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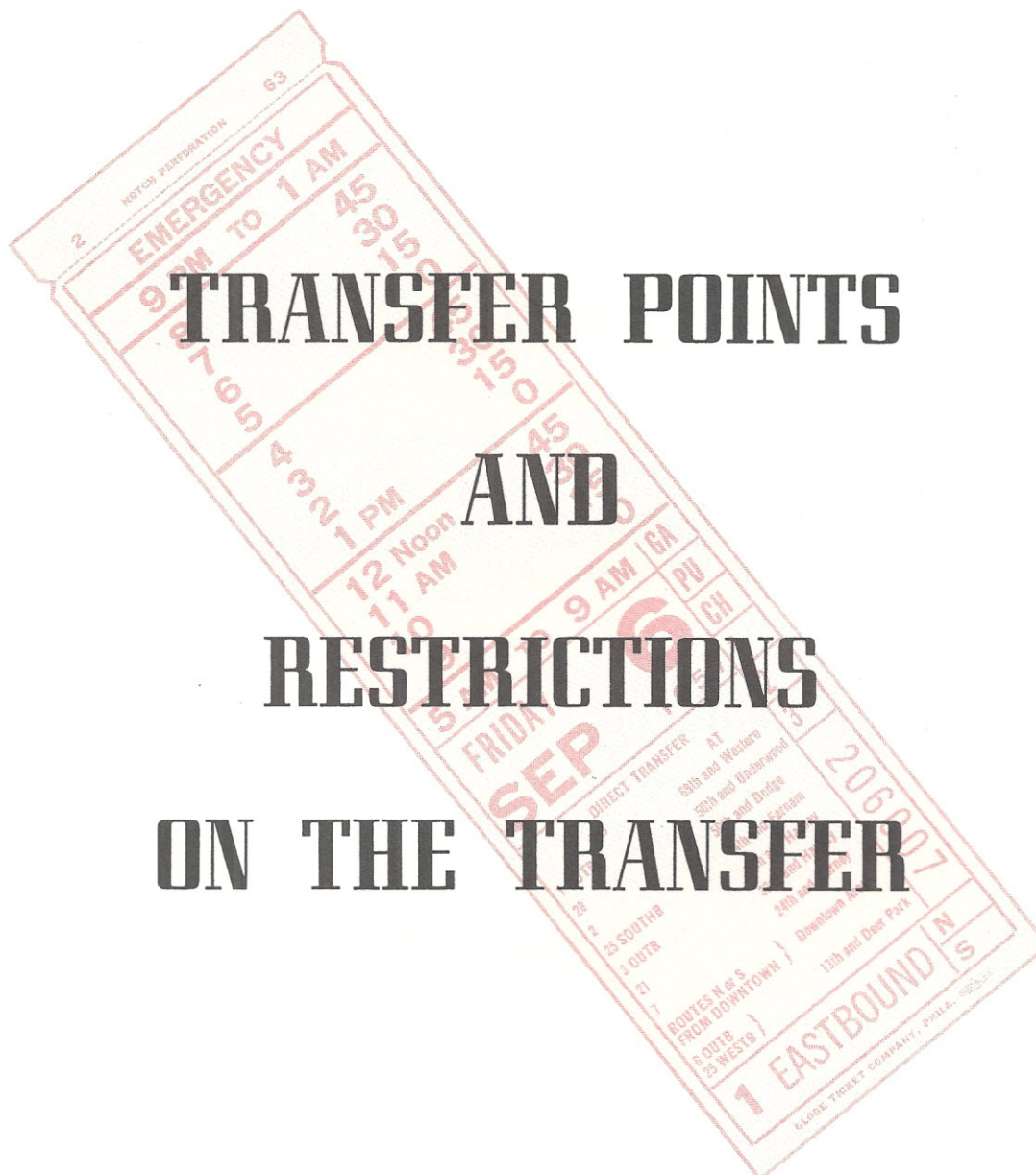
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FEBRUARY 1964 NO. 646

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

TRANSFER POINTS AND RESTRICTIONS ON THE TRANSFER



GLOBE TICKET COMPANY

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

A Nation-Wide Service

Many Companies Abandoned Listing Under Pressure:

Before exploding automobile traffic brought with it frequent changes in the direction of traffic flow in urban areas, and before expressways and super highways began to cut their furrows through cities and towns alike, it was common to use transfer arrangements which employed a separate form of transfer for each route and, where necessary, direction, and to show the transfer points and possible restrictions for each route and direction clearly on the transfer. The frequent changes that became necessary in recent years in direction of traffic and routing and, therefore, in the locations where transfer had to take place, however, made this difficult. Often the transfer points had barely been established and transfer supplies, showing these points, printed, when changes occurred and new listings had to be made, to reflect them, causing reprinting and delays, so that the points at times were not accurate. As a result, many companies, in order to avoid these difficulties, gave up listing the transfer points and other line restrictions on the transfer, and instead, tried to use other methods of making this informa-

tion available to their riding public. Economy considerations, at the same time, caused some properties to abandon the efficient line transfer in favor of a universal or semi-universal type which, on a single form, combined all routes of the system or a portion of them, requiring the issuing route then to be indicated during operation, usually by punch mark.

New Interest Shown Again:

Now, recently, more interest is being shown again in the advantages inherent in clear publication on the transfer of the points where transfer to each connecting route is permissible and of other restrictions which may be necessary in order to forestall flagrant abuse. Several properties which had previously abandoned the listing of transfer points on the form itself, because of the many changes which were occurring at that time or were contemplated, now have gone back to these listings, together with the employ of line transfers.

Listing of Transfer Points Has Good Advantages:

They had found that a noticeable weakness existed without these listings, that could not

be fully offset by publicizing transfer points on special or general purpose leaflets or by placing the burden of informing passengers on the shoulders of the operators. It appeared that the clear listing of these conditions previously had prevented much abuse, intentional or involuntary, by leaving no doubt about the rules, thereby reducing attempts at illegitimate transfer and, as a result, the necessity of refusing acceptance on the part of operators, with the ill-will it invariably created. At the same time it furnished a ready means of proving the existence of specific regulations, printed on the customer's transfer, to which the operators could politely point, without embroiling themselves in controversies.

Good Features of Listing Were Missed:

These features were missed by the companies involved. At the same time those who reverted back to the original system of showing transfer points on the form, felt that changes of routes were less frequent now. Also, greater protection against abuse was all the more desirable again now, because of the higher rates

of fare in existence and expected in the future. Fares lost through transfer abuse at a level of 30 or 35 cents no doubt can loom large in anyone's mind.

There Are Many Good Ways of Listing:

Page 3 shows an assortment of listings of transfer points and restrictions on transfers. All except one, list the information on the face, one does so on the back of the transfer. There is good reason for this. If enough room can be made available on the face, this information is best listed on the face. It is best for availability of the listing of the transfer points for the benefit of the public; it also makes for economy. Since the listing of the transfer points and other restrictions is closely identified with each route, if there should be a change in the route name, or if a new route should be instituted, this will all be covered by a new set of face plates, without the necessity of establishing new face plates for the name or number of the route, plus a new set for the new transfer points for that route on the back, if they should be listed there. However, it may be done either way.

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On lines below accepted ONLY at transfer points and in direction indicated:

PARK HILL (out or in)	James & Thompson
MIDLER (out)	James & Midler
SUNNYCREST (out)	James & Shotwell Park
TEALL (out or in)	James & Testi
PARK BURNET (out)	James & Townsend

To lines below transfer permitted at points and in direction indicated:

SUNNYCREST (in)	West of Grant Blvd. & James
PARK BURNET (in)	West of McBride

This transfer issued from East Syracuse, Lamsa & Midler line ends to Shotwell & James ONLY.

JAMES ST.

GLOBE TICKET COMPANY, PHILA.

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GREEN-MILLBURY transfers not accepted on lines southbound Streets.

GRAFTON STREET transfers not accepted on lines southbound Streets.

RESTRICTIONS:
Transfers issued south of De-chester Street not good on

PROVIDENCE ROUTE 1	UPSALA ROUTE 11
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GREEN MILLBURY | **GRAFTON**

ACCEPTED ON:

SOUTH RUFFNER	Fort Hill Drive or C. & O. Station
OTHER SOUTH LINES SOUTH FROM SUMMERS	C. & O. Station or Leck Branch
LINES OUTBOUND FROM SUMMERS	C. & O. Station or Hays Bend Rd.
PIEDMONT-EDGEWOOD	Summers

REMAINING LINES: Lee

Established points on Capitol or Virginia

South Hills P V R T

0002000

5 **AT** **2nd SUB**

ACCEPTED ON:

CRESCENT GARRISON	Spring
DUNBAR/NITRO Div. BEECH AVE.	Out- Bigey End.
EDGEWOOD ST. ALBANS/WEST CHARLESTON DIV.	Tennessee
CABIN CREEK/EAST AVENUE DIV.	Established points on Capitol or Virginia
PIEDMONT	Tennessee or Lee

REMAINING LINES: Established points on Capitol

BIGLEY R T

0090000

From WINCHESTER

TRANSFER POINT	TRANSFER TO
College & Elm	Whalley Ave. Dixwell Ave. Shelton Ave. Coffe St. Edgewood Ave.
Between College & Chapel and State & Elm	All routes not designated above
State & Humphrey	State St. Canner St. Lombard St.
Lombard & Ferry	*Grand Ave. *Wallingford
Ferry & Grand	*Airport *Saltonstall

boarding east of Elm St

Good only on date issued, at transfer points indicated below, on first connecting vehicle reaching transfer point. Not good for return to or near starting point. Subject to Company regulations. In case of misunderstanding please pay fare and contact Company.

ON	ACCEPTED AT
MERRIMAN-GARMAN, FEEDER	W. Market & Highland
ALL OTHER CONNECTING LINES, OUTB. BROWN	Downtown Area
TO GOODYEAR HTS. EASTLAND E. MARKET LAKEMORE FEEDER NEWTON FEEDER TO ARLINGTON EAST MARKET EASTLAND INMAN	Also E. Exchange & Brown Also E. Exchange & Market Goodyear & E. Market Goodyear & Newton Also E. Exchange & Market (walk-over) *Arlington

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TRANSFER POINTS FROM INBOUND BUS ONLY

AT	TRANSFER TO
Lime & Walnut (walk-over)	Lines Eastb. on East Walnut
Chestnut & Queen (walk-over)	Lines Westb. on West Chestnut
Duke & Orange (walk-over)	Lines Northb. on North Queen
Duke & King	Lines Westb. on West Orange
Duke & Millfin	Lines Eastb. on East King
Penn Square	Lines Southb. on South Duke or South Queen beyond Vine

All remaining lines

MCCASKY

0210000

12TH STREET NORTH **001300**

DIRECT TRANSFER
To any direct intersecting line

DOUBLE TRANSFER
Via any intersecting line EastB
To any intersecting line NorthB and EastB

Via any intersecting line WestB
To any intersecting line NorthB and WestB

Via Oak or Broadway to
Any intersecting line SouthB

ACCEPTED ON:

at Millford & W. Pike	along W. Main
at Millford & W. Pike or along W. or E. Main	along W. or E. Main
(Outbound) along W. or E. Main	(Inbound) at Buckhannon & Harrison

at Interurban Sta.

ADAMSTO

GLOBE TICKET COMPANY, PHILA.

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12TH STREET NORTH **001300**

INTERMEDIATE LINE TRANSFER STUB
To be detached by operator on intermediate line. In case of double transfer keep main stub. Void if detached.

THIS TRANSFER GOOD FOR CONTINUING TRIP AS SPECIFIED BELOW AND ON OTHER SIDE

NOT GOOD ON THIS LINE

BRIGHTWOOD

BEECH GROVE	Raymond
PROSPECT at Ft. Square	Mer. & South Troy & Keystone
MINNESOTA at Palmer	South & East
ENGLISH at South & East	

0004000

SHELBY

INTERMEDIATE LINE TRANSFER STUB
VOID IF DETACHED
TO BE COLLECTED BY OPERATOR OF INTERMEDIATE LINE

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Careful Study and Establishment of Transfer Points is Necessary:

One thing is necessary, of course, and that is painstaking study of each route in each direction and the establishment from this study of proper and practical transfer points or, in some cases, areas, plus such special restrictions as are called for to avoid loss of fares through abuse. In that connection we wonder how many people realize that this information, to be effective, should be furnished to the riding public in one form, but to the operators, for their guidance, in another.

Listing Should be Different For Passengers and Operators:

The passenger who pays his fare, asks for and receives a transfer, is interested to know on what line he can continue his trip and where

he is permitted to transfer and board that line. We must tell him therefore, that his transfer, marked as to the route on which he started his ride, is acceptable on certain lines at certain points or areas and may in fact not be acceptable on certain other lines.

The driver-operator, on the other hand, is interested in knowing what transfers *he may accept* at certain points or areas along his route.

The same information, in other words, should be listed in two different ways, both important. Page 3 shows a number of variations of indicating transfer points and restrictions to passengers. On page 5 we show a sample form of how this information may be transposed for guidance of the operator, to be made available to him on instruction sheets, leaflets or cards, for ready reference.



OPERATOR'S INSTRUCTION SHEET

ON ROUTE: *MAIN-NORTHBOUND*

ACCEPT

<i>AT TRANSFER POINT</i>	<i>TRANSFER FROM ROUTE</i>	<i>COLOR</i>
Madison and Wilson Boulevard	SOUTHSIDE—CROSSTOWN	White
Downtown Area	ROUTES FROM SOUTH, EAST OR WEST AREAS, EXCEPT MAIN	Various
Perkins and Vale	VALE, SOUTHBOUND	Orange
Perkins and Stoddard	ELMWOOD PARK, SOUTHBOUND	Orange

REFUSE

MAIN, NORTHBOUND		Green
MAIN, SOUTHBOUND		Orange