



S.S. CHRISTOPHER COLUMBUS

CHICAGO'S GREATEST EXCURSION TRIP

To Milwaukee and Return, \$1.50 Week Days
SUNDAYS AND HOLIDAYS, \$2.00

IN SIGHT OF LAND ALL THE WAY

DAYLIGHT SAVING TIME

Lv Chicago, Daily 10 a.m.; Ar Milwaukee, Daily 3 p.m.
 Lv Milwaukee,* " 5 p.m.; Ar Chicago, " 10 p.m.
 *4 p.m. Milwaukee Time

The Most Attractive Daylight Trip on Lake Michigan

EXCELLENT CAFE

CHOICEST FOODS AT MODERATE PRICES
 PICNIC LUNCH ROOM (Free Tables) FOR THE FAMILY

DANCING

SODA FOUNTAINS, ROOT BEER, CANDY, POPCORN
 AND CIGAR STANDS

Many Other Popular Features for Amusement

ADDITIONAL MILWAUKEE SERVICE

Lv Chicago Daily Ex. Sunday 8.30 p.m.‡
 Lv " Monday 2.00 p.m.
 Lv " Tuesday 2.00 p.m.

Lv Milwaukee Daily Ex. Sunday 8.30 p.m.—Note
 Lv " Friday 7.00 a.m. "
 Lv " Friday 10.00 a.m. "

‡From Docks East End Austin Ave. Above Schedule Daylight Saving Time. Note—Milwaukee Time, Central Standard, One Hour Earlier

WIRELESS SERVICE ON ALL STEAMSHIPS

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With the October issue, we began devoting Page 14 to reprints of interesting items from the past, and we hope the members are enjoying them. This advertisement for the whaleback steamer CHRISTOPHER COLUMBUS comes from the 1925 brochure of the Goodrich Transit Company, which featured "The Great Goodrich Fleet of Twelve Large Steamships on Lake Michigan Routes" and combined the merged Goodrich and Graham & Morton steamship lines. In 1925, there was service to Michigan City, St. Joseph, Benton Harbor, Saugatuck, Holland, Grand Haven, Muskegon, Grand Rapids, White Lake, Racine, Milwaukee, Sheboygan, Manitowoc, Sturgeon Bay, Fish Creek, Ephraim, Sister Bay, Washington Island, Escanaba and Mackinac Island, all from Chicago.

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