

The

Globe

trotter

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

PUERTO RICO

enthusiastic over



TOKESTRIP

GLOBE TICKET COMPANY

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

A Nation-Wide Service

San Juan Takes To Tokestríp

PACKAGED FARES

Earlier this year the Metropolitan Bus Authority, San Juan, Puerto Rico, adopted the TOKEMATIC method of handling metallic fares.

To introduce the sale of tokens packaged in the convenient TOKESTRIP, MBA began by advertising its own facilities and the advantages of buying tokens in advance. Passenger response to the innovation was favorable at once and the sale of TOKESTRIPS indicates a growing enthusiasm. So much so that several commercial firms are negotiating with the Authority to advertise their products by way of TOKESTRIP.

Initial promotion was conducted through Newspapers, Car Cards, Bus Posters, and Radio and TV Spot announcements. An attractive and amusing film depicting the personal advantages, most of them an indirect aid to the transit vehicle operator, was shown in movie theatres during intermissions. Availability of TOKESTRIPS, to the public, was also treated as an item of pre-planned promotion. They can be purchased from Bus operators, Inspectors, and leading Stores in the downtown area.

IMMEDIATE ACCEPTANCE

A TOKESTRIP containing 5 tokens sells for 50¢

(10¢ cash or token fare). Here is how they have sold during the first 90 day period. May—20,300, June—21,900. July sales were expected to decline, and did. This is the month of vacations, in Puerto Rico and in addition there are no student riders during the month. July sales dipped to 16,774. August has brought the uptrend to indicate the return of many riders to the city. September is expected to reflect an even stronger trend toward the use of TOKESTRIP which its sales have indicated from the start.

PRIZE DRAWINGS

To further enhance the acceptance of TOKESTRIP, MBA sponsored a "Give-Away". The Rider was encouraged to print his name and address on the empty TOKESTRIP to become eligible for a prize drawing. First prize is a two





months supply of tokens; second prize is a one month supply of tokens. These drawings were conducted through May, June and July. Later versions of this program will feature household appliances such as gas ranges, refrigerators, etc.; they are even

considering Swimming Pools.

ADVERTISERS

The skilled and energetic introduction of TOKE-STRIP and its enthusiastic acceptance by the



riding public has attracted important potential advertisers who are now negotiating with the Authority for the use of the unique advertising space afforded by TOKESTRIP, to promote their own products and services. This may be considered the normal and intended turn of events, since the alert advertiser will readily accept the cost of TOKESTRIP advertising, in return for the many benefits he will derive. The advertiser has the same opportunity for varying his message and conducting promotions and prize drawings as has been illustrated by the MBA use of this sales tool.

MANY BENEFITS

The Transit Company, as well as the public, benefit by the advantages inherent in the use of Packaged fares.

Who has not been intolerably delayed at a Turnstile or Cashier's window by a lady searching the depths of her purse for a token, while the train was preparing to pull away? Who has not been stalled with one foot on the step of a bus while the passenger ahead hunted the elusive loose token? What operator has not had his schedules disrupted by loose token hunters? Driver and rider save time and irritation when tokens are accessible.

It is only fitting for the company who offers service and speed to induce the purchase of tokens in quantity. Benefits from advance sale of fares are



many and varied. Speed up of service, increased working capital are but two important advantages. But one single advantage that outweighs them all is in the fact that TOKESTRIP offers the opportunity to make token handling a profit item instead of an overhead item.

Detailed information regarding TOKESTRIP appears in *Globe Trotter* No. 642 (October 1963). Or, if you would like details regarding a specific application, or samples, let us know and we will gladly send you whatever you need.

