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THE CONFRONTATION

- SALESMAN:** Hi! I represent *Transport Central*. We'd like to have you join our growing family.
- PROSPECT:** *Transport Central*? Sounds like some sort of space-age bus depot.
- SALESMAN:** Nope—it's a publication. Comes out about every ten days or so (less frequently during July and August) and covers the entire field of passenger transportation. We like to think of it as representing the "total transportation" concept that's so in vogue these days.
- PROSPECT:** Every ten days, you say. I suppose you've got a staff of hundreds, access to the wires of UPI and all that.
- SALESMAN:** Well, not exactly. Our staff is small, but it is augmented by a cadre of correspondents that we like to think of as best in their fields. There's Ted Wickson, an expert in the field of Canadian transportation. And Mike McGowen: he's a pilot who knows the ins and outs of airlines. And our "resident iconoclast", Bill Thoms, lawyer and transportation specialist whose writings have appeared in book form and on the pages of national magazines. And Chuck Rozema, whose beat is San Francisco and the West. And on and on—our masthead keeps getting longer.
- PROSPECT:** And the Editor—I suppose he's some sterling fellow with a string of degrees, horn-rimmed glasses, pipe and a perpetual scowl, eh?
- SALESMAN:** Not quite—but he does have experience, from a way back. He's contributed to many regular and special publications—even edited a few. He's spent over 20 years in the industry, knows his way around—and can even spell correctly.
- PROSPECT:** Gee, I'm impressed. How much does all of this cost, and what exactly do I get for my money—rehashes of newspaper clippings.
- SALESMAN:** To your first question, the answer is twenty-four dollars a year (additional years \$20 each); to your second, an emphatic *no*. While we of course do keep tabs on the general press' coverage of the industry, *TC* is in every way its own man. Our correspondents pass along detailed information on every aspect of passenger transportation, and we shape this into a crystal clear picture of what is *really* happening in the industry.
- PROSPECT:** So what do I get for my twenty-four dollars? One page? Two? Four?
- SALESMAN:** *TC*'s format is flexible. Each issue contains a minimum of four pages; some contain as many as twelve; it all depends on what was newsworthy in recent days. We tailor our coverage, size and issue dates to the news; we're not restricted by artificial deadlines.
- PROSPECT:** Well, who reads *TC*?
- SALESMAN:** The "decision-makers", among others. *Transport Central* subscriptions have been entered by public agencies, carriers, management and labor officials, students, colleges and universities, libraries—the list goes on and on. How about *you*?
- PROSPECT:** Sounds great, but, well, I do take all these other publications, and money is tight, and . . .

5/81

To: TRANSPORT CENTRAL, 5701 Marina City, Chicago IL 60610

Never mind *him*—put me down for _____ years of *TC*. [\$24 for the first year; \$20 for each additional year]. My check or money order payable to *Transport Central* is enclosed. Beginning with the next available issue, send my copies to:

NAME _____

ADDRESS _____

CITY/STATE/ZIP _____