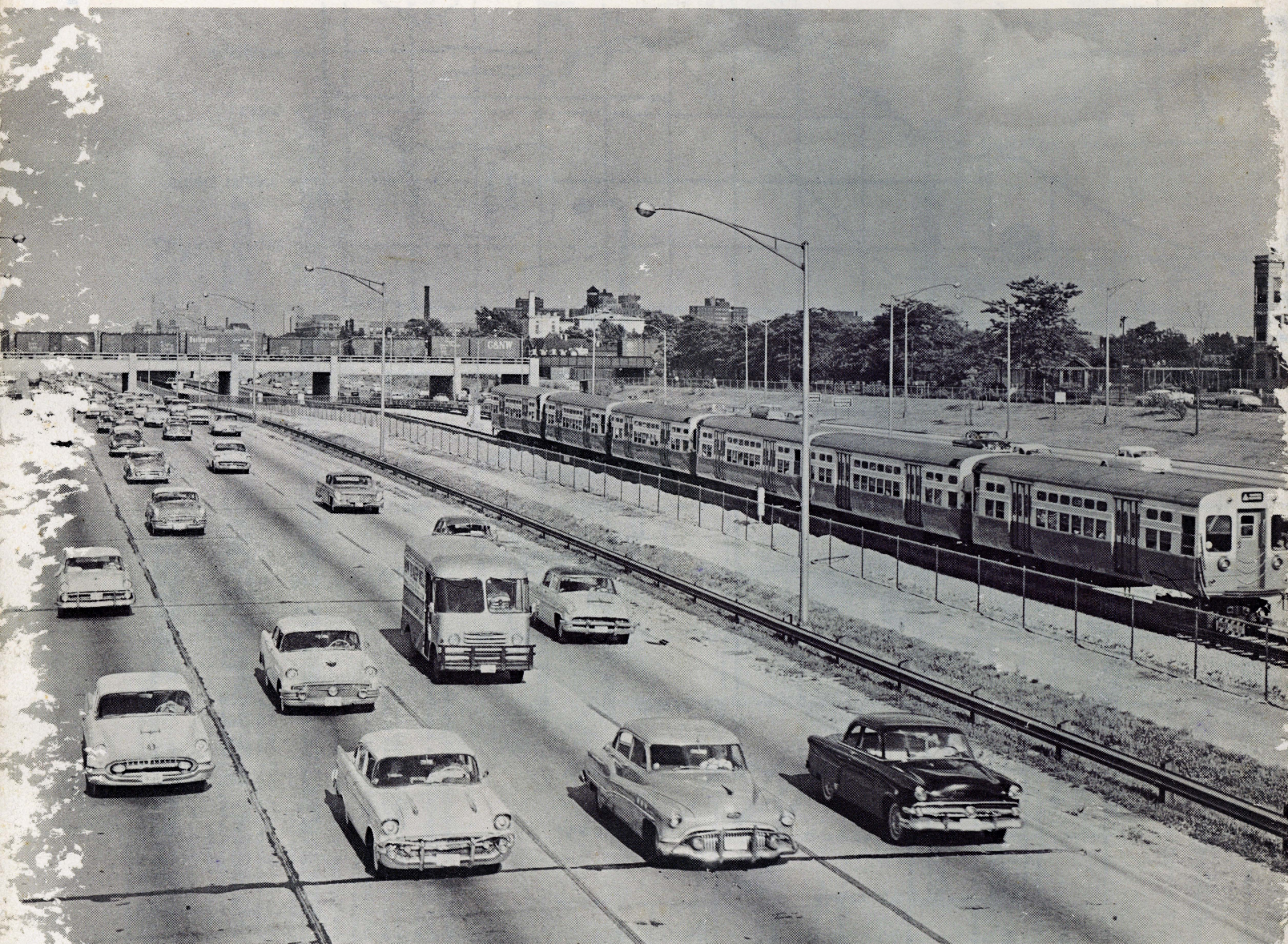
For many years, local transit prospered because it was without effective competition, but the advent of the automotive age shattered transit's monopoly. Now, transit is fighting desperately against the severest of handicaps to maintain a service that is so indispensable to the welfare and progress of the community.

Competition from the private automobile has reduced transit's passenger volume in Chicago by more than 50 per cent in little more than 10 years. This loss of passengers to the private automobile began late in the '20's. During the period of World War II, when automobiles, tires and gasoline were rationed, transit came back again to peak volumes of traffic. When rationing ceased, however, automobile competition became more intense than ever. And it is continuing to increase in intensity.

Today there are almost one million passenger automobiles in Chicago compared with only 337,502 thirty years ago. In the last seven years, automobile registrations in Chicago have increased 30.5 per cent. The record shows graphically the relationship between transit passenger volume decline, and the rapid rise in ownership and use of private automobiles.



This archival record has been partially scanned, including covers and initial pages for each issue. For more information about a particular issue of this publication, please contact the Swedish American Museum Curator.



### **New West Side Subway**

America's first combined rapid transit railway and automobile expressway, replacing the Garfield Park rapid transit route, has been in operation since June 22, 1958. This section, a City of Chicago project, extends from a connection with the Milwaukee-Dearborn-Congress subway at the west bank of the Chicago River to Laramie Avenue, about 6½ miles west. A second section, an extension of about three miles to Desplaines Avenue, Forest Park, is under construction and scheduled for completion in 1960. Five public agencies—the City, Cook County, the State, the Federal government and CTA—entered into co-operative agreements to build this precedent-setting project.