

The

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

SUPER FARE PACKAGES



GLOBE TICKET COMPANY

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

A Nation-Wide Service

SUPER FARE PACKAGES

Packaging Fares on Basis of Frequency

Studies of fare packaging have been conducted by several transit companies. These experiments attempt to tailor the number of fares sold to one passenger at one time and their price to the frequency of riding.

Three Groups of Riders

Enough experience has been gained through these studies to draw the conclusion that riders fall broadly into three groups. In a recent article in *Passenger Transport*, H. W. Springer designated them as: the Regular Rider, the Occasional Rider and the Infrequent Rider.

The Regular Rider depends on public transportation as his principal means of travel. He furnishes the base of transit revenue and is most interested in a bargain fare. He is willing to make a reasonable investment in advance, enough perhaps, for a month's commutation, in order to take advantage of this special fare.

The Occasional Rider makes less frequent use of public transportation. The maximum number of rides for which he is willing to pay in advance might perhaps be set at 10. The Infrequent Rider uses public transit only in emergencies, perhaps when his car is not available. He normally pays a cash fare. Although he uses the service only infre-

quently, he feels that it should be available to him.

"Super" Tickets

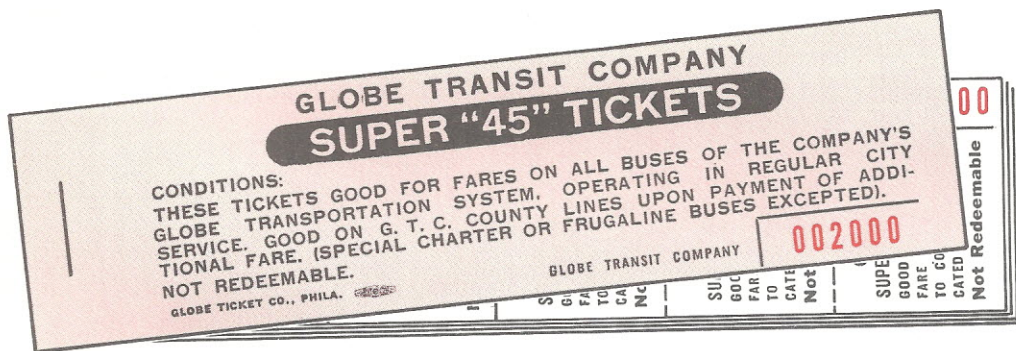
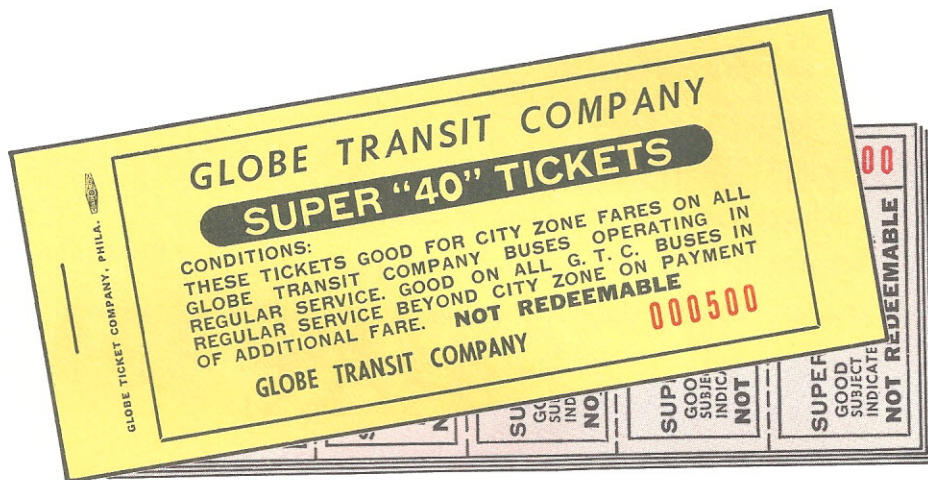
In this issue we are concerned with the Regular Rider and the fare package that is made available to him at reduced cost. In view of the fact that he uses public transportation as his principal means of travel, at least in his daily trips to and from work, the package for him can conceivably be scaled to a period of four weeks or one month, more or less. That makes it large enough to give it reasonable impact with regard to savings to the transit company through his advance purchase of the rides involved, but small enough to enable him to decide that the saving which he can make justifies his prepaying an amount of perhaps nine or ten dollars.

The "SUPER 40", the "SUPER 45" and the "SUPER 50" commutation fare packages have evolved from this thinking. In some respects, these monthly ride fare packages resemble the Weekly Pass, so common in the thirties and still in use. They differ, in that the "Supers" allow a specific number of rides, and in that they avoid some of the looseness and abuse typical of the straight pass.

Three typical "Supers" are shown in the illustrations.

ILLUSTRATIONS OF SUPER RIDE TICKETS NOW IN USE

This SUPER "40" TICKET measures 4 $\frac{9}{32}$ " x 1 $\frac{3}{4}$ ". The cover is China stock and is consecutively numbered. There are five tickets per page printed on Globe Safety Cardboard, which comes in a variety of colors, so a different color can be used each month. Each ticket carries the consecutive book number.



This SUPER "45" TICKET measures 1 $\frac{1}{4}$ " x 4 $\frac{7}{8}$ ". The cover is China stock and consecutively numbered. The book contains 9 pages with 5 tickets per page. These consecutive book numbered tickets are a different color of safety cardboard each month.

This SUPER "40" RIDE TICKET is a punch-out type ticket measuring 2 $\frac{1}{4}$ " x 3 $\frac{3}{4}$ " and is printed on Globe Safety Cardboard stock. There are 6 available colors, so a new color can be used each month. The tickets are consecutively numbered and put-up in bundles of 250.

39	37	35	33	31	29	27	25	23	21
40	38	36	34	32	30	28	26	24	22
SUPER 40									
RIDE TICKET									
GLOBE TICKET COMPANY, PHILA.								A 1000008	
2	4	6	8	10	12	14	16	18	20
1	3	5	7	9	11	13	15	17	19

