

*The*

# Globe

*trotter*

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

## PACKAGED FARES with



# TOKESTRIP

## GLOBE TICKET COMPANY

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

*A Nation-Wide Service*



## The TOKESTRIP

Recently the word "TOKESTRIP" was introduced on the Transportation scene. TOKESTRIP is exactly what its name implies—a strip of tokens sealed between a folded strip of paperboard. The holder is designed so a patron can readily remove the tokens one by one as needed, store them conveniently in pocket or purse, then discard the holder when the last token has been used.



### **TOKESTRIP IS ATTRACTIVE**

The TOKESTRIP is small like a pocket comb and almost as light in weight. Each token is visible and held separately in the holder. A token can be

removed quickly with a minimum amount of pressure without disturbing the other tokens. The TOKESTRIP makes a very attractive appearance with bright multicolor advertising printed on gloss-finished paperboard stock.

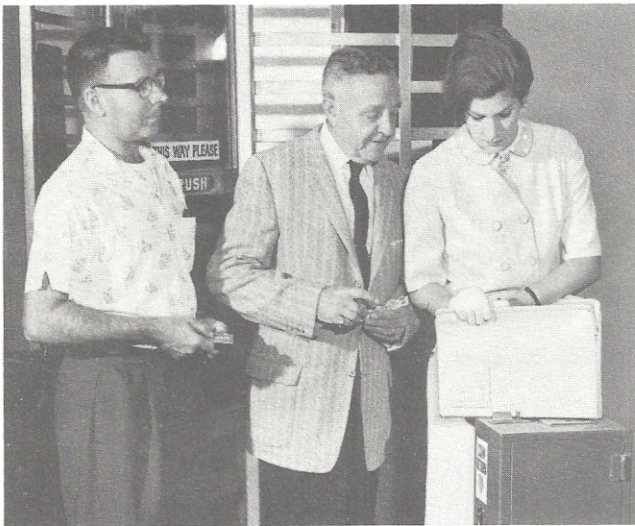


### **ADVANTAGES OF TOKESTRIP**

TOKESTRIP will improve the image of public transportation since it will simplify fare collection and checking. The convenience of TOKESTRIP will alleviate congestion at booths and turnstiles; it eliminates looking for loose tokens and standing in line to buy single tokens and tickets. Selling multiple fares through packaged tokens reduces the number of times tokens must be purchased. This form of packaging fares can be designed to hold varying quantities of tokens to accommodate different fare structures. TOKESTRIP encourages the use of automatic turnstiles, thereby, speeding up the flow of passengers with-



out increasing personnel, especially during peak periods. Where turnstiles are not used, the transportation company may validate the used TOKESTRIP and accept it as fare.



### **TOKESTRIP PAYS FOR ITSELF**

Tokens are sold at regular prices when sold in TOKESTRIP, with no additional charge to the passenger for the holder. An additional charge is not necessary since the transportation companies realize a new source of revenue by offering both sides of TOKESTRIP to the local department stores, banks, service organizations and merchants for advertising. In addition a welcome amount of interest-free working capital is furnished through the advance sale of multiple fares by TOKESTRIP. Transportation companies save on handling costs by selling tokens in multiple units instead of singly. Cost of inventories are reduced because it is a simple matter to visually count TOKESTRIPS, compared to taking a physical inventory of loose tokens.

### **SUCCESSFULLY TRIED AND TESTED**

TOKESTRIP has been used in Canada for almost two years with excellent passenger response. Token sales have increased 100%. The increased use of automatic token-operated turnstiles has reduced rush hour line-ups at station collection booths. Patrons have expressed the opinion that the convenience and time-saving features of the TOKESTRIP have succeeded in speeding up their movement in boarding vehicles and reaching destinations. Trial tests in the United States have met with similar success and enthusiasm.

### **MARKETED THROUGH GLOBE TICKET COMPANY**

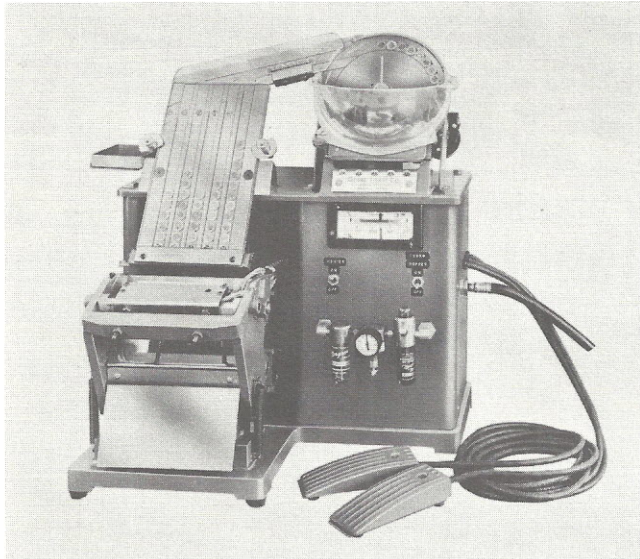
TOKESTRIP will be marketed in the United States through Globe Ticket Company. They will offer assistance to the transportation properties in original art work, for advertising on both sides of the holder. The heatseal paperboard stock complete with your advertising and specified number of openings for tokens will be supplied by GLOBE. Filling machines to insert the tokens and seal them fast can be bought through Globe.

### **TWO MODELS OF FILLING MACHINES**

There are two models of TOKESTRIP filling machines. One is semi-automatic, the other automatic. The single cut TOKESTRIP are hand-fed into the semi-automatic machine, then by depressing a treadle, the required number of tokens or coins are deposited into slots in the holder, the



latter is heatsealed at a rate of 40 to 60 strips per minute. The automatic model is contemplated in the future. The filling machines are modified to handle the desired quantity and size of tokens which the transportation company specifies.



The TOKESTRIP disposable token holder is believed to be a first in the transportation field. TOKESTRIP has proven its merit by eliminating some of the problems inherent in today's transportation. Attributed directly to the use of TOKESTRIP is the greater speed with which passengers board vehicles and reach destinations, reduced lines at the stations' collection booths, less confusion and delay at automatic turnstiles, and additional revenue from advance sale of tokens plus the sale of advertising space on TOKESTRIP itself. This has been accomplished in the short period of time TOKESTRIP has been in use, without additional personnel or an increase in fare prices. TOKESTRIP is another effective tool in the promotion and sale of urban transportation.

