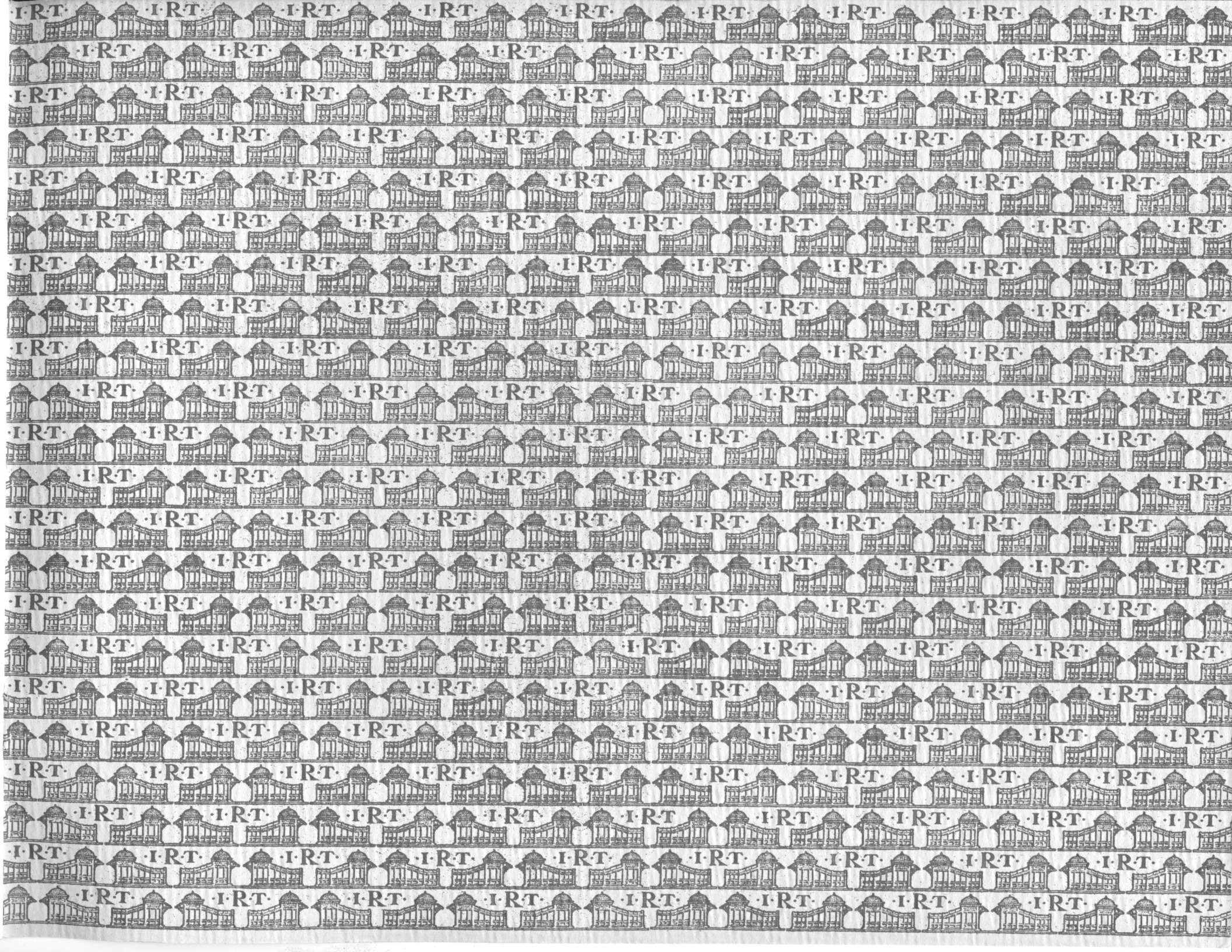


NEW YORK CITY'S SUBWAYS

**DIAMOND
JUBILEE
BOOKLET**
—1904-1979—





Tablet-City Hall Station.

The history of New York City as it is reflected in its transportation system, the technology needed to develop it, the men whose dreams and skills made it a reality, and its importance to all of us today are the keynotes of the Diamond Jubilee. The celebration, beginning October 1978 and culminating in October 1979, is intended for the people of New York City and the over 43,000 people who make the system work.

This comprehensive program includes:

- ◇ An educational program of specially organized exhibitions located in major institutions, community facilities, and in the subways themselves.
- ◇ Publications of various kinds highlighting the history of the mass transit system and the system today.
- ◇ The research and presentation of important archival materials to serve as definitive documentation of the evolution of the system. This will include both historical material and maps, evidence of the art and decoration used in the system, and the restoration of important historical documents and artifacts.

◇ The major national and international mass transportation organizations have scheduled meetings in New York City to coincide with our celebration.

New York City's subway system carries 3.4 million passengers per day—a number equal to the total population of New York City in 1904. The Diamond Jubilee celebration, initiated and coordinated by the Metropolitan Transportation Authority (MTA) and the New York City Transit Authority (NYCTA), will give New Yorkers the opportunity to understand the process of people moving people, how that process began, how it developed and how it continues to function by and for the people of New York.

Sincerely,

Harold L. Fisher

Harold L. Fisher
CHAIRMAN
METROPOLITAN TRANSPORTATION AUTHORITY

Hugh L. Carey
GOVERNOR
STATE OF NEW YORK

Edward I. Koch
MAYOR
CITY OF NEW YORK



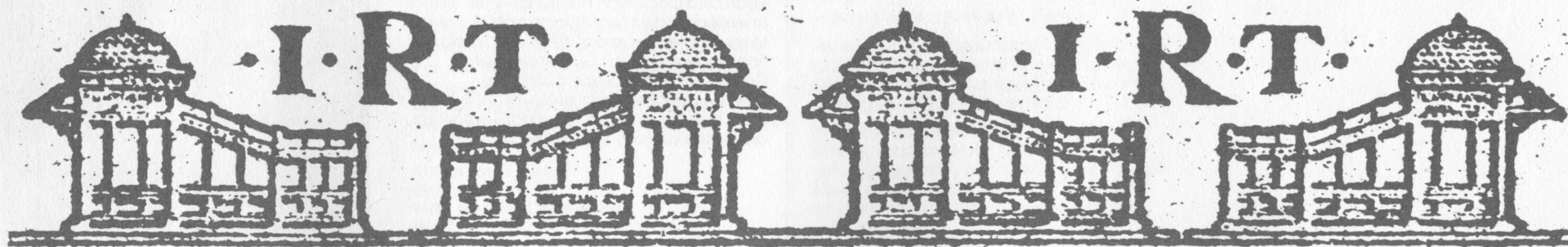
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Then:

"I have the honor and very great pleasure to report that the Rapid Transit Railroad has been completed for operation from the City Hall station to the station at One Hundred and Forty-fifth street, on the west side.

"This railroad is not expected to be all that New York City should have; but on the other hand is hoped to be but a beginning of a comprehensive system as the future generation of New Yorkers and the inevitable growth of the City will require."

William Barclay Parsons
CHIEF ENGINEER
RAPID TRANSIT COMMISSION
OCTOBER 27, 1904

"In each of the civilized countries of later years there is only one great metropolitan city, largely the result of improved methods of national transportation, and all roads lead up to it in which are centered the culture, the refinements and the wealth of the nation. Just as London is the metropolis of Great Britain and Paris of France, so is New York the metropolis of the United States. I know we have many large and growing cities, but if we are true to ourselves and we do not overlook or recklessly cast aside our opportunities, this country of ours, great as it is, can only have one New York."

Alexander E. Orr
PRESIDENT
RAPID TRANSIT COMMISSION

"There will be no empty seats on elevated or in tunnel trains during rush hours. That's my opinion. At other times both will be comfortable."

Frank Hedley
GENERAL MANAGER
INTERBOROUGH RAPID TRANSIT CO.
OCTOBER 27, 1904

Now:

"Like any other citizen of New York, I am indebted to our forefathers who had the wisdom and vision to plan our rapid transit system which is now 75 years old.

"Expansion and improvement continue in our own time and I am gratified that the State government recognizes the importance of the New York City subway system. Today, maintaining and advancing rapid transit in metropolitan New York is a partnership in which many levels of government participate.

"As governor of the State of New York, I am pleased to cite our full scale support of the system and pledge wholehearted cooperation in the future."

Governor Hugh L. Carey

"Our subway system is one of the principle reasons why New York grew to become the Number One City in the world. From The Bronx to Brighton Beach, New Yorkers no longer found themselves separated from centers of employment and commerce by unbridgeable gaps of time and distance. Subways joined our individual neighborhoods into a thriving, united metropolis.

"It is important that we preserve the history of our subway system which brought safe, comfortable and rapid transportation to the citizens of this City. Progress depends upon our abil-

ity to improve what we now have, but that ability in turn depends upon our capacity to understand where we have been as well as where we are going. That is why I look forward to honoring the accomplishments of our transportation system during the Diamond Jubilee year of the New York City subways."

Mayor Edward I. Koch

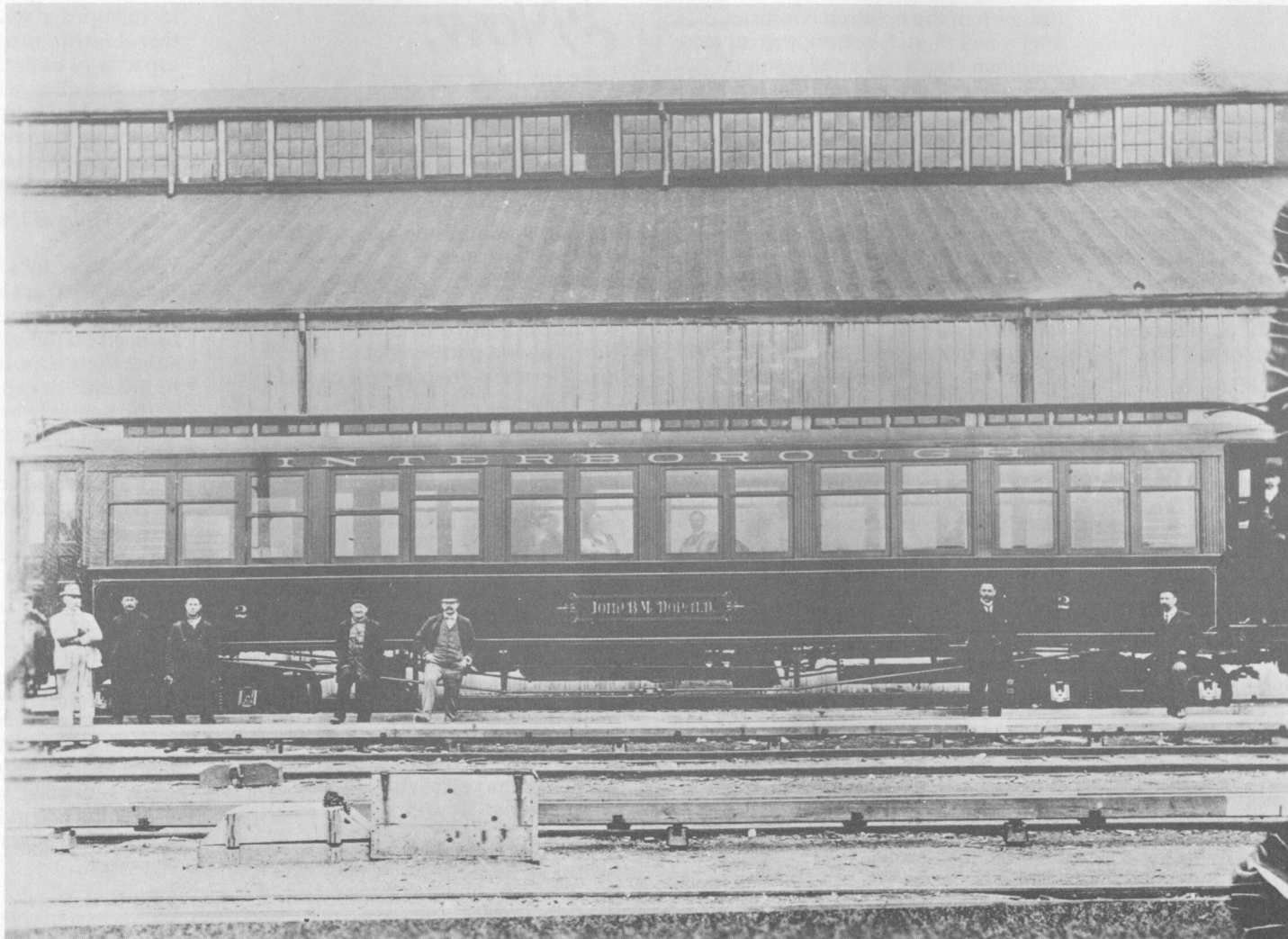
"New York City's subway system opened 75 Years ago. During the next year and thereafter, attention will be focused on the subways to demonstrate their importance to the growth of this city, to express our appreciation to the people who kept them running and to get everyone involved making the next 75 years of this system—the very arteries which circulate the city's lifeblood—part of an ever-improving quality of life."

Harold L. Fisher
CHAIRMAN
METROPOLITAN TRANSPORTATION AUTHORITY
OCTOBER 27, 1978

"People of vision were responsible for New York's first subway and others of vision brought about the system's growth to the complex network that binds the city together today. Our job today is to make sure that a good beginning is continued in the second seventy-five years of rapid transit in New York."

John G. deRoos
SENIOR EXECUTIVE OFFICER
NEW YORK CITY TRANSIT AUTHORITY
OCTOBER 27, 1978

On October 30, 1978 Mayor Edward I. Koch and Chairman Harold L. Fisher unveiled the first two vintage cars restored to resemble the cars of 1904. Proclamations were issued by Governor Hugh L. Carey and Mayor Koch during the Diamond Jubilee Year of New York Subways in a ceremony at Bowling Green Park and in the subway station below.



IRT No. 2—John B. McDonald. This was one of the two experimental cars constructed for the Interborough Rapid Transit Co. by Wason in 1902.

At the turn of the century, New York City had a population of 3.4 million people living within the five boroughs of Manhattan, Brooklyn, The Bronx, Queens and Staten Island. The people of New York traveled through their city in a variety of ways: stagecoaches, railroads, electric streetcars, cable cars, steam elevated trains, ferries, horse cars and by foot. The automobile was nothing more than a curiosity. And the city was expanding, pushing north in Manhattan and into the five boroughs with housing, commercial and industrial growth. The need for fast,

efficient rapid transportation service was obvious.

"What does rapid transit really mean? Rapid Transit for New York, briefly stated, is this: A system of economic passenger transportation from all sections of the city that will continuously meet the requirements of our continually increasing needs."

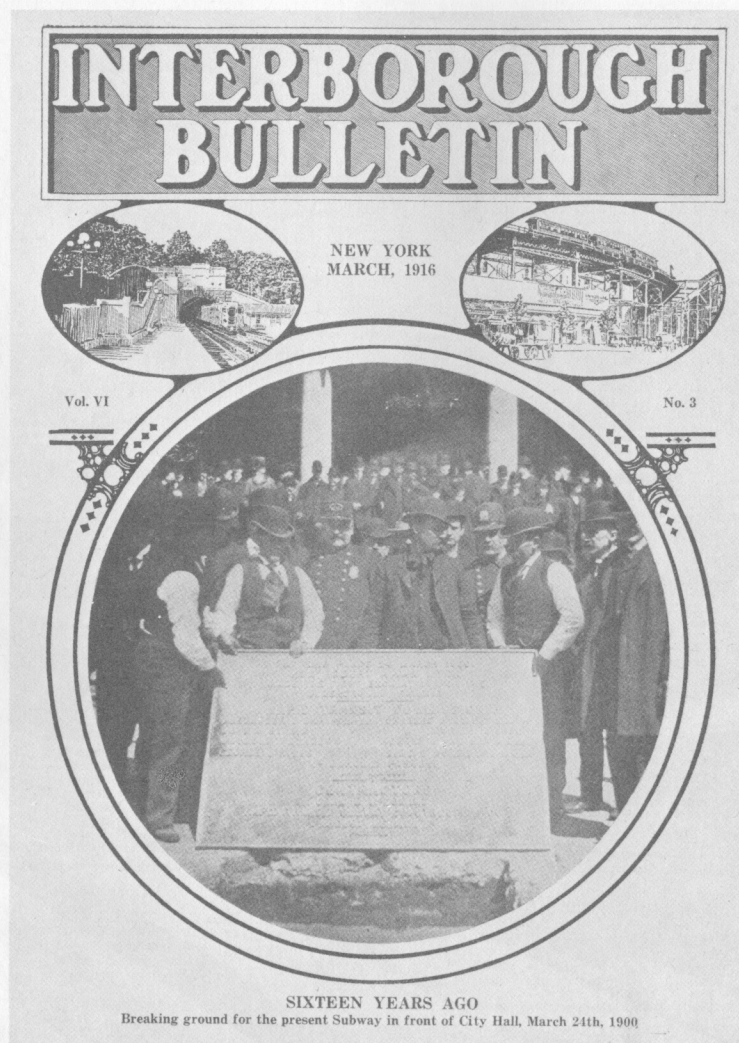
Alexander E. Orr
PRESIDENT
RAPID TRANSIT COMMISSIONER
MARCH 24, 1900

Re-enactment of Ground Breaking Ceremony

Friday, March 23, 1979 at 2 pm

Re-enacting the groundbreaking in front of City Hall, the general public is joined by Governor Hugh L. Carey, Mayor Edward I. Koch and MTA Chairman Harold L. Fisher.

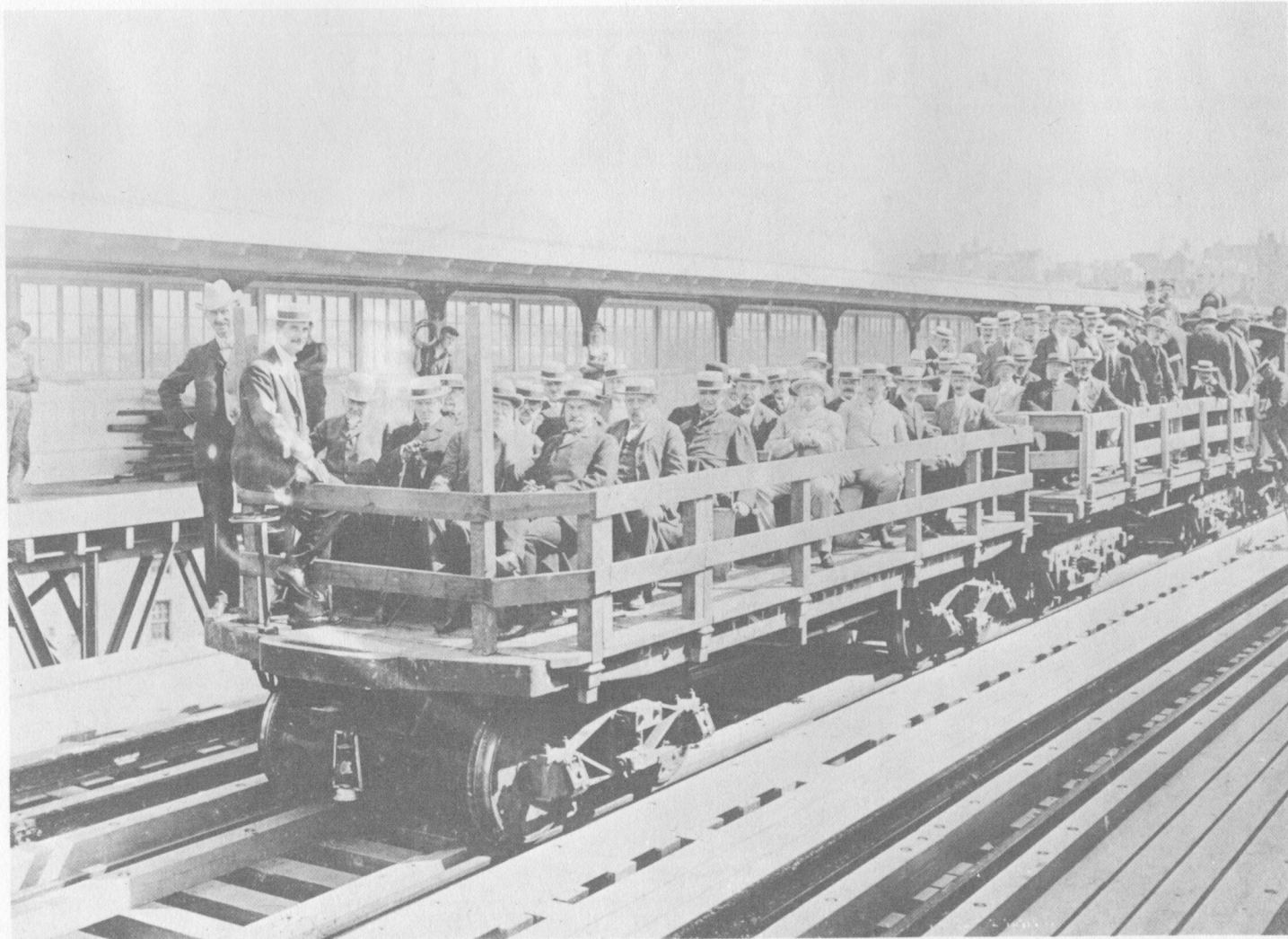
In the adjacent BMT Chambers Street station, a parade of subway cars representing the history of transit in New York will be on public display March 23 between 10 am and 4 pm for the general public.



Workmen place the commemorative plaque in front of City Hall—March 24, 1900.

On July 19, 1904, Mayor McClellan made an official inspection by flat car of the almost completed subway system.

In July 1979, a flat car ride will recreate a 1904 event when important civic and business leaders of the community inspected the then-uncompleted subway. Done in association with the business community, state and city, MTA and TA officials will be joined by area representatives for an underground tour of the First Subway.



The inspection train is stopped at the Manhattan Street station which is today the 125th Street station.

"Now I, as Mayor, in the name of the People, declare the subway open.

"If this new underground railroad which we are about to open proves as popular and as successful as I confidently expect it to be, it will only be the first of many more which must ultimately result in giving us an almost perfect system of interborough communication. When that day arrives borough boundaries will be remembered only for administrative purposes, and New Yorkers, forgetting from what part of the city they come and only conscious of the

fact that they are the sons of the mightiest metropolis the world has ever seen, will be actuated by a common hope and united in a common destiny."

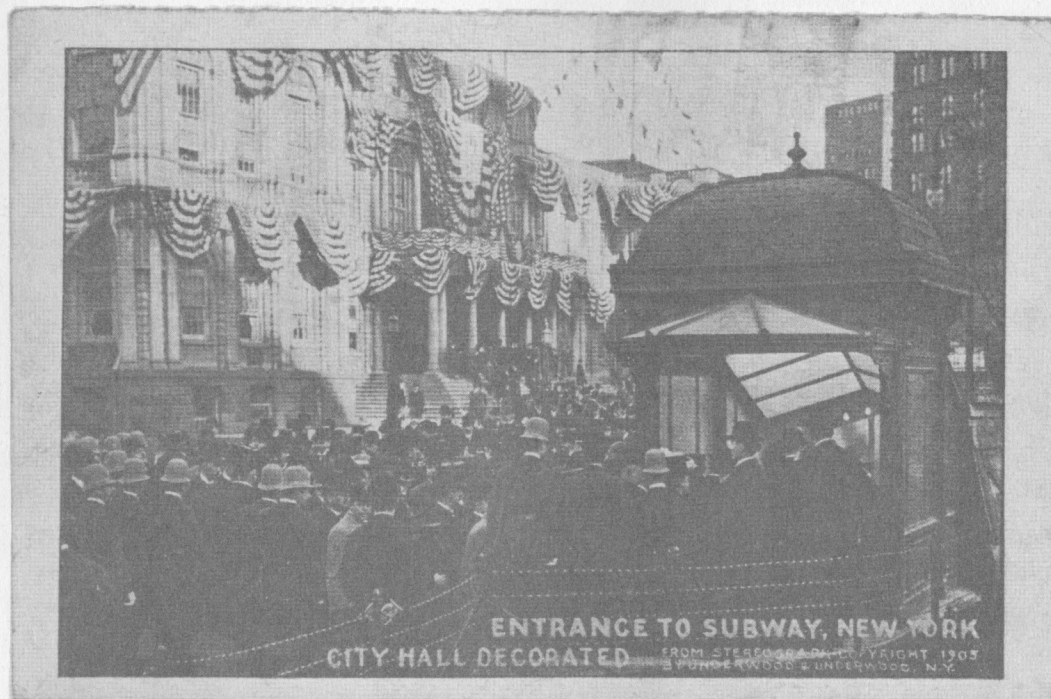
Mayor George McClellan
OCTOBER 27, 1904

Opening Day Ceremonies

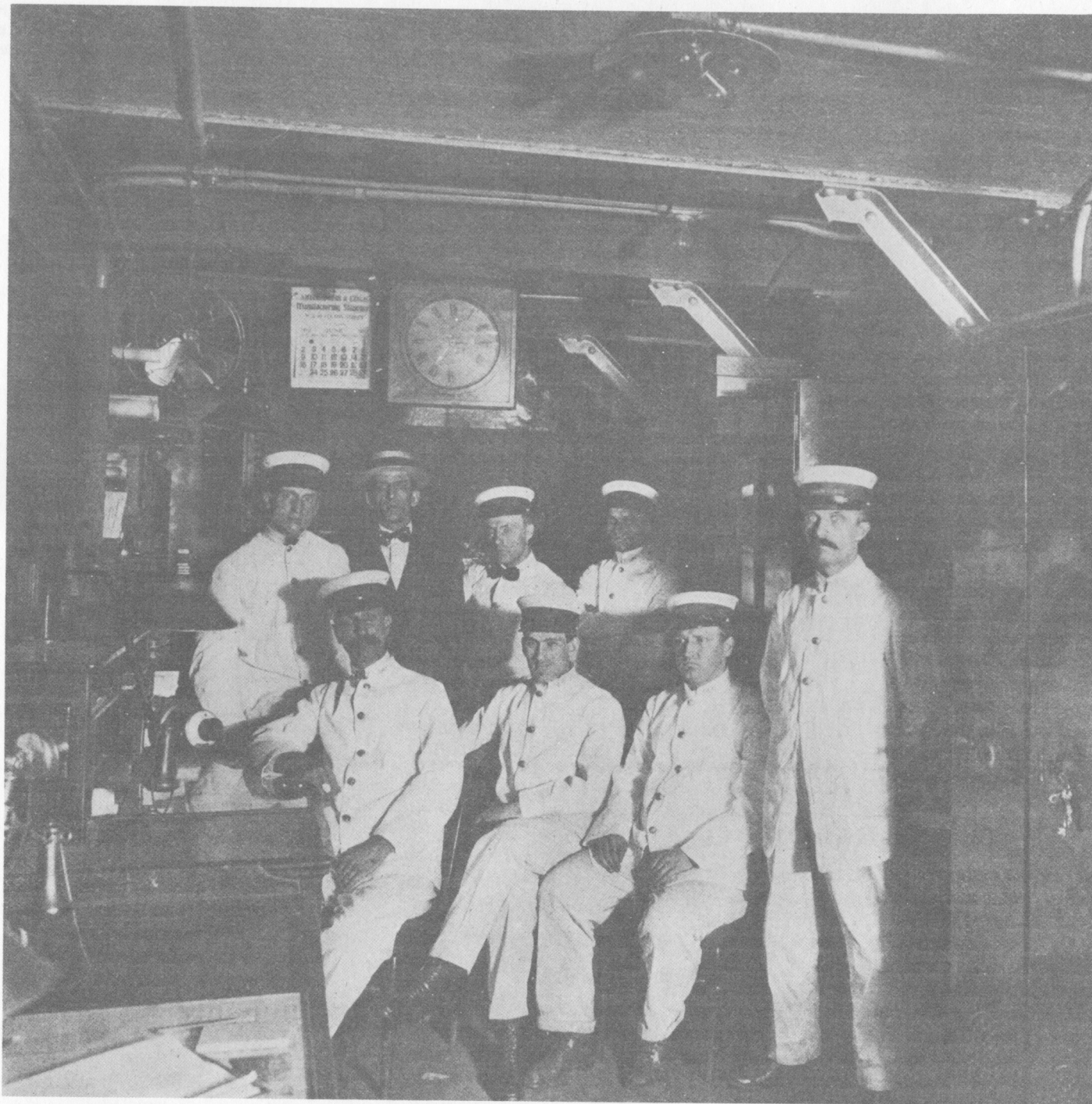
October 26 or 27, 1979

One of the great days in the history of New York City will be celebrated in a re-enactment of the gala events of 1904. State, City and transit officials will join the public in ceremonies at City Hall and in the subway. Mayor Koch will operate a special vintage train from City Hall just as his predecessor Mayor McClellan did in 1904. The vintage train will be in service on part of the original subway route and the public is invited to ride. This day, dedicated to our subway

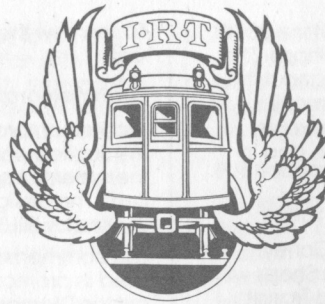
system and what it has meant for the City, will be highlighted by festivals, fireworks and other special events.



Opening Day — October 27, 1904 — City Hall.



IRT train crews were outfitted with white uniforms during summer months. Circa 1913.



Interborough Rapid Transit Co.
emblem—1904.

The theme of the Diamond Jubilee is
“Seventy-Five Years of People Moving People.”
The goal of the Diamond Jubilee is to involve the
public in their transportation system: the people
who use mass transit are being asked to partici-
pate in and share responsibility for their system.

The Diamond Jubilee will feature posters, car
cards, public announcements at the stations;
newspaper and magazine articles and special pub-
lications will bring the message to all of the citi-
zens of New York; lecture series and special
exhibitions will emphasize various aspects of the
Diamond Jubilee. Transit Authority employees and
the users of the system can cooperate to empha-
size the facts: that New York City’s subways move
3.4 million people a day, 24 hours a day, and we
can take pride in our system, past, present and
future.

Vintage Train

A train of Lo-Voltage cars restored to resemble cars of 1904 will be the keystone of the entire celebration. Painted Tuscan red with orange sashes and gold trim, these cars are typical in basic design to the passenger cars used on the IRT system from 1904 to 1963. The interior of the cars will contain a special exhibit which will depict the history of transit in New York City and will also tell the story of the people who make the system operate. The rehabilitation of these cars was performed

by Transit Authority personnel at the 207th Street and Coney Island Main Shops. The vintage train will be used throughout the Diamond Jubilee year for ceremonial events, special tours, borough events, conventions, nostalgia specials, and in special passenger service.

Open House at the Yards and Shops

Special open house events at Coney Island and/or 207th Street Main Shops will give employees of the MTA and Transit Authority and their families an opportunity

to see how the Transit Authority maintains cars.

Commemorative Token

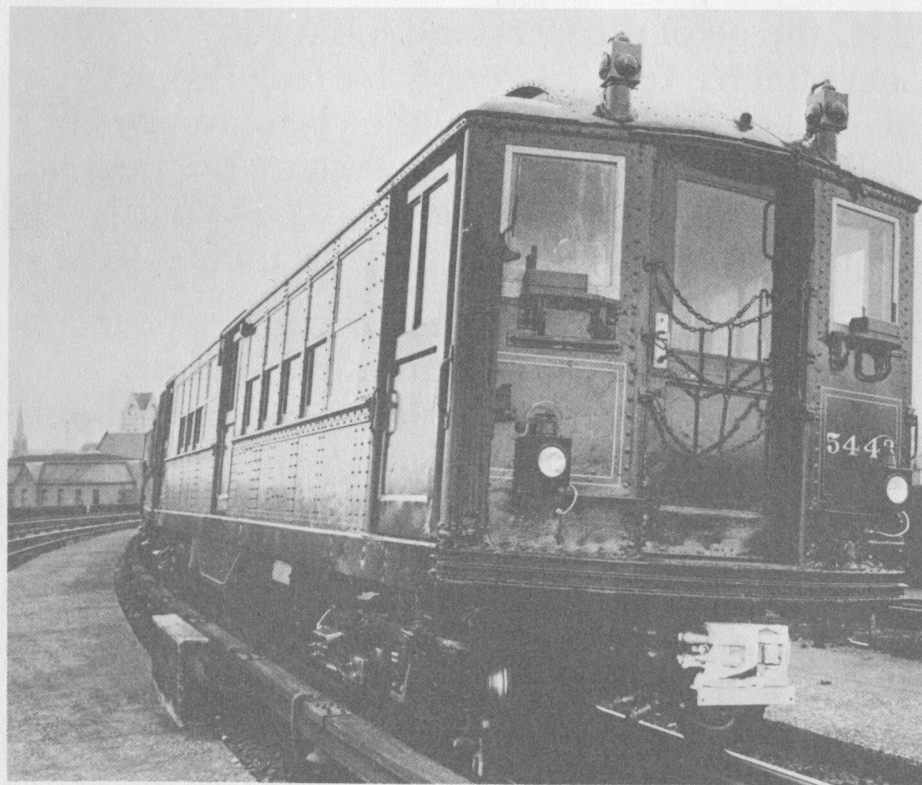
A commemorative token will be issued for the Jubilee which can be used as fare in the system or saved as a special collectors item. The design was created as a public service by Bill Bonnell of J.C. Penney.

This commemorative token will also be used in promotions, and displays throughout the Diamond Jubilee Year.

Conventions

UITP — September 19-23, 1979. The Management Committee of the Union Internationale Des Transports Publics will be meeting in New York in honor of the 75th Anniversary of New York City's subways. Members represent eighteen nations around the globe, including Australia, Belgium, Ireland, Spain, Finland.

APTA — September 23-28, 1979. The American Public Transport Association is holding its annual convention at the New York Hilton. 3,500 members and their



IRT 1904 subway car — High-Voltage "Gibbs" type.

spouses are being hosted by Chairman Harold L. Fisher, who is also the current Chairman of APTA. An entire schedule of events has been planned, including entertainment, cultural tours and a welcoming reception at the NYCTA's Transit Exhibit.

TAA — Transit Advertisers Association will also hold their annual convention in New York in celebration of the Diamond Jubilee.

Borough Events

Important to the growth of New York City

was the arrival of the subway to the outlying boroughs. In cooperation with borough officials, community representatives and special committees, celebrations on these dates in 1979 will be held to commemorate these historic events:

- ◇ **May 1, 1908.** The IRT reaches Atlantic Avenue, Brooklyn
- ◇ **June 22, 1915.** The IRT reaches Queens
- ◇ **July 10, 1905.** The IRT goes under the River to The Bronx.

For example, a special transit exhibit will be on display in the rotunda of Brooklyn's

Borough Hall for three weeks commencing May 1, 1979. An exhibit, "Art and the Subways" will be developed by The Bronx Council on the Arts for display in the Bronx starting in July, 1979.

Publications

The MTA Diamond Jubilee Book, a distinctive book about the origins and development of New York's First Subway will be published for the Diamond Jubilee and will be available to the public. It will deal with the MTA, its purpose and its history.

A three-fold brochure outlining the historical aspects of the Diamond Jubilee and how the subways provide special service today, such as Nostalgia Specials, Culture Bus, and the JFK Express will be printed. These will be available in large quantities and distributed throughout the Diamond Jubilee at special events, exhibits, conventions and through other distribution channels.



Medal presented by the Chamber of Commerce to the Rapid Transit Commissioners.



Courtesy N. Y. Evening Post Saturday Magazine

EVENING NEWS—By LOUIS MORA, Worth Galleries

Historical/Archival Material

Historic American Engineering Record Established in 1969 by the National Park Service to prepare archival documentation on important historic structures, H.A.E.R. has retained five historians to research and preserve the rich heritage of the IRT. This project is supported by grants from Parsons, Brinkerhoff; Seeley, Stevenson, Value and Knecht; the American Society of Civil Engineers, Metropolitan Section; and by support services from the MTA. H.A.E.R. is putting substantial

amounts of its own funding into this project for administration. The final report will be deposited in the Library of Congress, the MTA, NYCTA libraries and other libraries and collections, such as universities and archives. The project will provide a complete report on the history and development of the New York City subways and will be essential in the development of many elements in the Diamond Jubilee celebration.

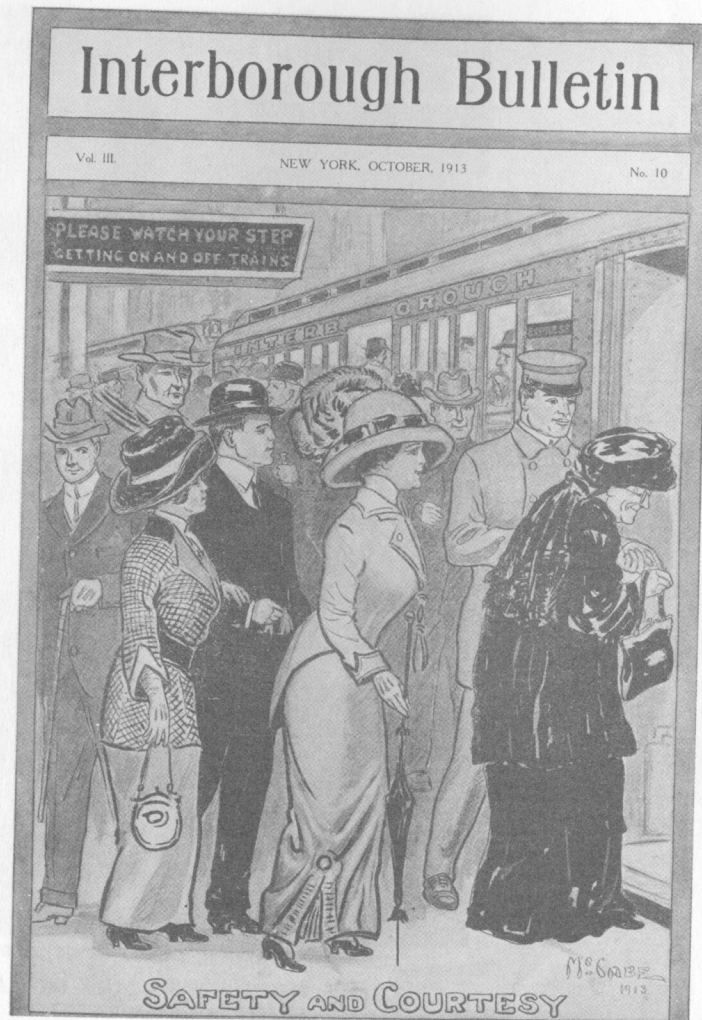
Subway Map

A new subway map, in a special Diamond Jubilee edition, has been prepared. This map introduces a new color-coding system predicated on the trunk lines in Manhattan's Central Business District, and portrays the city geographically, showing the subway system in relation to the city's street network.

Posters

A series of three posters will present the Diamond Jubilee to the public.

◇ A large poster will display photographs and text detailing the history of the New York subway, how it serves the public and why we are celebrating its 75th anniversary. This poster will be used in stations and can be distributed to schools and civic organizations. This poster design was created as a public service by Bill Bonnell of J.C. Penney.



Covers of the IRT's employee magazine.

◇ The development of subway cars from 1904 to the present will be the theme of a poster. Illustrations of the cars were done by George Gershinowitz as part of the Cultural Council Foundation's Artist Project (CETA) and designed by the MTA Graphic Section.

◇ A poster inviting the public to celebrate our subway system will be a part of the poster series. Design created as a public service by Bill Bonnell of J.C. Penney.

People Moving People

A series of six special posters will be produced for the Diamond Jubilee and placed in stations each month of the celebration. Each poster will tell part of the People Moving People story; each will have a different focus, such as the history of the system, the people who make the system work, the technical aspects of the system, etc. When possible, the information will combine historical information and photographs with illustrations of the system today.

Educational Programs

A contest of poetry and art with a transit theme will be held for the students in the New York City High Schools. Entries were submitted from November, 1978 to January, 1979.

Eight winners were chosen by special panels and their work will be displayed in the system. These students and their teachers will be honored at a special awards ceremony as guests of the MTA.

Lecture Series

The Diamond Jubilee will offer to the metropolitan area's civic, business, cultural and education communities several options for Lecture Series. Possible talks will include such topics as the history of the system, engineering of the first subway, art and architecture, operations management, daily operations, financing and federal funding and the transit planning process. Institutions being approached include:

Cooper Union
Columbia University



As if gathered together for a lecture, but in reality at an IRT social gathering, employees of the subway stand at attention. circa 1916.

The Municipal Art Society
 Donnell Library
 New York University
 New York Chamber of Commerce
 & Industry
 The City Club
 Pace University
 The New School
 Engineering Societies

Single lectures or a series of lectures on selected topics will be conducted by MTA and TA staff members, experts in the particular subject.

Major Exhibits

- ◇ The New York Public Library (42nd Street) will display a major exhibit from the library's holdings depicting the growth of the city in relation to the growth of the subway.
- ◇ The New-York Historical Society will exhibit materials from the museum's collection on the art and architecture of the New York City subway.
- ◇ The Museum of the City of New York will display artifacts from the museum's collection related to the subways.

Tour of Subways

The Municipal Art Society will design a tour of the system itself, its relation to the outside world and demonstrative of how the city grew.

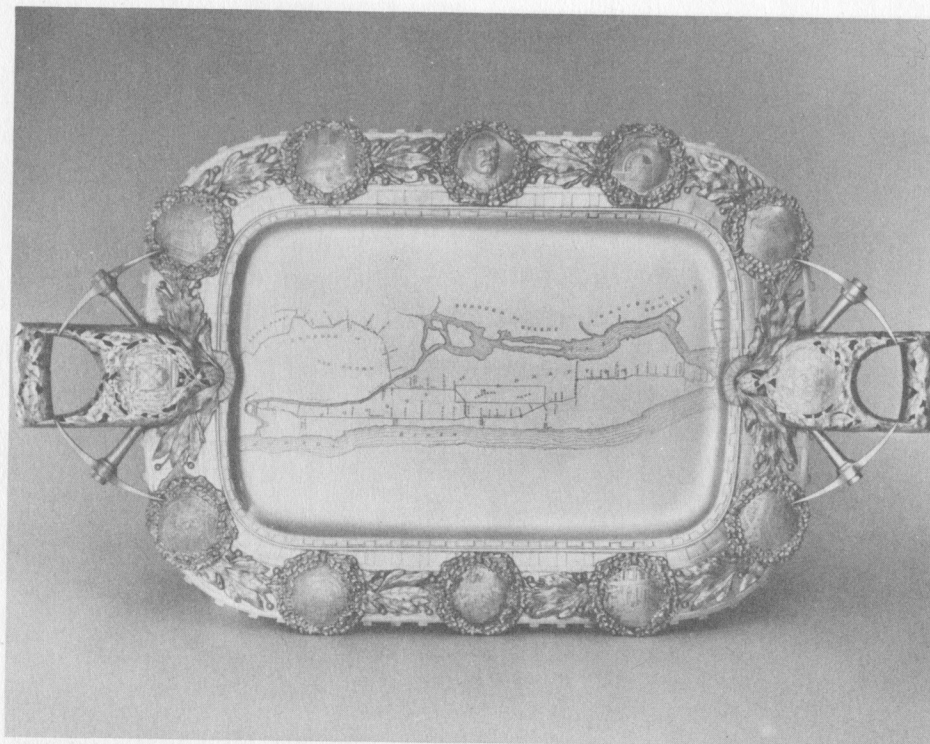
College Academic Curriculum

Architects, engineers, city planners, artists and graphic designers on the faculties of colleges and universities in the city will present a special course for selected students who will work with these professionals to redesign existing subway stations. Their work will be presented in exhibition form at the conclusion of the course.

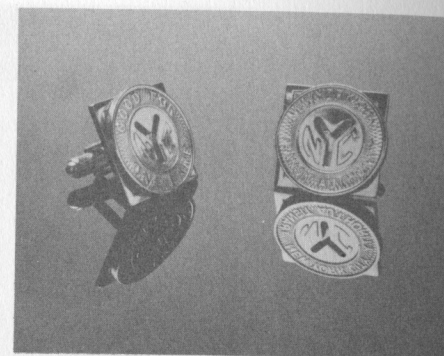
Marketing Promotions

Selected retail merchants and mass merchandisers will feature the Diamond Jubilee through a wide selection of products that relate to the celebration. In some cases, the Jubilee may become the theme of a special boutique, store window or promotion campaign.

◇ Token jewelry will be available in 14K, sterling silver, gold filled and gold plated, using standard token size and small token. The jewelry line will include pendants, earrings, pins and many other variations.



"The Belmont Tray" was presented to August Belmont to mark the completion of the subway. Manufactured by Tiffany & Co., the tray is in the collection of the Museum of the City of New York.



14K gold filled subway token cuff links are an example of the products that will be available.

Other products include:

- ◇ Scarves and ties-silk and polyester-depicting the kiosk design, Vintage car and token.
- ◇ Commemorative plates in china and pewter.
- ◇ Watches, using actual tokens for the face of the watch and a pocket watch with commemorative coin fob.
- ◇ Paper weights—limited edition glass paper weight by Wedgewood and polished brass paperweight featuring commemorative token design and standard token design.

- ◇ Glassware and coffee mugs featuring Diamond Jubilee designs.
- ◇ T-shirts and totebags displaying token and kiosk.
- ◇ Umbrellas—one oversized umbrella with kiosk design around perimeter and one gun-slinger type umbrella featuring token design.
- ◇ Perfume—one-half ounce of concentrated perfume. The product is called "Jubilee Token of Love."
- ◇ Flying Token—indoor frisbee type, foam rubber flying disc, which has the token design affixed.

Bloomingdale's is considering devoting special space to a Diamond Jubilee "Boutique" in the store, displaying and offering for sale many of the Diamond Jubilee products. In addition, Bloomingdale's has generously offered to host a breakfast/fashion show in their famous model rooms for the spouses of APTA members during the September, 1979 annual conference.

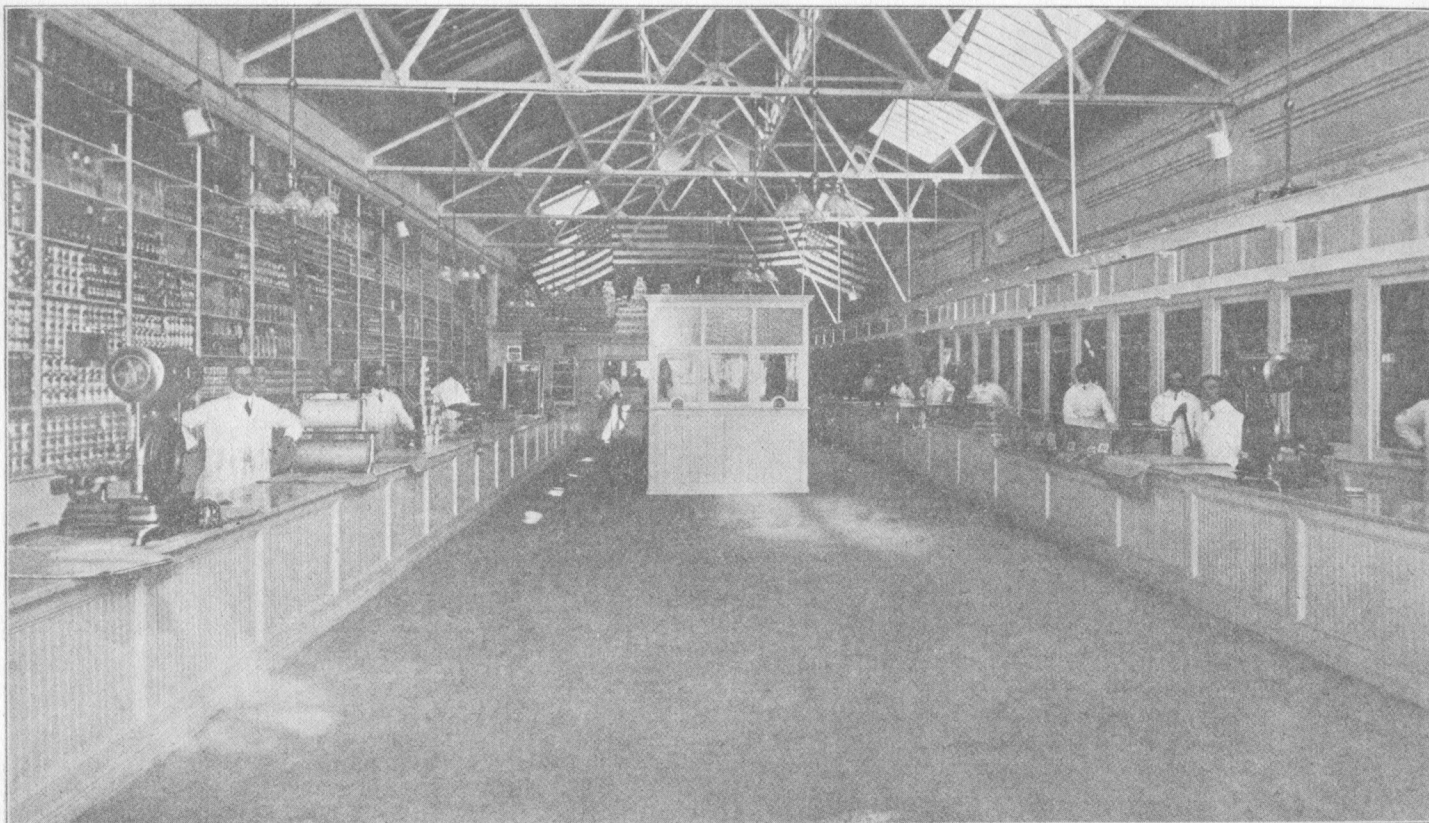
Macy's on Herald Square has indicated enthusiasm and has proposed coordinating store windows with a Diamond Jubilee

theme, by carrying many of the Diamond Jubilee products, and by offering reproductions of prints and drawings in their gallery.

Subway Stations

Operation Facelift

During the Diamond Jubilee year, the Transit Authority will refurbish 84 stations. The program, under the direction of Mrs. Phyllis Cerf Wagner, will include cleaning, painting, signage and other necessary improvements to better the subway environment for the passenger. This is part



A wide range of products was available to employees at discount in IRT-operated stores during the years after World War I.

of the Transit Authority's continuous program to upgrade the system.

Adopt-A-Station

Using a combination of Federal and private funds, selected subway stations will be improved under this program. Improvements will range from major redesign to community and local business efforts to embellish the stations. Adopt-A-Station will be evident in the Diamond Jubilee year and beyond.

Urban Mass Transportation Administration
The Urban Mass Transportation Administration, the Federal agency that administers the funds and develops policy on mass transit, endorses the Diamond Jubilee Celebration.

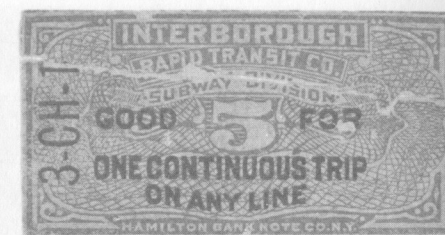
UMTA is in the process of reviewing a proposal to have its Diamond Jubilee contribution take the form of a demonstration project which will identify selected subway stations in New York according to the cultural institutions served by those stations. Throughout the city there are

museums, zoos, botanical gardens, parks, historic districts, landmark buildings, theaters, and other cultural institutions which are accessible by subway. UMTA funds would provide the MTA with the ability to develop a prototype design for stations, which would indicate to transit passengers what cultural institutions are adjacent to the station.

Special Fare Day

Sunday, October 28, 1979

As part of the opening-day celebration in 1904, some citizens of New York were invited to ride the system for free. To complete the celebration of the Diamond Jubilee Year, all citizens of New York are invited to ride the subway free on Sunday October 28, 1979.



Five cent ticket used on the IRT in 1904.

Employees of the Interborough Rapid Transit Company, circa 1912.

METROPOLITAN TRANSPORTATION AUTHORITY
