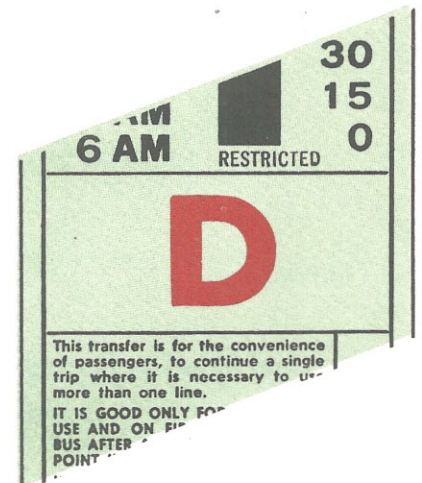
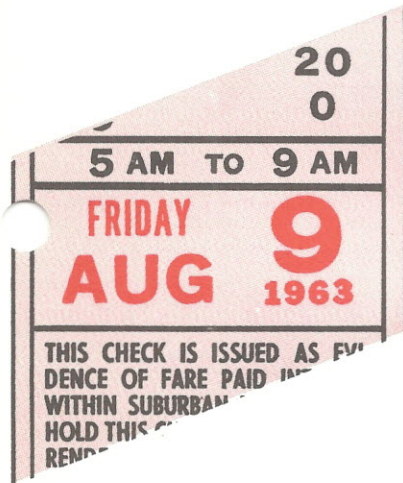


ISSUED BY THE GLOBE TICKET COMPANY IN THE INTEREST OF THE TRANSIT INDUSTRY

Pros and Cons of

1963	AUGUST							1963
S	M	T	W	T	F	S		
				1	2	3		
4	5	6	7	8	9	10		
11	12	13	14	15	16	17		
18	19	20	21	22	23	24		
25	26	27	28	29	30	31		



Daily (calender) versus Symbol (code)

TRANSFER DATING

GLOBE TICKET COMPANY

112 N. 12th STREET, PHILADELPHIA, PA. 19107

A Nation-Wide Service

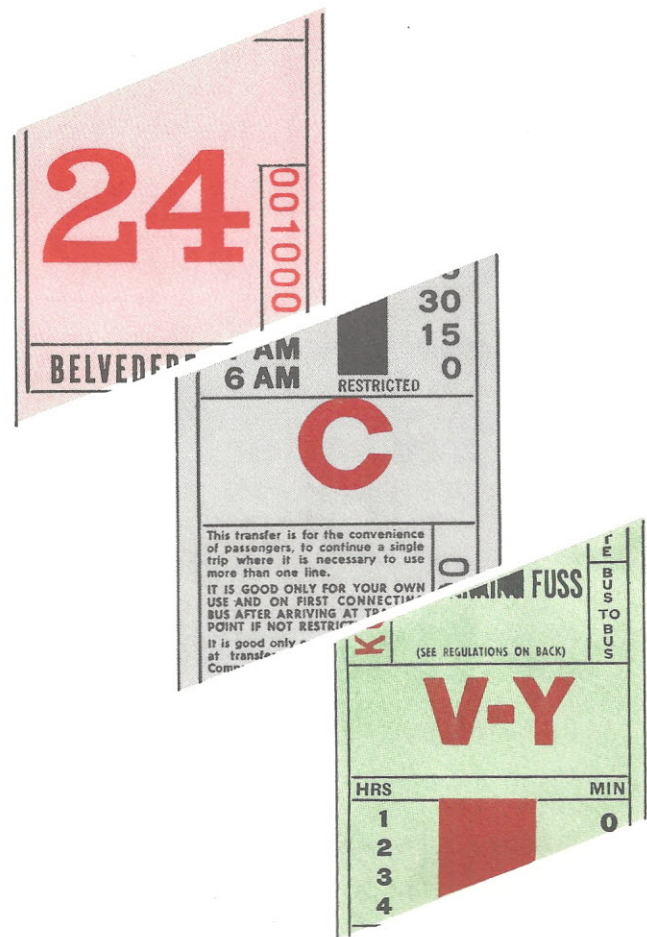
One of the most necessary features in any transfer system is the limitation of the use of the transfer on the day on which it was issued. Two forms of dating are favored at present. Daily (calendar) Dating and Symbol (code) Dating. This issue tries to shed some light on this subject, by pointing out the pros and cons of these forms of dating.

SYMBOL DATING

Forms

Symbol (code) Dating may be carried out with Symbol Letters or Symbol Numbers. Letters are used almost universally. For practical reasons plus printing considerations the number of Symbols employed usually is 15. The use of a smaller number of Symbols is not recommended, as repetition would be too frequent. A large number, such as 20 or 30 may be employed, depending on the size of the transfer and based on considerations of economy in printing.

The letter symbols are used one each day, alike on all routes, out of alphabetical order, and the order is changed each time through all symbols. Nevertheless, with the use of 15 symbols, for instance, the maximum number of days before repeat remains at 15, the average somewhere around 8.



Advantages

The cost of printing transfers with symbol dating is slightly lower than for daily dating. It is not necessary to include in the quantities to be ordered more than a minor number of extras, as must be done for daily dated transfers because of the difficulty of estimating the quantity required with accuracy.

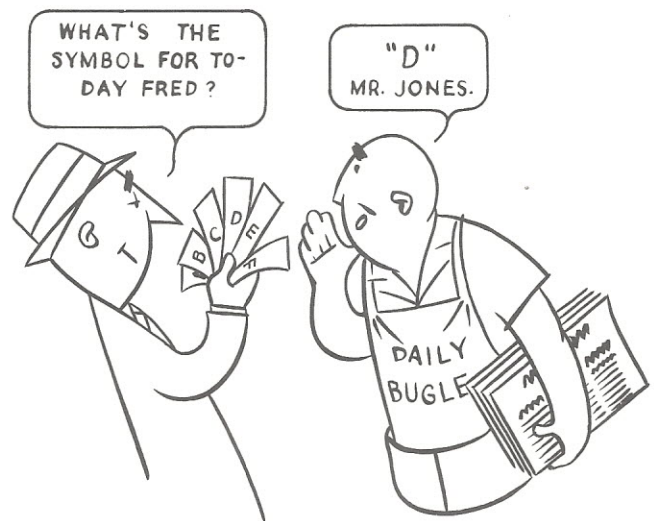
Supplies not used on one day, except for small numbers remaining on broken pads, can be placed back into stock, to be used when the coding schedule calls again for the same symbol.

Disadvantages

The principal disadvantage lies in the fact that transfers, taken by passengers although not needed, can be retained, given to others, or placed into a depository of sorts, for possible use by the original recipient or others. Although, with proper shuffling of symbols, the one valid on any particular day cannot be predicted by prospective users, once operation has started, the symbol in use for that day

can be readily found out.

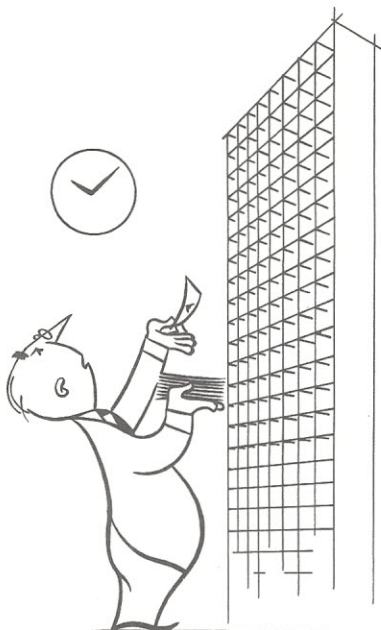
The passenger who pulls a packet of transfers with many different symbols out of his pocket, selecting the one with the symbol for that day



and tendering it to the operator is by no means a rarity, neither are collections of transfers at exchange locations, such as at post offices, other offices, news stands, cigar counters, taverns, boot black parlors and even cracks in telephone poles. It must be remembered, however, that a symbol dated transfer, illegitimately used, must appear legitimate not only as to symbol, but also as to the time limit indicated on it, provided time limits are diligently enforced.

Where symbol dated transfers are used it is necessary that practical arrangements be made for placing the transfers when received into storage bins, separated for forms (routes for instance) and symbols. On a property of 30 routes, having a form for each route and employing 15 symbols, a total of 450 bins is needed for practical storekeeping. Someone, of course, must be assigned to handle the unpacking of transfers, their separation and storage in the bins, their issuance to drivers, the acceptance of those returned by the drivers and their re-distribution into bins.

Someone must do this work. The remark is made at times: "We have someone whom we



must have for other work anyway and who can handle this work besides". Where we are tempted to think that way we really ought to ask ourselves, whether, without this work, we would leave the employee's capacity for this work unused. It is hard to believe that, under present conditions, we would. The economic facts sooner or later bring us to the realization that work assigned means time consumed, time for which payment must be made.

DAILY (CALENDAR) DATING

Forms

Daily Dating consists of a clearly printed date, expressed by day of the week, date, month and year or any essential part of this. It changes for each date.

Advantages

It is obvious that, where this type of dating is employed, it is not possible, under proper handling by the operators, for transfers to be retained and used at a later date. Attempts to do so are not common.

The storage of daily dated transfers does not require the separation necessary for symbol dated forms, nor is it necessary to separate and redistribute into the proper bins the unused transfer supplies returned by drivers at the end of their shift.

Daily dated transfer supplies are stored in their own cases which are marked for dates, the only concern being that the cartons for each date are accessible in calendar order. When needed, the supplies for the required date are unpacked and distributed. The excess supplies returned are simply set aside for destruction. The storekeeping problem is considerably simplified.

Disadvantages

The cost of printing daily dated transfers is slightly higher than for symbol dated transfers.

Since it is not possible to estimate accurately the requirements for each day, it is necessary to include safety quantities over and above the quantities of estimated need. Depending on the care displayed, the necessary safety

supply usually varies between 30% and 50% of the basic need. The use of a reserved emergency supply of symbol dated transfers can permit fairly stringent estimating of the needed quantities of daily dated forms.

COMPARISON

In comparing the two methods of dating, one deals with several factors:

- 1) The difference in effectiveness, measuring the difference between the two methods in their ability to prevent the illegitimate use of transfers and thereby the loss of fares otherwise collected.
- 2) The difference in the cost of printing the transfer supplies, including the safety supplies where needed.
- 3) The difference in the cost of storekeeping.

In order to make it as easy as possible to assess the factors involved, there are shown several comparisons on pages 5 and 6:

- 1) Comparisons of cost of transfers based on 30%, 40% and 50% safety supplies.
- 2) Estimated likely cost of storekeeping for symbol dated transfers.
- 3) A rough outline of storage requirements for daily dated transfers.

Comparison of Cost of Transfers, based on a

30%

Safety Supply on Daily Dated Form.

Dating Method	Yearly Quantity	Price P. M. \$	Total \$	Add. Cost f. Daily Date \$	Loss on fare of 25¢ if 5 transfers in 1000 are misused. \$
Symbol	5,000,000	.60	3,000.00		1,250.00
Daily	6,500,000	.615	3,997.50	997.50	
Symbol	10,000,000	.59	5,900.00		2,500.00
Daily	13,000,000	.605	7,865.00	1,965.00	
Symbol	20,000,000	.58	11,600.00		5,000.00
Daily	26,000,000	.595	15,470.00	3,870.00	
Symbol	50,000,000	.57	28,500.00		12,500.00
Daily	65,000,000	.585	38,025.00	9,525.00	

Comparison of Cost of Transfers, based on a

40%

Safety Supply on Daily Dated Form.

Dating Method	Yearly Quantity	Price P. M. \$	Total \$	Add. Cost f. Daily Date \$	Loss on fare of 25¢ if 5 transfers in 1000 are misused. \$
Symbol	5,000,000	.60	3,000.00		1,250.00
Daily	7,000,000	.615	4,305.00	1,305.00	
Symbol	10,000,000	.59	5,900.00		2,500.00
Daily	14,000,000	.605	8,470.00	2,570.00	
Symbol	20,000,000	.58	11,600.00		5,000.00
Daily	28,000,000	.595	16,660.00	5,060.00	
Symbol	50,000,000	.57	28,500.00		12,500.00
Daily	70,000,000	.585	40,950.00	12,450.00	

Comparison of Cost of Transfers, based on a

50%

Safety Supply on Daily Dated Form.

Dating Method	Yearly Quantity	Price P. M. \$	Total \$	Add. Cost f. Daily Date \$	Loss on fare of 25¢ if 5 transfers in 1000 are misused. \$
Symbol	5,000,000	.60	3,000.00		1,250.00
Daily	7,500,000	.615	4,612.50	1,612.50	
Symbol	10,000,000	.59	5,900.00		2,500.00
Daily	15,000,000	.605	9,075.00	3,175.00	
Symbol	20,000,000	.58	11,600.00		5,000.00
Daily	30,000,000	.595	17,850.00	6,250.00	
Symbol	50,000,000	.57	28,500.00		12,500.00
Daily	75,000,000	.585	43,875.00	15,375.00	

Estimated likely Costs of Store Keeping needed for Symbol Dated Transfers, over and above the Cost of Storage of Daily Dated Transfers.

1/4, 1/2 or 1 Employee at approx. \$6,000.00 per year

PERSONNEL	1/4 Employee equals	\$1,500.00 per year
	1/2 Employee equals	\$3,600.00 per year
	1 Employee equals	\$6,000.00 per year

Rent, Heat, Light, from \$25.00 to \$75.00 per month

SPACE	at \$25.00 per month equals	\$300.00 per year
	at \$50.00 per month equals	\$600.00 per year
	at \$75.00 per month equals	\$900.00 per year

MEDIAN EXAMPLE	1/2 Employee	\$3,000.00 per year
	Rent, etc. at \$50.00 per mo.	\$ 600.00 per year
	Total	<u>\$3,600.00 per year</u>

Storage Requirements on Daily Dated Transfers

- Required Operations:**
1. Place into storage in original cases, in calendar order.
 2. Take out of stock as needed, open cases and prepare for distribution to drivers.

SPACE Heated or unheated locked storage room.

Since it is obviously not feasible to assess the many factors that affect the problem in a great number of properties the comparisons have been set-up loosely, on a sliding scale basis, using at the same time the most simple, basic elements, so that specific properties may fit their facts into the picture at certain points, or extend the range of elements, in order to attain a workable comparison for their purposes.

The scales mentioned in number 1 have in their last columns values to reflect the loss of fares brought about by the loss of only five fares out of one thousand transfers used, through date abuse. That seems conservative. Since dating obviously is necessary, if reasonable protection against indiscriminate use of transfers is desired, it is just as obvious that the type of dating used and its application should be fully effective under present operating conditions. To illustrate the importance of this statement a newspaper recently pub-

lished an editorial about one of the larger properties launching a campaign on "misuse of transfers". In this article it referred to the collection of over two hundred million transfers yearly and stated that "if even one transfer ticket in every two hundred is used illegally, the loss runs up to \$250,000 a year". Once again it should be pointed out that proper limitation of transfers to a specific date of validity is one of the most needed features of a good transfer system. The method of dating selected should furnish a signal that effectively enforces this limitation through its clearness, its positive character and the facility which it provides for being quickly and positively read by operators under conditions of hustle and bustle of travel and in competition with the many demands put on the operator's skill and capacity. Anything short of normal effectiveness invariably reflects in rides furnished and worked for by the transit company, for which the legitimate and proper fare cannot be collected.