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**SELL**  
**MORE**  
**RIDES**



**AMERICAN TRANSIT  
ASSOCIATION**

# **SELL MORE RIDES**

## **A Handbook of Transit Advertising**



**FOREWORD BY  
LAURENCE WINGERTER**

### **AMERICAN TRANSIT ASSOCIATION**

**292 Madison Avenue • New York City**

# FOREWORD

The modern transit advertising material in this handbook demonstrates what progressive transit companies are doing to get more riders on their cars and buses.

This material was collected by the A.T.A. Publicity Committee, and displayed originally in a series of 28" x 44" panels at the A.T.A. Convention in Toronto. It is reproduced here for your ready reference and inspiration.

Make full use of the hundreds of ideas in these pages. With slight changes, many of them will fit right into your own plans. Remember that Elbert Hubbard said: "He is most original who adapts from the most sources."

If you are planning to start a ride-selling campaign, here is a suggested plan of attack:

- ✓ Get the facts before every step.
- ✓ Study your MARKET. Find out who rides now and why—what age and income groups, what sex, what hours of the day. Study non-riders, their desires and transportation habits.
- ✓ Seek not only to increase the use of your present service but search for new fields.
- ✓ Mold your service to fit the transportation desires of the public.
- ✓ Analyze the advantages of the service you have to sell. What can you offer that is faster, cheaper, or more convenient than competing forms of transportation? Get a MESSAGE. Get a story to tell.
- ✓ Make certain your employees know how to back up your advertising with the right kind of personal selling.
- ✓ Determine what classes of people offer the best potential MARKET for new business.
- ✓ Get your MESSAGE to that MARKET. Use every practical medium. Examine the methods of progressive companies, as illustrated in this handbook. Adapt them, change them, improve them.
- ✓ Keep everlastingly at it. To be effective, advertising must be continuous, day in and day out.
- ✓ Above all, be cheerful. Be enthusiastic! Be persistent. And you will sell more rides.

Laurence Wingerter

Director of Promotion and Publicity  
American Transit Association

# CONTRIBUTORS

**The Baltimore Transit Company, Baltimore**  
**Boston Elevated Railway, Boston**  
**British Columbia Electric Railway Company, Vancouver**  
**Capital Transit Company, Washington**  
**Chicago Surface Lines, Chicago**  
**Cincinnati Street Railway, Cincinnati**  
**Cleveland Railway Company, Cleveland**  
**Community Traction Company, Toledo**  
**The Connecticut Company, New Haven**  
**Dallas Railway & Terminal Company, Dallas**  
**The Flint Trolley Coach, Inc., Flint**  
**Harrisburg Railway Company, Harrisburg**  
**Honolulu Rapid Transit Company, Honolulu**  
**Indianapolis Railways, Indianapolis**  
**International Railway Company, Buffalo**  
**Kansas City Public Service Company, Kansas City**  
**The Memphis Street Railway Company, Memphis**  
**Montreal Tramways Company, Montreal**  
**New Orleans Public Service, Inc., New Orleans**  
**The Ottawa Electric Railway Company, Ottawa**  
**Philadelphia & Western Railway Company, Norristown**  
**Philadelphia Rapid Transit Company, Philadelphia**  
**Public Service Coordinated Transport, Newark**  
**Schuylkill Valley Lines, Inc., Norristown**  
**Spokane United Railways, Spokane**  
**Toronto Transportation Commission, Toronto**  
**Twin City Lines, Minneapolis**  
**West Penn Railways, Pittsburgh**  
**The Youngstown Municipal Railway Company, Youngstown**

# Sell More Rides

## *Hot News Flash:*

BALTIMORE, July-  
Ride as long as 6 hours  
after 7 p. m., every night  
all summer for a car  
fare!

"COOL-OFF" RIDE PUBLICITY, WHICH SOLD OVER 500,000 MORE RIDES IN TWO MONTHS BEGAN WITH DASHBOARD AND INSIDE CARDS LIKE THESE.

## HOT WEATHER RELIEF FOR ALL!

Continuous Round Trips on Cars  
and Buses at Night FOR ONE FARE

For Details See Leaflet Now In Cars

# THE BALTIMORE TRANSIT COMPANY

# Sell More Rides

This section displays a grid of 40 small transit guide cards. Each card is titled "The Best Way To Go" and features the BIC logo and "BALTIMORE TRANSIT GUIDE". The cards provide route maps, running times, transfer points, and timetables for various bus lines such as Edmondson Avenue, Madison Avenue, Woodlawn Line, and others. Some cards include photos of buses and passengers.

**Direct Street Car Service**  
From Various Sections of Baltimore  
NEW EASTERN HIGH TO BALTIMORE CITY COLLEGE  
This folder contains:  
Map of Lines & Routes  
Company Car Service  
Time Tables for Baltimore  
THE NEW 1957 1/2 Street Car  
FEBRUARY 1, 1957

**"INFORMATION SELLS RIDES"**  
THESE POCKET-SIZE GUIDES TELL ALL... NOTE THAT WE HAVE A SPECIAL GUIDE IN DIFFERENT COLORS FOR EACH LINE.  
(BELOW): INSIDE PAGES *and* BACKS SHOWING MAPS, RUNNING TIME, TRANSFER POINTS AND TIMETABLES.

This section shows detailed transit guide cards for two specific routes. The first card is for the No. 4 Edmondson Ave. Line, featuring a route map, transfer points, and a weekday timetable. The second card is for the No. 10 Roland Park-Highlandtown-Point Breeze Line, also including a route map, transfer points, and a weekday timetable. Both cards include the BIC logo and "BALTIMORE TRANSIT GUIDE".

# THE BALTIMORE TRANSIT COMPANY

# Sell More Rides

# COOL OFF

## 6 HOURS ONE FARE

### Socked With A Snowball While Cooling Off On Bus On One-Fare 6-Hour Ride

Good-Natured Passenger Explains He Suffered Because Kids Previously Had Shelled Everybody On Street With Tomatoes

By Leo McCandless

When the driver pulled up to the curb and opened the door, I got out and went to the back of the bus. I had been sitting in the front seat, but I had seen a sign on the back of the bus that said "Back of the Bus Seats Reserved for Children." I had seen this sign many times before, but I had never noticed it before. I had been sitting in the front seat for the last 15 minutes of the ride. I had seen a sign on the back of the bus that said "Back of the Bus Seats Reserved for Children." I had seen this sign many times before, but I had never noticed it before. I had been sitting in the front seat for the last 15 minutes of the ride. I had seen a sign on the back of the bus that said "Back of the Bus Seats Reserved for Children." I had seen this sign many times before, but I had never noticed it before. I had been sitting in the front seat for the last 15 minutes of the ride.

### 14,841 Cool Off On New Night Street Car Trips

Record-Breaking Number Take "Six-Hour Ride For One Fare" As Eleven Additional Trolley Lines Offer Special Service

By Leo McCandless

A record-breaking number of riders on the new, late-night street car service were reported today by the Transit Company. The record was set on the new "Six-Hour Ride For One Fare" service, which was introduced on September 15. The service was a great success, and the Transit Company is planning to expand it to other lines.

### 5 Stunden Fahrt für zehn Cents

Continuing 6-Hour Rides On Trolleys

Transit Company Says Cool Off Trips May Last Until Mid-September

The Transit Company has announced that the 6-hour ride for one fare service will continue on several trolley lines until mid-September. The service was a great success, and the Transit Company is planning to expand it to other lines.

### 6-Hour Trolley Rides To End September 15

Transit Company Says One-Fare Service Will Be Replaced By Regular Fares

By Leo McCandless

The Transit Company has announced that the 6-hour ride for one fare service will end on September 15. The service will be replaced by regular fares. The Transit Company is planning to expand the service to other lines.

### Nearly 35,000 Ride Trolleys Under Night Excursion Plan

"Delighted With Success Of Venture," Spokesman For Transit Company Declares

By Leo McCandless

The Transit Company has announced that nearly 35,000 riders have taken advantage of the night excursion plan. The plan was a great success, and the Transit Company is planning to expand it to other lines.

### Ride-The-Cars Plan Gains Favor

By Leo McCandless

The "Ride-The-Cars" plan is gaining favor among riders. The plan allows riders to take a 6-hour ride for one fare. The plan was a great success, and the Transit Company is planning to expand it to other lines.

### Cool 6-Hour Trolley Ride For A Dime

Transit Co. Offers To Aid Heat Sufferers

By Leo McCandless

The Transit Company has announced that it will offer a 6-hour ride for one fare service to help heat sufferers. The service will be available from September 15 to October 15.

### Cool-Off Rides End Here On Thursday

By Leo McCandless

The "Cool-Off Rides" service will end here on Thursday. The service was a great success, and the Transit Company is planning to expand it to other lines.

### 6-Hour Ride On One Fare Due To Start Tomorrow

By Leo McCandless

The 6-hour ride on one fare service is due to start tomorrow. The service will be a great success, and the Transit Company is planning to expand it to other lines.

### Six-Hour Car Or Bus Ride For 10c Offered By Transit Company

By Leo McCandless

The Transit Company has announced that it will offer a six-hour car or bus ride for 10 cents. The service will be available from September 15 to October 15.

OVER HALF A MILLION MORE RIDES IN 60 DAYS AT THIS OFF-PEAK BARGAIN RATE WAS BALTIMORE'S RESPONSE TO THIS "SELL MORE RIDES" PUBLICITY.

# THE BALTIMORE TRANSIT COMPANY

# Sell More Rides



TRANSIT  
PICTURE MAP

SAFENEST VISITORS  
TO BALTIMORE

THE BALTIMORE TRANSIT COMPANY

PLEASE  
VOTE

To lessen traffic congestion we have been requested to remove the No. 25 line in reducing congestion and also to give our riders the most convenient routes. You can help us if you will answer the two questions below. We use the business of mechanizing transportation and we can only succeed in this if we know the wishes of our customers.

- Please mark your choice with an "X" in the proper square and return this ballot to attendant:
- Do you prefer to have the No. 25 line continue on Charles Street? Or have it moved to one of the routes below?
    - Continue on Charles Street
    - Move from Charles Street
  - If the No. 25 is moved from Charles Street, do you prefer:
    - Park Avenue
    - Grifford Avenue Elevated

THE BALTIMORE TRANSIT COMPANY

Introducing



NEW  
CROSSTOWN  
COACH LINE

The new East-West route  
North of North Avenue  
commences operations  
for a trial period

SUNDAY, MAY 23

ROUTE MAP AND FULL DETAILS  
IN THIS FOLDER  
A SECOND RIDE  
FOR HALF FARE

From 10 a. m. to 4 p. m. Weekdays  
and All Day Sunday  
With the TWO-TRIP SLIP

COMMENCING Friday, January 1, 1937, from 10 a. m. to 4 p. m. you may take a trip to a destination and return to the same place for a half fare on street cars and buses anywhere within the city limits of Baltimore.

Commencing Sunday, January 3, 1937, you may make a return trip at any time of day for a half fare.

Simply say "A Two-Trip Slip" to the Conductor or Operator when paying your first fare and keep the receipt to give you.

When you ride again the same day before 4 p. m. hand the "Two-Trip Slip" to the conductor and keep ONE CENT only in the fare box.

This lower fare is in effect only when empty seats are plentiful and is a 25 percent saving on normal fare. It is not available when the car is full.

Trackless Trolleys Asked  
For No. 27 Line

Reverting Also Requested: Using Howard Street Instead of Park Avenue and Liberty

Public Hearing Before Public Service Commission on Wednesday, July 27, 1936, at 10 A. M.

ANOTHER STEP in our plan to improve transit in Baltimore was taken yesterday when the Public Service Commission of Maryland approved certain changes in the proposed No. 27 line between the Park and Liberty Streets and the Washington Boulevard Line.

The most important change is the substitution of modern trackless trolley cars for the old street cars.

Another change is the proposed extension of the No. 27 line to Howard Street instead of Park Avenue and Liberty Streets. This is in accord with the City's plan in connection with the Howard Street extension.

Finally, it is proposed to discontinue the No. 27 line between the Howard Street and Howard Street and Park Avenue and Liberty Streets from Liberty Avenue to Park Avenue.

On Wednesday, July 27, 1936, at 10 A. M., the Public Service Commission will hold a public hearing at 600 North Howard Street, Baltimore, Md., to hear the views of the public on these proposed changes. The hearing will be held in the afternoon and will be open to the public.

THE BALTIMORE TRANSIT COMPANY  
(See illustrative map on the other page)

# REDUCED FARE

10 A.M. to 4 P.M.  
**WEEKDAY and  
ALL DAY SUNDAY**  
BEGINNING JAN. 1st.

# USE THE "2-TRIP SLIP"

**SAVE 25 PER CENT  
ON CAR FARE**  
Second Ride For Half Fare  
Weekdays 10 to 4 - All Day Sunday

**MORE OFF-PEAK RIDE-SELLING WITH "TWO-TRIP-SLIP" FROM 10-TO-4, ALSO LEAFLETS AND FOLDERS FOR RIDE PROMOTION AND INFORMATION ON ALL PLANS AND OPERATIONS. OUR MOTTO: "AN INFORMED PUBLIC IS A FRIENDLY AND RIDE-BUYING PUBLIC."**

# THE BALTIMORE TRANSIT COMPANY

THE BALTIMORE TRANSIT COMPANY

WITH  
DE LUXE  
STREAMLINED  
36 PASSENGER

FOR  
CHARTERED SERVICE



PERMANENT THROUGH BUS SERVICE  
BETWEEN HALETHORPE AND  
MD. CITY

A proposal for permanent through bus service to Halethorpe and Md. City by the present Rapid Bus Line to make a continuous line from Halethorpe to Baltimore and to the center of the city, was approved by the Board of Directors of the Baltimore Transit Company on Tuesday evening, May 11, 1936, at a special meeting held in the board room of the company.

The Board of Directors also approved the purchase of a new bus for the proposed route. The bus is a 36-passenger model and is the latest type of streamlined bus available.

The bus will be used for the proposed route between Halethorpe and Md. City. The route will be operated by the Rapid Bus Line and will be a permanent through bus service.

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**BULLETIN OF  
INFORMATION AND SERVICE**

**EASIER TRANSFERRING FOR RIDERS  
ON BENTLAW STREET BUSES  
AND No. 10 LINE**

Riders on the Number 4, 10, 31 and 914 line will no longer have to wait until the cars arrive at Bentlaw street before making the transfer, but may get them upon request when boarding the cars.

This new arrangement is inaugurated for the greater convenience of passengers. The transfer facilities have been improved by the use of the new line. This was sometimes difficult for passengers to do, especially during rush hours when some cars were crowded. It will no longer be necessary to wait for the transfer cars to arrive at Bentlaw street and then to board them. The new arrangement will be in effect from Monday, May 23, 1937.

**DO YOU LIKE  
THE SEATS  
IN THIS COACH?**

If you like them, you are usually complimentary. If you do not, we would appreciate your suggestions. Write to the Transit Company, 600 North Howard Street, Baltimore, Md.

The new seats are different from ordinary seats. They are more comfortable and are more durable. They are made of a special material and are designed to give you the most comfortable ride.

The new seats are different from ordinary seats. They are more comfortable and are more durable. They are made of a special material and are designed to give you the most comfortable ride.

The Baltimore Transit Company is pleased to give its riders the most comfortable seats possible for the best of service.

**TRACKS TO COME OFF  
OF FRANKLIN STREET**

Number 4 Line Will Run On  
Sprague Street

COMMENCING ON July 27, 1936, the Number 4 line will run on Sprague Street between Franklin Street and the city center. This is a new route and will be operated by the Rapid Bus Line.

The new route will be operated by the Rapid Bus Line and will be a permanent through bus service. The route will be in effect from Monday, July 27, 1936.

The new route will be operated by the Rapid Bus Line and will be a permanent through bus service. The route will be in effect from Monday, July 27, 1936.

For the Western Maryland  
St. Mary's of Texas Game  
Roll Street Cars and Buses  
to the Stadium.

THE BALTIMORE TRANSIT COMPANY

# Sell More Rides

## Bootless Takes 5th At Rockingham

THE NEWS-POST  
**BALTIMORE** THE NEWS-POST **9**  
 The Largest Daily Circulation in the Entire South  
 MONDAY EVENING, JULY 11, 1938  
 PRICE 2 CENTS

# HUGHES BEATS LINDY RECORD HOP TO MOSCOW DELAYED



The photo as it rose into the air at Floyd Bennett Airport. The two powerful engines lifted the heavily loaded plane easily and whirled it across the Atlantic in 16 hours 55 minutes. Private from International News Photo Service. (Full page of Hughes pictures will be found on Page 2.)

**Heat At 94 Here, 2,200 Sent Home**  
**Rockingham Results**  
**Russ Fliers Plan World Flight**  
**Hughes Tops Lindy Mark; Flight To Moscow Delayed**

**PARIS, July 11.—(A. P.)—**Howard Hughes landed at Le Bourget Airport at 4:58 P. M. (10:55 A. M. Eastern standard time) on a trans-Atlantic post-stop flight from New York, the first leg of a projected round-the-world flight.

The report's official record time for the landing was 3:55 P. M., Greenwich mean time (10:55 A. M., E. S. T.), figured from the instant the propeller stopped.

The American aviator also filed in an easy landing, taking up a concrete strip of the airfield.

**Firemen Entombed In 5-Alarm Blaze**  
**Heat At 94 Here, 2,200 Sent Home**

WASHINGTON, July 11.—(A. P.)—Five firemen were entombed in a five-alarm blaze that broke out in the city of Baltimore today.

**VERY LATEST NEWS**  
**AT ROCKINGHAM**  
**AT ARLINGTON**

**AT ARLINGTON**  
**AT ARLINGTON**

**LATEST BASEBALL SCORES**  
**AT ARLINGTON**

**WOMAN BATHY HURT BY AUTO**  
**AT ARLINGTON**

**HOURLY TEMPERATURES**  
**AT ARLINGTON**

**Heat At 94 Here, 2,200 Sent Home**

**Rockingham Results**

**Russ Fliers Plan World Flight**

**Hughes Tops Lindy Mark; Flight To Moscow Delayed**

from the  
**TRANSIT JOURNAL NEWS**  
 of JULY 16, 1938

**BALTIMORE'S IDEA WAS NEWS IN PHILADELPHIA**  
*Editorial from PHILADELPHIA BULLETIN*  
 JULY 20, 1938

**TRANSIT AND TRANSATLANTIC RECORDS SMASHED!**  
 SELLING NEARLY 15,000 MORE RIDES ON A SINGLE NIGHT WE SHARED THE FRONT PAGE JULY 11, 1938, WITH NEWS THAT HOWARD HUGHES HAD BROKEN LINDBERGH'S RECORD, NEW YORK-TO-PARIS.

**Green to Seek Labor Act Change**  
**Baseball**  
**Chicago**  
**Empire City Results**  
**Arlington Results**  
**Hourly Temperatures**  
**Woman Bathy Hurt by Auto**  
**Heat At 94 Here, 2,200 Sent Home**  
**Rockingham Results**  
**Russ Fliers Plan World Flight**  
**Hughes Tops Lindy Mark; Flight To Moscow Delayed**

# THE BALTIMORE TRANSIT COMPANY

Word Searchable Version not a True Copy

# Sell More Rides

# LAST DAY FOR 6 HOUR COOL RIDES SEPTEMBER 15 TAKE 'EM WHILE IT'S HOT!

517,367 MORE RIDES SOLD IN JULY AND AUGUST  
THESE ARE THE LATEST RETURNS AS THIS EXHIBIT IS  
PREPARED. HERE IS ANOTHER SAMPLE DASH CARD  
AND SAMPLES OF ACCOMPANYING LEAFLETS OF  
WHICH WE DISTRIBUTED 1,100,000 COPIES.

Announcing MORE of these  
Popular Cool Night Rides—

### SIX-HOUR RIDE FOR ONE FARE now offered on 23 CAR AND BUS LINES

Thousands of people are delighted with the three-hour ride which is a great way to enjoy the city during the summer months. Now the six-hour ride is being added to the list.

Commencing Friday, July 15, at 7 o'clock, you may take the six-hour ride around the city during the evening hours between 7 P. M. and 1 A. M. Sixteen more car and bus lines are being added to the list.

During the past week you may have had to reach one of the evening bus lines by walking. Now the six-hour ride is being added to the list.

The list of lines is published in this leaflet, and you may wish to check it out for yourself. Now the following lines have been added:

#### NEW ROUND TRIP LINES

Number 1—Between Bay and Broad Avenues and Greenmount Avenue and 25th Street in Harbor Park, Quilley and Fair Mount.

Number 2—Between Fulton and Duval Avenues and Fair Mount.

Number 10—Between Roland Park and Point Breeze.

Number 14—Between Calver Avenue and 25th Street in Harbor Park, Quilley and Fair Mount.

Number 15—Between Calver Avenue and 25th Street in Harbor Park, Quilley and Fair Mount.

Number 16—Between Calver Avenue and 25th Street in Harbor Park, Quilley and Fair Mount.

Take Advantage of These  
Popular Cool Night Rides—

### SIX HOURS OF COOL RIDING FOR ONE FARE

Effective 7 P. M. to 1 A. M. on  
23 CAR AND BUS LINES

Here is a Complete List of the Lines:

Number 1—Between Bay and Broad Avenues and Greenmount Avenue and 25th Street in Harbor Park, Quilley and Fair Mount.

Number 2—Between Fulton and Duval Avenues and Fair Mount.

Number 10—Between Roland Park and Point Breeze.

Number 14—Between Calver Avenue and 25th Street in Harbor Park, Quilley and Fair Mount.

Number 15—Between Calver Avenue and 25th Street in Harbor Park, Quilley and Fair Mount.

Number 16—Between Calver Avenue and 25th Street in Harbor Park, Quilley and Fair Mount.

Number 17—Between Calver Avenue and 25th Street in Harbor Park, Quilley and Fair Mount.

Number 18—Between Calver Avenue and 25th Street in Harbor Park, Quilley and Fair Mount.

Number 19—Between Calver Avenue and 25th Street in Harbor Park, Quilley and Fair Mount.

### LAST CALL!

Thursday Night, September 15, is Final  
Date for Six-Hour Rides  
for One Fare

LAST CALL for those who wish to take advantage of the six-hour ride for one fare on Thursday night, September 15, is now being called. This is the last day for this special offer.

Thursday, September 15, is the last day for the six-hour ride for one fare. After this date, the fare will be the regular fare for the entire ride.

Those who wish to take advantage of this special offer should do so by September 15, 1938.

The six-hour ride for one fare is a great way to enjoy the city during the summer months.

It is a great way to see the city and enjoy the night air.

It is a great way to see the city and enjoy the night air.

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It is a great way to see the city and enjoy the night air.

### COOL-OFF TOURS READY MADE FOR SIX-HOUR EXCURSIONS

To Enjoy These Interesting View-Fare  
Tours and Cool Off on Hot Nights

During the summer months, it is a great way to see the city and enjoy the night air. The six-hour ride for one fare is a great way to see the city and enjoy the night air.

It is a great way to see the city and enjoy the night air. It is a great way to see the city and enjoy the night air.

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It is a great way to see the city and enjoy the night air. It is a great way to see the city and enjoy the night air.

Commencing Friday, July 15—

### COOL OFF on CARS and BUSES WITH ROUND TRIPS FOR ONE FARE

Here is a complete list of the lines:

Number 1—Between Bay and Broad Avenues and Greenmount Avenue and 25th Street in Harbor Park, Quilley and Fair Mount.

Number 2—Between Fulton and Duval Avenues and Fair Mount.

Number 10—Between Roland Park and Point Breeze.

Number 14—Between Calver Avenue and 25th Street in Harbor Park, Quilley and Fair Mount.

Number 15—Between Calver Avenue and 25th Street in Harbor Park, Quilley and Fair Mount.

Number 16—Between Calver Avenue and 25th Street in Harbor Park, Quilley and Fair Mount.

Number 17—Between Calver Avenue and 25th Street in Harbor Park, Quilley and Fair Mount.

Number 18—Between Calver Avenue and 25th Street in Harbor Park, Quilley and Fair Mount.

Number 19—Between Calver Avenue and 25th Street in Harbor Park, Quilley and Fair Mount.

Number 20—Between Calver Avenue and 25th Street in Harbor Park, Quilley and Fair Mount.

Number 21—Between Calver Avenue and 25th Street in Harbor Park, Quilley and Fair Mount.

Number 22—Between Calver Avenue and 25th Street in Harbor Park, Quilley and Fair Mount.

Number 23—Between Calver Avenue and 25th Street in Harbor Park, Quilley and Fair Mount.

# THE BALTIMORE TRANSIT COMPANY

# Sell More Rides

## NEWSPAPER "ADS" keep "El" service before public

**A message to the PUBLIC**  
 BRONCHING COMMUNITY. A NEW PLAN of speed-up project...  
 An essential system of rapid transit...  
 Motorists coming from places not directly served by the railway will find a possible way out of their traffic jams...  
 By reducing the number of automobiles on the highways...  
 The railway is... and able to help you...  
**Boston Elevated Railway**

**Play IN GREATER BOSTON GO PLACES via the 'EL'**  
**REVERE BEACH**  
 Two miles of white sand and sparkling blue waves...  
**FRANKLIN PARK**  
 A quiet...  
**CITY POINT**  
 See the Aqueduct...  
**the 'El'**  
**FREE ROUTE MAP**— Shows how many ways...  
**NOW IN EFFECT 5c FARE for Children**

**Greater Boston is a SUMMER PLAYLAND ... if you Go Places via the 'EL'**  
 Swimming  
 Picnics  
 Cycling  
**CHILDREN 5c**

**MOTORISTS SPEED INTO BOSTON WITHOUT TRAFFIC DELAY**  
 "Park Where the 'El' Begins"  
**Where the "EL" Begins**  
 Four highways leading to the  
 Dorchester Tunnel—Mattapan High Speed Line  
**USE THE "EL" TO SAVE TIME**  
**BUSY DAYS AHEAD**  
**USE THE "EL" TO SAVE TIME**  
**Running Times**  
**BOSTON ELEVATED RAILWAY**  
**USE THE "EL" TO SAVE TIME**  
**Running Times**  
**BOSTON ELEVATED RAILWAY**  
**USE THE "EL" TO SAVE TIME**  
**Running Times**  
**BOSTON ELEVATED RAILWAY**

**Motorists from the North Shore— Save a half hour's driving ... USE the "EL" from East Boston**  
**THE FRANKLIN PARK ZOO**  
**MARINE PARK AQUARIUM**  
**SWIMMING GOLF TENNIS CYCLING**

**His TIME is worth MONEY**  
 He Saves both by using the 'El' every day...  
**REVERE BEACH via the 'EL'**  
**FARE—Adults 10c Children 5c to 14 years 5c**  
**USE THE 'EL' to SUFFOLK DOWNS**  
**grandstand for 10c**  
**Christmas shoppers save precious minutes**  
**USE THE 'EL' IT'S QUICKER**

# Boston Elevated Railway

# Sell More Rides

CAR CARDS *sell car rides*



*Boston Elevated Railway*



# Sell More Rides

FOR FASTER SERVICE

YOUR STREET CARS  
SHOULD HAVE  
FIRST CONSIDERATION

JAN. 20, 1934

## DOUBLE PARKING

DELAYS TRAFFIC AND  
CAUSES ACCIDENTS

TRAFFIC DELAYS  
ARE COSTLY!

Give Street Cars  
A Clear Track!

JAN. 17, 1934



Number 22

### KNOW YOUR CITY

See  
THE BUZZER  
THIS WEEK



No  
PARKING  
PROBLEM

# B. G. ELECTRIC RAILWAY CO. VANCOUVER

Sell More Rides

**PLEASE DEPOSIT**

**7¢**

**OR A  
TICKET**

**FOR THE FIRST  
11.97 MILES**

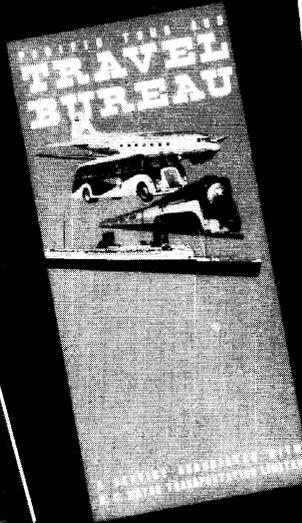
**B. G. ELECTRIC RAILWAY CO.,  
VANCOUVER**

# Sell More Rides

B.C. Electric  
INTERURBAN  
TRIPS



EXPENSE PAID  
LAND CRUISES  
By Motor Coach



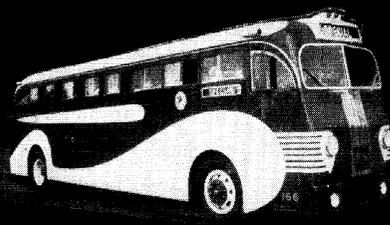
THIS TIME  
GO BY BUS



FAST - LUXURIOUS - ECONOMICAL



PACIFIC STAGES  
PARCEL EXPRESS



# B. C. ELECTRIC RAILWAY CO., VANCOUVER

# Sell More Rides

WHAT THE WELL-READ  
RIDER WILL READ IN 1938



VOL. XXII VANCOUVER, FRIDAY, DECEMBER 3, 1937 No. 27

O, THE PITY OF IT  
Let's be gay this Christmas even  
during traffic jams



MAKING A MOTORMAN  
By James G. Brown

From what you see in the streets of Vancouver, it is not surprising to find that the motorman is a man of many parts. He is a man of many parts, and he is a man of many parts. He is a man of many parts, and he is a man of many parts. He is a man of many parts, and he is a man of many parts.



MORE POWER TO YOU  
Vancouver motorists get 400 additional horsepower behind them

ONE of the most important items in the motorist's equipment is the engine. It is the heart of the car, and it is the heart of the motorist. It is the heart of the car, and it is the heart of the motorist. It is the heart of the car, and it is the heart of the motorist.



TIMES DO CHANGE  
Holidays are fast days for street cars but the masses still need transportation

IT is no longer the same old-fashioned holiday season. It is a new holiday season, and it is a new holiday season. It is a new holiday season, and it is a new holiday season. It is a new holiday season, and it is a new holiday season.



TRUE CONFESSION  
We throw ourselves on the mercy of the motorist

AND HERE is a confession. We are a man of many parts, and we are a man of many parts. We are a man of many parts, and we are a man of many parts. We are a man of many parts, and we are a man of many parts.



ECHOES OF DECEMBER  
Cool off on the recollections of the season and few of winter

FROM the first snowfall to the last, the winter season is a time of many memories. It is a time of many memories, and it is a time of many memories. It is a time of many memories, and it is a time of many memories.



The average home served by B.C. Electric uses only 6 cents worth of electricity a day.

Your greatest conveniences are your least expense.

Every B.C. Electric car and bus has brakes, motors, axles and all other equipment thoroughly checked after 120 to 130 hours of service.

The safest place in the street is in a Street Car or Bus!

297 Vancouver motormen and conductors have operated for 5 years or more without a single accident.

You are safe in a B.C. Electric car or bus.

In 1937, 654 Vancouver motormen and conductors operated their cars 15,350,000 miles without an accident.

B.C. Electric men are trained in safety.

# B. C. ELECTRIC RAILWAY CO., VANCOUVER



# Sell More Rides

## FAMILY ALBUM

daguerreotypes showing the kind of life led by a public utility company and its 3,750 employees.



1. B.C. Electric trolley cars rolled out in wind, rain, sleet or snow in order that you may have uninterrupted service.



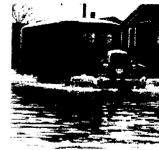
2. Lee Turner, mail-age supervisor, puts three Sisking letters on a 40-foot roll in Kitakom ships.



3. Rosemary Springer and Marjorie Fredericks attend the B.C. Electric convention held, grand gala dinner at 1937 Canada Pacific Exhibition.



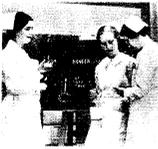
4. Members of the B.C. Electric transportation department who make up the backbone of Vancouver's creek football teams, posing for their picture.



5. Bus Operator, F. P. Finch, Victoria, pilots his bus through flooded Shelburne street, December 28, 1917.



6. "Saturday Night" at the Mount Pleasant Station. B.C. Electric street cars undergo special "heavy treatment."



7. Miss Joan K. Walker, B.C. Electric home service director, talks over a chimney problem with two members of her department, Miss Joan Gibb and Miss R. Walker.



8. Foreman Bill T. Herbach watches Lincoln H. McEwen and W. Krenner at work on the Holly street.



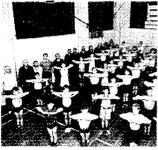
9. Ralph Gray and S. J. Brant, B.C. Electric agricultural representatives, put on a broadcast during one of the B.C. Electric farm radio programs.



10. B.C. Electric employee, F. Ulan, left, when bridge breaks, opens his bridge to let a bus go through.



11. Motorman L. E. Perrow, president of the B.C. Electric Motorman Association, enjoys his own garden at 487 East 56th avenue with his wife and son, Richard.



12. Some of B.C. Electric motormen and conductors in physical training exhibition under Inspector George Sherman.



13. W. G. Martin, president of B.C. Electric Railway Company, quats over a cup of coffee at office employees association picnic.



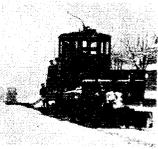
14. Publicity Manager, James Lightbody and J. Bennett, agricultural representative, make winter pictures on Fraser Valley growing farms.



15. Crews in Stanley Park using one of the concerts by the Vancouver Symphony Orchestra conducted by the B.C. Electric.



16. Members of the B.C. Electric Symphony Orchestra rehearsing for a radio broadcast during the winter months.



17. B.C. Electric trolley pushes some back 10 feet from tracks so that automobiles might get through streets.



18. Mid-Career Charles Green, foreman of the construction department, has been 42 years in the service of the B.C. Electric.



19. Tinker to Vancouver Exhibition streets, the "night inspector" test from Miss Betty Klodde.



20. Matthew Brown, gas works chemist, makes use of his 1500 tests a year to maintain quality of gas manufactured by the B.C. Electric.

*W. G. Martin*  
PRESIDENT

BRITISH COLUMBIA ELECTRIC RAILWAY CO. LIMITED

**Safer than walking!**

THE B. C. ELECTRIC HAS CARRIED OVER A BILLION PASSENGERS IN 15 YEARS AND *not one has been killed!*

- ❖ B. C. Electric street cars and buses are kept in perfect mechanical condition, and brakes and other safety equipment are tested regularly.
- ❖ The men wearing B. C. Electric caps are trained to think in terms of safety every minute they are on the job. During 1937 654 Vancouver motormen and conductors operated their cars over 15,350,000 miles without having an accident recorded against them.
- ❖ Each man travelled a distance nearly equal to a trip around the world . . . without causing an accident.
- ❖ There are 287 B. C. Electric motorman and conductors who have operated five years or more without an accident going into their records.
- ❖ These men help to make Vancouver's streets safer . . . not only for their own passengers . . . but for motorists and pedestrians as well.



# B. C. ELECTRIC RAILWAY CO. VANCOUVER

# SELL MORE RIDES

**TO THE RACES BY BUS**



**Call No. 1075** BUSES LEAVE 1416-F ST N.W. EVERY RACING DAY

*End Your Parking Worries!*



**RIDE STREET CARS AND BUSES**

**PARK HERE**

*We'll Take You There!*



**RIDE STREET CARS AND BUSES**

**PARK HERE**

*We'll Take You There!*



**RIDE STREET CARS AND BUSES**

**THE BIGGEST BARGAIN IN CITY TRAVEL**

PRICE \$1.25

**WEEKLY PASS**

**WASHINGTON'S MOST SENSIBLE WAY OF TRAVEL**



**STREET CARS AND BUSES**

**LET'S START RIGHT**

1938 JANUARY 1938

|        |    |         |    |
|--------|----|---------|----|
| SUNDAY | 1  | TUESDAY | 2  |
| 3      | 4  | 5       | 6  |
| 7      | 8  | 9       | 10 |
| 11     | 12 | 13      | 14 |
| 15     | 16 | 17      | 18 |
| 19     | 20 | 21      | 22 |
| 23     | 24 | 25      | 26 |
| 27     | 28 | 29      | 30 |

**1938 RESOLUTION NO. 1**

*To Go and Return by Street Car or Bus*

See the **Dragon Lizard** at the **ZOO**

USE YOUR **PASS**



**Why FOOL YOURSELF**



THERE'S NO PARKING PLACE WHERE YOU WANT IT

*Ride Street Cars and Buses*

**Why Blind Yourself TO TRAFFIC HAZARDS?**



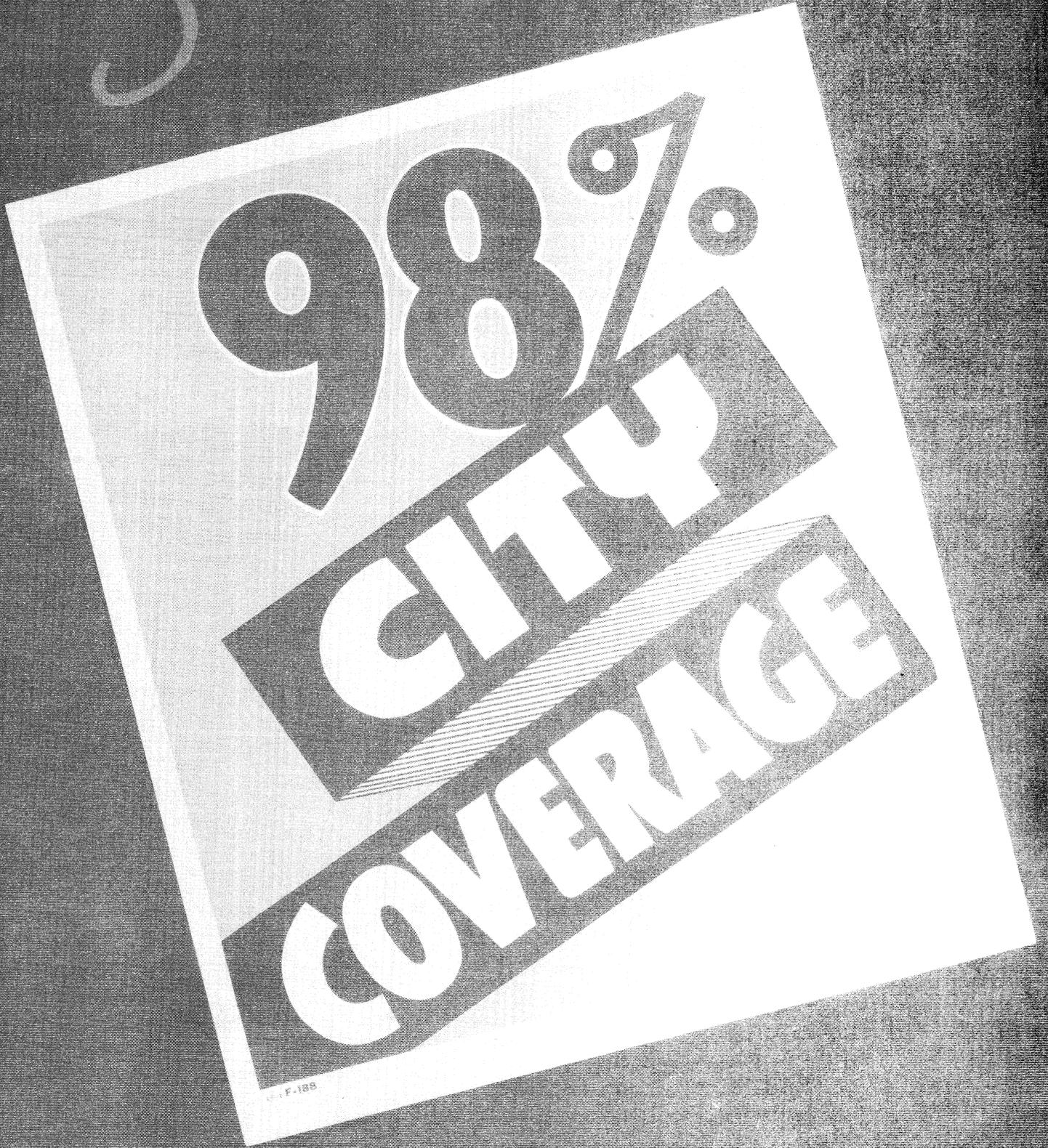
**STREET CARS AND BUSES ARE SAFER**

*— Cheaper Too!*

# CAPITAL TRANSIT CO.

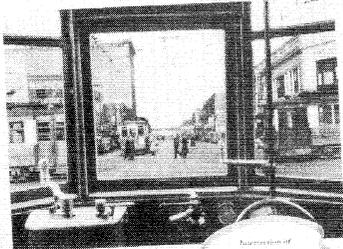


*Sell more rides!*



**CHICAGO  
SURFACE LINES**

# Sell more Rules!



**SERVING**  
*All* **CHICAGO**

All business centers and 90 per cent of all the homes in Chicago are served by the Chicago Surface Lines.

And the service is frequent, convenient and city-wide.

For example - take the Lincoln-Adlai-Belmont business district. It's miles from the Loop.

More than 100,000 people live within a one mile radius of this center. Three important Surface Lines intersect there.

Some 1,500 street cars pass through the station between 6 A.M. and 6 P.M. each weekday. Approximately 12,000 people ride in these cars.

The Chicago Surface Lines make possible the growth of this section and assure its present prosperity by providing prompt, comprehensive transportation service.

By Surface Lines, people residing in this section go to and from every part of Chicago on a single fare basis. By Surface Lines, people from every part of Chicago go to and from this section.

The Chicago Surface Lines provide the most comprehensive service and the most liberal transfer privileges to be found in any large American city.

**What City-wide Service Means**



CHICAGO SURFACE LINES

## STREET CARS and Healthy Babies



Street cars and helping mothers and healthy children is one of the most important of all our activities. The Infant Welfare Society of Chicago is active in this field.

The company's employees all undergo a special medical examination to insure that they are in the best of health. The physicians and a full staff of nurses, matrons and special social workers. Attendance at the various



CHICAGO SURFACE LINES

## Service WHERE YOU WANT IT...

The Chicago Surface Lines (C.S.L.) are the only transit system in the world that provides service to every part of the city. Our lines are so extensive that we can take you to any part of the city in less than 30 minutes. Our service is so frequent that you can get on a car at any time of the day. Our fares are so low that you can afford to use them every day.

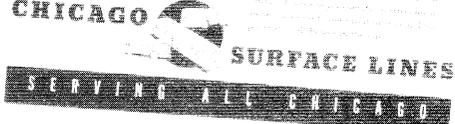


CHICAGO SURFACE LINES

## Why He Prefers the STREET CAR



The street car is the most convenient and comfortable mode of public transportation in Chicago. It is so frequent that you can get on a car at any time of the day. It is so fast that you can get to any part of the city in less than 30 minutes. It is so cheap that you can afford to use it every day.



CHICAGO SURFACE LINES

# CHICAGO SURFACE LINES

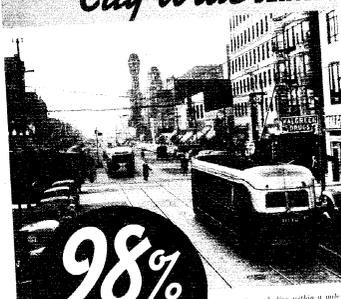
*Sell more Rides!*



**CHICAGO**  
**SURFACE LINES**

# Sell more Rides!

**THE ONLY City-Wide SERVICE**



**98% COVERAGE**

• More people live within a mile radius of the business intersection of Madison and LaSalle. 1,433 street cars serve this intersection daily between 6 a. m. and 6 p. m.

Of all three local transportation systems in Chicago, only one is city-wide.

The Chicago Surface Lines alone will take you anywhere in the city. It is tailor-made for Chicago.

As city boundaries have been extended—as new homes have been built—as new business centers have grown up, Surface Lines routes have been pushed out into new territories.

And today, 98 per cent of all the homes in the city are served directly or within three blocks by one or more surface lines.

More people go to the Loop by street cars than by any other transportation. Yet these Loop riders are but 15 per cent of the total Surface Lines business.

Eighty-five per cent of the 2,000,000 daily passengers ride from one point to another in the outlying sections of the city.

Miles from the Loop, through every business center and every industrial district, thousands of Surface Lines cars and buses, operating over a complete network of routes, take the millions wherever they want to go.

Chicago is many cities—many communities—in one. And the Chicago Surface Lines serves them all.



L. W. BARNES, INC.  
110 North Dearborn Street  
Chicago 2, Ill.

**IN EVERY DIRECTION**



• More than 100,000,000 rides are taken from the Loop each year, and the number of 1939-40 surface cars and buses served by 1,778 Surface Lines cars daily in several hours.

No need to live in any certain limited area in order to enjoy the advantage of Surface Lines city-wide service.

No matter where you live—no matter where you want to go in Chicago, Surface Lines cars or buses are always available.

They bring more people to the Loop daily than any other transportation agency. But they also serve directly every business section and every industrial district. They reach within three blocks of 98 per cent of all homes in the city.

That's because the Surface Lines never quit growing. Even during the depression and under reverse-ship, expansion has continued.

In 11 years the route mileage of all three transportation systems in Chicago has increased 120 miles. All but 8 miles of this increase has been added by the Surface Lines.

In these 11 difficult years also, the Chicago Surface Lines has bought 162 new equipment units—new cars, new buses and new trolley buses. It has spent \$3,100,000 for improvements and extensions.

The overwhelming majority of all who use public transportation ride the Chicago Surface Lines, because it alone provides city-wide service.



L. W. BARNES, INC.  
110 North Dearborn Street  
Chicago 2, Ill.

**DRUG STORES and Street Cars**



• JOSEPH OBERMAN, President Chicago Retail Druggist Association

Do you ever ask yourself why practically every drug store in the city is on a street served by the Chicago Surface Lines?

There's good reason for it, as President Joseph Oberman of the Chicago Retail Druggist Association points out.

"The drug store is a community necessity," President Oberman says. "Fully 97 per cent of the 2,000 drug stores in Chicago are in outlying business centers or neighborhoods. They are located on Surface Lines streets because that is where they are handiest to their customers.

"You'll find them more often than not at

the intersection of two important street car lines. You'll find them at corners where numbers of persons board or alight from street cars.

"The overwhelming majority of the people use the Surface Lines, and most of our patrons are regular Surface Lines riders."

That is the answer. But there is another important factor.

Drug stores are everywhere in Chicago. So is the Chicago Surface Lines.

Every business center, every industrial district, and 98 per cent of all the homes in the city are served by one or more Surface Lines routes.



**SERVING ALL CHICAGO**

L. W. BARNES, INC.  
110 North Dearborn Street  
Chicago 2, Ill.

## To Market by Street Car



YOU OBERMAN knows his onions—which is just another way of saying that he knows his business. And the most important factor in his business is the proper location of his store. He wants to be handiest to the people who trade with him.

We asked Mr. Max Simon, President of the Chicago and County Retail Grocers and Butchers' Association, what he considered the most advantageous location for a grocery or meat market, and this is what he said:

"There are approximately 10,000 food markets in Chicago. Practically every one of them is served by the Chicago Surface Lines. That's because at least 25 per cent of their customers are Surface Lines riders."



The Surface Lines is distinctly a home-to-market service. There are no long walks—no stunts in the city are within three blocks of a Surface Lines car or bus route.

Nothing is easier than to board a car or bus, ride to the market, make your purchase, and ride home.

The housewife knows it—and so does the grocer. Naturally he wants to be handiest to Surface Lines service.



**SERVING ALL CHICAGO**

L. W. BARNES, INC.  
110 North Dearborn Street  
Chicago 2, Ill.

# CHICAGO SURFACE LINES

# Sell More Rides

*Take me*

15 CLARK ST.

*out to the*

**BALL GAME**

**Routes 15-16-18**

No. 870 In June 4 Out June 13, 1938 Front



# Sell More Rides

**Z** VISIT YOUR

**ROUTES 49-78 - COACH E**

No. 873 - In June 13, Out June 20, 1958 Repr



# Sell More Rides

# 7 CARLOADS



of Telephone Directories now being distributed in Greater Cincinnati.

See the convenient Guide to Parks and Play Grounds on the last white page, opposite Civic Section (the blue pages.)

*Cincinnati Street Railway*

No. 375 In June 6, Out June 13, 1938

**CINCINNATI TELEPHONE DIRECTORY CIVIC SECTION**  
**STREET CAR AND MOTOR COACH SERVICE**  
**CINCINNATI STREET RAILWAY**  
 Telephone Main 1500

WHERE TO GET THE CARS DOWN TOWN

LETTERS ABOVE POINTS TO BE

UNITED RAILWAY TERMINAL  
 100 West Trade Street

**MOTOR COACH SERVICE**

**GENERAL I**

**VISIT AND EXPLORE CINCINNATI'S PARKS**

USE YOUR MUNICIPAL RECREATION FACILITIES

**FREE INDOOR SWIMMING POOLS**

**CINCINNATI STREET RAILWAY AND MOTOR COACH SYSTEM**

**THE CINCINNATI STREET RAILWAY CO.**  
 STREET CAR LINES  
 MOTOR COACH SERVICE

PUBLIC TRANSPORTATION IS SAFE, OPENING, BONDAGE AND CONVENIENT—AN EXPEDIENT SERVICE—USE IT!





# Sell More Rides



Here's health..  
**WALK·A·WHILE**  
**THEN**  
**CATCH THE CAR**

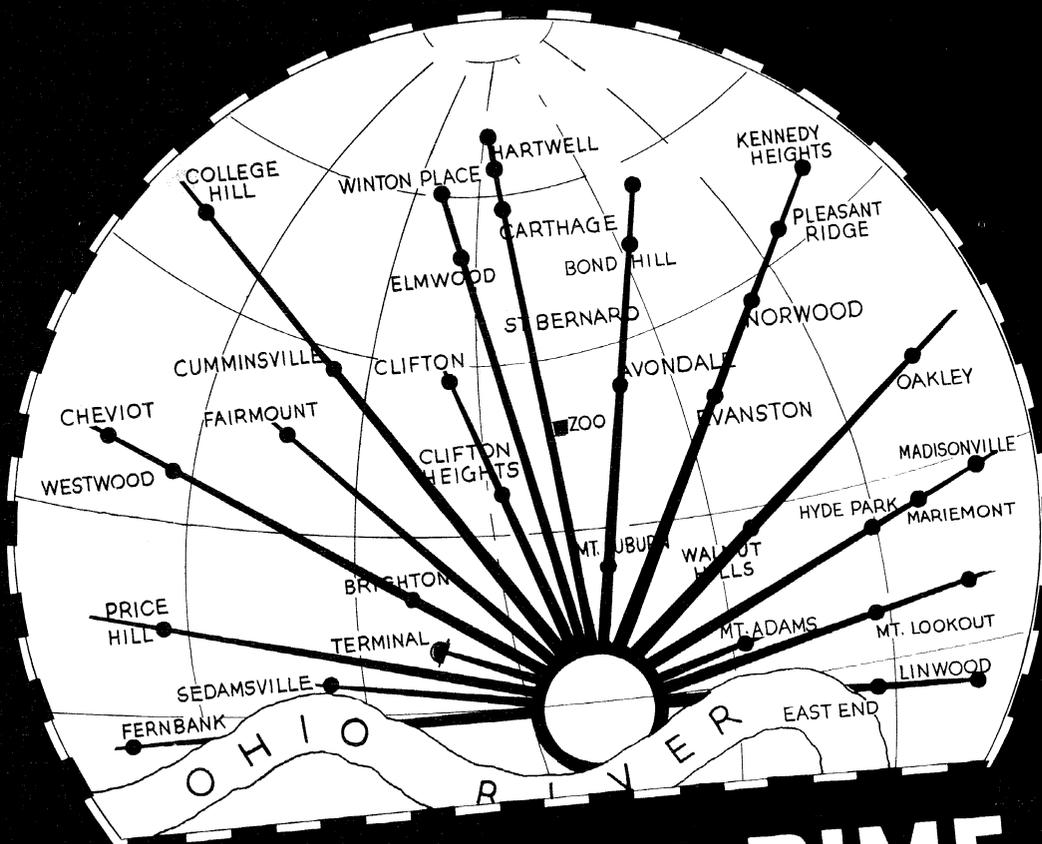
No. 854 - In Feb. 23, Out Mar. 3, 1938 Rear

Bookery Note -  
Posters are printed on both sides of the  
card, covered, to provide clean, sharp edge  
when changed.  
Tilted corners make posters easy to  
slide into metal frames.



# Sell More Rides

**WE WILL TAKE YOU  
ANYWHERE**  
in



**... FOR A DIME**

No. 844 - In Dec. 12. Out Dec. 28. 1937 Rear



# Sell More Rides

**The Cincinnati Post**  
U. S. WEATHER FORECAST: Fair tonight and Tuesday, moderate, warm Wednesday.  
CINCINNATI, MONDAY, AUG. 14, 1938  
VOL. 116, NO. 27

**4 MEN ROB N. Y. BANK OF \$70,000**  
Bandits Flee With Cash After Holding 20 at Bay in Slickup

**Tell Sawyer to "Bring Back"**

**— Summer Santa brings free cigarettes or ice cream for cool street car riders —**

**NEWS**  
Fighting on Siberian border  
ATTACK hinders factory output

**SUSPECT**

**SEE The Post FOR DETAILS**

No. 884 - In Aug. 5, Out Aug. 14, 1938 Front



**SELL MORE RIDES**



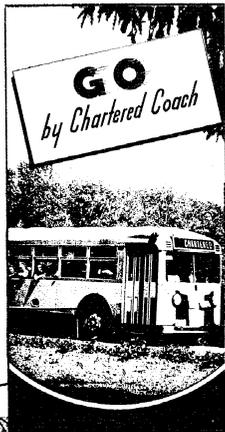
# NEW NAMES

Every Wednesday  
at 7:30 p.m.  
**W.H.K.**

**CLEVELAND RAILWAY CO.**



# SELL MORE RIDES



## GO by Chartered Coach



### Modern Motor Coaches

1. Operation by courteous and competent men of well-trained chauffeurs, specially selected and trained to insure your safety.

2. In ample supply of attractive, comfortable and modern motor coaches of the most modern design, maintained according to the highest standards.

3. When you charter a service from The Cleveland Railway Company, you are assured of being provided with all the vehicles you need when you need them.

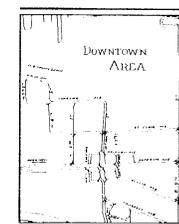
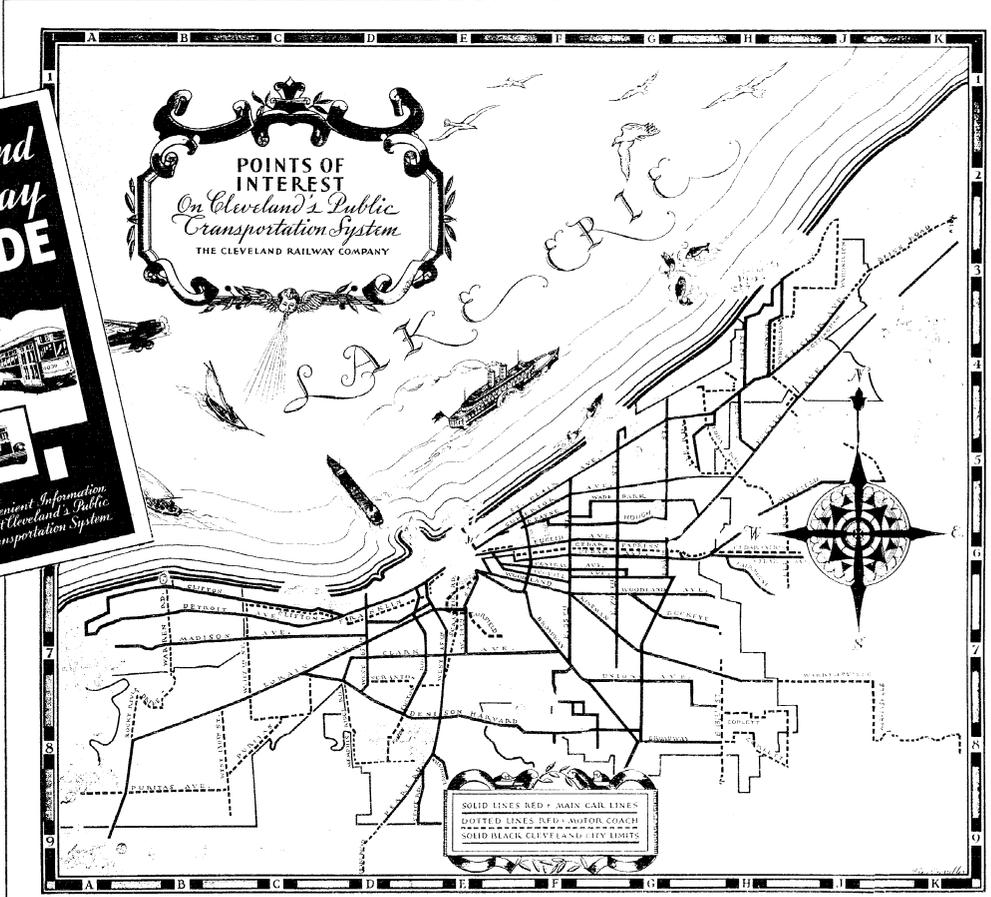
4. The latest rate consistent with first-class service.

By chartering Cleveland Railway motor coaches, you are assured of:

1. Reliable service by a fully responsible company with many years of successful experience in the chartered business.

The Cleveland Airport is the largest municipal airport in the world, covering more than one thousand acres. It is visited by many hundreds of private flights. The airport below was photographed during the National Air Show.

The Rock River Department of Metropolitan Park is one of the most beautiful parks in the city. It is a beautiful park with many scenic spots, picnic grounds and summer cottages. Show here is the view from the Hilliard Boat House.



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# CLEVELAND RAILWAY CO.

# Sell More Rides

**SCHEDULE CHANGES – EFFECTIVE SEPT 6, 1938.**

**SCHEDULE CHANGES ON THE FOLLOWING LINES:  
ELEANOR, SOUTH EXTENSION, HAWLEY X.T.N.,  
DETROIT X.T.N., AND OTTAWA HILLS.**

**ASK OPERATOR FOR NEW HAND SCHEDULES. FOR  
ADDITIONAL INFORMATION PHONE ADams 1241.**

*The* **COMMUNITY TRACTION Co.**

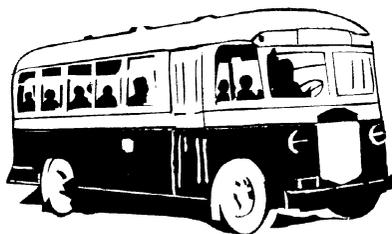
## RIDE DOWN FREE!

**9 TO 10 A. WEDNESDAY  
M. SEPT. 14<sup>th</sup>**

*First of Four Famous*

## GOLDEN OPPORTUNITY DAYS at TIEDTKE'S

Community Traction Co. **TROLLEYS AND BUSES** Within City Limits  
**CHARTERED BY TIEDTKE'S**

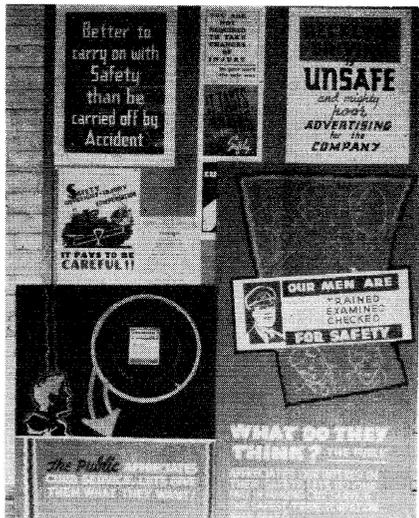


**PLEASE  
SIGNAL  
OPERATOR  
WHEN WISHING TO  
BOARD**

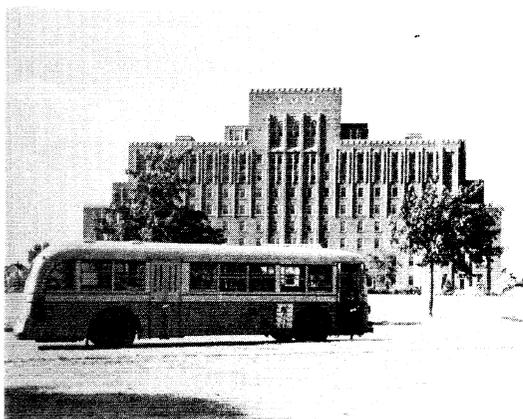
**IT WILL HELP SPEED UP SERVICE!**

*The* **COMMUNITY  
TRACTION COMPANY**  
TOLEDO OHIO

# Sell More Rides



SCHEDULE  
and  
ROUTE  
of  
CHERRY  
CAR SERVICE  
  
Effective April 1, 1938  
  
THE COMMUNITY  
TRACTION CO.



  
**THE COMMUNITY TRACTION COMPANY**  
TOLEDO, OHIO

Please Mark Reply Attention of

Register  
Division  
1938

Dear Principal:

With the re-opening of school, it becomes necessary to provide new Certificates of School Attendance for every child attending public or parochial schools in order that proper control of this reduced cost, street car and bus fares may be maintained.

For the 1938-1939 school year, three classes of cards will be issued, as follows:

- (1) Cards for students eight years of age and under.
- (2) Cards for students in the grade schools and Junior High Schools who are above the age of eight years.
- (3) Cards for regular full-time students in the high schools.

In order that we may supply your school with the necessary Certificates of Attendance as promptly as possible, will you kindly fill out the enclosed postal card and return it to us not later than Friday, September 15th. These cards only the actual number of enrolled students as a percentage will be added to the card of additional students who enter school after the beginning of the term.

An instruction sheet should be issued to each teacher or office attendant who has responsibility to do with leaving the card to the students. In stating the number of instruction sheets required, please bear this in mind.

Very truly yours,  
THE COMMUNITY TRACTION COMPANY

JRM:JW By

**CERTIFICATE OF SCHOOL ATTENDANCE**  
1938-1939

The undersigned hereby certifies that \_\_\_\_\_ grade \_\_\_\_\_ of \_\_\_\_\_ school and is \_\_\_\_\_ years old.

Name of Parent

ISSUED IN THE  
NO. 10 This card will be accepted from \_\_\_\_\_

**CERTIFICATE OF SCHOOL ATTENDANCE**  
1938-1939

The undersigned hereby certifies that \_\_\_\_\_ grade \_\_\_\_\_ of \_\_\_\_\_ school and is \_\_\_\_\_ years old.

Name of Parent

ISSUED IN THE  
NO. 10 This card will be accepted from \_\_\_\_\_

**CONDITIONS**

This certificate is valid only when used in accordance with the rules and regulations of the Board of Education and the Board of Public Utilities. It is not valid if the card is used for any other purpose, or if it is used for a student who is not enrolled in the school named on the card. It is not valid if the card is used for a student who is not a resident of Toledo, Ohio. It is not valid if the card is used for a student who is not a regular full-time student in the school named on the card. It is not valid if the card is used for a student who is not a member of the Community Traction Company. It is not valid if the card is used for a student who is not a resident of Toledo, Ohio. It is not valid if the card is used for a student who is not a regular full-time student in the school named on the card. It is not valid if the card is used for a student who is not a member of the Community Traction Company.

  
**THE COMMUNITY TRACTION COMPANY**  
TOLEDO, OHIO

Please Mark Reply Attention of

Register  
Division  
1938

TO STUDENTS OF PUBLIC SCHOOLS

On the previous year, a Fifty Cent Weekly School Bus card will be valid for students in the Public and Parochial Schools who have obtained a regular Certificate of Attendance. This year will require the holder to pay to use the school bus from September 1st, and April 1st, an regular rate of fifty cents per week.

To obtain the Special Student Identification Card the student must appear in person at the office of this company with an order properly filled out in ink and signed by the student and the teacher, together with two recently secured black and white photographs on which the width of the head is not less than three eighths of an inch nor more than three fourths of an inch. When Special Identification Card is issued it must be accompanied by the student's working original order before it will be accepted for the purchase of the Fifty Cent Weekly Bus.

The Fifty Cent Weekly Bus will be sold only to holders of the Special Identification Card and can only be obtained at one of the following points:

Southgate Station - 1916th Street, E.H. Jefferson Avenue  
Maplewood Station - 1st, 2nd and Adams  
Downtown and Cherry  
Downtown and Cherry  
Downtown and Jefferson  
Downtown and Summit

Orders for Special Identification Cards should be issued only to regular full-time students in the public and parochial schools. All other students who wish to use the regular Certificate of School Attendance also which they have already been provided.

In order to obtain the Special Student Identification Card, all students of this company, as a special privilege, please call Adm. 1534 and collect the card will be furnished. Please be sure to send that those cards will be used only for students holding to use the Fifty Cent Weekly Bus.

Very truly yours,  
THE COMMUNITY TRACTION COMPANY

JRM:JW By

*The* **COMMUNITY TRACTION COMPANY**  
TOLEDO OHIO

# Sell More Rides

WHEN IS THE  
NEXT CAR

*Going to Town?*



CALL US AT ANY HOUR OF THE DAY OR NIGHT.  
ASK FOR THE SERVICE DEPT. WE'LL GLADLY  
TELL YOU AT WHAT TIME YOUR CAR OR BUS  
LEAVES THE NEAREST CORNER .....

Telephone ADams 1241 THE COMMUNITY TRACTION CO.

## PUBLICITY and RADIO ADS

Coaches Ready To Go—Next Month



All equipped to meet the needs of the public for the next few months. The new coaches will be ready to go by the first of the month. The new coaches will be ready to go by the first of the month.

THE PORT INDUSTRY COMPANY



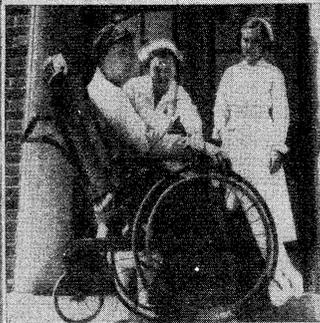
...service on Community Traction buses. ...service on Community Traction buses. ...service on Community Traction buses.

Business Leaders Inspect Trolleys



TROLLEY INSPECTION FOR BROADWAY was held by a group of local business leaders yesterday. Here they are seen looking at the trolley in line of the new coaches. Among the group were J. J. ...

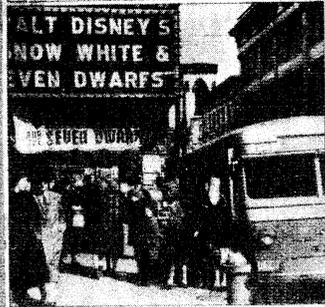
Bus Driver Gets Hospital Service



CHARLES ROSS, ... JUNE PHOENIX ...

...for a hundred and one other occasions, take advantage of the excellent bus service of the Community Traction Company. Safe, dependable transportation keeps your crowd together. Call the Community Traction Company, Adams 1241, for further details.

7 Dwarfs Get Guffaws Aplenty



THE ANGER OF THE DWARFS ...

ONE WAY  
RETURN TRANSPORTATION  
COUPON  
WITH TRANSFER PRIVILEGE

When Community Traction Bus is ...

...if you are having a company, club, or fraternity picnic, use Community Traction Company bus service. It's quick, safe transportation with carefree comfort. You'll keep your entire party together. Call Community Traction Company for rates. Inquire about rates to the ...

COMMUNITY TRACTION CO.



The new coaches ...

*The* **COMMUNITY TRACTION COMPANY**  
TOLEDO OHIO



# Sell More Rides.

## DO IT NOW!

Before planning your Summer Vacation write or call for our 1938 Illustrated Summer Tours Folder. 3, 5, 6 and 8 day All-Expense Vacations to popular resorts at reasonable rates. Trips are made in new parlor de luxe motor coaches. They are not "just bus rides", but delightfully enjoyable trips to fashionable resorts, stopping at the best hotels and including all incidental expenses. We will be glad to assist you in arranging your plans. Send for the new 1938 Summer Vacation Folder.

The Connecticut Company  
Travel Bureau  
185 Church Street, New Haven, Conn.

## — VACATION TIPS —

All expense vacation tours in parlor motor coaches to mountain and seashore resorts

|       |  |         |        |
|-------|--|---------|--------|
| 3 day | Oak Bluffs Tours                           | \$18.00 | and up |
| 5 "   | Ausable Chasm, White Mts., York Beach, Me. | 49.50   |        |
| 6 "   | Cape Cod and Nantucket                     | 50.00   |        |
| 8 "   | White Mts., York Beach, Boston, Nantucket  | 75.00   |        |

Every item of expense included. Visit the beauty spots of New England, stopping at the best hotels. Plan now to join one of these tours. Early booking is suggested as space is strictly limited. Call your Tourist Agent for complete information or phone The Connecticut Company

## PILGRIMAGES to GRAYMOOR

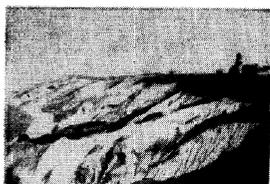
Why not plan to join a Pilgrimage Party to Graymoor at Garrison, N.Y.? Special motor coaches leave Atlantic Square at 9:00 A.M. on dates mentioned and immediately after arrival at Graymoor, Mass will be celebrated. Arrangements can be made for dinner on the grounds. Friars and students will conduct party to the following points of interest on the Mount of the Atonement: St. Anthony's National Shrine, Little Flower Memorial Hall, St. Joseph's Novitiate (grounds only), St. Francis Chapel, Holy Ghost Tower, and St. Christopher's Inn. At 4:00 P.M. outdoor Benediction and Novena Services to St. Anthony are held.

**JULY 24      AUGUST 7      AUGUST 21**

Make your reservations early for these inspiring trips

ROUND TRIP **\$1.00**

THE CONNECTICUT COMPANY



Gay Head Cliffs

Located on the Beautiful Island of Marthas Vineyard

3 Day Week Ends

## OAK BLUFFS

2 Hours Boat Trip Out of New Bedford, Mass.

Leave Friday mornings in special de luxe motor coach. Delightful sail across Buzzard's Bay and Nantucket Sound. Room and all meals at the Ocean View Hotel. All day Saturday and Sunday at this popular resort. Glorious bathing - dancing. Just the spot to while away a happy week end.

JUNE 25-26-27  
AUG. 6-7-8

JULY 9-10-11  
AUG. 20-21-22

JULY 23-24-25  
SEPT. 4-5-6

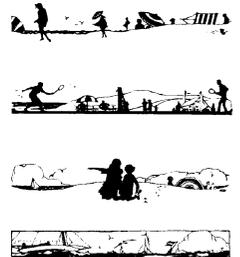
**\$15.00** per person

Includes transportation--boat--hotel (2 in a room) with hot and cold running water and all meals at Oak Bluffs

Write or Call for Information

THE CONNECTICUT COMPANY

129 Church Street, New Haven, Conn.



# THE CONNECTICUT COMPANY.

# Sell More Rides.

## IS IT ECONOMICAL TO DRIVE?

Statistics develop it cost 7.33¢ per mile to drive a light six cylinder car. If you drive only 8 miles a day for 305 business days a year the annual cost is - - - - - \$178.85

For 3 tokens at 25¢ the same 305 business days, bus or trolley transportation will cost you - 50.84

Is This Worth Saving - - - \$128.01

AND HOW ABOUT PARKING?

THE CONNECTICUT COMPANY

THE CONNECTICUT COMPANY  
Thanks You for Your Patronage  
and  
Wishes You a Merry Christmas  
and  
A Happy New Year

## THE CONNECTICUT COMPANY OFFERS

*Convenient  
Service*

*Frequent  
Schedules*

*Courteous  
Operators*

*Modern  
Equipment*

*Coaches  
For Hire*

*Week-end All  
Expense Trips*

*Chartered  
Trips*

*Economical  
Outings*

We will be glad to assist you in planning your outings, conventions, picnics, educational or industrial trips with no obligations

Call or write our Local Office whenever dependable low-cost transportation is required

THE CONNECTICUT COMPANY

# THE CONNECTICUT COMPANY.

# Sell More Rides.

JOIN OUR FOURTH OF JULY WEEK-END PARTY

## **OAK BLUFFS** SATURDAY -- SUNDAY -- MONDAY

Three glorious days at this popular resort      Hotel and all meals      Sight seeing trips and dance  
Leave your cares and worries at home, and spend three care free days enjoying life

LEAVE SATURDAY A. M. JULY 2, AND RETURN LATE EVENING JULY 4

Rates Begin at **\$18.00** Per Person

Space is limited so make your reservations early

CONSULT YOUR TRAVEL AGENT

or phone The Connecticut Company

6-10-38-300

FOR THE BEST WEEK-END EVER

**OAK BLUFFS**

ON THE ISLE OF DREAMS

★      ★

**Fridays, Saturdays, Sundays**  
**July and August**

ALL EXPENSES **\$18.00** and up

Make reservation early---space limited.  
Consult your Local Travel Agent  
or call

THE CONNECTICUT COMPANY

## **LABOR DAY WEEK-END PARTY**

3 GLORIOUS DAYS AT

## **OAK BLUFFS**

Something Doing All the Time

LEAVE SATURDAY, SEPTEMBER 3

RETURN LABOR DAY NIGHT

Motor coach to New Bedford -- Two Hour Boat Trip to Marthas Vineyard -- Two Nights Lodging  
Six Meals--Jolly Shipwreck Party -- Dawn Dance -- Bathing Party

Everything Included  
For as Little as

**\$18.00**

Per  
Person

Party Strictly Limited, Make  
Your Reservations Early

For Space Phone the Nearest Office of The Connecticut Company or Call Your Tourist Agent

8-24-38

# THE CONNECTICUT COMPANY.

# SELL MORE RIDES

## HOT WEATHER SPECIAL

For Cool  
Comfortable and Convenient  
**TRANSPORTATION**  
To All Summer Activities

**RIDE  
STREET CARS AND  
They are SAFE  
DEPT**

## A Very Valuable Electrical Servant



### A COMMUNITY NECESSITY!

Good Weather or Bad . . . Hot Days or Colds . . . Your Street Car Serves You Safely, Economically on a Regular and Frequent Schedule . . .

The street car service in greater Dallas is uniformly good. Direct routes bring thousands of people from outlying neighborhoods and suburbs to the downtown area quickly and comfortably. Safety is such a factor that we welcome the responsibility of taking school-age children on their travels about town.

Ride the Street Car to  
Avoid Traffic Troubles,  
to Save Your Energy and  
to Economize

When out-of-town people brag about their cities and mention the efficiency of their street car system.

And ride it more. We need your patronage to keep up our standards.

Dallas Railway & Terminal Co.

MANUAL OF  
Local Transportation  
for  
Conventions  
and  
Organizations

DALLAS RAILWAY & TERMINAL CO.  
INTERURBAN BUILDING  
DALLAS, TEXAS

Telephone 7-1151



PLAN IN YOUR MIND FOR FUTURE REFERENCE

SEVENTH SCHEDULE  
Information for Patron Using Seventh  
Car Line



Ride Street Cars and Coaches  
and SAVE



Second of a Series of Advertisements featuring  
Sanger's Courtesy Transfers for Business Women

### Business and Professional Women

Ask operator of car or bus for  
Sanger's Courtesy Transfer on your way to  
work . Shop at Sanger's any time that  
day . Receive car refunds-- 2 tokens with  
purchase of \$1.50 or more--1 token with 50c  
purchase. No red tape , no waiting. Just present  
transfer to sales person when purchase is made.  
The transfer you get early in the morning is  
acceptable by us for cash refund any time  
that day . For your convenience this store is

open until 6 o'clock each day .

EXCEPTIONS: Drugs, Tobacco, Groceries and a limited  
number of other items are excepted, including C. O. D.'s.

**SANGER BROS.**

THE BEST PLACE TO SHOP FOR ALL



### CHARTER A STREETCAR OR A MOTOR COACH FOR SAFE, THRILLING PICNICS

Ride all over town . . . enjoy the thrill of sightseeing and dis-  
covering parts of Dallas you've never seen before. It's great  
fun for youngsters . . . and safe, too. A thousand million pas-  
sengers have been carried by Dallas Railway streetcars and  
motor coaches without a fatal accident.

Call 7-1151 for Details and Low  
Rates on Chartered Streetcars  
and Motor Coaches for Picnics

Greater Dallas is served by an intercommunal network of  
streetcar and motor coach lines. Use this city transportation  
service for convenience, safety, comfort and dependability.  
Fast service on briefly spaced scheduling takes you to, and  
from any part of the city . . . it pays to ride with us in Dallas!

Dallas Railway & Terminal Company

# DALLAS RAILWAY & TERMINAL COMPANY

# SELL MORE RIDES

It's More Fun  
When They're Gilt Together

Important News  
FROM YOUR  
Street Railway Company

A BELMONT SCHEDULE  
Save Time for Reference

DALLAS, TEXAS

**SHOPPER'S SCHEDULE**  
BRIDGEWAY COACHES

| Time     | From | To  |
|----------|------|-----|
| 6:00 AM  | ...  | ... |
| 6:30 AM  | ...  | ... |
| 7:00 AM  | ...  | ... |
| 7:30 AM  | ...  | ... |
| 8:00 AM  | ...  | ... |
| 8:30 AM  | ...  | ... |
| 9:00 AM  | ...  | ... |
| 9:30 AM  | ...  | ... |
| 10:00 AM | ...  | ... |
| 10:30 AM | ...  | ... |
| 11:00 AM | ...  | ... |
| 11:30 AM | ...  | ... |
| 12:00 PM | ...  | ... |
| 12:30 PM | ...  | ... |
| 1:00 PM  | ...  | ... |
| 1:30 PM  | ...  | ... |
| 2:00 PM  | ...  | ... |
| 2:30 PM  | ...  | ... |
| 3:00 PM  | ...  | ... |
| 3:30 PM  | ...  | ... |
| 4:00 PM  | ...  | ... |
| 4:30 PM  | ...  | ... |
| 5:00 PM  | ...  | ... |
| 5:30 PM  | ...  | ... |
| 6:00 PM  | ...  | ... |

**PERSONAL IDENTIFICATION CARD**  
To Use at Law Office

7-1

Warning for Better Service  
Customer according to schedule  
This card is for identification  
to use and apply for all services  
WAY & TERMINAL COMPANY

## Springtime! Visit The Parks

**THE OLD SWIMMING HOLE**  
Seventh Car  
Tyler Coach

**KIDD SPRINGS**  
Seventh Car  
Tyler Coach

**LAKE CLIFF**  
Seventh Car  
Beckley Coach

**FAIR PARK**  
Mt. Auburn Car  
Parkview Car  
Forest Car  
Second Car

**ADD SPRINGS**  
SEVENTH CAR  
TYLER COACH

**CLIFF**  
SEVENTH CAR  
BECKLEY COACH

**HON**  
HAMPTON CAR  
SUNSET CAR

**W/S**  
LOVE FIELD COACH  
GREENWAY COACH

**COMPANY**  
LOVE FIELD COACH

**PARKVIEW CAR TO  
LAKESIDE COACH**

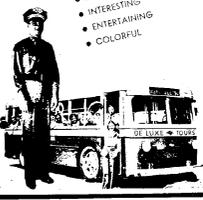
**TOKENS OF FREEDOM**  
From Traffic and Parking Problems  
May Save You \$100 a Year  
Ride with Our Compliments  
Dallas Railway & Terminal Company

**TOKENS OF WELCOME  
TO  
DALLAS**  
Ride with our compliments  
Dallas Railway & Terminal Company

*Satisfy Your Curiosity*  
Find out what the guide says about your friends and neighbors on the Sight-Seeing Tour of Dallas.  
For lots of fun and a new experience, get up a group and tell the guide you are from New York or California. You will be surprised and delighted.  
EDUCATIONAL DIVISION  
DALLAS RAILWAY & TERMINAL COMPANY  
Coaches leave Akard and Commerce daily at 10 a. m. and 2 p. m.

**SEE DALLAS**  
VIA OFFICIAL  
DELUXE SIGHT-SEEING TOUR  
OF THE  
DALLAS  
SEVENTH CAR

- INSTRUCTIVE
- INTERESTING
- ENTERTAINING
- COLORFUL



**EXPERIENCED TRAVELERS  
TAKE SIGHT-SEEING TRIPS**  
They know that only under trained guide services can give prospects see and hear about the points of interest in any city.

**Street Car  
and  
Motor Coach  
Service  
IN DALLAS**



Information for  
**VISITORS and  
HOME FOLKS**

# DALLAS RAILWAY & TERMINAL COMPANY

# Sell More Rides

## Why We Recommend the Trackless Electric Coaches

When Flint citizens vote upon the type of transportation they themselves prefer, they decide not only for the present but for the next several years. It is an important decision and worthy of the most serious thought.

General Motors engineers made a careful survey of Flint's present needs. Then, calling upon past experience in anticipating what a growing city will require in the years to come, they made their recommendation.

This recommendation called for Trackless Electric Coaches with Motor Coaches to be used for feeder and rush hour factory service.

General Motors engineers are able men, picked because of their ability to solve transportation problems. Also, they are unbiased and impartial because General Motors manufactures both electric and gasoline powered vehicles.

From our own long experience in furnishing mass transportation, we studied this report and agreed that the Trackless Electric Coaches was the solution to Flint's problem.

Certainly we could have based our request for a franchise upon motorbuses. But we desired to offer Flint the finest, most modern system it is possible to install, a system which will provide un-failing, unflinching service day in and day out, and gain and retain the respect of the people; a system which will not be antiquated in ten years' time.

Residents of Flint are familiar with motorbuses and know their good points and their bad features. But many had never seen nor ridden on an electric coach. So, through the courtesy of the City Commission, we installed an electric coach on West Third Avenue.

Over 40,000 Flint people have ridden it and given it their whole-hearted endorsement. Now, out of courtesy, you should at once phone, write or see the City Commissioner who represents you and tell him how you like this form of transportation.

The electric coach will be removed from service November 21. If you have not ridden it plan to do so now. The hours are from 1:00 P.M. to 11:00 P.M.

EARL D. RUTHERFORD      W. D. CAMERON      ARTHUR KIERNAN  
General Motors Truck Co.      General Electric Co.      Eastern Michigan System

## S A F E T Y !



### No dodging speeding autos when you board a TRACKLESS ELECTRIC COACH

TRACKLESS drivers and even with their safety features hold no terrors for electric coach riders, for these riders are picked up and discharged in the curb. All hazards of getting in and out from a safety zone are eliminated. And other traffic is speeded up. There are no annoying "bottle-neck" delays for passengers and no need to stand and wave money for drivers, for it is the constant starting that hampers up gas.

You will observe that the trolley bus holds its own in the fastest moving traffic. In every city where these buses operate faster schedules have been adopted. Trolley buses are safe, too, for they have powerful air brakes and huge automatic steel grip tires.

One of the finest features of the electric bus is its quarters. You ride on rubber tires in no engine noise; no gears are visible. You ride as quietly as in the finest private automobile.

Residents of the streets where this vehicle operates appreciate this quietness and business men enjoy the greater pleasure of business through-out. For there is no noise of steel wheels on steel rails.

The General Motors demonstration coach will operate on West Third Avenue for a short time longer. If you haven't enjoyed a ride on it please take it now.

EARL D. RUTHERFORD      W. D. CAMERON      ARTHUR KIERNAN  
General Motors Truck Co.      General Electric Co.      Eastern Michigan System

## C O M F O R T



### Smooth Starting and Stopping Cushioned Ride on Rubber Tires Roomy Seats and Ample Vision

### THE TRACKLESS ELECTRIC COACH is the Latest Thing in Modern Transportation

When you enter the trackless electric coach you are immediately relaxed. The coach moves smoothly and with rubber tires and ample vision. There are no obstructions of wheels but for motor traffic. The coach is brightly lighted. You ride in a spacious, well-ventilated atmosphere. You have ample vision of the streets in which the bus travels in and out of traffic. You are never crowded. You have ample vision of the streets in which the bus travels in and out of traffic. You are never crowded. You have ample vision of the streets in which the bus travels in and out of traffic. You are never crowded.

EARL D. RUTHERFORD      W. D. CAMERON      ARTHUR KIERNAN  
General Motors Truck Co.      General Electric Co.      Eastern Michigan System



## S P E E D !

### Performance that permits faster service to meet TODAY'S tempo

SWIFTLINESS in traffic, ability to swing around parked cars or street obstructions, or past slow-moving trucks, enables the trackless electric coach to maintain schedules that are fast and safe.

Many cities, where electric coaches operate, report that in residential districts property values have increased. The assurance that routes are fixed, and the fact that coaches are noiseless, are factors that enhance the worth of homes and apartments.

Many hundreds of the thousands of persons who have ridden the demonstration coach in this city say it will solve Flint's transportation problem.

The coach will be operated for a short time longer. If you have not taken a ride on it plan to do so soon. See how you like it.

EARL D. RUTHERFORD      W. D. CAMERON      ARTHUR KIERNAN  
General Motors Truck Co.      General Electric Co.      Eastern Michigan System

## THE

# FLINT TROLLEY COACH

## INC.



# Sell More Rides



## Let's Get Acquainted

IT IS interesting for the layman to go behind the scenes of trolley bus or trolley, yet it is just as interesting to peer behind the scenes in business.

So here, in the first of a series of informative series advertisements dealing with your transportation company, we introduce to you Arthur H. Brown, president, and Arthur W. Deane, general manager, of The Flint Trolley Coach Inc.

The operation of a transportation system in a city of the size of Flint isn't dead-end work. Rather it is a complicated, nerve-racking work demanding years' experience and knowledge. On the shoulders of these men is the responsibility

of providing the finest equipment and the best possible service.

It has been said that a city is judged by its facilities for moving many people rapidly, comfortably and safely from one point to another. It is the constant endeavor of your transportation company to render such good service that both residents and visitors comment favorably upon it.

Read these advertisements as they appear. We believe you will find them interesting, and you then will have a better knowledge of the work and problems incident to the successful operation of The Flint Trolley Coach Inc.



## A POLICY OF PROGRESS

Maintenance and constant improvements are of almost importance to service.



Not only is the equipment maintained in the best of order, but the regular inspection of its various parts and possible faults can be determined before a crash or accident or service disrupted.

Delays in service start to accumulate through mechanical trouble, and any delay means no coach to the rider and no money to the company.

There are many other factors which enter into which coaches are placed in operation or

removed from service, standing in readiness for the next emergency to serve, always ready for the next day.

Anticipating the normal trouble, before it occurs, is one reason why Flint coaches receive special transportation for only five cents.



## THERE CAN BE NO DELAY IN SERVICE



TRAFFIC may stall, a trolley wire may break. But your trolley coaches must maintain their schedules.

Two wire crews are instantly available should a wire snap, for there can be no delays in service.

No Matter What Emergency Occurs It Has Been Anticipated, and Plans Made To Cope With It.

And that splendid transportation is supplied Flint people at only five cents a ride, with free transfers.

It is far less expensive to ride your transportation system than it is to drive your car out, and you have no annoying parking problems.



## MORE FOR YOUR MONEY

WHEN it rains and sloppy days raise havoc with the neat and tidy appearance of the vehicles of your transportation company.

And, because your trolley coaches and buses must look their best, they get a bath every night. As each coach rolls in from its work of the day it is showered and scrubbed, swept and shined.

When new paint is needed it is sent to a dust-proof room and a skilled workman utilizes spray gun and brush. Soon the redecorated vehicle is ready for service.

Just a detail, perhaps, but certainly in keeping with your company's policy of giving you more for your money.



## A MILLION RIDERS A MONTH

FLINT people like their area trolley bus system and prefer it to motor coaches and motor buses. Last year their one million riders actually paid 124,000 for their passengers for the five transfers.

Modern methods make it easy to control these important facts.

Each morning the records of the previous day are checked. Excesses are checked by means of specially designed scales which measure the weight of the trolley bus and its load.

Then the scales and trolley bus are checked.



THE

# FLINT TROLLEY COACH

INC.

# Sell More Rides

The transportation problem is a vital one in every growing City. It is a most important one here.

## FLINT CITIZENS

owe it to themselves and their City to discover for themselves the many splendid features of THE TRACKLESS ELECTRIC COACH

If you haven't enjoyed a ride on this most modern vehicle for city transportation service, make your plans to take a ride as soon as you can.

You will find the well-appointed seats very comfortable. You will notice the rapid acceleration and smooth sustained speed, which means less time is required in reaching your home or your work.

You are sure to appreciate the quietness of the Trackless Electric Coach. You ride on rubber. Steel wheels do not grind on steel rails or crash over tracks and crossings. There are no gears to shift.

This type of bus picks you up and

lets you off at the curb in perfect safety. It isn't necessary to dodge automobiles when you board, or leave it, and other traffic is speeded up, not bottled up.

And, too, there are fewer delays for passengers, for the Electric Coach swings around street obstructions, stalled or parked cars or trucks.

The Electric Coach now being exhibited operates on West Third Avenue between Detroit Street and Garden Street. Ride it when you are on your way to work or home on a shopping trip, or merely out for pleasure. No fare is collected at any time.

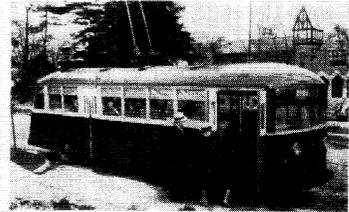
### TO BETTER ACCOMMODATE THE PEOPLE

In order that Flint residents may ride at a time most convenient to themselves, the hours of coach operation have been changed. Beginning Monday, the coach will run daily from 1:00 P. M. to 11:00 P. M.

Please let us know how you like this transportation. Just mail the post card in the booklet given to you.

EARL D. RUTHERFORD    W. D. CAMERON    ARTHUR KIERNAN  
General Motors Truck Co.    General Electric Co.    Eastern Michigan System

## GIVE FLINT A CHANCE TO GROW!



The Economical ELECTRIC COACH gives you private car comfort—no parking problems—curb loading

### FACTS

Voters of Eastern Michigan should know the electric coach and its many features.

Electric coach transportation can be had in Flint from 1:00 P. M. to 11:00 P. M. daily.

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Give Flint a chance to grow! Keep it up to date with modern transportation right up to the forefront of progressive American cities.

City car pools provide car comfort when they travel to and from work, or are used between town shopping trips. Don't gamble with the city's future and the comfort of our citizens.

A growing city attracts new factories, property values increase, progress multiplies. But when these industries in one place in one city, which means would locate that city's transportation facilities are carefully probed.

Somehow must get to and from their work quickly and comfortably, shopping hours, for the system must be a pleasure, not something to be avoided. Citizens must go to and return from school in safety.

The electric trolley coach will furnish the ideal transportation almost anywhere in northwestern America's forward cities.

Keep Flint modern. Tell your friends you want the trolley coach.

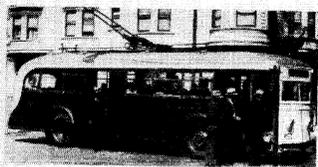
EARL D. RUTHERFORD  
General Motors Truck Co.

W. D. CAMERON  
General Electric Co.

ARTHUR KIERNAN  
Eastern Michigan System

EASTERN MICHIGAN MOTORBUSES

"We are going to make a change, so—LET'S BETTER OURSELVES"



—This plea is typical of citizens of Flint regarding the TRACKLESS ELECTRIC COACH

YOU GET QUIET, COMFORTABLE TRANSPORTATION AT 5 CENTS A RIDE WHEN YOU PURCHASE 10 TICKETS

MOST cities of the United States, those of Flint's size or larger, have coordinated transportation systems, either street car and motorbus or electric coach, street car and motorbus.

Flint now has the opportunity to obtain top-to-the-minute transportation with large, comfortable electric coaches operating over all main routes, with the latest type motor coach on being used for feeder and peak hour factory service.

And this thoughtful modern transportation will cost only 5 cents a ride when 10 tickets for 50 cents are purchased.

EARL D. RUTHERFORD    W. D. CAMERON    ARTHUR KIERNAN  
General Motors Truck Co.    General Electric Co.    Eastern Michigan System

EASTERN MICHIGAN MOTORBUSES



LET'S PROTECT FLINT'S FUTURE WHILE WE BETTER OURSELVES

SELECTING a transportation system for a city like Flint is a serious matter. A modern transportation system must provide the best in comfort for public convenience. These vehicles must do their jobs rapidly, safely and on streets where the greatest number of people can be given the best accommodations.

It satisfies people beyond comfort in addition to rapid movement and they must be safe parked in every known manner. The people demand attention to detail. They want to relax after a day in the shop, or behind a counter or office desk.

Only experience can gauge intelligently the transportation needs of the city. And experience of the past favors the requirement of the future.

The electric trolley coach will best Flint's demands now and in the years to come. Give us a try now and vote.

Some cities have proved the worth of the modern electric coach.

The men who propose the trolley coach for Flint, did so only after a careful painstaking study of conditions existing here. From results obtained in other cities they were convinced that the electric's modern trolley coach would be the best for Flint. The coaches are fast, comfortable and remarkably quiet.

Also electric coaches afford the best word in safety. For one reason: height. There is safety glass in all windows; passengers board and leave them at the curb, thus eliminating traffic hazards. To further protect passengers, powerful brakes insure steady control of the vehicle in any emergency.

And Flint residents can have the best modern transportation, and at a fare of only five cents to regular riders, by voting "Yes" on June 8.

Vote YES June 8

EASTERN MICHIGAN MOTORBUSES

THE

# FLINT TROLLEY COACH

INC.

# More Rides

## WE THANK YOU FLINT

Your overwhelming vote for electric trolley coaches also was a vote of confidence which is deeply appreciated.

We will proceed with the necessary work of preparation with diligence, and contracts for the coaches and other equipment will be let in a short time.

Our best efforts will be given to the task of providing Flint with modern trolley coach transportation at the earliest possible moment.

EASTERN MICHIGAN MOTORBUSES

## THE PEOPLE LIKE THEM

Flint residents by the hundreds have taken the trouble to write and tell us how very much they like the Trackless Electric Coach.

They enjoy its comfort and speed. The ease with which it meets every traffic condition. They appreciate the safety it offers because passengers board and leave the coach at the curb. The quietness of operation surprises and pleases them, and they express the hope that the Trackless Electric Coach will become the successor to the street car in this city.

If you are one of the many who believe the electric coach will solve Flint's transportation problem, won't you please phone, write or see the City Commissioner who represents you and tell him so? He will appreciate receiving your opinion.

EARL D. RUTHERFORD  
General Motors Truck Co.

W. D. CAMEBON  
General Electric Co.

ARTHUR KIERNAN  
Eastern Michigan Station

Flint should have this coach.

A. L.—East Sixth St.  
Think they are a very fine vehicle. We need them.

J. T. H.—North Saginaw St.

The smoothest, quietest and most enjoyable ride to be had.

Mrs. C. E.—Patrick St.

Electric coach a big improvement for quieter, safer transportation.

Mrs. V. H.—Mason St.

Put them on the streets of Flint. We'll have a better city.

C. T. Gladwin

It is very quiet and performs smoothly. Convenient for passengers at curb.

Mrs. H. J.—Cassara Rd.

The finest transportation yet.

C. H. B.—Shelwood St.

So comfortable. Easy to ride in.

Mrs. G. C.—Baker St.

Will be much nicer than any gasoline bus, and quieter.

E. G. M.—West Third Ave.

I like it because it isn't noisy and is safer.

J. B.—West Dartmouth

I think it might fine.

C. E. W.—Volcott St.

Easier riding, safer for those alighting from it.

Mrs. A. H.—Volcott St.

It is perfect in every way. We are going to make a change so let's better ourselves.

R. C. A.—Malott Ave.

The smoothness and quietness with which it rides is all the recommendation it needs.

Mrs. C. B. S.—Thomas St.

It is the only kind we want in Flint.

W. G.—West Third Ave.

I believe they would be greatly appreciated by the people of Flint.

J. D. C.—Baker St.

Give Flint the Electric Coach.

C. M. V.—Lodge Ave.

Would be very glad to have these coaches in Flint.

D. R. C.—Garage Grove Ave.

No smoke, no noise.

Mrs. C. H.—West Third Ave.

It is wonderful.

F. P.—Stevenson St.

FRANCHISE

FROM

THE CITY OF FLINT

TO

THE FLINT TROLLEY COACH INC.

Passed by the City Commission March 26, 1936

Approved by the People June 8, 1936

### Trolley Coach Franchise is Voted by People

When the Flint City Commission passed the ordinance on March 26, 1936, authorizing the purchase of a franchise from The Flint Trolley Coach Inc. for the operation of electric trolley coaches in Flint, Michigan, it was the result of a long and careful study of the problem of public transportation in this city. The commission was composed of representatives of the city, the street car company, and the public. They considered the merits of various methods of public transportation and finally decided in favor of the electric trolley coach. This decision was based on the fact that the electric trolley coach is the most efficient, economical, and safe method of public transportation available. It is also the most comfortable and convenient for passengers. The commission's decision was a landmark in the history of Flint's public transportation, and it was a clear expression of the people's desire for a better mode of travel.

# THE

# FLINT TROLLEY COACH

# Sell More Rides

FLINT

A GOOD PLACE TO LIVE

**FLINT  
IS PROUD OF  
ITS  
TROLLEY COACH  
SYSTEM**

Courtesy of

CIVITAN CLUB

HELPFUL

When Flint residents ride the trolley coach street congestion is lessened. One coach seats more people than the seven cars shown in the picture.

**FLINT TROLLEY COACH**

**When Streets are Ice-Coated and Driving is Dangerous—  
Be Wise, Ride the Trolley Coach**

It is just a matter of good judgment to leave the car at home when winter grips the city. Glazed streets are a serious menace to safe driving.

When you ride the trolley coach you not only save money but avoid annoying parking troubles. And you may save yourself an expensive accident.

The trolley coach saves you money because you can travel from one end of Flint to the other for a nickel fare—to drive a car costs five cents a mile, statistics show.

For your comfort trolley coaches are well heated. In comfort you rest and relax as you ride, for you have no driving worries.

*When planning a shopping trip, you find the ideal time is between 10 a. m. and 3 p. m. Coaches are less crowded then.*

**FLINT TROLLEY COACH**

SCHEDULES AND ROUTES

FLINT CITY  
COACH SERVICE

EFFECTIVE JULY 1, 1938

SUGGESTED BY CHICAGO TRANSIT SYSTEM

**FLINT TROLLEY COACH**

SAFE  
COMFORTABLE  
ECONOMICAL

KEEP THIS FOLDER FOR REFERENCE

Box 1096  
1701 SOUTH BASKINAW STREET  
TELEPHONE 24441

"Do Your Shopping by Trolley Coach,"  
*says Mrs. Flint*

Make your Christmas shopping easy and enjoyable for yourself.

You can avoid nerve-shattering traffic. You need not fuss and worry when a cold motor balks. You can escape parking problems.

Do your shopping by trolley coach! You will find it a pleasant experience instead of something to be faced with fortitude—and dread.

And you will save money. Records prove it costs five cents a mile to drive a car. On a trolley coach you can ride from one end of Flint to the other for a five-cent ticket. And transfers are free.

**FLINT TROLLEY COACH**

# FLINT TROLLEY COACH

# Sell More Rides

The **ELECTRIC COACH** is  
*Economical!*  
Costs only **5c** A RIDE when 10 tickets  
are purchased



Each trip in an Electric Coach is like riding in a modern private car.

Many cities have installed the quiet, comfortable Electric Coach. Read the list given below:

|                |               |
|----------------|---------------|
| PHILADELPHIA   | PAWTUCKET     |
| SALT LAKE CITY | KANSAS        |
| NEW ORLEANS    | TULSA         |
| CHICAGO        | KITTSBURG     |
| BOSTON         | INDIANAPOLIS  |
| KNOXVILLE      | ST. JOSEPH    |
| BROOKLYN       | DAYTON        |
| ROCKFORD       | COLUMBUS      |
| DULUTH         | TOLSON        |
| MEMPHIS        | GREENSBORO    |
| CLEVELAND      | PROVIDENCE    |
| PEORIA         | SAN FRANCISCO |
| SHREVEPORT     | GREENVILLE    |

Five cents is a small sum to pay for a speedy, dependable, safe ride when the thermometer flirts with zero.

Yet if you vote for the Electric Coach you will vote for the finest transportation Flint can have. And riders can buy 10 tickets—good any time—for 50 cents. That means a five-cent ride with free transfers.

Flint's transportation problem is serious and must be solved. Make no mistake, vote for the Electric Coach.

EARL D. RUTHERFORD  
General Motors Truck Co.

W. D. CAMERON  
General Electric Co.

ARTHUR KIERNAN  
Eastern Michigan Motorbuses

**EASTERN MICHIGAN MOTORBUSES**

**ELECTRIC COACH**  
transportation is **NOT** expensive!



**A 5-CENT RIDE**  
when 10 tickets  
are purchased

IT WILL cost you less to ride safely and comfortably in Electric Coaches than it does to ride in street cars.

You purchase ten tickets for fifty cents. That makes each ride cost only five cents, and these tickets will be good until you use them. Transfers are free.

Electric coaches are quiet, for you ride on huge, pneumatic tires and there are no noisy gears to be shifted. And, of course, electricity is odorless.

You board and leave these coaches at the curb and avoid all traffic dangers. Safety zones are not needed and will be removed.

In every City where Electric Coaches are used property values on streets where they operate, always increase. This is because people want to live where they can get good transportation that is noiseless. And there is absolutely no radio interference from Electric Coaches.

Vote for the Electric Coach.

EARL D. RUTHERFORD  
General Motors Truck Co.

W. D. CAMERON  
General Electric Co.

ARTHUR KIERNAN  
Eastern Michigan Motorbuses

**EASTERN MICHIGAN MOTORBUSES**



The only thing old-fashioned about  
the **ELECTRIC COACH** is the Fare  
**A 5-CENT RIDE FOR REGULAR PATRONS**

Cities which foster civic pride are progressive, full of the goodliness which makes for growth and provides for the happiness and comfort of the people. Flint is of this class.

Certainly the residents of Flint are proud of their city. They demand that Flint bow to no other conditions in aggressiveness and up-to-date-ness.

They know a satisfactory solution to the transportation problem is vital.

and they know that the good looking, large electric trolley coach will add to their pride in Flint while giving them safe, economical and comfortable transportation.

General Motors engineers, after a careful survey and traffic count, recommended the trolley coach as the most efficient and satisfactory vehicle Flint could have.

Now that we are about to make a change, let's better ourselves.

EARL D. RUTHERFORD  
General Motors Truck Co.

W. D. CAMERON  
General Electric Co.

ARTHUR KIERNAN  
Eastern Michigan Motorbuses

**EASTERN MICHIGAN MOTORBUSES**

THE

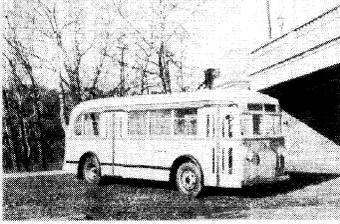
# FLINT TROLLEY COACH

INC.

# For BETTER PUBLIC RELATIONS

## A \$50,000.00 EXPERIMENT FOR 1938

CHANGES AND EXTENSIONS TO OUR SERVICE AND A FRANK TALK ON MASS TRANSPORTATION



ONE OF A FLEET OF BRIGHTER, 40-BUSSEY, UNDER-1000-LB. ROAD BUSES RECENTLY PLACED IN OPERATION ON THE LINE. SEE HOW THEY RUN ON THE 15-TONNER TRACK.

**HARRISBURG RAILWAYS COMPANY**  
A LOCALLY OWNED AND OPERATED BUS AND TROLLEY SYSTEM

### TIME TO CONSIDER CHANGES?

**S**ome of the changes which have been suggested for the Harrisburg Railway Company's bus and trolley system are being considered by the board of directors.

The board of directors of the Harrisburg Railway Company met last night to consider the suggestions of the public relations committee. The committee has been working for some time on a plan to improve the service of the bus and trolley system.

The suggestions which were presented to the board are: 1. Extension of the Third Street bus line. 2. Night buses. 3. Transfer privileges to all buses.

The board will consider these suggestions at its next meeting. It is expected that some of these changes will be implemented in the near future.

### EXTENSION OF THIRD STREET BUS LINE

The public relations committee has suggested that the bus line on Third Street be extended to the city limits. This would allow passengers to travel more conveniently from the suburbs to the city center.

The committee also suggested that night buses be run on the main lines. This would be a great convenience for those who are out late at night.

Transfer privileges to all buses would also be a great improvement. This would allow passengers to travel more easily between different parts of the city.

### TWO-WAY SERVICE ON THIRD STREET

The public relations committee has suggested that two-way service be run on Third Street. This would allow passengers to travel in both directions, making the service more convenient.

The committee also suggested that the bus line be extended to the city limits. This would allow passengers to travel more conveniently from the suburbs to the city center.

The board will consider these suggestions at its next meeting. It is expected that some of these changes will be implemented in the near future.

### TRANSFER PRIVILEGES TO ALL BUSES

The public relations committee has suggested that transfer privileges be given to all buses. This would allow passengers to travel more easily between different parts of the city.

The committee also suggested that night buses be run on the main lines. This would be a great convenience for those who are out late at night.

The board will consider these suggestions at its next meeting. It is expected that some of these changes will be implemented in the near future.

### WIDENING - MIDDELTOWN

The public relations committee has suggested that the bus line on Middletown be widened. This would allow passengers to travel more conveniently from the suburbs to the city center.

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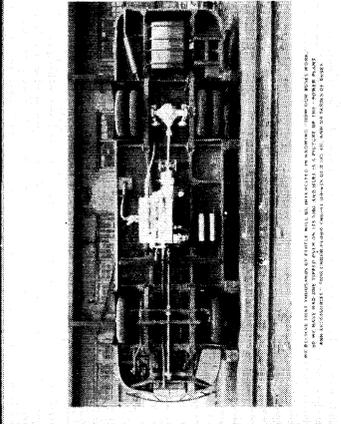
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THE BUS VENTILATOR IS A PATENT OF THE HARRISBURG RAILWAY COMPANY. IT IS A SIMPLE, EFFICIENT DEVICE WHICH PROVIDES FRESH AIR TO THE PASSENGERS.

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# HARRISBURG RAILWAY COMPANY

## HARRISBURG, PENNA.

Word Searchable Version not a True Copy



# SELL MORE RIDES

**WE'RE READY FOR SCHOOL, TOO**

The carrying of school children SAFELY is an important task Rapid Transit has done for years.

**ADVERTISING AGENT \$1,200**

For the 1937 season we have prepared the most complete and effective display of school busses and are ready to sell them in the best workable way. Write us at once "under" whose address is:

**Tommy Tolson Says:**  
 "This group would like the bus for its safety. If they were not a group, SAFETY is the key."

**WATCO**

**A THING OF BEAUTY—WHEREVER IT GOES**

**Star Bulletin 8-2-37**  
**THE MORE BEST SERVICE, THE MORE YOU USE IT THE MORE QUICKLY EXTENSION OF YOUR BUSINESS CAN BE MADE.**

**Seen But Not Heard**

**OHUA KAAUIA**  
**THE STREET-CAR RIDER**

**PICTURES OF PROGRESS**

**AD 374 Page 7**

**OHUA KAAUIA**  
**37th ANNIVERSARY**  
**NUMBER**  
**August 31st**  
**1901-1938**

*(List of names follows)*

**OHUA KAAUIA**  
**THE STREET-CAR RIDER**

**CANDID SHOTS ON THE LINE—AND OFF**

**Do You Have That Tired, Worn-Out Feeling?**

**TRAFFIC-ITIS**

**HONOLULU RAPID TRANSIT CO.**

**OHUA KAAUIA**

**ITS FIRST LEI DAY**



**Guardians of Safety**

**Billy Bulatao**  
**Joseph Kaina**

**Honolulu Rapid Transit Co.**



**Star Bulletin 10-20-37**  
**Guardians of Safety**

**George Koolohanoale**

**Honolulu Rapid Transit Co.**



**Guardians of Safety**

**Billy Bulatao**  
**Conductor**

**Honolulu Rapid Transit Co.**

**Maneuverability**

**ADVERTISING JUNE 6, 1937**

**A TRANSPORTATION FACT**

**Star Bulletin Dec. 11, 1936**

**"My Christmas Shopping is A Pleasure"**

## HONOLULU RAPID TRANSIT CO.

# SELL MORE RIDES

*This Car Runs Past* **The** **BISHOP MUSEUM**  
Why Not Visit it *Today*

HRT CO.

*Take One Now*  
Read While You Ride...

**WHERE TO GO**  
**HOW TO GET THERE**

FOR YOUR **HRT CO.** CONVENIENCE

GREETINGS  
HRT RIDERS GUIDE  
PLEASE TAKE ONE

**TAKE A MUSICAL BUS RIDE WITH THE TRANSIT HAWAIIANS!**

Presenting **MELODIES-SONGS OF OLD HAWAII**

★ **EVERY TUESDAY AT 7:30 P.M. OVER KGU!**

KGU  
HRT CO.

## HONOLULU RAPID TRANSIT CO.

# SELL MORE RIDES

**LOOK INSIDE!**  
Map Shows  
**NEW KAIMUKI SERVICE**  
Effective Thursday, Sept. 1

**HRT RIDERS' GUIDE**  
VOL. 1 AUGUST 21, 1938 No. 10

**HONOLULU RAPID TRANSIT CO.**  
Published for the Patron and Patroness by the  
**HONOLULU RAPID TRANSIT CO.**

**GREATER CONVENIENCE FOR KAIMUKI PATRONS**  
Readers of the Honolulu Guide will appreciate the advantages of TROLLEY COACH service to KAIMUKI WITHOUT NEED TO TRANSFER.

**AND**  
Residents of outer Kaimuki may ride to and from work via the extended TROLLEY COACH line to KAIMUKI WITHOUT TRANSFER.

**Charter HRT Silver Buses**  
For that Spicing Picnic of Your School or Church

HRT charter service is preferred because of the safe operation and reliability of the devices, the comfortable and modern buses.

**CALL 5791**

**HRT RIDERS' GUIDE**  
VOL. 1 APRIL 21, 1938 No. 7

**HONOLULU RAPID TRANSIT CO.**  
Published for the Patron and Patroness by the  
**HONOLULU RAPID TRANSIT CO.**

**UPPER NIUANU BUS SCHEDULE**

In January service was extended to the Old Fall Road in Niuanu. In making this extension it was necessary to increase the number of buses on the line. The new schedule is as follows: The first bus leaves Niuanu for downtown Honolulu at 6:45 a.m. and returns to Niuanu at 7:05 a.m. The last bus leaves Honolulu for Niuanu at 7:15 a.m. and returns to Honolulu at 7:35 a.m.

**Tommy Token says:**  
A ride on a bus  
Without a transfer  
Is just what Kaimuki  
Has asked for.

**HRT RIDERS' GUIDE**  
VOL. 1 AUGUST 6, 1938 No. 12

**HONOLULU RAPID TRANSIT CO.**  
Published for the Patron and Patroness by the  
**HONOLULU RAPID TRANSIT CO.**

**HRT Progresses in Progressive Kaimuki**

The present extension of the Silver Shuttle system has not only made the Kaimuki trolley reach into the Kaimuki district but it has also made it possible for many thousands of Kaimuki residents to enjoy the convenience and safety of the trolley. This is a most important step in the development of the Kaimuki district.

**\$\$\$ AND PLENTY OF 'EM**  
That's what you save by riding HRT to your work, shopping or recreation. The difference between the fare and the cost of running an automobile will soon help you realize the value of the little luxuries which you've been wanting.

**Get the HRT Habit. Save \$\$\$**

**HRT RIDERS' GUIDE**  
VOL. 1 MARCH 3, 1938 No. 4

**HONOLULU RAPID TRANSIT CO.**  
Published for the Patron and Patroness by the  
**HONOLULU RAPID TRANSIT CO.**

**KAHALA BUS SCHEDULE COMPLETE**

Kahalala bus service is now being extended to the Kahaione area. The new schedule is as follows: The first bus leaves Kahaione for downtown Honolulu at 6:45 a.m. and returns to Kahaione at 7:05 a.m. The last bus leaves Honolulu for Kahaione at 7:15 a.m. and returns to Honolulu at 7:35 a.m.

**RIDE HRT SAVES DOLLARS HANDIER SAFER**

**HRT RIDERS' GUIDE**  
VOL. 1 FEBRUARY 15, 1938 No. 5

**HONOLULU RAPID TRANSIT CO.**  
Published for the Patron and Patroness by the  
**HONOLULU RAPID TRANSIT CO.**

**SUGGESTIONS FOR VISITORS**

ACADEMY OF ARTS  
The Academy of Arts is a most interesting and educational institution. It is located in the heart of downtown Honolulu. The Academy offers a wide variety of courses in art, music, and drama. It is a most excellent place for visitors to spend their leisure time.

**George Washington**  
Drew a dollar across the Fountains.

**HRT RIDERS' GUIDE**  
VOL. 1 FEBRUARY 15, 1938 No. 5

**HONOLULU RAPID TRANSIT CO.**  
Published for the Patron and Patroness by the  
**HONOLULU RAPID TRANSIT CO.**

**HERE ARE YOUR TRANSFER POINTS ON ALL LINES**

Readers of the Honolulu Guide will appreciate the advantages of TROLLEY COACH service to KAIMUKI WITHOUT NEED TO TRANSFER.

**MORE FUN ON YOUR PICNIC IF YOU GO TOGETHER IN AN HRT CHARTERED BUS**

**HRT RIDERS' GUIDE**  
VOL. 1 JUNE 14, 1938 No. 9

**HONOLULU RAPID TRANSIT CO.**  
Published for the Patron and Patroness by the  
**HONOLULU RAPID TRANSIT CO.**

**Fort Ruger: Fort Shafter Gasoline Bus Schedule**

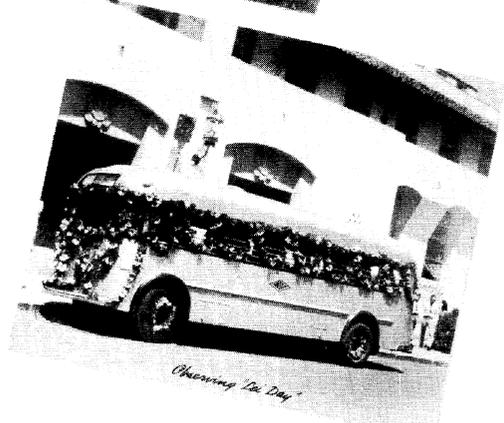
From Fort Shafter to Fort Ruger  
First bus leaves Fort Shafter at 5:30 a.m. and returns to Fort Shafter at 7:30 a.m. The last bus leaves Fort Shafter at 7:45 a.m. and returns to Fort Shafter at 9:45 a.m.



*In annual Hawaiian Product Show*



*The Transient Hawaiians*



*Cheerful Day*



*Company bands are good ads*

**RADIO PROGRAM - AUGUST 30, 1938 - 7:30 to 8:00 P.M. - Station KNL**  
Master of Ceremonies: Walter Z. McDougal.

Altogether from your TRANSIT SCHEDULE again broadcasting from your weekly HRT musical bus, playing old songs of Hawaii. With school children in the first of September the operators that carry 10 to 15,000 students to and from school each day indicate this entire program to them. Your bus driver this evening is John Kawakawa, age 24, weight 135 lbs. and stage name.

**GEORGE WASHINGTON**  
Returned from Maui this morning from his vacation, we will next on our next George Washington to sing:

**ALONG WITH YOU**  
A great many people throughout the territory of Hawaii have been written specially for them. It was only recently that our Honolulu Mayor had one for himself. Tonight we sing one for Francis D. Brown, composed by Mrs. Helen Brown of Hilo entitled:

**WELCOME**  
With the installation of trolley coaches on Kahaione and on Campbell, including the first of September, and the going away with the Kaimuki-Kahalala bus line, we think the people from this section who expressed their regret at leaving Directors J.K. Wertz and Street Office. Our next song is:

**A O H O**  
HRT is a very popular girl's name but the song **LET ME** take me into a song track \*there are you up sweetheart, come back to me\*

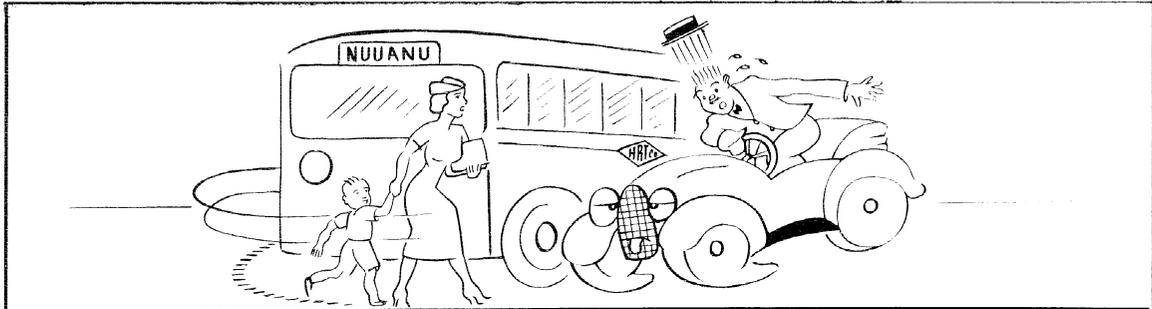
**LET ME**  
ANNOUNCEMENT BY **MARIE A. JONES**

## RADIO SCRIPT



# HONOLULU RAPID TRANSIT CO.

SELL MORE RIDES



*For  
Safety's Sake*

WHEN YOU ALIGHT  
PLEASE WAIT BEFORE  
CROSSING....



IT'S COMING! *The Electric Ride On Rubber!*



Why Not  
VISIT

IN KAPIOLANI PARK  
END OF THIS  
COACH LINE

*the*  
**AQUARIUM**

**HONOLULU RAPID TRANSIT CO.**



# SELL MORE RIDES

PART SIX THE INDIANAPOLIS SUNDAY STAR INDIANAPOLIS RAILWAYS SECTION  
VOL. 96, NO. 42. SUNDAY MORNING, JULY 17, 1938. PRICE: FIVE CENTS.

## INDIANAPOLIS RAILWAYS COMPLETES \$8,000,000 MODERNIZATION WORK

### World Watches Improvement of Local Company

Ten-Year Rehabilitation Project for System Is Finished 4 Years Ahead of Schedule With Expenditure \$1,000,000 Below Estimate, Under Direction of Charles W. Chase—323 Modern Cars, Trolleys and Buses Purchased—Public Patronage Increases.

#### NEW TRACKS, EQUIPMENT ADDED

The story of the modernization program of Indianapolis Railways has been told in the past. Now, with the completion of the \$8,000,000 project, the city-owned transit system is ready to begin a new era of service to the public.

The new shop units, which were completed in the last few days, will be dedicated tomorrow noon. The new shop building, which was built at a cost of \$1,000,000, is the largest of its kind in the city.

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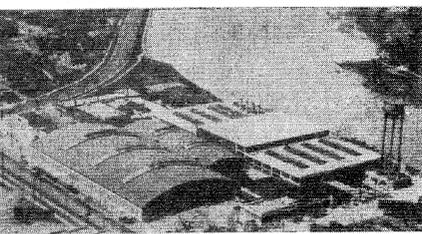
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THE NEW SHOP, garage, transportation and work building of Indianapolis Railways at the West Washington street will be dedicated tomorrow noon. The new shop building, which was built at a cost of \$1,000,000, is the largest of its kind in the city.

### CHASE ACCORDED HIGHEST HONOR

Selected to Head International Group Because of Accomplishments.

Charles W. Chase, president of Indianapolis Railways, has been selected to head the International Group of Accomplishments.

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City of Indianapolis  
July 8, 1938.

Mr. Charles W. Chase, President, Indianapolis Railways, Indianapolis, Indiana.

Dear Mr. Chase:

I wish to congratulate you, on behalf of the people of Indianapolis, and on your behalf, on the occasion of the completion of your modernization program. This program, including the construction of new shops, transportation, garage and service buildings, has marked an important step in the progress of Indianapolis.

All Indianapolis will share in the benefits resulting from this program, and all of us share your pride in the outstanding accomplishments of your company during these recent years. Every department of Indianapolis Railways is to be congratulated upon the part it is giving to this city one of the finest transportation systems in the country.

Sincerely yours,  
Frank S. Porter

Mayor.

ALL INDIANAPOLIS WILL SHARE THE BENEFITS OF THE INDIANAPOLIS RAILWAYS MODERNIZATION AND REHABILITATION PROGRAM. Mayor Walter G. Brosser pointed out this in his congratulatory letter to Mr. Chase, president of the company, on the completion of the improvement work.

From The Page 2, Column 4.

### New Shop Units To Be Dedicated Tomorrow Noon

Local Business Leaders and Representatives of Nation's Transit Companies to Attend Luncheon in 882,900 Maintenance Building on West Washington Street—Inspection Tour Will Show Improvements to 400 Guests—Governor, Other Officials to Speak.

#### CELEBRATES TRANSIT PROGRESS

A luncheon to celebrate the completion of the modernization program of Indianapolis Railways will be held tomorrow noon in the 882,900 maintenance building on West Washington street.

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## RIDERS, EQUALING 59 PER CENT OF CITY'S POPULATION, USE CARS AND BUSES DAILY.



**STREETCAR**  
An average of 225,000 passengers use the trolley and buses daily during the busy riding periods of the year, to get to and from work, for shopping and pleasure trips. This city of passengers' equals more than

one half of Indianapolis' population of 245,000 persons. The number of daily riders has increased 22 per cent since the modernization program began.

**TRACKLESS TROLLEY**  
Typical scenes of downtown Indiana buses are pictured here. The vehicles shown are the newest type modern transportation cars, 127 of which have been purchased and placed in service by Indianapolis Railways to serve Indianapolis' transportation needs the

**MOTOR COACH**  
Largest company operates 11 units units of street car lines, 46 units units of trolley buses, and 11 units units of motor coaches. Vehicles of Indianapolis Railways travel 4700 miles a day or almost twice the distance around the world.

# INDIANAPOLIS RAILWAYS

**SELL MORE RIDES**

**GO PLACES TOGETHER**

**CHARTER  
A BUS**

*Call* RILEY  
1571

LOW  
RATES



SCHOOLS · CLUBS · CHURCHES · PARTIES  
BUSINESS ORGANIZATIONS · CIVIC GROUPS

PEOPLES MOTOR COACH COMPANY

You'll enjoy the

**"Easy Come-  
Easy Go"**

of the Trolleys

**INDIANAPOLIS RAILWAYS**

# SELL MORE RIDES

**DOWNTOWN ROUTINGS**  
STREET CARS

ALABAMA Street cars...  
 COLLEGE SQUARE STREET CARS...  
 EAST WASHINGTON Street cars...  
 LEWISVILLE Street cars...  
 MINNEAPOLIS Street cars...  
 WASHINGTON Street cars...  
 TRACKLESS TROLLEY CARS  
 HIGHWAY WEST INDIANAPOLIS  
 BROOKSIDE WEST INDIANAPOLIS  
 CENTRAL LINE & TRAM  
 CITY HOSPITAL

Go Places Together

**CHARTER A BUS**

SCHOOLS...CLUBS...CHURCHES  
 BUSINESS ORGANIZATIONS  
 CULTURAL SOCIETIES...FARMERS  
 CIVIC GROUPS...ATHLETIC TEAMS

We Make the Arrangements

INDIANAPOLIS RAILWAYS

INDIANAPOLIS RAILWAYS

INDIANAPOLIS RAILWAYS

**BE HEALTHY!**

INDIANAPOLIS RAILWAYS

GET THERE ON TIME!

INDIANAPOLIS RAILWAYS

Who Says More?

INDIANAPOLIS RAILWAYS

**PROTECT HER!**

INDIANAPOLIS RAILWAYS

## WEEKLY ADVERTISEMENTS

Indianapolis City Transportation Map

INDIANAPOLIS RAILWAYS

VISITORS

CALL KIRBY 1571

INDIANAPOLIS RAILWAYS

For Schedules or Route Information Call Kirby 1571  
 Information Department Indianapolis Railways

INDIANAPOLIS RAILWAYS

## POCKET SIZE ROUTE MAP OF SYSTEM

# INDIANAPOLIS RAILWAYS

# SELL MORE RIDES

**TRANSPORTATION MAP OF CITY OF INDIANAPOLIS**

**1955 CALENDAR**

| JANUARY   | FEBRUARY  | MARCH   | APRIL  | MAY   | JUNE  | JULY  | AUGUST  | SEPTEMBER   | OCTOBER   | NOVEMBER  | DECEMBER  |
|---|---|---|--|---|---|---|---|---|---|---|---|
| 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 | 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 | 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 | 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 | 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 | 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 | 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 | 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 | 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 | 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 | 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 | 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 |

**FREQUENCY OF SERVICE**  
Number of Minutes Between Buses and Cars

| Area      | Frequency |
|-----------|-----------|
| Downtown  | 15        |
| Northside | 30        |
| Southside | 30        |
| Westside  | 30        |
| Eastside  | 30        |

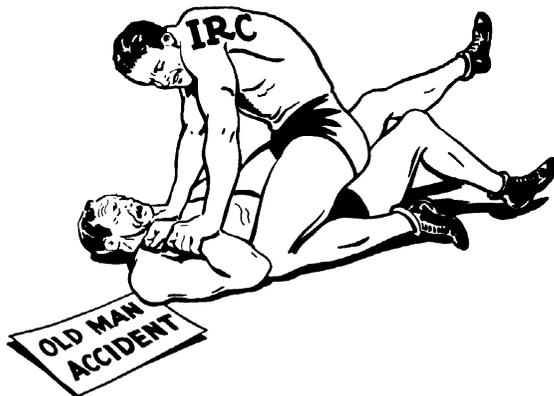
**INDIANAPOLIS RAILWAYS**  
PEOPLES MOTOR COACH COMPANY

4000 WALL MAPS DISTRIBUTED ANNUALLY.....

# INDIANAPOLIS RAILWAYS



# Sell More Rides



**Fellow Co-operators:**

Again you have turned in an amazing safety performance. Your safe operation in the first half of the 1938 campaign entitles qualifying operators at every station except Niagara Falls to the maximum award of a full uniform. And Niagara Falls lost out by a single costly accident early in the campaign. They showed marvelous spirit in turning in, despite the knowledge that they had no chance of winning an award, 163 days of operation without a single cost accident.

Heartiest congratulations on your continued success in getting "Old Man Accident" down and keeping him there.

The second half of the campaign is now under way. Everybody starts with a clean slate. Whether or not YOU will receive a uniform depends upon YOUR effort. Here's wishing you good luck!

*J. H. Bluth*  
PRESIDENT

POST: 7-26-38  
REMOVE: 8-2-38

## INTERNATIONAL RAILWAY COMPANY BUFFALO, N. Y.



Sell More Rides



INTERNATIONAL RAILWAY COMPANY  
BUFFALO, N.Y.









# Sell More Rides

## INAUGURATION OF TROLLEY BUS SERVICE IN KANSAS CITY

The "PRESS" CLIPPINGS

THE NEWSPAPER ADVERTISEMENTS

**TROLLEY BUSES READY TO MAKE BOW DOWNTOWN**

**New Vehicles Will Visit District Tomorrow at Preliminary Run.**

Kansas City will get the first of its new trolley buses tomorrow when they make their preliminary run. The new vehicles, which are being used on a limited basis, will be seen on the downtown streets from 8:30 a. m. to 5 p. m. The preliminary run will be made on the main line between the downtown district and the University City district. The new trolley buses are being used to supplement the existing trolley service. The new vehicles are being used on a limited basis to test their operation and to familiarize the public with the new service. The new trolley buses are being used on a limited basis to test their operation and to familiarize the public with the new service. The new vehicles are being used on a limited basis to test their operation and to familiarize the public with the new service.

**SET TROLLEY BUS DATE**

The new trolley buses will be used on a limited basis to test their operation and to familiarize the public with the new service. The new vehicles are being used on a limited basis to test their operation and to familiarize the public with the new service. The new trolley buses will be used on a limited basis to test their operation and to familiarize the public with the new service. The new vehicles are being used on a limited basis to test their operation and to familiarize the public with the new service.

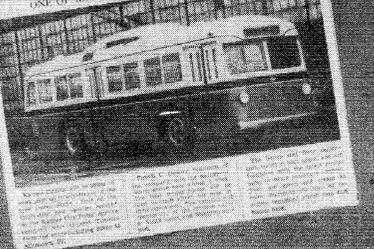
**THE POWER OF THE TROLLEY BUS**

The trolley bus is an efficient hybrid, comes to Kansas City. The trolley bus is an efficient hybrid, comes to Kansas City. The trolley bus is an efficient hybrid, comes to Kansas City. The trolley bus is an efficient hybrid, comes to Kansas City.

**THE TROLLEY BUS, AN EFFICIENT HYBRID, COMES TO KANSAS CITY.**



ONE OF KANSAS CITY'S NEW TROLLEY BUSES



ONE OF KANSAS CITY'S NEW TROLLEY BUSES

THE KANSAS CITY STAR, FRIDAY, MAY 27, 1938.

### BRINGING KANSAS CITY the MOST MODERN in Local Transportation!

Kansas City Public Service Company joins the list of leading properties to substitute with Mack trolley buses. To its recent order for twelve Mack gas buses, Kansas City now adds thirty-four trolley buses at its passenger capacity—the first trolley bus order in the city's history.

Mack is proud to have a part in the modernization program now under way in Kansas City. With years of experience in building trucks and buses, Mack is confident the new trolley buses in Kansas City will meet with immediate public approval. Try this new electric ride on our best!

**MACK-INTERNATIONAL MOTOR TRUCK CORPORATION**

**Supreme Comfort**

Velmo is the most comfortable seat in the world. It is the only seat that is built to last. It is the only seat that is built to last. It is the only seat that is built to last. It is the only seat that is built to last.

**VELMO**  
MONAID VELVO  
Sole by American Seating Company

**CHASE**  
L. C. CHASE & COMPANY, 285 FIFTH AVENUE, NEW YORK CITY

**FOR THE BEST** TIRE SAFETY, RIDING COMFORT, LONG MILEAGE, IT'S **GOOD YEAR**

That's why Kansas City Public Service Company Chase Goodyears for ALL its Most Modern New Trolley Buses.

The World Over, More People Ride on Goodyear Tires Than On Any Other Kind.

**GOOD YEAR**

**CONGRATULATIONS** on your new trolley buses. The new trolley buses are being used on a limited basis to test their operation and to familiarize the public with the new service. The new vehicles are being used on a limited basis to test their operation and to familiarize the public with the new service.

**H. F. McELROY, JR.**  
CHAS. H. McELROY & SONS  
MANUFACTURERS OF TIRE SAFETY  
HONOLULU, HAWAII

**Good Lighting**

**LUMINATOR**  
LUMINATOR  
LUMINATOR

**CONGRATULATIONS** ON YOUR NEW TROLLEY COACHES

**KANSAS CITY**  
PLEASE IF YOU TO...  
READ AND RELAX  
AS YOU RIDE

They are equipped with a **LUMINATOR**

**LUMINATOR**  
LUMINATOR

**HERE'S NEWS!** GOOD NEWS!

THE NEW **K. C. Trolley Buses** ARE EQUIPPED WITH **SAFARI** DE LUXE WINDOWS

**CONGRATULATIONS** on the installation of the new trolley buses. The new trolley buses are being used on a limited basis to test their operation and to familiarize the public with the new service. The new vehicles are being used on a limited basis to test their operation and to familiarize the public with the new service.

**C. L. EARL**  
YORK, PA.

**YOUR TRANSPORTATION OUR OBLIGATION**

# KANSAS CITY PUBLIC SERVICE COMPANY

# Merchandising TRANSPORTATION

MAPS - GUIDES  
LEAFLETS  
SCHEDULES

**MOTORBUS AND STREET CAR LINES OPERATED BY KANSAS CITY PUBLIC SERVICE COMPANY**

**MOTORBUS LINES**

**STREET CAR LINES**

**SUPPLEMENTARY BUS LINES**

**STREET CAR LINES (Continued)**

**POINTS OF INTEREST.**

*In Kansas City's Public Transportation System*

OPERATED BY  
**KANSAS CITY PUBLIC SERVICE CO.**  
700 DELAWARE GRAND OCEAN

ANTHORIZED METERS FOR KANSAS CITY AND VICINITY OF  
S. GRAY LINE ASTN. INC.  
SHORT-SEEKING TOURS CHARTERED PARTIES

- INDEX TO POINTS OF INTEREST in GREATER KANSAS CITY as shown on map**
1. Downtown Business and Shopping Center (Grand by 18th)
  2. Union Station (Grand by 18th)
  3. Post Office (E. C. Mac) C-4
  4. Liberty Memorial (Opposite Union Station) C-2
  5. E. C. Jordan Post Bldg. D-1
  6. General Hospital and School of Education D-2
  7. Public Library and Board of Education D-2
  8. City Market C-2
  9. Municipal Airport C-1
  10. Municipal Ward C-3
  11. Low Street Exchange & Bank Bldg. in Central Industrial District B-2
  12. City Hall (E. C. B.) B-2
  13. American Royal Live Stock Pavilion B-3
  14. Court House (E. C. B.) B-2
  15. Adams and Salomon Memorial Auditorium B-3
  16. The Congress (over C&M) B-3
  17. Harper's Stadium (American Am. Baseball) D-3
  18. Washburn Temple E-4
  19. Washburn Bible Temple D-4
  20. Missouri Valley Historical Society C-4
  21. The Army (112th) Engineers Bldg. D-3
  22. Nat. Memorial Hospital C-3
  23. Kansas City Art Institute D-3
  24. Wm. Washburn Mason Gallery of Art D-3
  25. Country Club House Bldg. D-4
  26. Holverson Park (Eco. Botany, Botany, Fossils and GEO. F.) D-4
  27. E. C. Jones & Sons Bldg. C-3
  28. Washburn College D-3
  29. The Valley Industrial District D-3
  30. The Ford Motor Co. Plant G-2
  31. U. S. Naval Reserve Annex D-3
  32. The Chevrolet Motor Plant E-4
  33. 11th Ave. C-3
  34. Federal Reserve Court House E-3
  35. Letter Day Bank Temple E-3
  36. Federal Bldg. C-3
  37. Municipal District C-3
  38. Board of Trade Bldg. C-3
  39. Adams Temple C-3
  40. Federal Reserve Bank C-3
  41. V. M. C. A. C-3
  42. E. C. Jones Bldg. C-3
  43. West City Bldg. Kansas City, Mo. C-3
  44. V. M. C. A. C-3
  45. Jackson County Court House C-3
  46. Home County Detention House C-3
  47. Municipal Auditorium C-3
  48. E. C. Jones & Sons Bldg. C-3
  49. The Kansas City Star Bldg. C-3
  50. North Kansas City D-2

**GREATER KANSAS CITY'S TRANSPORTATION SYSTEM**

**CHARTERED SERVICE**

**RATES OF FARE**

**STREET CAR FARES**

**KANSAS CITY PUBLIC SERVICE COMPANY**

**Greater Kansas City Transportation GUIDE**

**KANSAS CITY PUBLIC SERVICE COMPANY**

**ROUTES FOR REGULAR DAILY SERVICE**

**ROUTES FOR THE 63rd ST. MOTORBUS LINE**

**ROUTES FOR THE 42nd ST. CROSS-TOWN MOTORBUS LINE**

**KANSAS CITY PUBLIC SERVICE COMPANY**

**Seeing KANSAS CITY THE GRAY LINE TOURS**

**KANSAS CITY'S ADAMANTLY PRANDED GRAY LINE SHORT-SEEKING TOURS**

**SCHEDULE**

**KANSAS CITY PUBLIC SERVICE COMPANY**



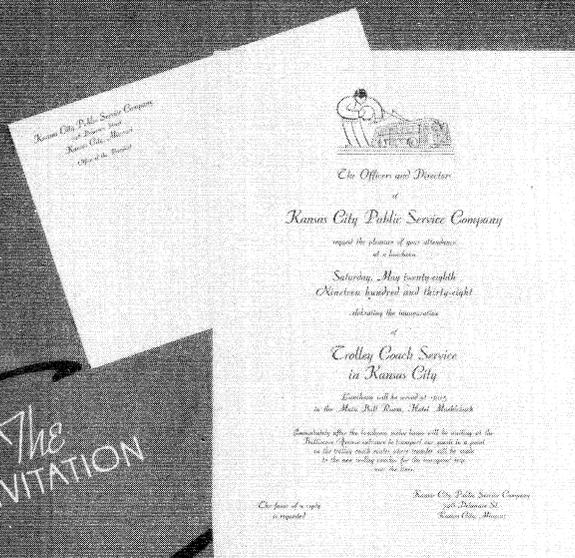
# KANSAS CITY PUBLIC SERVICE COMPANY

Word Searchable Version not a True Copy

# Sell More Rides

## INAUGURATION OF TROLLEY BUS SERVICE IN KANSAS CITY

WE PUT ON A LUNCHEON CELEBRATION . . .

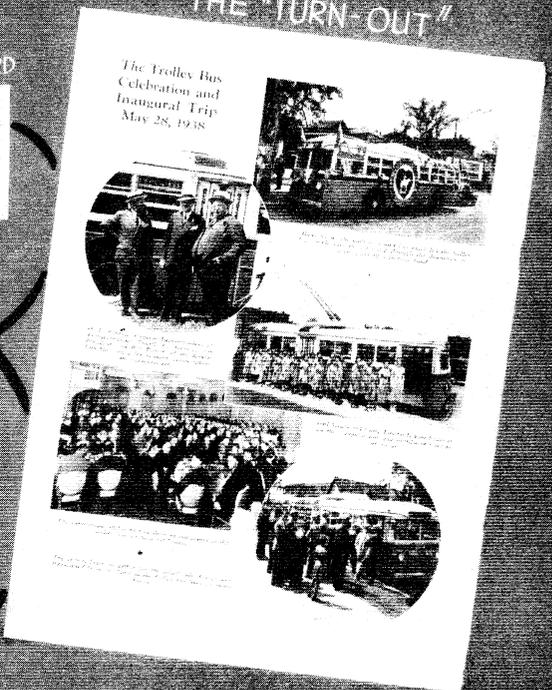


The INVITATION

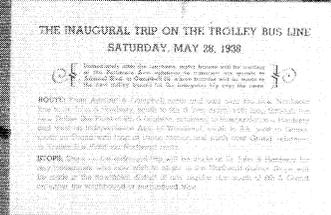
THE PLACE CARD



THE "TURN-OUT"



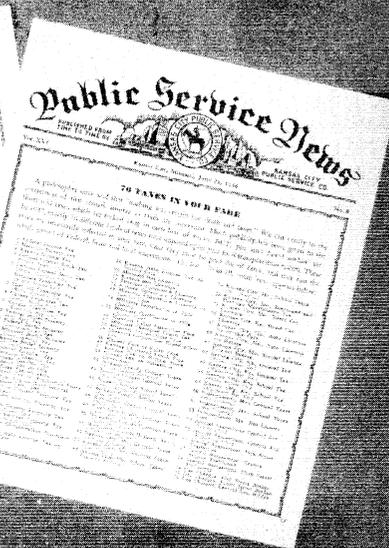
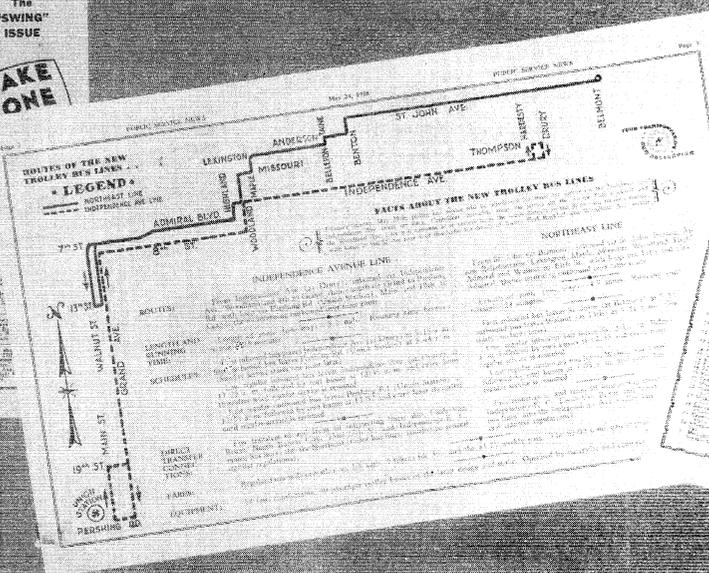
ROUTE ANNOUNCEMENT



THE TAKE-ONE LEAFLET



This LEAFLET PLACED IN ALL CARS AND BUSES ON THE SYSTEM . . .



# KANSAS CITY PUBLIC SERVICE COMPANY

# Sell More Rides

## INAUGURATION OF TROLLEY BUS SERVICE IN KANSAS CITY

The PRESS CLIPPINGS

THE NEWSPAPER ADVERTISEMENTS

### RIDE HAILS NEW BUSESSES

NEWLY INTRODUCED TROLLEY BUSESSES ARE BEING TESTED ON THE TRAFFIC ROUTES OF THE CITY.

The introduction of the trolley bus into the Kansas City public service is being hailed as a step toward the solution of the city's transportation problem. The new vehicle, which is being tested on the downtown routes, is expected to be in regular service by the end of the month.

### A QUIET AND RAY-BUS

THE QUIET GLIDE OF THIS ELECTRIC RIDE IS BEING TESTED ON THE TRAFFIC ROUTES OF THE CITY.

The quiet glide of the trolley bus is being tested on the downtown routes of the city. The new vehicle, which is being tested on the downtown routes, is expected to be in regular service by the end of the month.

### Trolley Bus Transportation To Be Introduced Tomorrow

Gen. Corp. and Commuters Leaders Will Be Guests at a Luncheon, Preceding the First Ride on the Street, Monday, May 27, at the Old Mark Hotel.

A luncheon will be held at the Old Mark Hotel tomorrow morning to inaugurate the new trolley bus service. The luncheon will be attended by representatives of the city, the power and light company, and the public service company. The first ride on the street will take place on Monday, May 27.



### A SOURCE OF POWER

Which Maintains SCHEDULED TRANSPORTATION!

The Kansas City Power & Light Company congratulates the Kansas City Public Service Company upon the inauguration of its trolley bus service.

In extending its congratulations, the Power & Light Company recognizes its own obligation to provide a source of power for the operation of the new trolley buses.

The same dependable electric power which has played its part in adding the Public Service Company in maintaining the regularity of street car schedules will continue to function as an important factor in the operation of the trolley buses.

The trolley buses inaugurate a new mode of transportation in Kansas City, affording new convenience and comfort. That the new system depends upon the Power & Light Company for operating power is another indication of the ability of electric power to meet the requirements of the modern age.

**Kansas City Power & Light Co.**  
Kansas City, Mo.

### You'll Enjoy

### THE QUIET GLIDE OF THIS ELECTRIC RIDE

A quiet new trolley bus is being tested on the downtown routes of the city. The new vehicle, which is being tested on the downtown routes, is expected to be in regular service by the end of the month.

The quiet glide of the trolley bus is being tested on the downtown routes of the city. The new vehicle, which is being tested on the downtown routes, is expected to be in regular service by the end of the month.

**GENERAL ELECTRIC**

### Special Wire for New Trolley Buses

A Strong Show is Used on Trolley Pole Instead of Conventional Friction Wheel.

The quiet glide of the trolley bus is being tested on the downtown routes of the city. The new vehicle, which is being tested on the downtown routes, is expected to be in regular service by the end of the month.

**TRY THIS NEW ELECTRIC RIDE ON RUBBER**



SOMETHING NEW IN DOWNTOWN TRAFFIC



WORKMEN RUSHING THE INSTALLATION OF WIRES FOR THE NEW TROLLEY BUS



### NOW!

DIRECT SERVICE TO KANSAS CITY'S GREATEST 'VALUE STORE' VIA THE NEW TROLLEY COACH

Again Kansas City rides FORWARD! Congratulations to the Kansas City Public Service Company for this new modern form of transportation. We know that our best class of customers who seek their service will appreciate this new mode of transportation direct to Ward's store!

**MONTGOMERY WARD**  
1212 North 7th Street, Kansas City, Mo.

### If you're a VACATION BACHELOR

Visit 10000 visitors in white HUSBANDS AIR-COOLED Guest Rooms

Hotel MUEHLEBACH  
Special Arrangements for Special Night Treatments

### TROLLEY BUS SERVICE STARTS SUNDAY

Effective Sunday, May 26th, trolley bus service will be substituted for street car service on the Northwest and Independence Ave. street car lines, beginning at 10 o'clock of approximately half a million dollars. Coincident therewith, street car service on the Slope Park, South Independence Ave. and the Woodland Avenue-Northeast lines will continue as at present from the south district to the downtown business district, with loops at 8th St.

**LEGEND:**  
- - - - - TROLLEY BUS LINE  
- - - - - STREET CAR LINE

**FACTS ABOUT THE NEW TROLLEY BUS LINES:**

**NORTHWEST AVENUE LINE:**  
This line will be substituted for street car service on the Northwest Avenue line, beginning at 10 o'clock of approximately half a million dollars. Coincident therewith, street car service on the Slope Park, South Independence Ave. and the Woodland Avenue-Northeast lines will continue as at present from the south district to the downtown business district, with loops at 8th St.

**NORTHEAST AVENUE LINE:**  
This line will be substituted for street car service on the Northeast Avenue line, beginning at 10 o'clock of approximately half a million dollars. Coincident therewith, street car service on the Slope Park, South Independence Ave. and the Woodland Avenue-Northeast lines will continue as at present from the south district to the downtown business district, with loops at 8th St.

**KANSAS CITY PUBLIC SERVICE CO.**



# KANSAS CITY PUBLIC SERVICE COMPANY

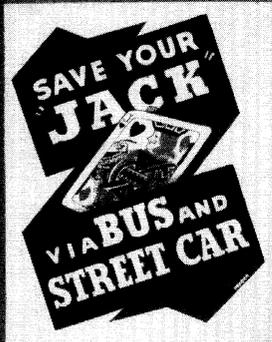


*Merchandising* **TRANSPORTATION**

# OUTSIDE CAR CARDS

PHOTOSTATIC  
COPIES

*Actual Size*



*The* **Swing**  
**is to**  
*Street Cars*  
**and Buses**

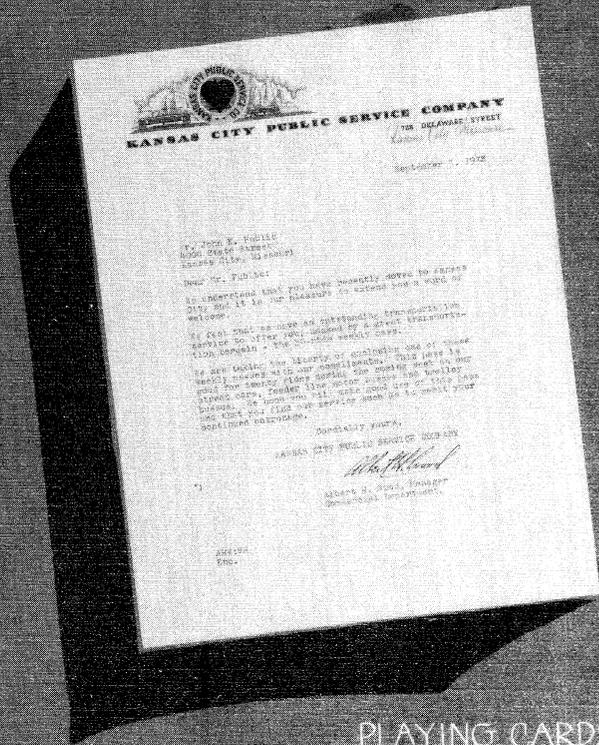
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**KANSAS CITY  
PUBLIC SERVICE COMPANY**

# Merchandising **TRANSPORTATION**

WE WELCOME THE NEW ARRIVAL



PLAYING CARDS



POST CARDS FOR CONVENTIONS and MEETINGS



MATCHES FOR CLUBS, CONVENTIONS, ETC

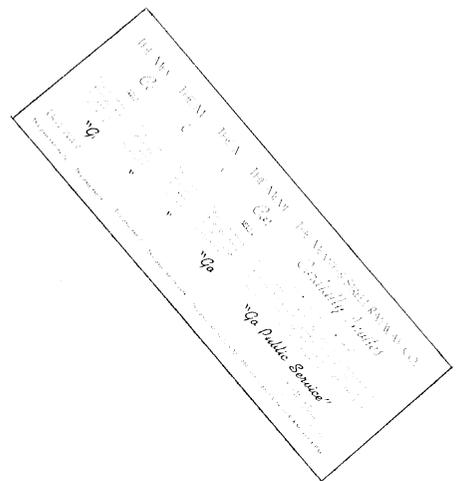
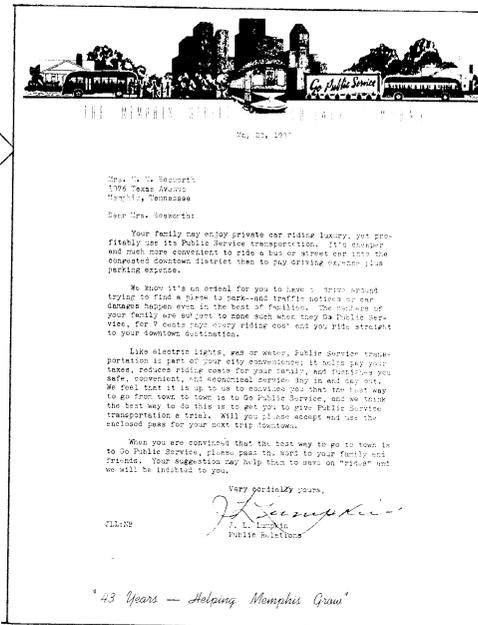
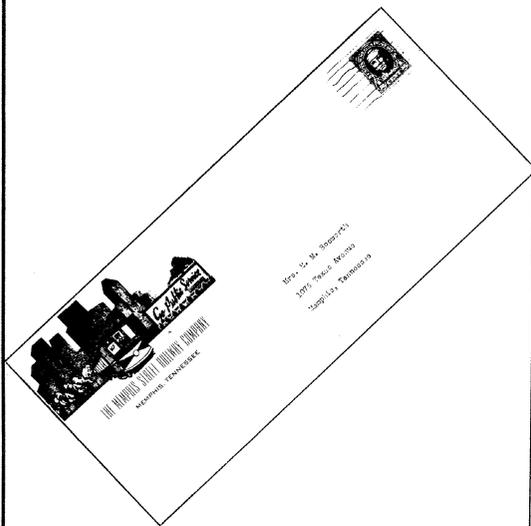


# KANSAS CITY PUBLIC SERVICE COMPANY

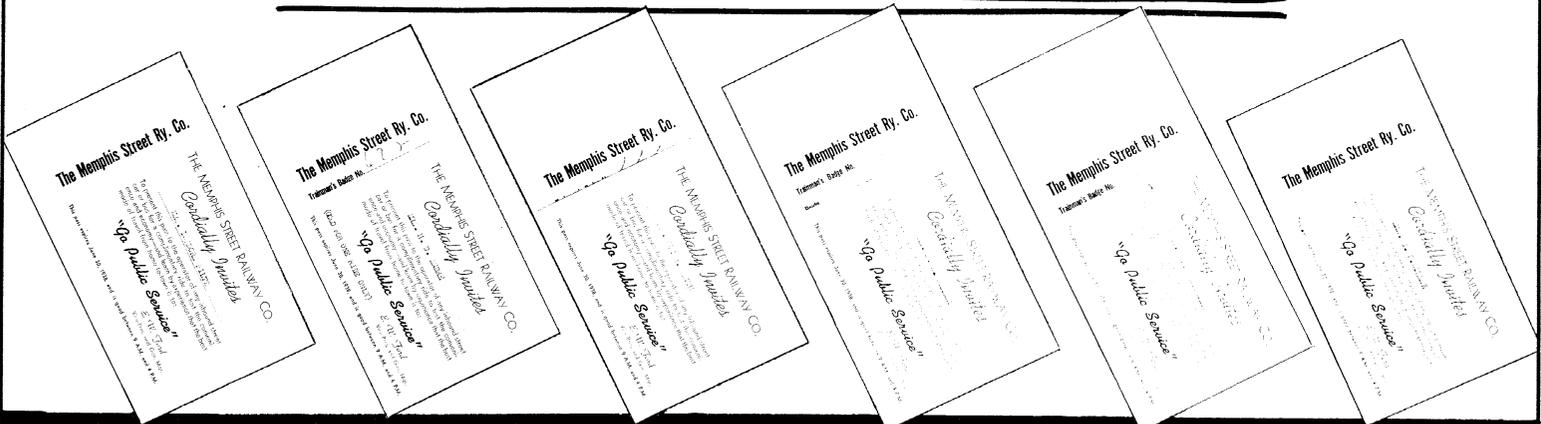


# ★ SELL MORE RIDES ★

## SALES LETTERS TO AUTOMOBILE OWNERS



### MAILING LIST COMPILED FROM CARS PARKED DOWNTOWN DURING "VALLEY" OR SHOPPING HOURS



# THE MEMPHIS STREET RAILWAY CO. ★

# ★ SELL MORE RIDES ★

## NEWSPAPER COPY

**THANKS For EXTRA CASH**

"I have had one lamp by which my feet are guided and that is the lamp of experience."—Patrick Henry.

"I have had one lamp by which my feet are guided and that is the lamp of experience."—Patrick Henry.

"I have had one lamp by which my feet are guided and that is the lamp of experience."—Patrick Henry.

**MILDRED D. SMITH**  
1207 S. GARDNER ST.  
MEMPHIS, TENN.

**Go PUBLIC SERVICE**  
SAVE 34% OF RIDING COSTS

**A Nickel and 2 Pennies Pays All Riding Costs**

"I have had one lamp by which my feet are guided and that is the lamp of experience."—Patrick Henry.

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**MILDRED D. SMITH**  
1207 S. GARDNER ST.  
MEMPHIS, TENN.

**Go PUBLIC SERVICE**  
SAVE 34% OF RIDING COSTS

**LAWYERS KNOW ABOUT VALUES**

"I have had one lamp by which my feet are guided and that is the lamp of experience."—Patrick Henry.

"I have had one lamp by which my feet are guided and that is the lamp of experience."—Patrick Henry.

"I have had one lamp by which my feet are guided and that is the lamp of experience."—Patrick Henry.

**JOSEPH C. TANTNER**  
100 S. GARDNER ST.  
MEMPHIS, TENN.

**Go PUBLIC SERVICE**  
SAVE 34% OF RIDING COSTS

**Going "PS" Saves Time and Money**

"I have had one lamp by which my feet are guided and that is the lamp of experience."—Patrick Henry.

"I have had one lamp by which my feet are guided and that is the lamp of experience."—Patrick Henry.

"I have had one lamp by which my feet are guided and that is the lamp of experience."—Patrick Henry.

**HERBERT MORRIS**  
100 S. GARDNER ST.  
MEMPHIS, TENN.

**Go PUBLIC SERVICE**  
SAVE 34% OF RIDING COSTS

**For the SAFEST ... for Children**

"I have had one lamp by which my feet are guided and that is the lamp of experience."—Patrick Henry.

"I have had one lamp by which my feet are guided and that is the lamp of experience."—Patrick Henry.

"I have had one lamp by which my feet are guided and that is the lamp of experience."—Patrick Henry.

**DOIS ELIZABETH WILLIAMS**  
1248 N. GARDNER ST.  
MEMPHIS, TENN.

**Go PUBLIC SERVICE**  
SAVE 34% OF RIDING COSTS

**Save \$30 Monthly On Transportation!**

"I have had one lamp by which my feet are guided and that is the lamp of experience."—Patrick Henry.

"I have had one lamp by which my feet are guided and that is the lamp of experience."—Patrick Henry.

"I have had one lamp by which my feet are guided and that is the lamp of experience."—Patrick Henry.

**MRS. J. C. MOOREHEAD**  
100 S. GARDNER ST.  
MEMPHIS, TENN.

**Go PUBLIC SERVICE**  
SAVE 34% OF RIDING COSTS

**A Nickel and 2 Pennies Pays All Riding Costs**

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**MILDRED D. SMITH**  
1207 S. GARDNER ST.  
MEMPHIS, TENN.

**Go PUBLIC SERVICE**  
SAVE 34% OF RIDING COSTS

**30 YEARS—With No Riding Worries**

"I have had one lamp by which my feet are guided and that is the lamp of experience."—Patrick Henry.

"I have had one lamp by which my feet are guided and that is the lamp of experience."—Patrick Henry.

"I have had one lamp by which my feet are guided and that is the lamp of experience."—Patrick Henry.

**OLYSSA A. BURRESS**  
100 S. GARDNER ST.  
MEMPHIS, TENN.

**Go PUBLIC SERVICE**  
SAVE 34% OF RIDING COSTS

**LONG RIDES For LOWEST COSTS**

"I have had one lamp by which my feet are guided and that is the lamp of experience."—Patrick Henry.

"I have had one lamp by which my feet are guided and that is the lamp of experience."—Patrick Henry.

"I have had one lamp by which my feet are guided and that is the lamp of experience."—Patrick Henry.

**C. M. BROWN**  
100 S. GARDNER ST.  
MEMPHIS, TENN.

**Go PUBLIC SERVICE**  
SAVE 34% OF RIDING COSTS

## Testimonials

**If You Must Keep A Car...**

Why Not Keep It Nice?

**Go PUBLIC SERVICE**

**one Traffic Fine Would Buy A Lot Of Riding.**

**Go PUBLIC SERVICE**

**7¢ PER EVERYTHING**

**Go PUBLIC SERVICE**

**Takes The Steps That Saves You Money.**

**Go PUBLIC SERVICE**

**Don't Get Hot—Ride COOL**

**Go PUBLIC SERVICE**

**No Need To Stay Home And MELT**

**Go PUBLIC SERVICE**

## Reverse Cut Displays

# THE MEMPHIS STREET RAILWAY CO. ★



# ★ SELL MORE RIDES ★

**SEEING THE COTTON CARNIVAL**

**Go PUBLIC SERVICE**  
Save 3/4 of Riding Costs  
THE MEMPHIS STREET RAILWAY COMPANY

**RUMBLINGS** 1927-1937

**RESOLUTIONS** 1938

**FABLES**

Most of us believe in fables and we know by heart the modern ones about "a chicken in every pot—and bountiful living for everyone." But, eating chicken when the chicken is not paid for and living bountifully, without the bounty is economic suicide. Optimistic faith in the future is splendid but since we know that success must be achieved, we had best live within our means until we have reached our goal. A balanced budget for the individual and family will assure us greater stability in the Mid-South.

Those who would build firmly will find "PUBLIC SERVICE" in 1938 by paying as they go, the safe, convenient, and economic way to ride.

**Go PUBLIC SERVICE**

Save 3/4 of Riding Costs

**THE MEMPHIS STREET RAILWAY CO.**  
"43 Years Helping Memphis Grow"

**Open Air Theater**

**TONIGHT AND THIS WEEK, "THE DESERT SONG"**

Week of July 21—"Sally" Week of August 4—"Ketrinda"

August 11—"My Darling" August 18—"Night of Lamentation"

SEATING CAPACITY 282. SEATING 198. SEAT NO. 199. SEAT NO. 200. SEAT NO. 201. SEAT NO. 202. SEAT NO. 203. SEAT NO. 204. SEAT NO. 205. SEAT NO. 206. SEAT NO. 207. SEAT NO. 208. SEAT NO. 209. SEAT NO. 210. SEAT NO. 211. SEAT NO. 212. SEAT NO. 213. SEAT NO. 214. SEAT NO. 215. SEAT NO. 216. SEAT NO. 217. SEAT NO. 218. SEAT NO. 219. SEAT NO. 220. SEAT NO. 221. SEAT NO. 222. SEAT NO. 223. SEAT NO. 224. SEAT NO. 225. SEAT NO. 226. SEAT NO. 227. SEAT NO. 228. SEAT NO. 229. SEAT NO. 230. SEAT NO. 231. SEAT NO. 232. SEAT NO. 233. SEAT NO. 234. SEAT NO. 235. SEAT NO. 236. SEAT NO. 237. SEAT NO. 238. SEAT NO. 239. SEAT NO. 240. SEAT NO. 241. SEAT NO. 242. SEAT NO. 243. SEAT NO. 244. SEAT NO. 245. SEAT NO. 246. SEAT NO. 247. SEAT NO. 248. SEAT NO. 249. SEAT NO. 250. SEAT NO. 251. SEAT NO. 252. SEAT NO. 253. SEAT NO. 254. SEAT NO. 255. SEAT NO. 256. SEAT NO. 257. SEAT NO. 258. SEAT NO. 259. SEAT NO. 260. SEAT NO. 261. SEAT NO. 262. SEAT NO. 263. SEAT NO. 264. SEAT NO. 265. SEAT NO. 266. 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**Go PUBLIC SERVICE**

THE MEMPHIS STREET RAILWAY CO.  
"43 Years Helping Memphis Grow"

**SAVE WISELY**

**SAVE ON RIDING**

**Go PUBLIC SERVICE**

Family Riding Costs drop when family members become "ride-cost" conscious. Bus and street car transportation to work and town is just as convenient and decidedly more economical.

**Go PUBLIC SERVICE**

CONVENIENT - SAFE - ECONOMICAL

**They Could Have**

gone to **Go PUBLIC SERVICE** as easy as falling off a log but they wanted to get off by their own power. They didn't know how long they would have to wait for parking - or how far they would have to go after they found it. But they soon found that the most convenient way to get into the congested area - is to **Go Public Service**. So these II changed to **Go PUBLIC SERVICE** and quickly why so many prefer it for riding from **Go PUBLIC SERVICE** to town.

**Go PUBLIC SERVICE**

CONVENIENT - SAFE - ECONOMICAL

# THE MEMPHIS STREET RAILWAY CO. ★



Front Exterior Car Cards-Social Attractions

**BLUE BONNETS  
RACES TO-DAY  
MONTREAL JOCKEY CLUB**

**SWIMMING  
GAMES  
PICNICS**

**ILE STE HELENE**

**JEUX  
NATATION  
PIQUE-NIQUES**

**MONTREAL**





# Sell More Rides

## To reach your destination— in Spite of Winter Difficulties

Winter in Montreal brings extremes of cold, ice, sleet, storms, snow and blizzards.

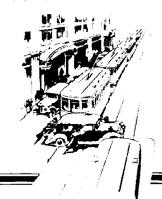
**SOMETIMES YOUR JOURNEY IS INTERRUPTED.**  
Did you ever consider when you stand at a corner waiting for a tram or bus or are delayed in transit, what may be the cause of your inconvenience?

Over 90% of these delays are caused by conditions over which the company has no control:

- Stalled motorists, mostly without chains, regularly and consistently block and delay your vehicles.
- Disabled sleighs and trucks at main intersections interrupt services operating in many directions.
- Parked cars along main streets face all moving traffic to use one lane, and interfere with the control and scheduled operation of public transportation.

It's all out of our control, except with our service for transportation. We devote every effort to the satisfaction of our passengers by supporting and promoting legislation to quickly adjust to the use of street space.

The only persons who can be prevented from delaying the motorists who are dependent on us.




## Forget The WINTER WORRIES and DANGER of BUSY CITY STREETS

STREET hazards, typical of all great cities, complicated by winter conditions, need not worry the passenger on board a Montreal Tramways bus or tram.

Such a passenger is in the safest spot on a busy city street and travels at low cost\*, protected from the weather, through the maze of city traffic.

\*The Annual Report of the Montreal Tramways Commission to the City of Montreal, for 1936, in commenting on the fare in Montreal states: "The average fare was 6.50 cents. In American cities of over 100,000 population, it averages 7.82 cents, being actually about 20% more than in Montreal."

TRAVEL BY TRAM AND BUS



THE DANGERS OF TRAFFIC CONGESTION NECESSITATE THE CAREFUL CO-OPERATION OF ALL STREET USERS

## FOOT - HOOF OR WHEEL

The most important use of any street is to carry traffic—by foot, hoof or wheel—from ten-ton trucks to baby carriages.

THE MOST IMPORTANT VEHICLE on the city streets is the tram car—because it is the vehicle depended upon and used by 80% of the city's population for their necessary daily transportation.

Therefore it is a matter of public necessity that car tracks be kept as clear as possible so that the public may have the safe, speedy and uninterrupted travel which they demand.

WHEN TRACKS ARE CLEAR, TRAMS ARE ON TIME

Montreal Traffic By-Law No. 1319 Article 37  
"Every driver of a vehicle proceeding upon any street or track in front of a tram or over a public street, shall remove such vehicle from the tracks as soon as practicable after a signal from the driver of said tram."

1937 IS THE SEVENTY-EIGHTH YEAR OF PUBLIC TRANSPORTATION IN MONTREAL




## MONTREAL TROLLEY BUSES

First in Canada

Once again Montreal takes the lead in providing the latest improvements in Public Transportation

Next week 7 new Trolley Buses will be introduced into service on Beaubien Street. They are specially designed to meet Montreal conditions and are unsurpassed by any such equipment used anywhere in the world.

TAKE A RIDE: SEE HOW YOU LIKE THEM

Further use of this type of vehicle will depend on their reception by the public.

We had an opportunity recently of inspecting some of the trolley trolleys being built by the Birmingham and London Electric Traction Co. Ltd. and were much impressed by the appearance and finish of the new vehicles.  
—Passenger Transport Journal, London, England

REGULAR FARE: 4 Cents for a Quarter with 10 Transfer Privileges

ROUTE: From Park Ave. to Beaubien Street via Beaubien, west on Beaubien to St. Lawrence Street on St. Lawrence to St. Marie.

APPROXIMATELY 3 miles

BEGIN OPERATION MARCH 23rd




## Traffic DIFFICULTIES IN GREAT CITIES

are as old as Ancient History. Rome of the Caesars—London of Charles II— all great cities have had to face the problem

BUT none of these earlier communities had to overcome such traffic congestion as is now interrupting the free flow of movement in all great Modern Cities, and very few metropolitan centers have also to meet the harassing difficulties of severe winter conditions and steep hills encountered in Montreal.

The observance of the Traffic By-Law, arranged for the benefit of all, would greatly lessen the delays and dangers which threaten all users of city thoroughfares.

Streets are set aside for the free movement of all people, and those who negligently block traffic are increasing their own hazards and unduly delaying those in lawful transit.

WHEN TRACKS ARE CLEAR 800,000 DAILY TRAM PASSENGERS ARE NOT DELAYED




## Battle of the Blizzard

WINTER blizzards have recently struck the Montreal Tramways Company, interrupting service and causing considerable expense. The only way to overcome these difficulties is to keep the streets clear of obstructions.

It is the duty of every citizen to observe the Traffic By-Law, and to keep their vehicles off the tracks when a tram is approaching.

When tracks are clear, trams are on time, and the public is not inconvenienced.




## SAFE-WAY...TRAM-WAY!

The SAFE SPOT on BUSY STREETS

Along the streets of our community the tramway offers an economical, convenient and safe means of transportation. In fact, the safest place on busy city streets is aboard a tram car.

At low cost—22% less than the average street car fare in American cities of over 100,000—the tram passenger in Montreal enjoys, without regard to weather conditions, the trained service of operators and inspectors working night and day to give him regular and reliable transportation.

\*—Long time offers to save no passenger on board a Montreal Tramways vehicle has been fatally injured.




# MONTREAL TRAMWAYS COMPANY

# Interior Car - Educational Cards

**C O-OPERATE FOR SAFETY!**



Watch and Obey Traffic Lights and Traffic Officers.  
Be careful when leaving curb.  
Cross only at Intersections.  
**Teach the Children Safety**

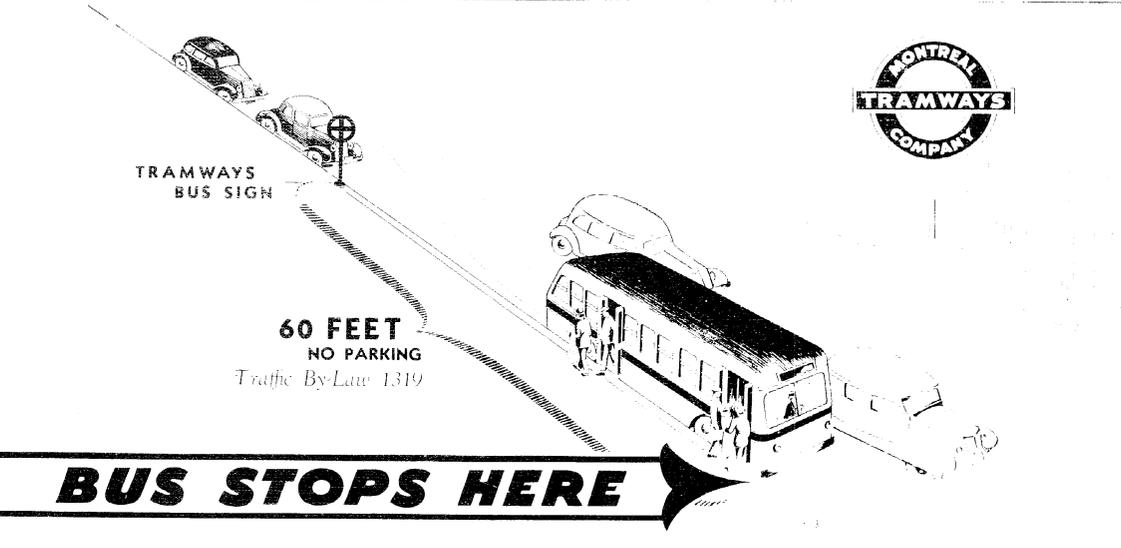
For its record of Leadership in Accident Prevention among comparable cities of North America, the Montreal Tramways Company was recently awarded the Brady Memorial Medal.




**It's EVERYBODY'S Business**

to aid in the elimination of street traffic delays—because streets are Everybody's Thoroughfares

**A 3-MONTHS' TRIAL** of a Measure Prohibiting Parking on Important Streets during the Evening Rush Hour would be in the Interest of All Street Users.

**BUS STOPS HERE**



# MONTREAL



# Sell More Rides

THE TRIBUNE, NEW ORLEANS, THURSDAY, NOVEMBER 25, 1937



**Relax**

**Enjoy the Sport**

**NO TRAFFIC WORRIES WHEN YOU RIDE THE Street Cars & Buses TO THE Races and Games**

**TO REACH THE RACES:** Take ST. CHARLES Street Car (operating on a 3½-minute or better schedule), and walk through the beautiful grounds of the university to the stadium.

**TO REACH TULANE STADIUM:** Take SOUTH CLAIBORNE Street Car (operating on a 5-minute or better schedule); approximately three blocks to the stadium.

**TO REACH THE RACES:** Take ESPLANADE Bus for the Races. In addition to the regular service, extra buses will be operated on Thanksgiving Day.

**TO REACH TULANE STADIUM:** Take FRERET Street Car (operating on a 4-minute or better schedule); approximately three blocks to the stadium.

**NEW ORLEANS PUBLIC SERVICE INC.**

P. U. A. A. P. U. A. A.

**NEWSPAPER ADVERTISING FOR INCREASING BUSINESS**  
FOR TRANSPORTATION COMPANIES

Classification No. 7





**TO REACH THE RACES:** Take ST. CHARLES Street Car (operating on a 3½-minute or better schedule), and walk through the beautiful grounds of the university to the stadium.

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**NEW ORLEANS PUBLIC SERVICE INC.**

# NEW ORLEANS PUBLIC SERVICE INC.

# Sell More Rides

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The Times-Picayune

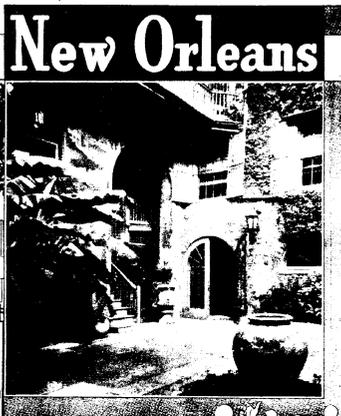
Friday, February 25, 1938

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## SEE New Orleans By Street Car ~ Trolley Coach & Bus



OLD ABSINTHE HOUSE



LITTLE THEATRE

**THROUGH THE VIEUX CARRE**  
**ARCHBISHOPIC**, Chartres and Governor Nicholls streets. Erected 1725 for Ursuline Nuns, one year after founding of New Orleans.  
**ARSENAL**, old Spanish site, on St. Peter between Royal and Chartres streets, in rear of Cabildo. Erected 1730.  
**BEAUREGARD'S OLD HOME**, Chartres street near Ursuline, opposite Archbishop's. Home of famous Confederate general and brother of Paul Murphy.  
**CABILDO**, old Spanish court, now Louisiana Historical Museum. Located on Chartres and St. Peter streets, facing Jackson Square. Scene of transfer of Province of Louisiana from France to United States, occurring December 20, 1803. Erected 1798 by Don Almonaster y Ross.  
**CATHEDRAL ST. LOUIS**, facing Jackson Square. Built in 1794 on site of Ursuline's first church.  
**JACKSON SQUARE**, old parade grounds, located in the heart of the Vieux Carre. Once known as La Place d'Armes.  
**LAFITTE BROTHERS' BLACKSMITH SHOP SITE**, 810 Chartres, between Dumaine and St. Philip streets.  
**MADAME JOHN'S LEGACY BUILDING**, Dumaine street near Royal. Oldest building in Mississippi Valley.  
**PONTALBA BUILDINGS**, erected by Baroness Pontalba. Face Jackson Square.

**PREMIERE BUILDING**, Chartres and St. Ann streets. Located in upper wing of Cabildo. House of Natural History.  
**SEUR GEORGES'S HOUSE**, Royal and St. Peter streets; the Ball Room.  
**ST. ANTHONY'S GARDEN**, the rear of St. Louis Cathedral. Take Gravelly Drive or City Park Streetcar.  
**FRENCH MARKET**, one of the oldest markets in America, occupying four city blocks. Located at Decatur and Ursuline streets.  
*Take French Market Bus.*  
**WITHIN WALKING DISTANCE FROM CANAL STREET**  
**BANK OF UNITED STATES**, established in 1825. Located at Royal and Chartres streets, just off Canal.  
**ABSINTHE HOUSE**, 238 Bourbon street, just off Canal. 100 years old. Former hotel of Pierre and Jean Laffite.  
**NAPOLEON HOUSE**, Chartres and St. Louis streets. Four blocks below Canal. Built as refuge for expected escape from St. Helene.  
**NEW COURTHOUSE**, built of white marble at cost of \$2,000,000. Located at Royal and St. Louis streets, four blocks below Canal street.  
 Antique shops, interesting patios, century-old grilled balconies.



● New Orleans is unique among American cities in that every streetcar line with one exception (Napoleon Avenue) eventually converges on Canal street. Although this is not true of cross-town bus lines, transfer facilities from bus and trolley coaches, in structure make it practically impossible to get lost in New Orleans. Speedy service along scenic routes offers the visitor an inexpensive and enjoyable way to see New Orleans.

**U-TURN**  
**AUDUBON PARK**, 830 St. Charles avenue; 250 acres, where Audubon worked. His statue stands in park. Field for Aqueduct, Zoological Garden, and observatory of stars and tropical plants. Take Magazine Streetcar, St. Charles streetcar or Broadway electric trolley cars.  
**BRIDEWELL TABLE**, St. Louis avenue and City street. Home of the Ancient Order of the Fishers of the Mystic Seas. Take St. Charles or Treme streetcar.  
**SEE CIRCLE**, intersection of Common Cause, double street, located where St. Charles street, St. Charles avenue and Poydras street join. Take St. Charles, Treme, Royal, South Common or Magazine streetcars.  
**LOYOLA UNIVERSITY**, St. Charles avenue, opposite Audubon Park. Take St. Charles. Treme or French streetcar.  
**LOUISIANA UNIVERSITY**, opposite Audubon Park, on St. Charles avenue. Founded 1884. Take St. Charles. Treme or French streetcar.  
**NEWCOMB COLLEGE**, women's college affiliated with Tulane university, where celebrated Louisiana printing is made. Take St. Charles, Treme, French, South Common or Magazine streetcars and transfer to Broadway electric trolley coach.  
**BOON SCHOON**  
**AMERICAN SUGAR REFINERY**, largest sugar refinery South. Located at end of St. Claude streetcar line.  
**CHARLOTTE BATTLEFIELD**, National Cemetery and Monument, about a mile from the end of St. Claude bus line. Remains of General Pakenham's headquarters and famous battle in country.  
**INDUSTRIAL CANAL**, connecting Mississippi river and Lake Pontchartrain. Locks located on St. Claude streetcar. Take St. Claude streetcar.  
**ASH AND THE TOWN**  
**CHARITY HOSPITAL**, oldest hospital in state. **LOUISIANA STATE MEDICAL COLLEGE**, **IVANE JENKINS HUTCHINGS MEDICAL CLINIC**, All on Tulane avenue. Medical center of city. Take Treme or St. Charles streetcars.  
**CITY HALL**, St. Charles and Lafayette streets, facing Lafayette Square. Renowned for its Greek architecture. Take French or South Common streetcars.  
**CITY PARK**, located on City Park avenue and Bayou St. John. 1400 acres in extent. Named for Pierre, Soul, Corcoran, Delgado Art Museum, famous Gumbo Gumbo, Festival and Artistic Legion. Flower Display and New Municipal Stadium. Take City Park streetcar on Lakeside bus.  
**CRIMINAL COURTS BUILDING**, built several years ago on site of old House of Bourbon. Take Treme or St. Charles streetcars.  
**FAIR GROUND'S RACE TRACK**, often called America's most beautiful race track. Beautifully colored stands from the nation have watched the sport of King. Take 11 avenue bus.  
**GRAVEYARDS AND LIGHTING WAREHOUSES**, located on street front between Esplanade avenue and Robert street. Take Magazine streetcar.  
**JEFFERSON DAVIS MONUMENT**, Grand stand at Jefferson Davis Parkway. Monument to President of Confederate States. Take Cemetery or West End streetcar.  
**MEADRE**, 1000 111th way, **LITTLEWOOD** and **SHIMMICKS STAM**, **TERRE**, 14th, **Combing**, **Magazine** or **West End** streetcars and **Melrose** bus line.  
**MUNICIPAL AUDITORIUM**, located on St. Claude street, between St. Ann and St. Peter streets, in rear of Beauregard Square. Take St. Claude streetcar.  
**POSTOFFICE BUILDING**, Camp and Lafayette streets, cost \$7,000,000. Take Magazine streetcar.  
**LAKE PONTCHARTRAIN**, starting Chicago's famed Lake Shore Drive, the study completed in and one full mile highway along Lake Pontchartrain. Built on reclaimed land, extends in an oblique stretch from the Southern Yacht Club at West End to Slusher Airport. Paved high way from the city's main thoroughfare crossed the Lake Shore Drive at strategic points. Take West End streetcar, Robert E. Lee or Midway Ferry boats.  
**DRY DOCKS**, at the foot of Canal street. Boats from all lands are conveniently moored there way in and out of the harbor. Beautiful passenger steamer, **George Washington**, berms and berms from part of the ever-changing panorama of river traffic. Take Cemetery, West End, Treme and Lakeside streetcars.



CITY PARK CHALMETTE BATTLEFIELD FAIR GROUND'S BANANA UNLOADING AUDUBON PARK

# NEW ORLEANS PUBLIC SERVICE INC.

# Sell More Rides

The **COMFORT** and **CONVENIENCE**  
of our **STREET CARS** and **BUSES**

actually make **ECONOMY** a  
**PLEASURE**

"**RIDE OUR STREET CARS  
AND BUSES**"

THE OTTAWA ELECTRIC RAILWAY CO.

NEWSPAPER ADV.

## How Well Acquainted Are You ---

with Ottawa's parks and playgrounds? There are more miles of beautiful Ottawa in the summer months, and many forms of healthy recreation.

Many of these public parks and playgrounds are now providing 24-hour supervision, first aid and other facilities that provide maximum enjoyment for all visitors, no matter what their age or recreational taste may be. Choose the best of these beautiful parks for your family and make your recreation more enjoyable than ever before.

The Ottawa Electric Railway Co.

## WHICH WOULD YOU CHOOSE?

A comfortable safe and direct means of getting to and from your place of business at a cost of LESS THAN 5¢ EACH WAY.

OR  
a ride where you may worry about street traffic, congestion, pay-parkers, old finks and children crossing streets, stop streets, interminable red and green traffic lights, lack of parking space at the end of the trip, and worry all day long about the weather, traffic jams, theft of automobile, gas or tires, and damage through car accidents?

Our track riders can avoid all of a worry-free ride through the city.

**RIDE WITH US — AND SAVE!**  
THE OTTAWA ELECTRIC RAILWAY CO.

## EARLY MORNING CAR SERVICE

For the information and convenience of our patrons we give below the times for the Early Morning Car Service on the various routes. We would request that you refer to the schedule.

**Car Lines to Downtown Centre:**

7:00 a.m. to Downtown Centre  
7:15 a.m. to Downtown Centre  
7:30 a.m. to Downtown Centre  
7:45 a.m. to Downtown Centre

**Car Lines to the following St. James:**

7:00 a.m. to St. James  
7:15 a.m. to St. James  
7:30 a.m. to St. James  
7:45 a.m. to St. James

The Ottawa Electric Railway Co.

## A BILLION TO NONE

During the past forty-six years we have transported nearly a billion passengers **WITHOUT A SINGLE FATALITY.**

The odds are **ALL IN YOUR FAVOUR** when you "**RIDE OUR STREET CARS AND BUSES**"

THE OTTAWA ELECTRIC RAILWAY CO.

NEWSPAPER ADV.

**GRAND OPENING  
OF  
LAKESIDE GARDENS**  
(Situated on the Bay)  
**SATURDAY, MAY 21st, 9 P.M.**

Many special attractions, including a special program of entertainment, including a special program of entertainment, including a special program of entertainment.

**PROFITABLE ENTERTAINING**

**FEELS ENJOYABLE**

Barkley Kid's Orchestra

For more information, contact the Ottawa Electric Railway Co. at 2-2266.

**ADMISSION 35¢ EACH—No Charge for Dances**

**MOTOR COACH DRIVE**

Special Drive—Tuesday, May 21

Leaving Ottawa at 7:00 p.m. for Lakeside Gardens, returning at 10:00 p.m.

Admission 50¢ each. Children 25¢.

Friday, May 21, 1934, Day or Night

The Ottawa Electric Railway Co.

OUR RIDERS HAVE NO  
PARKING WORRIES  
—DO YOU?  
Use our Street Cars  
and Buses Regularly.  
THE OTTAWA ELECTRIC  
RAILWAY CO.

**Early Morning Car Service**

For the information and convenience of our patrons we give below the times for the Early Morning Car Service on the various routes. We would request that you refer to the schedule.

**Car Lines to Downtown Centre:**

7:00 a.m. to Downtown Centre  
7:15 a.m. to Downtown Centre  
7:30 a.m. to Downtown Centre  
7:45 a.m. to Downtown Centre

**Car Lines to the following St. James:**

7:00 a.m. to St. James  
7:15 a.m. to St. James  
7:30 a.m. to St. James  
7:45 a.m. to St. James

The Ottawa Electric Railway Co.

TIME SAVED AT A  
CROSSING  
First to Last in the Emergency  
THAT IS PARETTI!  
THE OTTAWA ELECTRIC  
RAILWAY CO.

## EVERY SUNDAY Mystery Tours

Delightful 2 hour Motor Coach  
Drives, leaving the Chateau  
Laurier at 3 p.m.

**ADULTS 50¢ CHILDREN 25¢**

For Information Phone 2-2266  
The Ottawa Electric Railway Co.

## GUIDE and TOUR BOOK



THE OTTAWA ELECTRIC RAILWAY CO.

## MOTOR COACH DRIVES

EASTER SUNDAY  
APRIL 17th

ORDER 200

MYSTERY TOUR

ST. JAMES

Information Phone 2-2266

THE OTTAWA ELECTRIC RAILWAY CO.

## SPEND NEXT SUNDAY

ON THE  
**RIDEAU LAKES**

BUS AND BOAT FARE  
**\$2.50**

RESERVATIONS: 2-2266  
The Ottawa Electric Railway Co.

# THE OTTAWA ELECTRIC RAILWAY COMPANY

# Sell More Rides

JOINT ARRANGEMENT  
WITH GOLF CLUB AIDS  
IN DEVELOPMENT OF  
OFF PEAK BUSINESS.



*Free Transportation*  
TO  
**MAIN LINE GOLF COURSE**

*located just 1000 feet from*

PHILADELPHIA & WESTERN'S  
Wayne - St. Davids station

**BUY GREEN FEE TICKET** \$ **1.** \$ **1.50**  
*at 69th St. or Norristown* WEEK DAYS SUNDAYS  
*Ticket Office*

**PHILADELPHIA & WESTERN RAILWAY CO.**

# Sell More Rides

**A 1-DAY VACATION AT Riverview Beach**

total only - 75¢ from 60¢

complete round trip Transportation

Via P&W - PRT - WILSON LINE

Stops: STRAFFORD, NORRISTOWN, BALDWIN, KING OF PRINCE, VILL ANONA, GARRET HILL, RIVINGTON

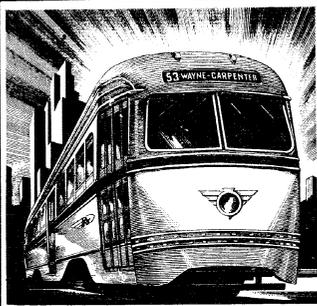


## CAR BULKHEAD SIGNS

with copy as shown above and with other similar messages, together with a display of posters on station platforms, promote heavy volume of traffic during the lean summer months.

**PHILADELPHIA & WESTERN RAILWAY CO.**

# Sell More Rides by Advertising Service Improvements

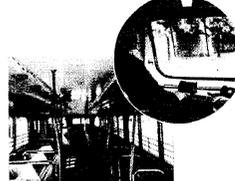


**Smooth  
Swift  
Silent!  
Safe!**

## You'll like THE NEW PRT STREAMLINERS

YOU may not say so in just those words. But we sure "smooth, swift, silent, safe" will express your sentiments after seeing the new PRT streamliners. For these modern street cars are "that way." Smooth and fast—smooth in their action, fast and safe, they are completely comfortable, surprisingly spacious, and utterly quiet and of course, safe.

Smoothness with multiple forward speeds gives them the smooth, fast get-go of the latest automobile. Hundreds of pounds of rubber make them probably quietest. Luxurious interiors and modern lighting, heating and ventilating systems surround you with comfort and quietude. Three independent braking systems make your safety at all times.



See the New PRT Streamliner on City Hall Plaza. One of the new streamliners will be on exhibit on North City Hall Plaza on August 4, 5 and 6. It will be available for your inspection 10 hours a day. You are cordially invited to stop around and see for yourself.



**The PRT Reorganization Plan Will Bring New Cars and Buses to You!**

Philadelphia must have the best there is in city transportation equipment. Hundreds of new streamliners, buses and trolleys in place now are being replaced. This can be done and will be done. What is really needed is reorganization of the PRT to make it complete and the present legal and financial obstacles on its way ahead. Thereafter and management of PRT are doing all that is possible to bring about that reorganization and its successful execution and improvement of your service.

**YOUR NEW CAR AND CHAUFFEUR for 15¢ a day!**

Here's your new "car" for 15¢ a day! New cars are being used by the PRT. These are the same as the cars used by the PRT. They are the same as the cars used by the PRT. They are the same as the cars used by the PRT.

**NEW STREAMLINED STREET CARS FOR PHILADELPHIA**

These new streamliners are being used by the PRT. They are the same as the cars used by the PRT. They are the same as the cars used by the PRT.

**BROAD STREET SUBWAY EXTENDED TO SWINER AVE.**

**PHILADELPHIA TRANSPORTATION MOVES FORWARD**

The Broad Street Subway is being extended to Swiner Avenue. This will provide a new route for the PRT. It will be completed in the near future.

**Map and Page 5 Tell the Story**

The PRT is planning to extend its service to new areas of the city. This will be done in the near future. The map and page 5 provide more details on this plan.

**PHILADELPHIA RAPID TRANSIT COMPANY**  
S. DAVID WILSON, Chairman; EDWARD W. WELLS, Secretary; ALBERT M. GREENFIELD, Director; DAVID H. KAUFMAN, Director; JOHN A. MCCARTHY, Treasurer; HARVEY E. DEWOLF, Chief Operating Officer and President

**The Delaware River BRIDGE SPEED LINE**

The Delaware River Bridge Speed Line is a new service provided by the PRT. It will connect Philadelphia and Camden across the Delaware River. This service will be available in the near future.

**Introducing NEW**

Meet the new staff members of the PRT. They are the same as the staff members of the PRT. They are the same as the staff members of the PRT.

**PHILADELPHIA TRANSPORTATION MOVES FORWARD**

The PRT is planning to extend its service to new areas of the city. This will be done in the near future. The map and page 5 provide more details on this plan.

**Other Sections of City Equally Accessible to South Philadelphians**

The PRT is planning to extend its service to new areas of the city. This will be done in the near future. The map and page 5 provide more details on this plan.

**A FEW REASONS Why PHILADELPHIA LIKES ITS NEW STREAMLINERS**

The PRT streamliners are popular in Philadelphia for several reasons. They are smooth, swift, silent, and safe. They are also comfortable and spacious.

**THE PRT TRAVELER Likes His New Streamliners**

The PRT streamliners provide a comfortable and convenient mode of transportation for Philadelphia residents.

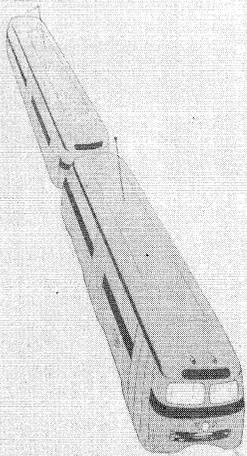
**SEE THE NEW PRT STREAMLINED STREET CAR! CITY HALL PLAZA (North Side) AUGUST 4, 5, 6**

For complete details, see folder in boxes

# PHILADELPHIA RAPID TRANSIT CO.



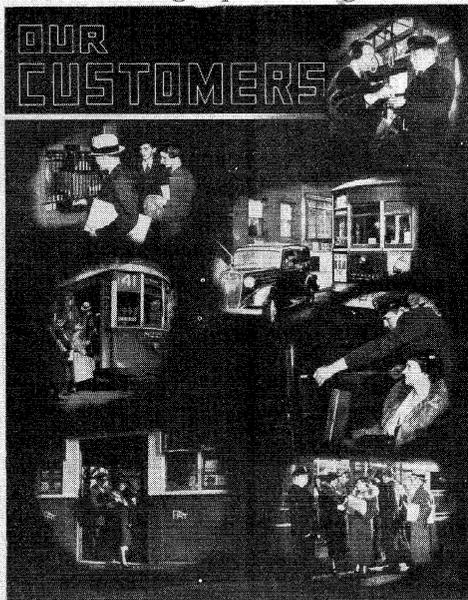
# Sell More Rides by Encouraging Employes



## NEW CARS!

New cars—a symbol of better times ahead for PRT—have arrived in Philadelphia to go into service on Route 53 August 14th.

These new cars and the new Broad Street Subway cars will focus favorable public attention on PRT this summer. PRT men and women by their appearance and their attitude toward the public can increase this public good-will. The public will champion PRT's cause and patronize PRT service only so long as it is well served. Neat and friendly employes are a large part of good service.



OUR  
CUSTOMERS

HELP THOUSANDS OF STRANGERS AND "OCCASIONAL" RIDERS BY CLEAR ANNOUNCEMENT OF STREETS

52

Having miles? We sell you choices! GO BY PRT AND SAVE!

PRT MEN AND WOMEN

Go by PRT and SAVE

# SMILE

SMILING is a habit . . . It's a habit to SMILE at children. Let's make it a habit to SMILE at passengers

A SMILING, friendly service is good for the TRANSPORTATION BUSINESS, and good for US



# PHILADELPHIA RAPID TRANSIT CO.

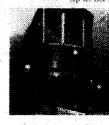
# Sell More Rides

## by Advertising Everyday Service



**Like the Wink of a Wink!**

When you board a PRT car, you'll find a smiling face and a friendly voice. The PRT operator is trained to make your ride comfortable and safe. The PRT car is clean, bright, and well-maintained. It's the perfect way to get to work or school.



**NO, SIR, MR. MOTORIST . . . WE'RE NOT SO SLOW!**

**Save Time and Money**  
**TAKE THE SUBWAY or ELEVATED**

**To YOUNG HUSBANDS of WIVES like THIS**

**THE PRT TRAVELER**

**- BUT TRAFFIC MARKS TIME!**

**WE'LL ANSWER YOUR QUESTIONS!**  
PRT will gladly answer your questions about car or bus service any hour of the day or night.  
**CALL "INFORMATION"—PENNYPACKER 6100**

### RENEWED—REPAINTED!

This car has just left our Kensington Shop, where skilled PRT workmen rebuild and repaint 3 cars a day.

**You are helping relieve traffic congestion!**  
**Others, too, should do their part**

**One street car carries as many people as usually ride in 36 autos—but occupies only 1/7 as much street space**

**SPACE OCCUPIED BY STREET CAR CARRYING 72 PASSENGERS**

**SPACE OCCUPIED BY 36 AUTOS AVERAGING 2 RIDERS EACH**

**"Buying Miles? . . . We sell 'em Cheapest!"**

Go by Street Car, Bus or Subway-Elevated



This is the PRT car that is the most popular mode of public transportation in Philadelphia. It's clean, bright, and well-maintained. It's the perfect way to get to work or school.

**THANKSGIVING TO CHRISTMAS**

**Shop Savvy**

**Shoppers Can Help Spread Service**

**Helping Many Cars**

**More Power for the Army-Navy**

**THANKSGIVING TO CHRISTMAS**

**Shop Savvy**

**Shoppers Can Help Spread Service**

**Helping Many Cars**

**More Power for the Army-Navy**

# PHILADELPHIA RAPID TRANSIT CO.

# Sell More Rides by Suggesting Activities

Open Daily Beginning May 28

Vaudeville Show  
Sundays 3, 7 and 9 P. M.

Dancing every Night  
(Except Sunday and Monday)

Take Broad St. Subway or Bus "C" — then Route 6 or 55



R-817

**PHILADELPHIA**

**18 HIKES NEAR**

**CHARTER for your PLEASURE by the PHILADELPHIA RAPID TRANSIT CO.**

**TAKE ONE PRT TRAVELER**  
WHERE TO GO AND WHAT TO DO IN PHILADELPHIA

**SPRING GARDENS**

Philadelphia's largest and oldest public park, Spring Gardens is a beautiful oasis in the heart of the city. It features a large lake, a zoo, and a variety of recreational activities. The park is open daily from 10:00 a.m. to 6:00 p.m. and is free of charge.

**Vacationing in Philadelphia**

Philadelphia offers a wide variety of vacation activities for all ages. From the historic Liberty Bell to the modern art museums, there is something for everyone. The city is also known for its excellent dining and shopping opportunities.

**Pay-As-You-Play Golf Courses**

For those who enjoy golf, Philadelphia has several excellent courses. The University City Golf Course is a top choice for both beginners and experienced players. Other nearby courses include the Germantown Golf Club and the Rittenhouse Golf Club.

**Swimming Pools**

Philadelphia has several public swimming pools that are open during the summer months. The Franklin Square Pool is a popular choice for families, while the University City Pool is a great spot for those who enjoy a quiet swim. Other pools include the Fairmount Park Pool and the Center City Pool.

**Have More to Spend for Pleasure**

Use your PRT Traveler to explore the city and enjoy all that Philadelphia has to offer. From the historic landmarks to the modern attractions, there is always something new to see and do.

**WILLOW GROVE PARK**  
The ideal place for a picnic!

Willow Grove Park is a beautiful park with a large lake, a zoo, and a variety of recreational activities. It is a great place for a picnic and a day of fun. The park is open daily from 10:00 a.m. to 6:00 p.m. and is free of charge.

**Where to Hire and Ride Horses**

For those who enjoy riding, Philadelphia has several excellent stables. The University City Riding Club is a top choice for those who are looking for a horse to ride. Other stables include the Germantown Riding Club and the Rittenhouse Riding Club.

**Where to Hire and Ride Horses**

Philadelphia has several excellent stables that offer horse riding lessons and rentals. The University City Riding Club is a popular choice for those who are looking for a horse to ride. Other stables include the Germantown Riding Club and the Rittenhouse Riding Club.

**Hiking**

Philadelphia has several excellent hiking trails that offer beautiful views of the city and surrounding areas. The University City Hiking Club is a top choice for those who enjoy hiking. Other hiking clubs include the Germantown Hiking Club and the Rittenhouse Hiking Club.

The PRT Traveler's  
**HIKING CLUB LIST**  
JULY TO OCTOBER, 1958

There are 18 hikes near Philadelphia, each with its own unique character. From the historic trails to the modern attractions, there is always something new to see and do. The PRT Traveler is your guide to these exciting activities.

**JULY**

- 1. **Cherry Hill** - A beautiful park with a large lake and a variety of recreational activities. It is a great place for a picnic and a day of fun.
- 2. **University City** - A beautiful park with a large lake and a variety of recreational activities. It is a great place for a picnic and a day of fun.
- 3. **Germantown** - A beautiful park with a large lake and a variety of recreational activities. It is a great place for a picnic and a day of fun.
- 4. **Rittenhouse** - A beautiful park with a large lake and a variety of recreational activities. It is a great place for a picnic and a day of fun.



ALL IN FAIRMOUNT PARK - AND ALL EASILY REACHED BY STREET CAR OR BUS

Let's take a Boat Ride... It's Fun!  
**Sunset Cruise**

**SHOW BOAT**  
Free Floor Show, Dancing, Movies  
Sails 8.45 Nightly, including Sundays  
(Except Mondays and Tuesdays) **60¢**

Free Dancing, Observation Bridge  
Every Afternoon at 4.30. **50¢**

**WILSON LINE**



Boats to Wilmington, Pennsgrove, Chester  
Take Route Q, 5, 13, 17, 18, 21, 32, 36 or 42 to Chestnut St. Wharf \*DOES NOT RUN SUNDAYS

**PHILADELPHIA RAPID TRANSIT CO.**

# Sell More Rides by Advertising Events



**DAVIS CUP CHALLENGE ROUND  
UNITED STATES vs. AUSTRALIA**  
**Germantown Cricket Club-SEPT. 3-4-5**  
 To reach Cricket Club, take route 53 or bus H

R-356

**JUNE 18** **FOURTH ANNUAL PENNSYLVANIA FOLK FESTIVAL** **ALL DAY \$1.00**

**1000 PARTICIPANTS** **10:30 AM, 2:30 AND 8 PM** **GREY TOWERS BEAVER COLLEGE**

**BROAD ST. SUBWAY TO OLNEY AVE. - THEN ROUTE 6**

R-325

**Season's End at Robin Hood Dell**  
 The Robin Hood Dell...  
**MOVIES**  
**THE TOWN**  
**THE CRIMINAL MIND**  
**THE TOWN**  
**THE CRIMINAL MIND**

**NOV. 20 2 PM** **TEMPLE vs VILLANOVA** **TEMPLE STADIUM**

TAKE BUS C City Ave. Div. DIRECT TO STADIUM or Broad St. Subway to Olney Ave. - then Route 6

**Football!** **SEPT. 24 8:30 P.M.** **TEMPLE vs V.M.I.** **Temple Stadium**

GO BY PRT Take Broad St. Subway to Olney Ave. or Bus C to Grange St. then Route 6

The PRT Traveler's LECTURE LIST

APRIL-MAY, 1959

NOTE: No New Lists will be distributed. See notice on next list for note.

| Date    | Time      | Topic       | Class | Time      | Class |
|---------|-----------|-------------|-------|-----------|-------|
| APRIL 1 | 8:00 P.M. | Mathematics | 101   | 8:00 P.M. | 101   |
| APRIL 1 | 8:00 P.M. | Mathematics | 102   | 8:00 P.M. | 102   |
| APRIL 1 | 8:00 P.M. | Mathematics | 103   | 8:00 P.M. | 103   |
| APRIL 1 | 8:00 P.M. | Mathematics | 104   | 8:00 P.M. | 104   |
| APRIL 1 | 8:00 P.M. | Mathematics | 105   | 8:00 P.M. | 105   |
| APRIL 1 | 8:00 P.M. | Mathematics | 106   | 8:00 P.M. | 106   |
| APRIL 1 | 8:00 P.M. | Mathematics | 107   | 8:00 P.M. | 107   |
| APRIL 1 | 8:00 P.M. | Mathematics | 108   | 8:00 P.M. | 108   |
| APRIL 1 | 8:00 P.M. | Mathematics | 109   | 8:00 P.M. | 109   |
| APRIL 1 | 8:00 P.M. | Mathematics | 110   | 8:00 P.M. | 110   |

**APRIL 29-30** **UP OF 2000 RELAY CARNIVAL** **FRANKLIN FIELD**

Take the "EL," Bus D, Route 11, 13, 34, 37, 40 or 42

**PHILADELPHIA RAPID TRANSIT CO.**

# Sell More Rides

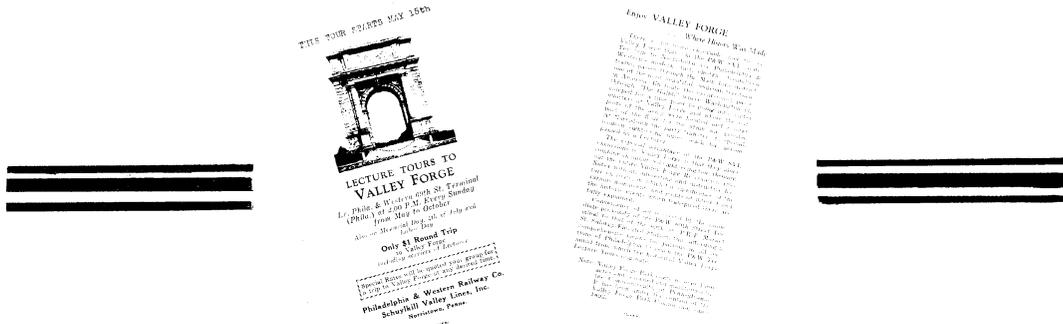
## Valley Forge LECTURE TOURS

Every  
SUNDAY  
and  
HOLIDAY

65¢

Buses leave  
Main & Swede Sts.  
at 2:30 P.M.

(COPY OF BUS BULKHEAD POSTER)



## Dogwood Blossoms at VALLEY FORGE



**SCHUYLKILL VALLEY LINES, INC.**  
**PHILADELPHIA & WESTERN RAILWAY CO.**

# Sell More Rides

RIDE FREE on the SCHUYLKILL VALLEY BUS  
and P. & W. RAILWAY MOVIE TICKETS  
- TO THE -  
SCIENTIFICALLY AIR-CONDITIONED

# NORRIS

THIS IS A MOVIE QUIZ PICTURE

# DON AMECHE

- IN -

# GATEWAY

WED. & THUR., SEPT. 14 - 15  
MOTION PICTURES ARE YOUR BEST ENTERTAINMENT

## TREND OF TICKET SALES

|      |        |
|------|--------|
| 1934 | 19,794 |
| 1935 | 52,980 |
| 1936 | 65,118 |
| 1937 | 77,326 |

**SCHUYLKILL VALLEY LINES, INC.**  
Inbound Transportation Ticket  
(Towards the Center of Norristown, Pa.)

4875  
TRANSPORTATION  
No. 1

This inbound transportation section of this special round trip ticket will be accepted only after 6 P. M. on the day of sale for the transportation of one person on an inbound bus operating toward the center of Norristown, without transfer privileges, as far as but not beyond, the NORRIS, GRAND or GARRICK Theatres, Norristown.

Not Good If Detached

---

**NORRIS AMUSEMENT COMPANY**  
Theatre Admission Coupon

4875  
AMUSEMENT  
No. 1

This coupon is sold by Schuylkill Valley Lines, Inc. as agent for the NORRIS, GRAND and GARRICK Theatres at the center of Norristown, Pa. It is valid for the purchase of one seat of them at the theatre for performance only at the theatre at which the purchase is made.

Not Good If Detached

---

**SCHUYLKILL VALLEY LINES, INC.**  
Outbound Transportation Ticket  
(Away from the center of Norristown, Pa.)

4875  
TRANSPORTATION  
No. 2

This outbound transportation section of this special round trip ticket will be accepted only after 6 P. M. on the day of sale for the transportation of one person, including an outboard "Collegeville" bus operating away from the center of Norristown on Main Street between DeKalb and Market Streets, Norristown, to Collegeville or any intermediate point.

No Transfer Privileges

# SCHUYLKILL VALLEY LINES, INC.

# Sell More Rides

## Exploring by Motorbus

Published Jointly by  
Schuylkill Valley Lines, Inc. and Philadelphia & Western Railway Company

Our May itinerary of sightseeing tours offers to the universal urge to get out of doors and enjoy the thrilling transformation of nature during the month of May. Plan to get the maximum of pleasure and enjoyment out of the lovely but fleeting spring days by joining us on several of the following interesting trips.

| Trip  | Days | Price   |
|---|------|---------|
| Sunday, May 1 - Knap Academy, Annapolis, Md. including dinner                             | 100  | \$10.00 |
| Sunday, May 8 - Valley Forge Day Camp Excursion   | 100  | \$10.00 |
| Friday, May 10 - Valley Forge Day Camp Excursion  | 100  | \$10.00 |
| Saturday, May 11 - Valley Forge Day Camp Excursion  | 100  | \$10.00 |
| Sunday, May 14 - Valley Forge Day Camp Excursion  | 100  | \$10.00 |
| Saturday, May 18 - Valley Forge Day Camp Excursion  | 100  | \$10.00 |
| Sunday, May 21 - Apple Blossoms in Theater, Delaware, Md. including dinner                | 100  | \$10.00 |
| Sunday, May 28 - Open House Day - New Castle, Del. including dinner and \$4 admission fee | 100  | \$10.00 |
| Sunday, May 31 - Open House Day - New Castle, Del. including dinner and \$4 admission fee | 100  | \$10.00 |

RETURN POSTAGE GUARANTEED  
Philadelphia & Western Railway Co.  
Norristown, Pa.

## Exploring by Motorbus

1128 May 1935  
22 21 Philadelphia & Western Railway Co.  
Philadelphia, Pa.

## Exploring by Motorbus

Published Jointly by  
Schuylkill Valley Lines, Inc. and Philadelphia & Western Railway Company

A variety of interesting excursions is here presented for your summer enjoyment. THE PHILADELPHIA & WESTERN RAILWAY COMPANY, in cooperation with the SCHUYLKILL VALLEY LINES, INC., of Norristown, Pa., has arranged a series of motorbus excursions to various scenic spots and points of interest in the Philadelphia region.

| Trip  | Days | Price   |
|---|------|---------|
| Thursday, August 8 - Valley Forge Day Camp Excursion  | 100  | \$10.00 |
| Friday, August 9 - Valley Forge Day Camp Excursion    | 100  | \$10.00 |
| Saturday, August 10 - Valley Forge Day Camp Excursion | 100  | \$10.00 |
| Sunday, August 11 - Valley Forge Day Camp Excursion   | 100  | \$10.00 |
| Sunday, August 18 - Valley Forge Day Camp Excursion   | 100  | \$10.00 |
| Sunday, August 25 - Valley Forge Day Camp Excursion   | 100  | \$10.00 |
| Work-End August 26 - Valley Forge Day Camp Excursion  | 100  | \$10.00 |
| Work-End August 27 - Valley Forge Day Camp Excursion  | 100  | \$10.00 |
| Friday, August 31 - Valley Forge Day Camp Excursion   | 100  | \$10.00 |
| Sunday, August 31 - Valley Forge Day Camp Excursion   | 100  | \$10.00 |

KINDLY RESERVE SPACE FOR THE FOLLOWING TRIPS:

Sunday, August 20 - New York Harbor Bus Trip  
 Sunday, August 21 - Delaware River Old Mill Tour  
 Thursday, August 23 - Statue City New York  
 Sunday, August 27 - Annapolis Historic and Water  
 Sunday, August 28 - Rural Philadelphia

## See Historic Virginia BY MOTORBUS

\$75.00 7-DAY ALL-EXPENSE PERSONALLY CONDUCTED TOUR LEAVES ON Sunday, September 18

Our itinerary includes the Shenandoah Valley, Luray Caverns, Skyline Drive, Charlottesville, Monticello, Richmond, Williamsburg, Jamestown, Yorktown, Fredericksburg, Quantico, Mt. Vernon and Washington.

The rate of \$75 per person (\$3 extra for single room accommodations) is based on two persons to a room, with linen, breakfast, lunch, and dinner included. It also includes all motorbus fares, admissions to points of interest, etc.

The motor excursions have been carefully planned to include the beautiful scenery of historic and scenic spots in Virginia without undue fatigue and temporary expense on any one day. Nights will be spent in hotels noted for their excellent accommodations. We feel that our best advertisement of this trip is letters from previous excursionists, two of which are reproduced herewith.

"I have just returned from a most enjoyable and interesting trip to Virginia. The motorbus was very comfortable and the driver was most attentive. The scenery was beautiful and the food was excellent. I would highly recommend this trip to anyone who is interested in the history of Virginia." - Mrs. J. H. Smith, Philadelphia, Pa.

"The number of reservations which are being received for this trip is a very good indication of the interest in this trip. It is therefore imperative that reservations be made at once. We should like to see you on the motorbus. Letters and information are being prepared. For further information, write to the Philadelphia & Western Railway Company, Schuylkill Valley Lines, Inc., Norristown, Pa.

PHILADELPHIA & WESTERN RAILWAY COMPANY  
SCHUYLKILL VALLEY LINES, INC.  
NORRISTOWN, PA.

| EXCURSION  | DATE                       | PRICE  |
|--|----------------------------|--------|
| <b>POPULAR PRICED TRIP TO Hershey Park</b>           | Sunday, July 3             | \$1.50 |
| <b>PICNIC IN THE French Creek Valley</b>             | Sunday, July 5             | \$1.75 |
| <b>SPECIALY PRICED EXCURSION TO Longwood Gardens</b> | Monday, July 4             | \$1.50 |
| <b>EXPLORING BY MOTORBUS Crystal Cave</b>            | Monday, July 4             | \$1.00 |
| <b>Motorbus Ramble IN NEW TERRITORY</b>              | Saturday afternoon, July 3 | \$1.00 |
| <b>WEEKDAY TRIP TO Radio City, N. Y.</b>             | Thursday, July 11          | \$1.00 |
| <b>SIGHTSEEING TRIP TO Lancaster, Pa.</b>            | Sunday, July 17            | \$1.00 |
| <b>Moonlight Bus Ramble</b>                          | Sunday, July 10            | \$1.00 |
| <b>Coney Island</b>                                  | Sunday, July 10            | \$1.00 |

# SCHUYLKILL VALLEY LINES, INC.



# Sell More Rides

SANTA says....

**SHOP FROM 10 TO 4 EARLY**

and Shop by S. U. R. Bus!

**YOUR COST!**

JUST TO START AND WARM UP YOUR MOTOR

These Cold Mornings are MORE Than the 15c the S. U. R. charges!

**GOING by BUS**

S. U. R. Buses Are

**Winter-Beaters!**

REGARDLESS OF Snow, Sleet, Blizzard or Slippery Streets--

**S. U. R. Buses Always Go Thru!**

YOU CAN SHOP **SAVE MORE** FROM 10 TO 4

**GOING by BUS**

**Save ON WINTER DRIVING**

**SHOPPING BY S. U. R. BUS**

**FACTS!**

**Economy...**

It is impossible to give your car from SHERIDAN AREA and return for less than 6c Per Mile. At 4 Trips for the 15c cost you only 15c

**S. U. R. Transportation IS Economical!**

**Convenience...**

There are no inconveniences of "OPENING A WINDOW, GETTING OUT OF A BUS, DOUBT OF BEATING THE TRAFFIC, GETTING TO THE STORE, WAITING FOR A SPACE TO STOP."

**S. U. R. Transportation IS Convenient!**

**Safety...**

There are no personal driving hazards such as DRIVING YOUR CAR ON ALPINE, EXHAUSTION OF LIFE AND PROPER TRAFFIC LAWS AND REGULATIONS.

**S. U. R. Transportation IS SAFE!**

**Thrifty Shoppers**

YOU will be AMONG A GREAT DEAL TO YOUR OWN Personal COMFORT.

**AVOID THE TO AVOID those HOURS when the "Regulars" are going TO AND FROM WORK**

Help **YOUR S. U. R. BUS** TO BRING YOU

**GOING by BUS**

SANTA says....

**YOU CAN SHOP**

**GOING by BUS**

the... **S U R** ...WAY!

LET OLD MAN BLOW

**S. U. R. BUSES TAKE YOU WHERE YOU WANT TO GO!**

**GOING by BUS**

**YOUR Shopping Time AT THE STORE!**

YOU will find this a convenient shopping time--and a splendid opportunity to catch an S. U. R. BUS and do your shopping in COMFORT

**GOING by BUS**

**NEW YEAR'S RESOLUTION YOU WILL KEEP YOU**

**AVOID THE**

**A GOOD RESOLUTION EVERY ONE CAN RESOLVE TO SAVE 1938 TRANSPORTATION DOLLAR**

**SAFE, WARM AND COMFORTABLE**

**S. U. R. BUSES and Remember...**

**SHARPEN YOUR PENCIL!**

YOU WILL FIND the **S. U. R. WAY** for 15c is the most Economical Transportation

**GOING by BUS**

**YOU CAN SHOP**

**GOING by BUS**

**because... YOU MISS the PEAK-HOUR RUSHES between... 10 and 4 and ALWAYS A SEAT and... plenty of room for your bundles at that time of day...**

**GOING by BUS**

**An Open Letter!**

Our city, Spokane, has come a long way in a short space of time. Today, Spokane is recognized as one of the most industrial and progressive cities in the United States. In short, it has not lagged behind Spokane has kept pace with Progress.

Right in step with Spokane's Progress, the Spokane United Railway (S. U. R.) has adopted modern and convenient methods of transportation as fast as they have been introduced.

Transportation in Spokane has a colorful, romantic history. First came the Horse Car--then the Cable Car--and now the streamlined, smooth operating, motor propelled BUSES.

It is a fact, Spokane has a fleet of over 150 modern, warm and comfortable S. U. R. BUSES--ready to transport its fast growing population in every part of the city with perfect safety, convenience and economy.

For the shopper, there is no better transportation than S. U. R. BUS TRANSPORTATION. It saves the hours of 10 and 4. At that time of day, there is plenty of room for your bundles, and you always find a SEAT and... plenty of room for your bundles at that time of day...

Years for common and transportation.

**SPOKANE UNITED RAILWAYS, INC.**

| SPOKANE UNITED RAILWAY BUSES Offer SAFE, CAREFREE, and ECONOMICAL Transportation the YEAR AROUND |                     | ROUTES and WINTER SEASON BUS SCHEDULES of the SPOKANE UNITED RAILWAYS for 1938-1939 Effective September 11, 1938 SPOKANE, WASHINGTON  |              |                    |        |        |              |              |        |        |              |              |  |              |                    |                     |                     |        |        |                     |                     |        |        |
|--|---------------------|---|--------------|--------------------|--------|--------|--------------|--------------|--------|--------|--------------|--------------|--|--------------|--------------------|---------------------|---------------------|--------|--------|---------------------|---------------------|--------|--------|
|  |                     | <p><b>Manito and North Monroe</b></p> <p>BUSES LEAVE POINTS AT TIMES GIVEN BELOW</p> <table border="1"> <tr> <th>WINTER DAILY</th> <th>WINTER MONDAY ONLY</th> </tr> <tr> <td>Manito</td> <td>Manito</td> </tr> <tr> <td>North Monroe</td> <td>North Monroe</td> </tr> <tr> <td>Manito</td> <td>Manito</td> </tr> <tr> <td>North Monroe</td> <td>North Monroe</td> </tr> </table> | WINTER DAILY | WINTER MONDAY ONLY | Manito | Manito | North Monroe | North Monroe | Manito | Manito | North Monroe | North Monroe | <p><b>Northwest Boulevard &amp; Nevada</b></p> <p>BUSES LEAVE POINTS AT TIMES GIVEN BELOW</p> <table border="1"> <tr> <th>WINTER DAILY</th> <th>WINTER MONDAY ONLY</th> </tr> <tr> <td>Northwest Boulevard</td> <td>Northwest Boulevard</td> </tr> <tr> <td>Nevada</td> <td>Nevada</td> </tr> <tr> <td>Northwest Boulevard</td> <td>Northwest Boulevard</td> </tr> <tr> <td>Nevada</td> <td>Nevada</td> </tr> </table> | WINTER DAILY | WINTER MONDAY ONLY | Northwest Boulevard | Northwest Boulevard | Nevada | Nevada | Northwest Boulevard | Northwest Boulevard | Nevada | Nevada |
| WINTER DAILY   | WINTER MONDAY ONLY  |   |              |                    |        |        |              |              |        |        |              |              |  |              |                    |                     |                     |        |        |                     |                     |        |        |
| Manito   | Manito              |   |              |                    |        |        |              |              |        |        |              |              |  |              |                    |                     |                     |        |        |                     |                     |        |        |
| North Monroe   | North Monroe        |   |              |                    |        |        |              |              |        |        |              |              |  |              |                    |                     |                     |        |        |                     |                     |        |        |
| Manito   | Manito              |   |              |                    |        |        |              |              |        |        |              |              |  |              |                    |                     |                     |        |        |                     |                     |        |        |
| North Monroe   | North Monroe        |   |              |                    |        |        |              |              |        |        |              |              |  |              |                    |                     |                     |        |        |                     |                     |        |        |
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| Northwest Boulevard  | Northwest Boulevard |   |              |                    |        |        |              |              |        |        |              |              |  |              |                    |                     |                     |        |        |                     |                     |        |        |
| Nevada   | Nevada              |   |              |                    |        |        |              |              |        |        |              |              |  |              |                    |                     |                     |        |        |                     |                     |        |        |
| Northwest Boulevard  | Northwest Boulevard |   |              |                    |        |        |              |              |        |        |              |              |  |              |                    |                     |                     |        |        |                     |                     |        |        |
| Nevada   | Nevada              |   |              |                    |        |        |              |              |        |        |              |              |  |              |                    |                     |                     |        |        |                     |                     |        |        |

# SPOKANE UNITED RAILWAYS, INC. SPOKANE, WASHINGTON

# Sell More Rides



## TALKING THINGS OVER

ALL THE T.T.C. announcements on the street cars and buses desire to save you well and conveniently. That is the business they are in and they want the business and their employees to continue successfully.

Your eyes and ears are sufficiently devoted to your home of their own affairs, time to increase the knowledge and ability to serve you well and conveniently. Before getting, to other dimensions and the exchange of helpful ideas are used for this purpose.

The success of the man's efforts is largely dependent on the attitude of control transfer standing between them and the passenger they serve. "Selling more rides."

There is nothing as good for this attitude as "Talking things over."

So on this day or next week and of some following weeks, we shall see this man talking with customers so that of helping some men to serve you well and conveniently.

And, be reminded that we welcome your comments and your requests for further information, not just at the end of each talk.

Please write or telephone  
**TORONTO TRANSPORTATION COMMISSION**  
 35 Yonge Street



## TO PROTECT YOUR FREE TRANSFER PRIVILEGE

IN SOME INSTANCES a transfer privilege is granted for a transfer.

The Toronto Transport Commission has found that in many instances, passengers are not fully advised of their transfer privilege.

Reasonably simple there are a few simple rules for the protection of your transfer privilege.

A passenger who requires a transfer should ask for it when paying his fare. That is the only time the T.T.C. conductor or operator can be sure that the passenger is entitled to receive a transfer on a return or transfer.

A transfer is not a "transfer" ticket. The passenger should board the transfer car at the starting point of the transfer.

A transfer must be used in accordance with the conditions of use.

It is the duty of the conductor or operator to explain the transfer privilege to the passenger and to advise him that it does not apply to all transfers.

When a conductor or operator on the job has a transfer in his possession, there may be an important message. You should a passenger who has not transferred.

It is the duty of the conductor or operator to explain the transfer privilege to the passenger and to advise him that it does not apply to all transfers.

Please write or telephone  
**TORONTO TRANSPORTATION COMMISSION**  
 35 Yonge Street



## FOR LOW COST and FAST SERVICE

ALL THE T.T.C. announcements on the street cars and buses desire to save you well and conveniently. That is the business they are in and they want the business and their employees to continue successfully.

Your eyes and ears are sufficiently devoted to your home of their own affairs, time to increase the knowledge and ability to serve you well and conveniently. Before getting, to other dimensions and the exchange of helpful ideas are used for this purpose.

The success of the man's efforts is largely dependent on the attitude of control transfer standing between them and the passenger they serve. "Selling more rides."

There is nothing as good for this attitude as "Talking things over."

So on this day or next week and of some following weeks, we shall see this man talking with customers so that of helping some men to serve you well and conveniently.

And, be reminded that we welcome your comments and your requests for further information, not just at the end of each talk.

Please write or telephone  
**TORONTO TRANSPORTATION COMMISSION**  
 35 Yonge Street



## HOW TO AVOID UNPLEASANT DISPUTES

ALL THE T.T.C. announcements on the street cars and buses desire to save you well and conveniently. That is the business they are in and they want the business and their employees to continue successfully.

Your eyes and ears are sufficiently devoted to your home of their own affairs, time to increase the knowledge and ability to serve you well and conveniently. Before getting, to other dimensions and the exchange of helpful ideas are used for this purpose.

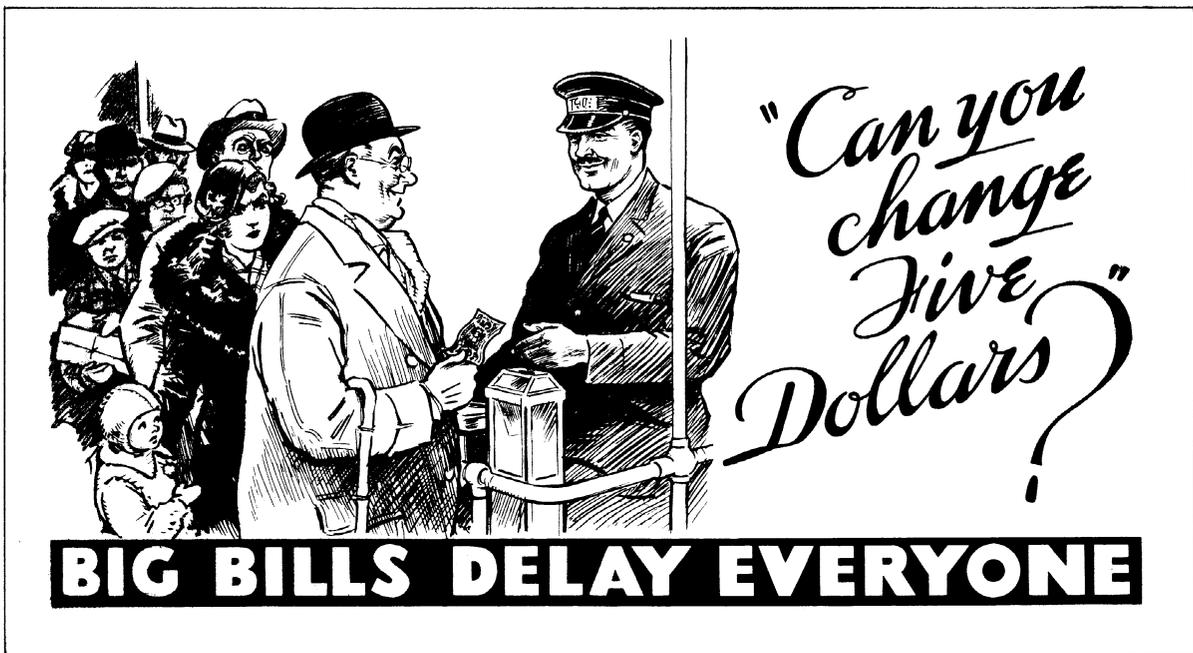
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There is nothing as good for this attitude as "Talking things over."

So on this day or next week and of some following weeks, we shall see this man talking with customers so that of helping some men to serve you well and conveniently.

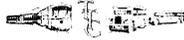
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Please write or telephone  
**TORONTO TRANSPORTATION COMMISSION**  
 35 Yonge Street



# T.T.C. - TORONTO

# Sell More Rides



**To Visitors**

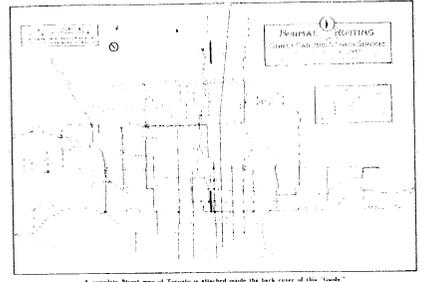
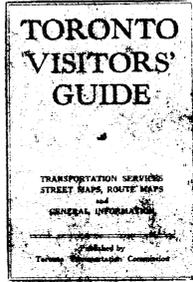
THIS "Toronto Visitors' Guide" is published by the Toronto Transportation Commission for distribution WITHOUT CHARGE to visitors for their assistance while in Toronto.

Complete maps, rates of fare and descriptions of public transportation services in and around Toronto are contained in this Guide.

The Commission realizes that much of the enjoyment of your visit depends upon your being able to travel to and from points you desire to visit, safely, conveniently and economically.

It is the hope of the Commission that this Guide and the services it describes will contribute to your enjoyment.

TORONTO TRANSPORTATION COMMISSION  
 Yonge Street, at Front Street Waverley 2411



A complete Street map of Toronto is attached inside the back cover of this Guide.

### A RENDEZVOUS with Beauty

THOUSANDS by the thousand, in magnificent displays are waiting for you at Queen's Park. Snow-drops and crocuses, too, are peeping up through the grass in parks all over the city. But the glorious flower show, open now, lasts such a short time.

So take a street car. Enjoy the beauty of this great annual display. The T.T.C. takes you there safely, comfortably and at trifling cost.

# OVER FOUR BILLION

## PASSENGERS SERVED WITH PERFECT SAFETY

During nearly seventeen years from its first day of service, the T.T.C. has carried more than FOUR BILLION PASSENGERS—no, no, no—4,512,000,000.

This is the record record achieved by T.T.C. service:

Not one passenger has ever been fatally injured while using T.T.C. street cars, buses, trolleys or its motor coaches on the highways of Ontario.

T.T.C. safety is not a matter of chance. It is completely planned safety. The four main divisions of this plan are:

1. A modern transportation system designed and equipped to ensure maximum safety.
2. Careful inspection and maintenance of the system.
3. Men chosen and qualified for the duties they have to perform.
4. Operating methods and practices proven by seventy-seven years of public transportation experience.

Whenever you travel, choose the safest transportation. There is none safer than T.T.C. service. The record proves it.

### MONEY to SPEND

If you have the money to spend...

The little blue strip of T.T.C. tickets saves you many for dinner, a dress and shoes... He has a good time... gives you a good time... on the money the T.T.C. saves him.

He knows too that it's always safer to travel the T.T.C. way.

**"MOVE OVER!"**

**PLEASE MAKE ROOM FOR OTHER PASSENGERS TO BE SEATED**

# T.T.C.—TORONTO

# Sell More Rides



## A REQUEST FOR TRAFFIC CO-OPERATION

### New Street Cars in Regular Service, Saturday Sept. 24th

**NEXT SATURDAY** the new T.T.C. street cars will be placed in regular service.

The new street cars have much more rapid pickup than the street cars to which other traffic in Toronto has been accustomed. Moreover, the new cars gather speed quietly and smoothly.

The braking systems enable the new street cars to reduce speed and to stop much more quickly.

The Operators of the new cars will, of course, make all possible allowance for other traffic not yet accustomed to the pace of the new T.T.C. cars.

It is recommended that drivers of other vehicles keep these points in mind:

**CROSSING AND TURNING** Drivers of other vehicles should allow them selves more time and space than formerly before turning or crossing in front of the new street cars. "Cutting in" is, of course, undesirable at any time.

**FOLLOWING AND STOPPING** The new street cars can vary their pace and can stop much more quickly than the street cars Toronto has had. It is advisable that drivers of other vehicles bear this in mind when following or stopping behind the new street cars.

**TURNING OUT FROM CURB** Vehicles turning out from the curb should not turn into the path of an approaching street car.

The Commission requests the cooperation of all users of the streets, so that the period required for introducing the new street cars may be as short and as free from accidents as possible.

**TORONTO TRANSPORTATION COMMISSION**

T.T.C. RECORD PLAYED AT P.F.C. EXHIBIT

Ladies and Gentlemen: The Toronto Transportation Commission requests your attention for four minutes. This new streamliner street car is the result of seven years of intensive research and experiment, in which the transit industry invested more than a million dollars. I cannot take enough of your time to tell you about the many thousands of experiments and tests. You are more interested in the results. You want to know what you are going to get in safe, fast, smooth, quiet and comfortable transportation when one hundred and forty of these new cars have been placed in service a few weeks from now.

Let us start our inspection at the front of the car.

On the desk in front of the Operator's seat there is a row of small switch buttons, through which the Operator has finger-tip control of the doors, the gear, the lights, the windshield wipers and defrosters and other appliances.

The motive power and the brakes are controlled by pedals -- similar to the operating pedals of an automobile.

Notice the conveniently placed stainless steel hand rails, shaped to avoid interference with either standing or seated passengers.

The seats have been shaped, spaced and upholstered in leather with rubber cushioning, to provide maximum comfort and ample leg room.

The windows have stainless steel sash that does not swell and cause windows to stick. See how easily the windows open and close.

In cold weather this car will be comfortably heated. There will be no guess-work about the temperature in the car. It will be regulated by thermostatic controls. There will be a continuous, draughtless supply of fresh, clean, electrically heated air. I cannot take time to fully describe this wonderful heating and

PHONOGRAPH RECORD →

This record was played to an audience of 227,000, in seated loads, in the two P.C.C. cars on exhibit during the 14 days of the Canadian National Exhibition.

## The New T.T.C. Cars Go Into Service on St. Clair Route



THE NEW T.T.C. STREET CARS will be officially paraded into service on Friday, September 23rd, at 7.30 p.m. His Worship, Mayor Ralph C. Day, and other public representatives will officiate. Then six of the new street cars will proceed east on St. Clair Avenue and over the regular St. Clair route, providing the public an opportunity to sample the riding qualities of the new cars, from 7.30 to 10.00 p.m. Commencing Saturday, September 24th, the new street cars will be placed in regular service on the St. Clair route.

THE OFFICIAL INAUGURAL CEREMONY WILL TAKE PLACE AT ST. CLAIR AND WYCHWOOD AVENUES AT 7.30 P.M. AFTER WHICH THE NEW CARS WILL BE OPERATED OVER THE REGULAR ST. CLAIR ROUTE.

  
**TORONTO TRANSPORTATION COMMISSION**

# T.T.C. TORONTO

# Sell More Rides

**More to Spend**

Travel by coach. The low rates of fare leave you more to spend for other things you want to enjoy.

All Coach Travel Information at  
**UNION DEPOT**  
100 MacDonal'd Street Phone 3089

**MUSKOKA VACATION TOURS**

- WITH ALL EXPENSES PAID  
7 DAYS AT WIGWASSAN LODGE \$30.00
- TRAVEL BY MOTOR COACH  
7 DAYS AT ROYAL MUSKOKA HOTEL \$39.00
- ENJOY THE SCENIC DISHMAS  
100-MILE CRUISE MUSKOKA LAKE \$12.00
- AND A RESTFUL LAKE CRUISE  
2 DAYS STEAMER CRUISE ROYAL MUSKOKA HOTEL \$15.00
- AND HAVE MORE TO SPEND  
7 DAYS AT POW-WOW POINT \$28.00
- WELL EARNED HOLIDAY VACATION  
ALSO PRESENTS OFFER FROM TORONTO AND INCLUDES

Also see 30 other fares and details, plus the full list of destinations, in the illustrated booklet "30 DELIGHTFUL TOURS WITH ALL EXPENSES PAID".

SEE THE NEW COPY OF "VACATION TOURS" - 30 DELIGHTFUL TOURS WITH ALL EXPENSES PAID - AT ALL GRAY COACH LINES.

Complete Information at GIBSON'S RESTAURANT - PHONE 400

**GRAY COACH LINES**

TO ANYWHERE

By motor coach you can travel anywhere, any time. Consult your local agent for fares, hotel rates and other information.

All Coach Travel Information at  
**FRED WESSON**  
Phone 3679

This Year Give Your Nerves a Rest

Find quiet leisure among the

## 30,000 ISLANDS OF GEORGIAN BAY

Travel by Motor Coach and Steamer

|        |         |        |         |
|--------|---------|--------|---------|
| 2 DAYS | \$38.05 | 2 DAYS | \$33.05 |
| 3 DAYS | \$46.40 | 3 DAYS | \$41.50 |

See the new copy of "30 DELIGHTFUL TOURS WITH ALL EXPENSES PAID" - 30 DELIGHTFUL TOURS WITH ALL EXPENSES PAID - AT ALL GRAY COACH LINES.

Complete Information at GIBSON'S RESTAURANT - PHONE 400

**GRAY COACH LINES**

Seeing **TORONTO and ONTARIO**

**THE GRAY LINE**

**TO THE BIG CITIES**

3 Days of Thrills and Fun

|                             |         |         |
|-----------------------------|---------|---------|
| IN NEW YORK - IN WASHINGTON | \$10.00 | \$11.50 |
| IN PHOENIX                  | \$11.75 |         |
| IN ATLANTIC CITY            | \$8.50  | \$23.05 |

Includes Hotel Room and Meals

ATTRACTION ROUND TRIP FARE

See the new copy of "VACATION TOURS" - 30 DELIGHTFUL TOURS WITH ALL EXPENSES PAID - AT ALL GRAY COACH LINES.

Complete Information at GIBSON'S RESTAURANT - PHONE 400

**GRAY COACH LINES**

**VACATION TOURS**

WITH ALL EXPENSES PAID

← ILLUSTRATED BOOKLET

ILLUSTRATED BOOKLET →

**YES SIR! ANOTHER PLANNED VACATION TRIP FOR US!**

ASK FOR THIS FOLDER

**30 DELIGHTFUL TOURS WITH ALL EXPENSES PAID**

**GRAY COACH LINES AD. 422!**

# T.T.C. — TORONTO



# Sell More Rides

QUIET . . . . LUXURIOUS . . . . FAST!



## Three Million Dollars spent to bring you Travel Comfort

**THEY'RE HERE!** You can see them at the C.N.E. — Street cars that combine the luxury of living room comfort with the speed of streamline travel.

The Toronto Transportation Commission has spent three million dollars to buy 149 of these amazingly modern cars for you. The cars will be in service in Toronto early in the Fall. — But, now, you are invited to see them — board them — inspect them at the Canadian National Exhibition. One is on display in front of the Coliseum, at the Eastern Entrance; the other is inside the Western Entrance — just east of the Dufferin Gates.

### Every consideration for your comfort

There is not only beauty in every external line of the new cars, but the interiors have been designed especially for your comfort. The seats are of modern tubular construction — upholstered in leather and comfortably inclined. Soft sponge-rubber cushion backs are moulded to human contours, with cushion seats of the same comfortable softness. Ample knee and leg room has been provided.

The cars are air in Summer and electrically heated and ventilated under thermostat control in Winter. New lighting fixtures have been installed over every seat, giving a degree of lighting intensity higher than ever before. You can read in comfort with the luxury of glassless, shadowless illumination. Strong, stick-proof, weather-proof seats of stainless steel permits you to raise or lower the windows, with the greatest ease.

### A swift, smooth, noiseless ride

Rubber-packed wheels and rubber springs absorb shocks and vibrations, giving you the sensation of riding on air. These new cars, with four motors totaling 220 horsepower, have faster pickup than an automobile — and it's a smooth, jolt-free pickup.

The Toronto Transportation Commission cordially invites you to see these ultramodern street cars. Be among the first to visit them — board them — examine their many features which have been designed to give you the best transportation service money can buy.



**NEW FORM-FITTING SEATS**  
**IDEAL SEATING.** The shape of the seat back and the height and shape of the reclining ottomans, complete with knee and general reclining cushions.



**NEW INSIDE-STEP ENTRANCE**  
**EASE OF ENTRY.** The steps are stationary, are inside the doors, spaced four inches apart, and just the right height.



**NEW FINGER-TIP CONTROL**  
**SAFETY AND COMFORT.** Latest type control of equipment for your safety and comfort. Single control handles for speed and brakes. — More appliances for safe operation than found in the most modern automobile.



**NO METAL SPRINGS**  
The wheels are really rubber sandwiches, with the rubber separating the metal tire from the rest of the wheel. You keep a rubber spring, instead of metal springs, separate the wheel and axle from metal contact with the frame of the truck.

More than 400 pounds of pure rubber have been used to completely insulate the interior of the car body from metal noise and vibrations.



**TORONTO TRANSPORTATION COMMISSION**

T.T.C. — 208



# T.T.C. — TORONTO

# Sell More Rides

## WHY MAKE CAR RIDERS PAY TWICE ?



EVERY NOW AND THEN someone says, "If the city needs more money, why not make the T.T.C. pay more taxes?"

The answer is very clear! When you tax the T.T.C., you tax the car riders—for all T.T.C. costs must be collected from the car riders.

Those who do not use the street cars—those who can afford more expensive transportation—do not pay any city tax or license on their transportation.

So, why should the city tax the street car rider twice—once on his home and again on his street car rides?



T.T.C. . . . . 138



### THIS CAR CAN "TAKE IT"

DRIVING—and parking in this winter weather, is absolute cruelty to automobiles. Motorists! You risk the danger and expense of a freeze-up—and unmerciful punishment to your motor. Save time, trouble and expense by using street cars for the T.T.C. takes you anywhere in Toronto for 6¢, cents—quickly—conveniently—and safely.



T.T.C. . . . . 139



### RIDE IN SAFETY READ IN COMFORT

THESE bitter-cold, icy days are dangerous days for driving. Mr. Motorist!—for as the risk is great for motorists and repair men, and they lose money. There's a street car stop "just round the corner" which gets you safely, and around the corner!—in safe and comfortable in connection and safe, and takes you anywhere in Toronto for 6¢. You'll save money—too!—as you look at it.



T.T.C. . . . . 139

## THE TAX PAYER DOES NOT PAY ONE CENT



Many, many Toronto taxpayers labour under the mistaken impression that a portion of their business or property tax is earmarked for the specific use of the T.T.C. Nothing could be farther from the truth!

Never in the history of the T.T.C. has A SINGLE PENNY of business or property taxes ever been used to pay for T.T.C. services. The entire cost of capital, operation, maintenance, depreciation, and every other item is paid by the passengers' fares.



T.T.C. . . . . 139

## THE BUDGET DEBATE

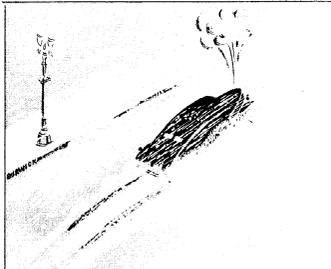


The House Decides to Travel by T.T.C.

# T.T.C. — TORONTO

# Sell More Rides

Ad No. 166—Twin City Lines—Newspaper—Jan. 1938—1 col., 4 1/2 in.—Job 2212—David, Inc.



**"THAT SHE BLOWS!"**

... and there's another delay—another probable repair bill to increase your "cost of automobile transportation."

RIDE STREET CARS AND BUSES... ENJOY SPENDING THE DIFFERENCE!



Ad No. 167—Twin City Lines—Newspaper—Jan. 1938—1 col., 4 1/2 in.—Job 2212—David, Inc.

**DRIVE NOT, NEITHER WILL YE**



RIDE STREET CARS AND BUSES... ENJOY SPENDING THE DIFFERENCE!



Ad No. 167—T. C. Lines—Newspaper—Oct. 1937—1 col., 4 1/2 in.—Job 2212—David, Inc.

**Sorry!**



**WARNING ALL CARS  
FREE WHEELING  
NO BRAKES**

They're always sorry—these reckless drivers of "wrecks." And they never carry insurance! So—when you pay the repair bill, as you surely will—add it to your automobile "transportation cost!"

May we suggest that you can make up your loss by saving money riding Street Cars or Buses!

RIDE STREET CARS AND BUSES... ENJOY SPENDING THE DIFFERENCE!



Ad No. 168—Twin City Lines—Newspaper—Jan. 1938—1 col., 4 1/2 in.—Job 2212—David, Inc.

**BETTER GO BY STREET CAR  
HENRY... THEY ALWAYS RUN IN  
SPITE OF SNOW. BESIDES, REMEMBER  
WHAT IT COST YOU YESTERDAY,  
BEING TOWED TO A GARAGE!**



RIDE STREET CARS AND BUSES... ENJOY SPENDING THE DIFFERENCE!



# TWIN CITY LINES

# Sell More Rides

Ad No. 32—Twin City Lines—Newspaper—Nov. 1947—11 1/2 x 14 in.—16 212—David, Inc.

BUT... HOW MUCH WILL IT COST?  
CAN'T TELL, LADY,  
TILL I GET TO THE  
BOTTOM OF IT.

But you and I can guess pretty well "how much it will cost!" Plenty! Because any one of a car's hundred gadgets can go wrong—and usually does during the winter.  
So... you and I ride Street Cars and Buses to avoid this extra automobile "transportation cost!"

RIDE STREET CARS AND BUSES... ENJOY SPENDING THE DIFFERENCE!

Ad No. 33—Twin City Lines—Newspaper—Nov. 1947—11 1/2 x 14 in.—16 212—David, Inc.

**GETTING NOWHERE FAST**

You're safer... move easier... by Street Car or Bus... and you avoid the increased "cost of automobile transportation" during Winter!

RIDE STREET CARS AND BUSES... ENJOY SPENDING THE DIFFERENCE!

Ad No. 34—Twin City Lines—Newspaper—Dec. 6, 1947—11 1/2 x 14 in.—16 212—David, Inc.

"How about Aunt Nellie?"

HE: How about my Aunt Nellie?  
What will we get her for Christmas?  
SHE: Well, you know she's very sensible...  
HE: That's right. She always puts her car up for the winter, and she will surely appreciate a nice purse filled with Street Car tokens.

RIDE STREET CARS AND BUSES... ENJOY SPENDING THE DIFFERENCE!

Ad No. 35—Twin City Lines—Newspaper—Dec. 1947—11 1/2 x 14 in.—16 212—David, Inc.

**HAS HE BEEN A GOOD BOY?**

The Santa Claus goes to school on the Street Car every day and he never fails to give the children more...  
The Santa Claus goes to school on the Street Car every day and he never fails to give the children more...  
The Santa Claus goes to school on the Street Car every day and he never fails to give the children more...

RIDE STREET CARS AND BUSES... ENJOY SPENDING THE DIFFERENCE!

# TWIN CITY LINES

# Sell More Rides

**WHOS A POOR FISH?**

Maybe he's got something there. But cool, refreshing water was not meant exclusively for fish. There are several swimming pools near the trolley line, where a fellow can go in the evening for cool relaxation. You'll feel better after a swim and do better work tomorrow. Try it.

Go To The Pool By Trolley  
Use Your Coupon Book

**WEST PENN RAILWAYS**

**It's a Wise Girl**

**Who Knows Better Than Her Mother**

"Mother said take the trolley, but I was in an awful hurry— and now look!

"Me with a really important date tonight and here I am missing my appointment with the hairdresser. Next time I'll take Mother's advice and go by trolley."

The Trolley Never Lets You Down

**WEST PENN RAILWAYS**

WEST PENNLINES . . . . . by Trolletta

TAKE A TROLLEY, ROMEO! IT'S SAFER!

**WEST PENN RAILWAYS**

ALL YOURS?

All children of the same family under 12 years of age may ride on one Sunday Trolley Pass together with two adults. Pass is good anywhere on the line all day Sunday. Price \$1.50 with refund of 50¢ when pass is turned in.

**WEST PENN RAILWAYS**

A LONG LANE WHICH HAS NO TURNING—  
Sunday Traffic

TURN TO THE TROLLEY FOR COMFORTABLE SUNDAY TRAVEL

You and the family, including all children under 12 may ride all day Sunday on our FAMILY PASS. You pay \$1.50 and receive the refund. Can you beat it?

**WEST PENN RAILWAYS**

**MOTHER GOOSE PUZZLE**

**SOLVE YOUR SUNDAY TRANSPORTATION PROBLEM**

You and your family, including all children under 12 years, can take all day Sunday on one pass. Pay \$1.50 and collect the refund.

**WEST PENN RAILWAYS**

**WHY MOTHERS GET GRAY . . .**

HEY SKINNIMAY! CAUTION CHILD! HERE'S A TROPICAL ONE!

BYE, ABE! THESE SHIRTS ARE BEHINDS! MY FEET ARE HARDLY WET AT ALL!

Be careful how carefully you dress your children to protect them from cold and wet, then when rain spins in get inside your motor.

Send them to school by trolley and insure all the transportation that makes their health will be assured.

**WEST PENN RAILWAYS**

**MEET THE CHAMP!**

**SUNDAY TROLLEY PASS KO'S OLD MAN HCT TO WIN BARGAIN TITLE**

Spurred by the cheers of thousands of family men, Kid Sunday Trolley Pass has knocked the H (for High) out of Old Man HCT (High Cost of Transportation).

It's a real victory for families who want to go places on Sunday to know that they can

take the whole family any place on West Penn lines for only one dollar. They can go to church in the morning, ride out in the country after one pass.

Sunday Trolley Pass sells for \$1.50 and 50¢ is refunded when pass is turned in. Two adults and all children under 12 years of age may ride on one pass.

**West Penn Railways**

# WEST PENN RAILWAYS

*Sell More Rides*



**YOU'LL GET THERE TOO  
IF YOU GO BY TROLLEY**

HSM-706 - 11/1 - TO - 12/1 - '37

**WEST PENN RAILWAYS**

# *Sell More Rides*

**GO BY TROLLEY**  
for your complexion's sake



The money you  
save will buy  
several jars of it.



Bar Against The  
Health and Accident  
Hazards of March  
Weather

*Go By Trolley*



You, too, can Save  
for a rainy day by  
riding the—

**TROLLEY!**

# **WEST PENN RAILWAYS**

# SELL MORE RIDES

## Introducing Trolley Bus Service



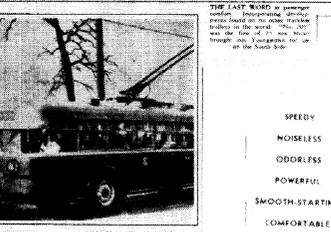
APPROXIMATELY 1870. The first trolley bus was built in New York City. It was a small, open-top vehicle with a single track.



PARLOR CAR DESIGN. Built after street cars made the 1922 model the trolley bus. It had a more comfortable interior and a more modern design.



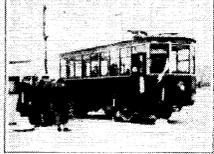
1928 ONE-DECK BUS. This model was the first to have a single deck and a more modern design.



MODERN DESIGN. This model was the first to have a more modern design and a more comfortable interior.

### EVOLUTION OF THE TROLLEY BUS

Youngstown Has the Biggest in the United States



1937-38 1937-38 Model. This model was the first to have a more modern design and a more comfortable interior.

- SPEEDY
- NOISELESS
- ODORLESS
- POWERFUL
- SMOOTH-STARTING
- COMFORTABLE
- RELIABLE

### The YOUNGSTOWN TROLLEY COACH



### PROGRESS THROUGH THE YEARS

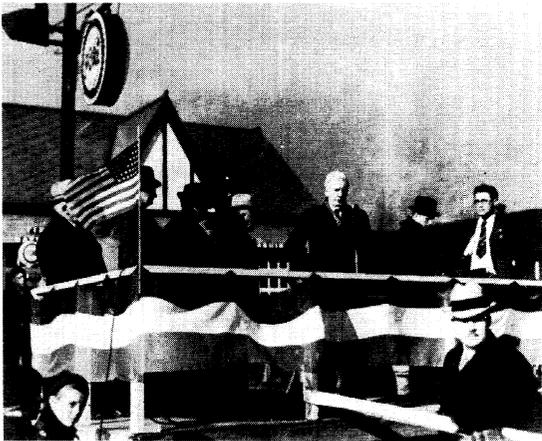
From horse car to today's magnificent trolley bus Youngstown's transit system has been in the forefront of civic development serving the city with ever improving facilities, bringing its citizens more quickly, more conveniently, more economically to work, to school, to church, to friends.

From the early "Horse Car" days of Progress, and of Improvement, the first trolley bus was built in 1891. From that first horse car line on up to today's magnificent trolley bus Youngstown's transit system has shown the greatest improvement in the world. It is a record of progress through the years.

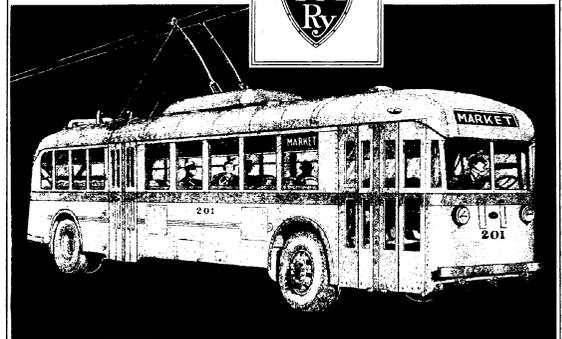
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MAYOR SALUTES SERVICE

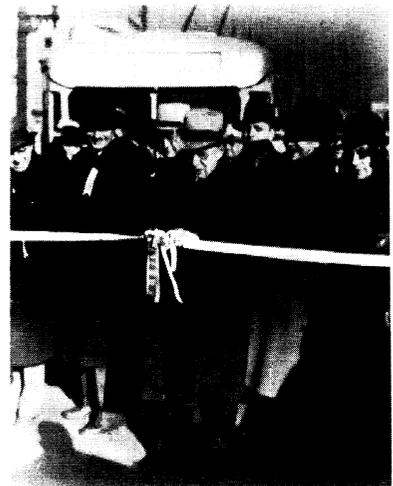


### THE YOUNGSTOWN MUNICIPAL RAILWAY COMPANY

BUSINESS MEN JOIN INAUGURAL PARADE



CIVIC LEADER CUTS RIBBON BARRIER

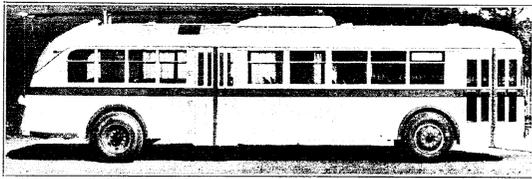


# The YOUNGSTOWN MUNICIPAL RAILWAY CO.

# SELL MORE RIDES

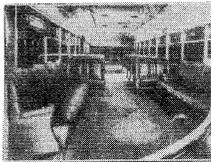
## Introducing Trolley Bus Service.

### TROLLEY BUSES ARE COMING TO YOUNGSTOWN



The Youngstown Trolley Bus

### 25 of America's Finest Transportation Vehicles in Service Here Soon



Youngstown's trolley buses under construction at the plant of the Tain Coach Corporation, Kent, Ohio.



Within a few weeks — about November 1 — trolley bus service will begin in Youngstown. With this innovation our community will have the most modern and efficient transportation facilities of any American city.

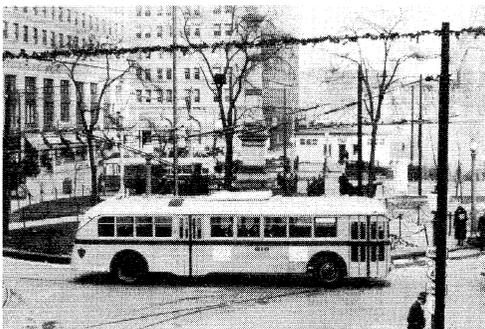
Trolley buses have proved themselves in many cities. Youngstown strides ahead of other communities by the use of the finest of these transportation vehicles ever developed.

Youngstown's trolley buses have been designed and developed in every detail along new and improved lines. No such vehicle is yet in service anywhere. Youngstown is first.

To the riders the trolley buses will be a revelation. They embody every feature for comfort, convenience and efficient service — speed in starting, quickness in stopping, freedom from noise and fumes, smooth, easy running, excellent lighting, easy boarding and alighting, broad aisles and commodious seats.

Three times The Youngstown Municipal Railway Company has received highest national honors for its service. In developing this new trolley bus for the service of the people it once more takes national leadership in the transportation field.

### The Youngstown Municipal Railway Company



DASH CARDS ANNOUNCE TROLLEY BUS DAY

CAR CARDS IN EARLY DAYS OF SERVICE

### ACKNOWLEDGEMENT

Is Thankfully given to The Mayor and City Council of Youngstown, the South Side Merchants and Civic Association and all other civic bodies that have cooperated in making possible this

### NEW AND BETTER TRANSPORTATION SERVICE

This bus designed and created especially for THE YOUNGSTOWN MUNICIPAL RAILWAY COMPANY is dedicated to the purpose of BETTER PUBLIC TRANSPORTATION IN THIS CITY

### TROLLEY BUS DAY!

Tuesday, December 8

**NEXT TUESDAY**, December 8, all of the four new Trolley Bus routes on the South Side will be placed in regular service. Operation over the new routes will start with the beginning of service that morning, excepting on the Market route, where trolley buses will operate until noon, when they will be replaced with trolley buses.

Efficiency at the same time a rearrangement of connections for through routing will be made in the remaining street car and trolley bus lines of The Youngstown Municipal Railway.

Details of the new Trolley Bus routes and the changes in through routes are given below.

### Where the Trolley Buses Will Operate

The following table shows the location of the Trolley Buses on the South Side and the present street car routes which will be discontinued.

- 8 MARKET.** From the Trolley Bus Station at Market and Hillman to the Trolley Bus Station at Market and Hillman.
- 7 HILLMAN.** From the Trolley Bus Station at Hillman and Market to the Trolley Bus Station at Hillman and Market.
- 5 SOUTH.** From the Trolley Bus Station at South and Market to the Trolley Bus Station at South and Market.
- 20 GLENWOOD.** From the Trolley Bus Station at Glenwood and Market to the Trolley Bus Station at Glenwood and Market.

### New Connections for Through Routing

Efficient and the new connections of trolley buses for through routing of street cars and trolley buses are given below.

The Market and Hillman routes will be connected to the Hillman and Market route at the Hillman and Market station. The Hillman and Market route will be connected to the Hillman and Market route at the Hillman and Market station.

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The Hillman and Market routes will be connected to the Hillman and Market route at the Hillman and Market station.

### The Youngstown Municipal Railway Company

## Trolley Buses Start TOMORROW!

**TOMORROW** all of the four new Trolley Bus routes on the South Side will be placed in regular service. Operation over the Hillman, South and Market routes will begin with the first operation in the morning.

Gas buses will operate on the Market route till 1:00 p. m., starting at 6:00 a. m. They will be replaced with trolley buses in the afternoon.

At the same time, with beginning of service tomorrow morning, a rearrangement of connections for through routing will be made on the remaining street car and trolley bus lines of the city.

### Where the Trolley Buses Will Operate

- 8 MARKET.** From the Trolley Bus Station at Market and Hillman to the Trolley Bus Station at Market and Hillman.
- 7 HILLMAN.** From the Trolley Bus Station at Hillman and Market to the Trolley Bus Station at Hillman and Market.
- 5 SOUTH.** From the Trolley Bus Station at South and Market to the Trolley Bus Station at South and Market.
- 20 GLENWOOD.** From the Trolley Bus Station at Glenwood and Market to the Trolley Bus Station at Glenwood and Market.

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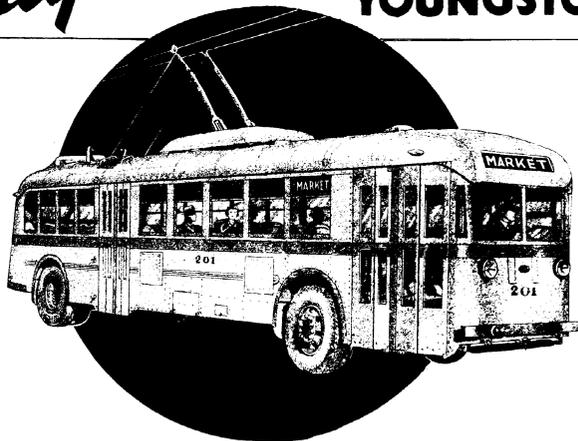
The Hillman and Market routes will be connected to the Hillman and Market route at the Hillman and Market station.

### The Youngstown Municipal Railway Company

# The YOUNGSTOWN MUNICIPAL RAILWAY CO.

# Introducing Trolley Bus Service.

## Trolley Buses NOW SERVE YOUNGSTOWN



Again This City Leads The Way With Installation Today of the Most Modern Transport Facilities

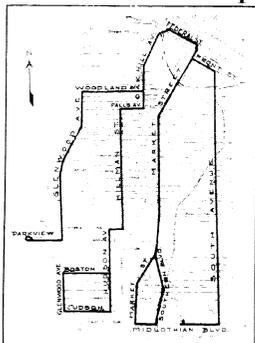
Thrice honored with national awards for outstanding accomplishment in service and safety, Youngstown again leads in transportation achievement.

Today marks an epoch in the city's transit history—the inauguration of trolley bus service on four trunk lines serving the entire South Side.

The busses were designed—created—especially for The Youngstown Municipal Railway Company. They are the first of their kind.

Embodying many new mechanical and electrical features, Youngstown's trolley busses bring more comfort and convenience for passengers, and greater efficiency in city street transit than ever before known.

Acknowledgment is thankfully given to the Mayor and City Council of Youngstown, the South Side Merchants and Civic Association and all other civic bodies co-operating to make this service possible; and appreciation is expressed to the people of the city for their patience during the period of construction.



### WHERE THE TROLLEY BUSES OPERATE

The map above shows the routes of the four trunk lines on which trolley busses started operation today, bringing the most modern transportation service to all parts of the South Side. The South and Cleveland lines are graded for through service. The Market and Hillman lines are converted from a through route.

Speddy—noiseless—comfortable—you will like your rides in Youngstown's trolley busses.

Wide doors at the front give quick, easy entrance—save time at every stop where passengers board. The broad front door and center exit door reduce by half the time for passengers to leave a bus.

Broad aisles give ready access to every part of the busses. The leather-upholstered seats are of the most comfortable. The well-diffused lighting is excellent.

Air-conditioned heating and ventilation, with circulation controlled by motor-driven fans, assure adequate warmth in winter with no excess heat in summer.

Quick in starting, prompt in stopping as brakes are applied, the trolley busses are smooth in operation, noiseless and vibrationless.

This new service brings to you the best, the most modern in city transportation. It is dedicated to the purpose of serving you.

**THE YOUNGSTOWN MUNICIPAL RAILWAY COMPANY**

  
*The Officers and Directors of The Youngstown Municipal Railway Company*  
*request the honor of your presence at the Inauguration of Trolley Bus Service in Youngstown, Ohio*  
*Tuesday, December eighth*  
*Seven hundred and thirty-six*



The Youngstown Municipal Railway Company  
 Youngstown, Ohio  
 I will be present.  
 I will be unable to attend.  
*The Inauguration of Trolley Bus Service and Luncheon*  
*Tuesday, December 8, 1936*  
 A special dinner will be served.  
 For your comfort and convenience if you will be in Youngstown over night, it is suggested that you make early reservation of rooms at  
**Hotel Chester Ted Hotel**



Illustration of these four busses, the finest combination, completely air conditioned passenger-carrying vehicles in the world today, were shown at four South Side trunk lines on Tuesday, December 8.

### Youngstown Trolley Bus Service Effective Tuesday, December 8, 1936

Issued by The Youngstown Municipal Railway Company

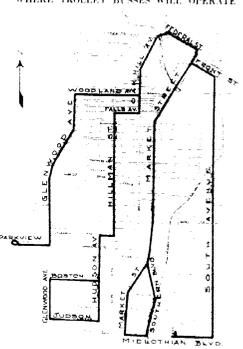
The great improvement in transportation facilities in the history of The Youngstown Municipal Railway Company will be made Tuesday, December 8, with the inauguration of Trolley Bus Service throughout the South Side of the city.

Youngstown's trolley busses were designed especially for The Youngstown Municipal Railway Company. They mark the most important step toward a city transit vehicle in many years. They are the first of their kind purchased for service in any city. They mark an epoch in urban transportation.

These new busses, with their distinctive, aerodynamic, rounded front ends, are equipped with the most modern transportation service to all parts of the South Side. The South and Cleveland lines are graded for through service. The Market and Hillman lines are converted from a through route.

The information in this pamphlet is useful to you at all times. Please keep it for future reference.

### WHERE TROLLEY BUSES WILL OPERATE



The map above shows the routes of the four trunk lines on which the trolley busses started operation today, bringing the most modern transportation service to all parts of the South Side. The South and Cleveland lines are graded for through service. The Market and Hillman lines are converted from a through route.

### ROUTES OF THE TROLLEY BUSES

8 MARKET: Operates on Market St. from Hillman St. to Cleveland St. via Hillman St. and Cleveland St.

7 HILLMAN: Operates on Hillman St. from Market St. to Cleveland St. via Market St. and Cleveland St.

5 SHELBY: Operates on Shelby St. from Market St. to Cleveland St. via Market St. and Cleveland St.

20 CLEVELAND: Operates on Cleveland St. from Market St. to Hillman St. via Market St. and Hillman St.

**NEW CONNECTIONS FOR THROUGH ROUTING**

Market and Hillman lines will be converted to through routes. Cleveland and Shelby lines will be converted to through routes.

**The YOUNGSTOWN MUNICIPAL RAILWAY CO.**



## **ARE YOU A CANDID CAMERA FAN?**

**The zoo is just one of the many interesting places where you can get good shots. You can reach these spots by street car and at the lowest fare, too!**

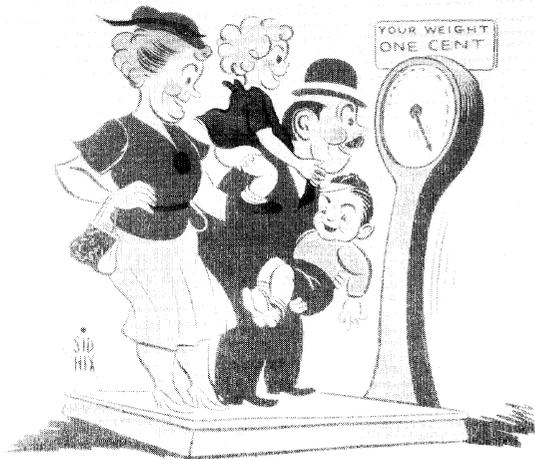
No. 400



**More than 1,800 street cars pass through the Madison-Pulaski business section daily. Surface Lines serve all shopping centers and 98 per cent of all homes.**

No. 390

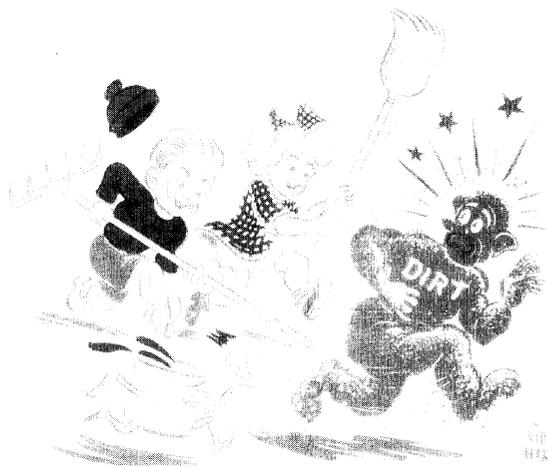
*Sell More Rides*



## **HOW TO GET A LOT FOR YOUR MONEY**

**Seriously, there is an easy way of getting more for your money, and that is to ride the street cars to and from work. It's safer, too.**

No. 395



**Let's all co-operate in the Clean-Up-Paint-Up-Light-Up Campaign, April 11 to 30, conducted by Chicago school children in connection with the Chicago Association of Commerce, the Board of Health, and the Fire Prevention Bureau.**

No. 403

# **CHICAGO SURFACE LINES**

# PUBLIC SERVICE COORDINATED TRANSPORT

NEWARK, N.J.

## Special Ride Window Posters for "OFF PEAK" and "OFF SEASON" RIDING

### TWO DAY BUS TOUR

Springtime in Washington, D.C.

April 9-10

Auspices: Essex Division, Post 160, American Legion

**\$12.50** and up per person. This includes Transportation, Meals and Sightseeing.

For Reservations: Call Ticket Office, Public Service Terminal, Journal Square. Webster 4-5200

HUMDINGER  
MYSTERY RIDE  
NEXT FRIDAY  
Where To? - You Guess!  
Buses leave Public Service Terminal,  
Newark, at 8 P. M.

ROMANCE  
DANCE  
FUN  
ROUND TRIP  
FARE

OH BOY!  
MYSTERY RIDE  
FRIDAY, SEPT. 9  
Talentful Bus Operators will Entertain!  
Public Service Terminal,



**VISIT** American Museum of Natural History and Hayden Planetarium.

Special Buses Every Sunday from Public Service Terminal, Newark, at 1:30 P. M.

Round Trip Fare . . . . . 75c  
Admission To Museum Free



### Moonlight "Show Boat" Sail

Four Hours On The Hudson River

On Friday Evenings, August 12 and 26

Buses leave 4th St. and Watchung Ave., Plainfield at 6:30

Dancing and a Broadway Floor Show

Round Trip Tickets \$1.25 Including "Show Boat"

### A GALAXY OF COLOR!

Watchung Scenic Ride

Ramapo Valley

Sundays and Holidays Throughout The Fall Season

Buses leave Public Service Terminal, Journal Square, at 1:30 P. M.

Round Trip Fare, \$1.00

### BEAUTIFUL RIDE ALONG THE SHORE

To ASBURY PARK on

WASHINGTON'S BIRTHDAY, FEBRUARY 22

Buses leave Public Service Terminal, Newark at 10:30 A.M.



ROUND TRIP FARE \$1.50

For additional information, write General Passenger Agent, 30 Park Place, Newark, or phone Market 2-7000

HUMDINGER  
MYSTERY RIDE  
NEXT WEDNESDAY  
Where To? - You Guess!  
Buses leave P. S. Terminal,  
Newark, at 8:15 P. M.

ROMANCE  
DANCE  
FUN  
ROUND TRIP  
FARE

BARN DANCE  
MYSTERY RIDE  
FRIDAY EVENING, SEPT. 23  
Buses leave Easton Ave. and French St.,  
New Brunswick, at 7:30 P. M.

ROMANCE  
DANCE  
FUN  
ROUND TRIP  
FARE

OH BOY!  
MYSTERY RIDE  
FRIDAY, SEPT. 9  
Talentful Bus Operators will Entertain!  
Public Service Terminal,  
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FRIDAY EVENING, SEPT. 23  
Buses leave Easton Ave. and French St.,  
New Brunswick, at 7:30 P. M.

ROMANCE  
DANCE  
FUN  
ROUND TRIP  
FARE

### FOR THAT DAY OFF --

See "Out and About"

the TAKE ONE BOX



You Guess Where You Are Going —  
We Won't Tell You

Anyway there's fun, music - maybe dancing - maybe roller skating - but always mystery

Mystery buses leave Public Service Terminal, Newark, 8 P. M. FRIDAY, JULY 29th



### Excursions To The Shore

### Brunswick-Asbury Park

Days - Sundays - Holidays Until Sept. 6

Buses leave Easton Ave. and French St., New Brunswick at 10 A. M. and 1:30 P. M.; Sundays and Holidays at 10 A. M. only. Returning Buses leave Asbury Park Wednesdays 7 P. M.; Sundays and Holidays 7 P. M. only.

Round Trip Fare \$1.00



# PUBLIC SERVICE COORDINATED TRANSPORT

## NEWARK, N.J.

### An Answer to - When - Where and How Often do the Buses Run

**TIME TABLE AND FARES**  
**CLIPTON and NEWARK**  
BUS LINE NO. 112  
SUPER SERVICE  
SERVING FOREST HILL SECTION OF NEWARK  
EFFECTIVE JULY 1, 1938

**TIME TABLE**  
**BUS LINE NO. 10**  
MAPLEWOOD UNION HILLSIDE NEWARK  
EFFECTIVE JULY 1, 1938

**ROUTE 33**  
COURT HOUSE - RACE AND VINE  
EFFECTIVE JULY 1, 1938

**TIME TABLE**  
**ARLINGTON BUS LINE**  
ROUTE NO. 22  
EFFECTIVE JUNE 29, 1938

**TIME TABLE**  
**HACKENSACK-NEWARK BUS LINE**  
Route 102  
EFFECTIVE JUNE 29, 1938

**TIME TABLE**  
**WESTFIELD AVE. BUS LINE**  
ROUTE NO. 14  
EFFECTIVE MAY 20, 1938

**TIME TABLE**  
**PERTH AMBOY - WESTFIELD**  
ROUTE No. 54  
EFFECTIVE MAY 20, 1938

**TIME TABLE**  
**GRANDVIEW BUS LINE NO. 20**  
Hackensack - East Rutherford  
EFFECTIVE JULY 1, 1938

**TIME TABLE**  
**Route No. 9**  
EFFECTIVE JULY 1, 1938

**TIME TABLE**  
**GRANDVIEW BUS LINE NO. 20**  
Hackensack - East Rutherford  
EFFECTIVE JULY 1, 1938

**TIME TABLE**  
**Route No. 9**  
EFFECTIVE JULY 1, 1938

**TIME TABLE**  
**GRANDVIEW BUS LINE NO. 20**  
Hackensack - East Rutherford  
EFFECTIVE JULY 1, 1938

**TIME TABLE**  
**GRANDVIEW BUS LINE NO. 20**  
Hackensack - East Rutherford  
EFFECTIVE JULY 1, 1938

**TIME TABLE**  
**BERGENFIELD JOURNAL SQUARE**  
BUS ROUTE NO. 122  
EFFECTIVE AUGUST 15, 1938

**ANBURY PARK**  
Bus Line No. 130  
Direct to Boardwalk  
EFFECTIVE AUGUST 15, 1938

**Try A RIDE IN THIS BUS**  
Streamline Oil Electric Power  
Replacing Palisade Trolleys  
EFFECTIVE AUGUST 15, 1938

**TIME TABLE**  
**MAGNOLIA Bus Route No. 40**  
**ELMORA Bus Route No. 24**  
EFFECTIVE AUGUST 15, 1938

**TIME TABLE**  
**ELIZABETH LINDEN**  
BUS ROUTE No. 36  
EFFECTIVE AUGUST 22, 1938

**NEW BRUNSWICK RAILWAY (NEWARK) No. 134**  
EFFECTIVE AUGUST 22, 1938

**TIME TABLE**  
**PATERSON GARFIELD LODI**  
ROUTE No. 68  
EFFECTIVE AUGUST 22, 1938

**TIME TABLE**  
**ROUTES 21-31**  
WILLIAMSTOWN CROSS KEYS TURNERVILLE LAKELAND GRENLOCH ALMONESSON BLACKWOOD TER. BLACKWOOD CHEWS LANDING RUNNEMEDE BELL MAWR MT. EPHRAIM CAMDEN PHILADELPHIA VIA BLACK HORSE FERR  
EFFECTIVE AUGUST 22, 1938

**TIME TABLE**  
**HALL AVENUE Bus Line**  
ROUTE No. 82  
EFFECTIVE AUGUST 6, 1938

**TIME TABLE**  
**BERGEN BUS ROUTE NO. 34**  
WEST WOOD 42nd ST. FERRY WEEHAWKEN  
EFFECTIVE JULY 1, 1938

**TIME TABLE**  
**BERGEN BUS ROUTE NO. 34**  
WEST WOOD 42nd ST. FERRY WEEHAWKEN  
EFFECTIVE JULY 1, 1938

**TIME TABLE**  
**BERGEN BUS ROUTE NO. 34**  
WEST WOOD 42nd ST. FERRY WEEHAWKEN  
EFFECTIVE JULY 1, 1938

**BERGENFIELD - JOURNAL SQUARE**  
BUS ROUTE NO. 122  
EFFECTIVE AUGUST 15, 1938

**TIME TABLE**  
**HALL AVENUE Bus Line**  
ROUTE No. 82  
EFFECTIVE AUGUST 6, 1938

**TIME TABLE**  
**BERGENLINE BUS LINE**  
ROUTE No. 44  
EFFECTIVE OCTOBER 2, 1937

**EARLY and LATE SERVICE**  
From BROAD and JERSEY STS. ELIZABETH  
EFFECTIVE JULY 1, 1938

**TIME TABLE**  
**BERGEN BUS ROUTE No. 34**  
WEST WOOD TO 42nd ST. FERRY WEEHAWKEN  
EFFECTIVE JULY 1, 1938

**TIME TABLE**  
**NEW BRUNSWICK SOUTH AMBOY**  
BUS ROUTE No. 2  
EFFECTIVE SEPTEMBER 6, 1938

**TIME TABLE**  
**CAPE MAY WILDWOOD SEA ISLE CITY OCEAN CITY ATLANTIC CITY**  
Daylight Saving Time  
EFFECTIVE SEPTEMBER 6, 1938

**PERTH AMBOY-NEW BRUNSWICK**  
Express Bus Route No. 4  
EFFECTIVE SEPTEMBER 6, 1938

**BUS LINE NO. 10**  
MAPLEWOOD UNION HILLSIDE NEWARK  
EFFECTIVE JULY 1, 1938

**ELIZABETH LINDEN RAHWAY**  
Route No. 38  
EFFECTIVE JULY 1, 1938

**BERGEN BUS ROUTE NO. 34**  
WEST WOOD 42nd ST. FERRY WEEHAWKEN  
EFFECTIVE JULY 1, 1938

**TIME TABLE**  
**Route No. 9**  
EFFECTIVE JULY 1, 1938

**TIME TABLE AND FARES**  
**CLIPTON and NEWARK**  
BUS LINE NO. 112  
EFFECTIVE JULY 1, 1938

**TIME TABLE**  
**Route 17 RIVERSIDE - FRANKFORD**  
SATURDAY AND SUNDAY  
EFFECTIVE JULY 1, 1938

**TIME TABLE**  
**BROADWAY BUS LINE**  
ROUTE No. 80  
EFFECTIVE JULY 1, 1938

**TIME TABLE**  
**22 GLOUCESTER BUS LINE**  
EFFECTIVE JUNE 27, 1938

**TIME TABLE**  
**Cape May - Wildwood - Sea Isle City - Ocean City - Atlantic City Bus Line**  
DAILY  
EFFECTIVE SEPTEMBER 6, 1938

**TIME TABLE**  
**PERTH AMBOY-NEW BRUNSWICK**  
Express Bus Route No. 4  
EFFECTIVE SEPTEMBER 6, 1938

**TIME TABLE**  
**Maplewood Union Hillside Newark**  
EFFECTIVE JULY 1, 1938

**When a Crowd Goes CHARTER A BUS It's more fun!**  
CALL CAMDEN 4300  
ASK FOR Mr. VOWLER

**TIME TABLE**  
**WEST ORANGE BUS LINE NO. 44**  
SERVING ORANGE VALLEY  
EFFECTIVE MAY 1, 1938

**TIME TABLE**  
**MAPLE AVENUE BUS ROUTE NO. 170**  
EFFECTIVE JULY 1, 1938

These tables are produced in the office of the Sales Department

**PUBLIC SERVICE COORDINATED TRANSPORT**  
**NEWARK, N.J.**  
**Outside Car-Bus Advertising Display**



**SHE'S  
SAFE**

**BY BUS**



**BUS  
LINES Nos. 1 and 43**



