

The

Globe

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

PHILADELPHIA TRANSPORTATION COMPANY

Simplifies Transfer Form

Adopts Transfer Charge

Coin Operated Machines Issue 5¢ Transfers

At Rapid Transit Stations.



GLOBE TICKET COMPANY

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

A Nation-Wide Service

SIMPLIFIED TRANSFER FORM

In the search for economy in all phases of operation, the PHILADELPHIA TRANSPORTATION COMPANY (P.T.C.), late in 1964, developed the thought that a reduction in the number of forms in their transfer system as well as a modification in the dating method employed could produce welcome economies in the overall cost of the transfer system. As a result certain modifications were prepared and put into effect early in 1965.

OLD TRANSFER

Two forms of transfers had been in use on the surface and rapid transit lines of P.T.C., one designed for issuance by hand, from regular Globe Transfer Cutters, on surface lines as well as on minor stations of the rapid transit system, the other issued by electric transfer issuing machines at most of the subway and elevated stations.

The hand-issuing transfer was what is generally known as a "Line Transfer". It used a separate form for each route and was printed on paper of different color for each direction. It showed a daily date for all days of the week. See No. 1.

The transfer issued by machine remains in use, except for a short interruption for the conversion of the issuing machines to coin operation. It is partially preprinted. At the time of issuance the machine imprints the issuing station, certain restrictions applying in the area involved, if any, as well as the date and issuing time. Illustration 2 shows a specimen of the machine transfer and 3 illustrates one of the issuing machines.

4 NOTCH PERFORATION 65	
EMERGENCY	
10 PM TO 3 AM	
9PM	30
8	00
7	40
6	20
5	00
4	00
3	40
2	20
1 PM	20
12 Noon	00
11 AM	40
10	20
9	20
8 AM	00
3 TO 7 AM	
37 EAST	1965 002000
JULY 21	
SEE OTHER SIDE	
TRANSFER COUPON 2	
37 EA.	JULY 21
NOT GOOD IF DETACHED	
TRANSFER COUPON 1	
37 EA.	JULY 21
NOT GOOD IF DETACHED	



1965 APR -5 A. 1:18	
ISSUED AT WAL.—LOC.	
NOT GOOD AT JUNCTIONS BETWEEN CHESTNUT and PINE	
BROAD SUB.	
SEE	OTHER SIDE

TRANSFER COUPON 2	B S S
NOT GOOD IF DETACHED	
158804	

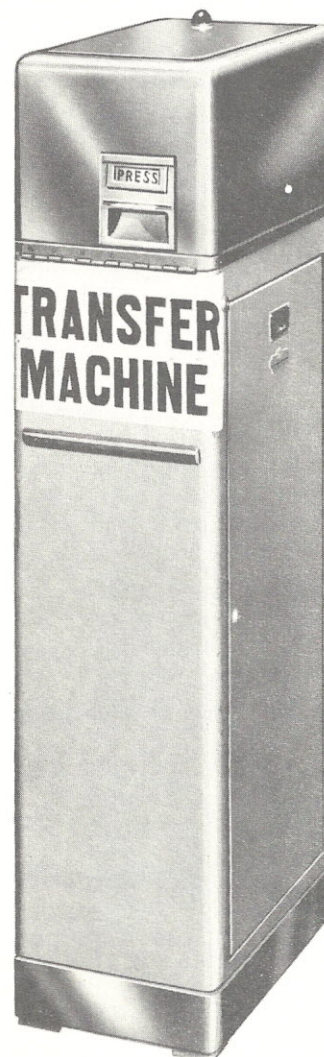
TRANSFER COUPON 1	B S S
NOT GOOD IF DETACHED	
158804	

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**NEW TRANSFER FOR HAND
ISSUANCE**

Illustrations 4, 5 and 6 show specimens of the new transfer. Instead of using a separate form for each route, a number of routes are combined on each form. The route designations in numbers or letters are printed in the center of the form, with a blank space alongside of each for a punch mark, to indicate the route from which the transfer was issued, (see illustrations). The punch mark is put in by the operators or, in the case of rapid transit stations, by the cashiers at these stations. Both usually punch a reasonable safe quantity in advance.

The selection of the routes to be combined on one form in each case is based first on the operating location or depot out of which they operate and then subdivided for north/south and east/west routes. Most operating locations need no more than two basic forms, each showing up to 9 routes. Each basic form, of course, is available in 2 colors,



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one for each direction of travel. Only in locations with more than 9 north/south or 9 east/west routes may there be an additional basic form in use.

On the old transfer the direction of travel, which is important in the prevention of round tripping, was indicated by wording on the basic copy and by color of paper. On the new transfer it is indicated by the color of the stock only, but the meaning of the color is made clear on the transfer by the wording, for instance of

NORTH—GREEN

SOUTH—ROSE (see illustrations 4 and 5)

The saving here is in the fact that one basic form is sufficient to accommodate both colors, thereby reducing typesetting and plate making work whereas, previously, two basic forms were required.

In order to make room for the space needed for the groups of lines, the time scale was condensed still a little more than before, by bunching night hours, during which close time control is not of much value, from 8 PM to 3 AM, rather than from 10 PM to 3 AM.

The changes mentioned have resulted in a reduction of the total number of forms employed, in-

cluding their separation for direction, from 161 to 27. On daily dated transfers a reduction such as this has a decided influence on the total number of transfers which must be purchased, in order to provide all routes and runs with a safe supply. Since each subdivision of the total needed demands its own, even if limited, safety quantity, the more subdivisions there are, the more safety quantities are needed.

CODE DATE ON OFF DAYS

The daily date was retained as essential for safe operation on days of normal traffic. But, due to the normally reduced riding on Saturdays, Sundays and Holidays, experienced by all transit systems, the Company felt that a simple letter symbol code date would serve very well on those days. Consequently, the same basic form of transfer appears on the vehicles with a daily (calendar) date on weekdays from Monday through Friday, but with a letter (code) date as shown on illustration 6 on Saturdays, Sundays and Holidays. Due to the limited use of this code date, only 5 code letters are employed. They are, of course, used out of alphabetical order and in a different order each time around.

4 NOTCH PERFORATION 65

EMERGENCY		
8PM TO 3 AM		
7	40	
6	20	
5	20	
4	00	
3 to 7 AM		
3	40	
2	20	
1 PM	20	
12 Noon	00	
3 to 7 AM		
11 AM	40	
10	20	
9	20	
8 AM	00	
C	XA	018800
H	XO	
XH	Z	
JAN. 11		
SEE OTHER SIDE		
TRANSFER COUPON 2		
NORTH - GREEN	JAN. 11	
SOUTH - ROSE		
NOT GOOD IF DETACHED		
TRANSFER COUPON 1		
NORTH - GREEN	JAN. 11	
SOUTH - ROSE		
NOT GOOD IF DETACHED		

4

4 NOTCH PERFORATION 65

EMERGENCY		
8PM TO 3 AM		
7	40	
6	20	
5	20	
4	00	
3 to 7 AM		
3	40	
2	20	
1 PM	20	
12 Noon	00	
3 to 7 AM		
11 AM	40	
10	20	
9	20	
8 AM	00	
C	XA	018800
H	XO	
XH	Z	
JAN. 12		
SEE OTHER SIDE		
TRANSFER COUPON 2		
NORTH - GREEN	JAN. 12	
SOUTH - ROSE		
NOT GOOD IF DETACHED		
TRANSFER COUPON 1		
NORTH - GREEN	JAN. 12	
SOUTH - ROSE		
NOT GOOD IF DETACHED		

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4 NOTCH PERFORATION 65

EMERGENCY		
8PM TO 3 AM		
7	40	
6	20	
5	20	
4	00	
3 to 7 AM		
3	40	
2	20	
1 PM	20	
12 Noon	00	
3 to 7 AM		
11 AM	40	
10	20	
9	20	
8 AM	00	
C	XA	035000
H	XO	
XH	Z	
11	34	
13	36	
Surf-Sub	62	
JAN. 12		
SEE OTHER SIDE		
TRANSFER COUPON 2		
EAST - BLUE		
WEST - ORANGE		
NOT GOOD IF DETACHED		
TRANSFER COUPON 1		
EAST - BLUE		
WEST - ORANGE		
NOT GOOD IF DETACHED		

6



This again adds to the savings brought about by the reduction in the number of forms. It eliminates the need for extra safety quantities on these marginal riding days, since, theoretically all quantities of code dated transfers can be used up, except perhaps for very small numbers of transfers remaining on pads when they are turned in and not worth placing back into stock for use when the same symbol is again employed.

Outside of the normal letter code date symbol in use on Saturdays, Sundays and Holidays, a special letter symbol "X" is indicated on a few transfers which are used daily by Subway-Elevated train-

men under late-at-night fare collection on trains. In addition to the savings previously mentioned and made possible by the modifications in the P.T.C. transfer, these have also made it possible to have a larger percentage of the total transfer requirements put up in pads of 100, instead of 50 or less, which again makes for economy.

5¢ TRANSFER CHARGE ADOPTED

Whereas the previous transfer was free, a charge of 5 cents for the original transfer was instituted, effective on January 18, 1965. The transfer carries two coupons, as before, and no further charge is made for transfer to a third or fourth route, with a coupon surrendered on each intermediate route and the remaining transfer on the last.

Although it may be said that the simplification of the transfer could have some loosening effect upon the protection against abuse, had it remained a free transfer, with the imposition of a 5 cents charge for the transfer such effect can reasonably be discounted. It is quite a common occurrence that, where a transfer is free, many patrons obtain one, whether needed or not and then try to use it themselves or make it available to others in some way contrary to the purpose of the privilege and the

interests of the Company. Attempts to use transfers for round tripping or on other than issuing days, when the date symbol, in the case of a symbol dated form, repeats, as well as the passing along of transfers to others are all sharply reduced when an adequate charge is made for the transfer. In the case of P.T.C. the indiscriminate withdrawal of transfers from transfer issuing machines, while free, has been effectively counteracted by the charge.

TRANSFERS ISSUED BY COIN OPERATED ISSUING MACHINES

When the transfer charge became effective, all issuing machines for free transfers were taken out of service. Due to the short notice under which the change to a pay transfer was made, it had been impossible to convert the existing machines for coin operation in time. Since then a total of about 50 machines have been converted and placed back

into service. Whereas previously, for the free transfer, approximately 100 machines were in use, at about half that many locations, it is likely that not many more than 60 will eventually be employed under the new system.

On the acceptance of the riding public of the use of the coin operated issuing machines the Company reports: "We are pleased with the substantial use made by our passengers of the 5¢ transfer issuing machines. Many passengers have a token or quarter readily available to use in the automatic turnstiles and then proceed quickly with a ready nickel to the adjacent transfer machine. We have relocated some transfer machines so they are easily seen by our passengers and within view of our cashiers."

PAYMENT FOR TRANSFERS

Transfer supplies are issued to drivers in the same way in which those for free transfers were furnished. Payment on the part of the passenger of the 5¢ transfer charge is made either into the regular fare box, together with the fare, or into the coin operated transfer issuing machine.

