

The

Globe

trotter

SPRING 1966 No. 671

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

EAGLES ROUTE
EXPRESS 3
TICKETS
FOR SPECIAL PURPOSES

used by

PHILADELPHIA TRANSPORTATION
COMPANY

Buses will run to all
Eagles' home games

GLOBE TICKET COMPANY

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

A Nation-Wide Service

TICKETS FOR SPECIAL PURPOSES USED BY PHILADELPHIA TRANSPORTATION COMPANY

Much of the promotional work continuously undertaken by Philadelphia Transportation Company (PTC) is directed toward the use of its facilities in connection with special events, sporting events, amusements and promotions. Often special tickets, in some cases combination fare and admission tickets, are needed for the collection of the fares and possible other charges involved. We are describing below a few of the tickets for special purposes currently or recently in use on the PTC system.

Liberty Bell Express Ticket

On all racing days at the LIBERTY BELL RACE TRACK for harness racing PTC runs special LIBERTY BELL EXPRESS buses from five key points on its system to the race track and back. These buses make only limited stops on the way. One of these express runs starts in the Philadelphia City Hall area. It makes only 8 center city stops on the way. One begins at Broad and Oregon, on the South side, makes 3 stops between there and City Hall and, from this location, stops at the same intermediate points listed for the run from the City Hall area. One starts at the 69th Street Terminal (Upper Darby), with 8 intermediate stops in the West Philadelphia area, and the fourth begins at the Northeast terminal of the Market Street-Frankford El, located at Bridge Street and Bustleton Ave. This run has only 3 scheduled in-between stops. Finally there is one from Broad Street and Olney Ave., with 4 intermediate stops.

To patrons of the LIBERTY BELL track these express runs offer much convenience. They are freed of the problems of traffic congestion and parking and have assurance of a prompt return ride. They benefit by the express character of the transportation, timed and geared to their particular need and also by the fact that admission to the track is sold to them on the bus or at the terminal, in conjunction with the fare, so that there is no longer any necessity for these customers to stand in line at the ticket windows to buy their admission. In

fact the express buses drive up to a special gate, where their passengers are admitted to the track without delay and without much walking.

While the races are run off the vehicles remain in a parking lot reserved for them, and they are ready to pick up their passengers promptly after closing, for a quick return trip. A few buses usually leave before the last race, as an accommodation for those who wish to leave at that time.

This service is actively advertised before and during the racing meets at the track. In 1965 LIBERTY BELL TRACK had 124 racing days and will have the same number in 1966. Cards announcing the service are displayed in PTC vehicles and at stations and terminals. Also special cards are attached to the bus stop indicators at all the stops made by these express buses. See illustrations under No. 1. The price of the combination ticket varies, depending on the number of zones involved in the trip. It includes transportation as well as the admission price to the track. PTC charges the regular, full fare. It collects the admission price and remits it to LIBERTY BELL.

A sample of the ticket used is shown as No. 2. It measures roughly 6 $\frac{1}{8}$ " by 2 $\frac{1}{2}$ ". It carries a coupon at one end, separated from the body of the ticket by a perforation. The main portion of the ticket, as well as the coupon, carry identical, consecutive serial numbers. The tickets are put up and issued to the drivers in pads, to be torn off by them, as they are sold. The tickets are valid only on the day on which they have been issued to passengers.

Before handing them to passengers the drivers punch the date into the tickets. They collect the proper fare due, plus the admission price to the track. The amount collected does not go into the fare box. Drivers and sellers are charged for the number of tickets issued to them, and they account for their sales on the basis of the serial numbers on the tickets.

When patrons get off the express bus and enter the race track, they surrender to the ticket taker at the track the coupon at the end of their ticket.

**RACE TRACK
LIMITED**

ROUTE

3

**BUSES
STOP HERE**

FROM to P.M.

★ ★ SPECIAL ROUND-TRIP FARE
INCLUDING ADMISSION TO TRACK

\$2

Round Trip Bus Fare ONLY — \$1.00

NO RESERVATIONS NEEDED!




**RACE TRACK LIMITED BUSES
DIRECT TO LIBERTY BELL PARK**

★ Leave PTC Trolley Loop Broad St. & Olney Ave. at 7 P. M.
Board buses there or along Olney Ave. at 5th St. and Rising Sun Ave.; at Rising Sun & Adams Ave.
and at Adams Ave. & Tabor Rd.

ROUND TRIP BUS FARE & ADMISSION TO TRACK \$2 ★ Round trip bus fare only \$1.25

9-2280 D



**SPECIAL BUSES DIRECT TO
LIBERTY BELL TRACK
EVERY RACING EVENING**

El Terminal
on Ave.

\$2
\$1

Leave 69th St. Terminal
(PTC Route E Bus Stand) at 6.45 P. M.
Also Market St. at 63rd, 60th,
56th and 52nd Sts.

Round trip fare and
admission to track . . . **\$2.50**
Round trip fare only:
From 69th St. **\$1.75**
From other points. **\$1.50**

DELPHIA TRANSPORTATION CO.

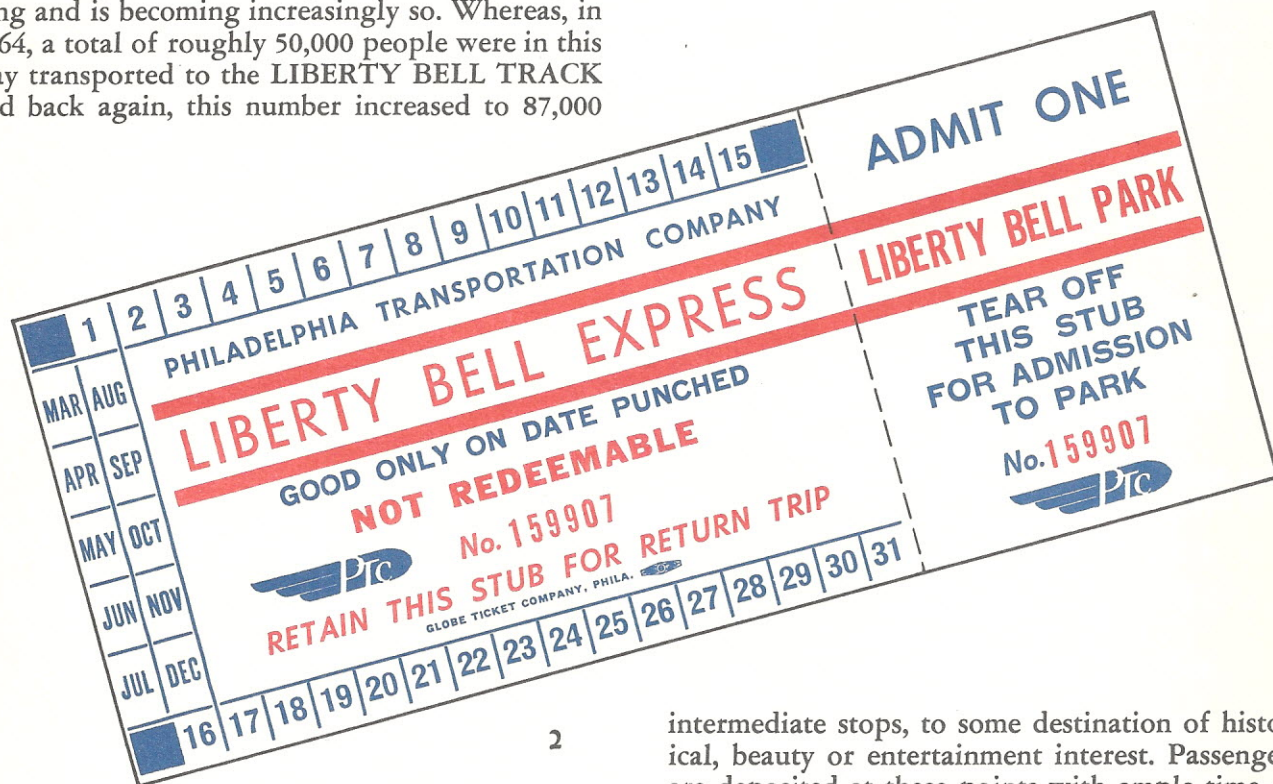
The management of the track obtains credit for the admissions collected by PTC on the basis of these coupons.

Passengers keep the main part of their ticket, until they board the express bus again for their return trip. At that time they surrender it to the driver who, in turn, turns it in with his day report.

The arrangement has been popular from the beginning and is becoming increasingly so. Whereas, in 1964, a total of roughly 50,000 people were in this way transported to the LIBERTY BELL TRACK and back again, this number increased to 87,000

through the Summer months and end in Fall, usually with the last Sunday in October. They have been well accepted and are being well patronized. PTC considers them quite successful.

They run on Saturdays or Sundays depending on the destination. They start at Philadelphia City Hall and take their passengers directly, without



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in 1965 and is confidently expected to go beyond 100,000 during the 1966 racing season. PTC terms the arrangement an unqualified success.

Special Excursion Ticket

This ticket is designed for use on special excursion runs. These may consist of special round trip runs from outlying areas and communities to sporting events, such as the Phillies' baseball or the Eagles' football games, or the tickets may be used for fare collection on the famous PTC "Rambles".

These "Rambles" have been run now for a number of years. They begin in Spring, about May 1, run

intermediate stops, to some destination of historical, beauty or entertainment interest. Passengers are deposited at these points with ample time allowed for the enjoyment of their particular features and then picked up again and brought back by express run direct to the starting point. The choice of destinations for these enjoyable trips is quite a large one.

There are "Rambles" to:

- Valley Forge State Park
- Washington Crossing
- Longwood Gardens
- The New Hope, Pa. Artist Colony
- The Robin Hood Dell outdoor concert amphitheatre in Fairmount Park
- Hopewell Village, an iron making center in revolutionary war days
- The Reading Fair

The Pennsylvania Farm Museum
 The Pennsylvania Dutch community of
 Ephrata, with its "Cloisters"
 The Old Strasbourg Railroad,
 near Lancaster, Pa.

and there are many others.

All these excursions are of course well advertised and the vehicles used for them clearly marked.

The "Special Excursion Ticket" used, see sample under No. 3, is intended to cover the cost of the transportation only. It measures about 4 5/8" by 2 1/4". The date of its use, as well as the amount collected are punch-marked on the ticket, before it is issued to the passenger. The ticket carries a consecutive serial control number. The driver receives his tickets put up in pad form and he is charged for those that he receives at the price of the specific trip which he runs. The ticket is issued to the passenger as he boards the bus and pays his fare. He keeps it when he leaves the vehicle at the destination point of the "Ramble". When he reboards the bus for the return trip he surrenders the ticket to the driver who turns it in with his report.

The ticket has a wide application for many types of excursions.

Aquarama Ticket

This ticket acts as identification check in a fairly normal type of "Validation" arrangement between PTC and the AQUARAMA management. The plan was in operation during September and Oc-

tober 1965 and will again be in use during April and May 1966. Aquarama tickets are issued upon request to passengers riding to the Aquarama. The ticket entitles the bearer to a refund of one full fare, plus a transfer, when he buys a full adult's or child's admission ticket at the AQUARAMA ticket office. The transfer charge is included, because most passengers who travel to the Aquarama must transfer. The normal transfer charge on PTC lines is 5¢, except on Route C, on which it is 7¢, and this happens to be the only route that passes by the AQUARAMA. For this reason the refund is set at one PTC token plus 7¢.

The ticket measures roughly 6 1/4" by 2". See No. 4. It is of the same size and printed on the same type of stock as the PTC surface route transfer. Hence it can be printed as part of the regular transfer requirements, for economy.

As mentioned before, this validation plan was first put into effect in the Fall of 1965. Although the results, during this first application, were moderate, the plan is being put to use again this Spring (1966), because the Aquarama management feels that it has been of some help and there is a good likelihood that the public will make increasing use of it.

The AQUARAMA management purchases the needed tokens from PTC at full price. The transit

PUNCH →		\$1	\$2	\$3	\$4	\$5	AND	.05	.10	.20	.25	.50	.75				
JAN	JUL	PHILADELPHIA TRANSPORTATION CO.															
FEB	AUG	SPECIAL EXCURSION BUS															
NOT GOOD AFTER DATE PUNCHED																	
VALID FOR HIGHEST AMOUNT PUNCHED																	
GOOD ONLY ON SPECIAL BUS																	
NOT REDEEMABLE																	
												126902					
MAR	SEP	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	X
APR	OCT	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
MAY	NOV																
JUN	DEC																

65
 NOTCH PERFORATION
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AQUARAMA

Redemption Coupon

018000

GLOBE TICKET COMPANY, PHILA.

PHILADELPHIA TRANSPORTATION CO.

This coupon is given any passenger upon request by Route C bus operators. It is redeemable on date issued for one PTC token and 7c at AQUARAMA box office when purchasing an admission ticket for adult (\$1.75) or child (99c).

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Officers of the North Front Street Business Men's Association launching their "Ride Home Free on PTC" shoppers' promotion project, for the N. Front Street-Kensington Ave. Shopping Area.

64
NOTCH PERFORATION

8

BUSINESSMEN'S ASSOCIATION OF GERMANTOWN

GERMANTOWN SHOPPERS COUPON

This coupon will be issued upon request by Operators on P.T.C. Routes 23, 26, 53, E, H, XH, J & K, on shopping days during JUNE, JULY AND AUGUST.

It is redeemable in any of the stores in Germantown listed on back of coupon on day issued for one return-trip P.T.C. token when a purchase of \$2.00 or more is made. No more than one coupon redeemed at one time.

005000

GLOBE TICKET COMPANY, PHILA.

64
NOTCH PERFORATION

8

OLNEY BUSINESS MEN'S ASSOCIATION

OLNEY BUSINESS MEN'S SHOPPERS COUPON

This coupon will be issued, upon request, by Operators on PTC Routes 26, 47 and S on shopping days during September through December.

It is redeemable in any of the stores in the 5th & Olney Ave. Shopping Area, listed on back of coupon, on day issued for one return trip PTC token when a purchase of \$2 or more is made. No more than one coupon redeemed at one time.

60000

GLOBE TICKET COMPANY, PHILA.

PTC TRANSIT CO. 11-64

STORES PARTICIPATING

AUCTION OUTLET (McGOWEN)
 BARGAIN MART
 BARLEMENT'S DRUGS
 BERG BROS. FOR MEN & BOYS
 BOB'S BARGAIN STORE
 CHUDLEY'S
 COTTON BOWL
 FARMER'S BARGAIN SPOT
 FARMER'S PRIDE CUT-UP POULTRY
 FARMERSON WHOLESALE JEWELERS
 FERGUSON
 FOOD CART
 FRED'S DRESS SHOP
 F. W. WOOLWORTH CO.
 F. W. WOOLWORTH CO.
 FAY HOSIERY
 GAY HOSIERY INDUSTRIES
 GOODWILL INDUSTRIES
 HANDLERS
 H & F FURNITURE & APPLIANCES
 H. L. GREEN
 JOY HOSIERY
 JUPITER DISCOUNT STORE
 JUPITER DISCOUNT SHOP
 KANTER'S WHOLESALE JEWELERS
 KAPLAN'S SHOES
 LANDES SHOES
 LEWART'S SHOES
 LEWART'S SPECIALTY SHOP
 MI-LADY YORKER SHOP
 MISS NEW SHOES
 PARAGON SHOES
 ROSART BEAUTY SALON
 ROSART BEAUTY SALON
 RU HOSIERY
 RU HOSIERY
 SHIRLEY'S KIDDIE'S SHOP
 SHIRLEY'S KIDDIE'S SHOP
 SHOE CARNIVAL
 TAYLOR'S ELECTRIC SUPPLY
 THE FAIR
 THE FOX MEN'S SHOP
 WINNIE LEE HAT SHOP
 W. T. GRANT

company, in turn, advertises the arrangements at stations and on vehicles.

Shoppers' Coupons

These coupons are also part of a "Validation" plan entered into with groups of merchants in certain shopping areas of the city.

On the buses of the routes that feed into the respective business areas, passengers receive upon request one of the SHOPPERS' COUPONS. Against this the participating merchants give the passenger a PTC token, provided he makes purchases in the value of \$2.00, or more.

Several samples of SHOPPERS' COUPONS are shown as No. 5, in this case denoting the use of the scheme only at certain times, in the areas, respectively of

- Germantown
- Olney Avenue Shopping Area and
- The N. Front St.-Kensington Ave. Shopping Area

The ticket measures roughly 5 1/4" by 2". It is consecutively numbered and put up in pads. For each area the list of the participating merchants is shown on the back of the coupon.

This plan has worked moderately well in the Olney Ave. and N. Front-Kensington Ave. shopping areas. In the Germantown area the participating merchants first intended to use the plan only for one week, advertised as "Germantown Week". They found the response sufficiently encouraging to extend it to a full month and then decided to continue it during the rest of the summer months. It is quite likely that the plan will be put into use again during several of the coming summer months.

PTC Zone Fare Receipt

This is a collective form of Zone Identification Check. See No. 6.

The operators on the routes for which this check is designed punch this form, when admitting passengers and collecting their fares, to indicate the area or zone into which the fare has been paid or the fact that a two-zone fare or a city-suburban combined fare has been paid. The passenger sur-

renders the check when getting off at his destination, for validity check by the operator.

This check is also printed in the same size and on the same stock as the surface-line transfer. It measures roughly 2" by 6 1/4" and can be printed in conjunction with the substantial transfer requirements for economy. It is consecutively serial numbered and put up in pads.

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PHILADELPHIA TRANSPORTATION CO.

EMERGENCY

PUNCH TO INDICATE AREA TO WHICH FARE IS PAID

CITY ZONE

CITY LINE - WILLOW GROVE

WILLOW GROVE - STREET ROAD (or Johnsville)

ALMSHOUSE RD. - MAPLE AVE. (overlap)

STREET ROAD - DOYLESTOWN

PTC ZONE FARE RECEIPT

130000

TWO - ZONE FARE

CITY-SUBURBAN COMBINED FARE

SURRENDER TO OPERATOR WHEN LEAVING VEHICLE NOT GOOD FOR INITIAL FARE

GLOBE TICKET COMPANY, PHILA.