

See
The

Globe

trotter

WINTER 1967 No. 673

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

ADVERTISING
ON
TRANSFERS AND ZONE CHECKS

**FOLLOW THE
PFEIFFER**

GLOBE TICKET COMPANY

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

A Nation-Wide Service

ADVERTISING ON TRANSFERS AND ZONE CHECKS

Advertising displayed on the inside of transit vehicles addresses itself to a captive audience, held by the necessity of their travel. This applies also to the promotional use of space on means of passenger identification, such as transfers and zone checks. During the idle time while they are in the hands of passengers they can be looked over and read. On transfers, necessary information about the conditions of transfer use as well as about transfer points may be gleaned from them. Advertising messages on these means of identification have a reasonable chance of being absorbed.

It is not surprising, therefore, that advertising on transfers and also on certain types of zone checks has been in use for many years. When checking into this we have been surprised at the fact that, in quite a few cases, advertisers have continued the use of these media over long periods of time. Our readers may be interested in knowing a little more about this, so we have assembled some samples and information on the subject for this issue of our Globe Trotter.

ADVERTISERS

Who is most interested in advertising on transfers etc? We find quite logically that the

advertisers usually are local businesses. High among them appear Commercial and Savings Banks, as well as Savings and Loan Associations. Then we see Insurance Companies and Agencies, Drug Stores, Service Stations, Car Rental Services, Travel Agencies, Breweries and others.

One might deduct from this that almost any type of business that deals with the local public may be found as advertiser.

Among the promotional messages that we have come across, some promote specific serv-



YOU'RE HOME FREE
 WHEN YOU SHOP DOWNTOWN driver
 Ask your
 for a RIDE-SHOP Coup
 may ride both ways FRE
 Subject to rules and regulations Comm
 the RIDE-PARK-SHOP Chamber of Commerce.

RENT-A-BUS
 Reasonable Rates for Local or
 Texas Wide Charter
PICNICS - PARTIES - TOURS

WE THANK YOU FOR YOUR PATRONAGE.
 OUR AIM IS TO GIVE YOU THE BEST SERVICE AND MOST REASONABLE RATES POSSIBLE.
 YOUR PATRONAGE SETS OUR SCHEDULES AND RATES.

CHARTERED BUSES
 For All Occasions At Surprisingly Low Rates
 Dial 2-1151 for Further Information

Good only for a continuous trip. Passengers must see that transfer is correctly punched before accepting same. Any purchase of a transfer is also subject to a minimum of a one-way fare.
 Good only for a continuous trip. Passengers must see that transfer is correctly punched before accepting same. Any purchase of a transfer is also subject to a minimum of a one-way fare.

TRANSFER TICKET - NOT TRANSFERABLE
 provided the passenger changes to bus at first point of intersection, and presents to a passenger lawfully entitled to a passenger who shall receive

W. J. Lambert
 President

FOR SAFE DEPENDABLE CHARTER BUS SERVICE CALL US AT

BY
 FROM 9 to 4
 SHOP BY BUS
 FROM 9 to 4
 SHOP BY BUS
 FROM 9 to 4
 SHOP BY BUS
 FROM 9 to 4
 SHOP BY BUS
 FROM 9 to 4

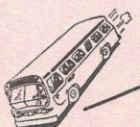
PLEASE LEAVE BY CENTER DOOR

NOT A STOP-OVER, NOT TRANSFERABLE, NOT REDEEMABLE.
 Color of transfer indicates zone into which fare has been paid.
 Good on connecting line for transfer of passenger to whom originally issued, if presented on date of issue, before latest time shown.
 Not accepted on issuing line or its reverse direction.
 In case of dispute pay fare and report facts to Company.

GLOBE TICKET COMPANY, PHILA.

NO SMOKING
 ... Prohibited by ... A Safety Hazard ... Inconsiderate
 Thank you for you
 GLOBE TICKET COMPANY.

"It's fun to go together"
 IN A
CHARTERED BUS
 Air Conditioned
 Luxury Liners
 Call

SUN by PTC bus
SEPTEMBER thru OCTOBER
 Call information descriptive or for folder

 GLOBE TICKET COMPANY, PHILA.

Looks like Pepsi!
 Refreshes like Pepsi!
 Made by Pepsi!




**GREYHOUND
 EXPENSE-PAID
 TOURS**

Include round-trip transportation,
 hotel accommodations, sightseeing.

- EASY TO TAKE
- MORE TO ENJOY
- EASY TO AFFORD

GLOBE TICKET COMPANY, PHILA.

WHEN YOU THINK OF INSURANCE
 THINK OF THE
W. J. PERRY CORPORATION
 Dial TU 6-3456 for information
 and expert advice regarding any
 of your fire, automobile, theft and
 liability insurance requirements;
 or visit the W. J. PERRY CORP.
 ORATION office conveniently
 located at 2815 North Augusta
 Street, Staunton, Virginia.
 Ample parking space, just five
 minutes from the center of town.

W. J. PERRY CORPORATION
 General Insurance
 GLOBE TICKET COMPANY

EMERGENCY
 ZONE 2 ZONE 3

1	2	3	4
5	6	7	8
9	10	11	12

now it's Pepsi
 for those who
 think young

15
 30
 45

0150
 3045

**VAL and CHUCK'S
 SOHIO SERVICE**

COR. SPRAGUE & BRECKSVILLE RDS.
 INDEPENDENCE, OHIO

HAVE YOUR CAR
 EFFICIENTLY SERVICED
 WHILE RIDING THE
 BRT BUS LINE
 TO CLEVELAND

GLOBE TICKET COMPANY · PHILA.

**FOLLOW THE
 PFEIFFER**

PRESCRIPTION
 Phone 4-4344
 FOR A
 PRESCRIPTION
 GLOBE TICKET COMPANY, PHILA.

The Personal Loan and Automobile Loan facilities of our Bank provide the quickest and most satisfactory service obtainable, plus low cost and convenient terms of payment.

CITY INDUSTRIAL AND SAVINGS BANK
Member of Federal Deposit Insurance Corporation
Greensboro, North Carolina
124 North Greene Street
OPEN A SAVINGS ACCOUNT WITH US
SAVE REGULARLY

LEONARD'S
SCRIPTION PHARMACY
308 Scurry BIG SPRING
ALL YOUR
NEEDS

AMERICAN
National Bank

The Bank With the Clock
Where All the Buses Stop

- Member -
Federal Deposit Insurance Corp.

AUTO BANK
60 Car Parking
for Customer Convenience

Be Economical
Pay Your Bills the
Handy Check Way

OPEN YOUR SAVINGS ACCOUNT TODAY
Save For The Future

All Types Of Loans
AMERICAN NATIONAL'S
INSTALLMENT LOAN DEPT.

Protect Your Valuables
For a Penny a Day
RENT A SAFE DEPOSIT BOX

AMERICAN
National Bank

Eau Claire's Most
Convenient Bank

NATIONAL CITY BANK

Complete Banking Services
At These Convenient Offices

BEREA
46 Front St. Opposite Triangle

SOUTHLAND
Southland Shopping Center

Downtown Cleveland

MAIN OFFICE 623 Euclid Avenue

TERMINAL SQUARE
Just Inside Terminal Tower

There's An Office Near You

GLOBE TICKET COMPANY, PHILA.

GLOBE TICKET COMPANY, PHILA.

Phone 353-4292

DECATUR
TRANSFER & STORAGE, INC.
Your ALLIED Agent

HERTZ

Phone 353-9601
Rent A Truck or Car

Phone 353-8484

For
Parcel Pick-Up
and Bus Package Delivery
By
YELLOW CAB

GO BY BUS
and
Leave the Driving to Us
LOCAL AND CHARTER
SERVICE

ices, others are obviously designed as institutional approaches, essentially to keep the advertiser's name before the public.

But, when discussing advertising with transit companies we have often been told: "If the advertising on our transfers and zone checks has value for others, it should have at least as much value in the promotion of our transit business." And we find suitable space on transfers and other means of identification used by transit systems themselves, for various messages. They may promote public transit riding in general, through slogans, such as: Ride The Buses, Shop By Bus, Go By Bus, The Safest Way, or special services may be promoted, such as Chartered Service, Sunday or Special Tours, Race Track Service and so on. Again, special rules may be brought to the attention of passengers, such as "No Smoking" and others.

The decision by a transit company to use available space on its transfers and zone checks for its own promotional purposes is made easy by the fact that, in the case of transfers particularly, the reverse side often already carries some printing, mostly in the form of transfer rules and conditions. Added promotional matter then creates no additional expense, beyond a one-time expenditure for

printing plates. Even where previously no printing appeared on the back of the form, the additional cost of printing on this side amounts only to a few cents for each one thousand messages thus placed into the hands of the riding public.

We have also come across instances where products or services were advertised on transfers for the benefit of other businesses owned by transit companies or themselves controlling transit systems.

HOW LONG?

Looking into continuity of the advertising arrangements we were told in one instance that advertisers seem to change rather often, making it necessary to find new ones. But, in the majority of cases the agreements appear to extend over medium and long periods of time, from 4 years to 6, 10 and 15 years.

COST TO ADVERTISERS

There seems to be a good deal of variation in the price charged to advertisers for the use of space on transfers and other identification forms. In some cases we find 50% of the entire transfer cost being paid by the advertiser. In

one case, in a small to medium sized city, the advertiser contributes \$15.00 per month which, we are told, covers about 75% of the total transfer cost. In other instances again we find the advertiser paying the full cost of the transfers.

WHERE ON TRANSFER OR ZONE CHECK?

Occasionally we find advertising messages on the face of the transfer, but such promotions appear more commonly on the back, either by themselves or in company with transfer conditions.

Where transfers with time tear-off are used, the length of the transfer and the space on the back varies, of course, depending on the length of the tear-off. This is counteracted, as a rule, by the use of the permanent portion of the back alone, where that is not taken up by other printing, or by repetitive or spot messages, of which one or several at least will always remain visible, regardless of the length of the time tear-off. Such messages may appear somewhat like this:

CITY NATIONAL BANK

CITY NATIONAL BANK

CITY NATIONAL BANK

CITY NATIONAL BANK

or like this, with the name of the bank appearing on that portion of the transfer not torn off by time cutting:

FOR INSURED SAVINGS

FOR HIGH INTEREST

FOR AUTO LOANS

FOR MORTGAGES

CITY NATIONAL BANK

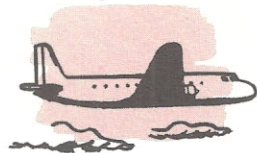
The manner in which transfers and certain types of zone checks are printed makes it easy to change the advertising message, when needed.

REACTIONS

The reactions of advertisers to their use of these media run the gamut from "doubtful" to "satisfactory", to "very happy" and even "extremely favorable". Perhaps the value to be placed on this means of promotion can be gauged from the trend of these reactions plus consideration of the continuity of its use by individual advertisers.



transportation



air travel



amusements



sports

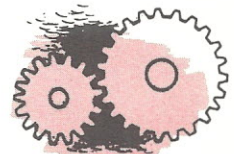
globe

a nation wide service

TICKETS, PASSES, TRANSFERS, CHECKS, LABELS
TAB CARDS
CASH CONTROL SYSTEMS



schools, colleges



industry



restaurants



supermarkets



government