1915 Transfer Slips – Introduction

Imagine you're traveling from point A to point B on your local streetcar, but what if A&B are on different lines? No worries, you simply ask the line A conductor for a transfer slip. At the point where the two lines intersect, you switch streetcars to line B and hand over your transfer slip to the line B conductor, all without incurring any additional charge. It's a wonderfully straightforward system that unfortunately, some passengers found ways to exploit, thereby cheating the company out of their 5-cent fare.

One of the ingenious ways passengers found to cheat the company out of their 5 cents was to ride a streetcar to the end of the line and return using a transfer slip. This was a popular pastime, especially on hot summer evenings, showcasing the resourcefulness of the people of that time.

Another way to cheat was helped by downtown merchants to evade the 15-minute rule—the time the transfer slip must be used. If you wanted to shop at a store near the transfer point, some merchants would put out a basket. Customers would drop their transfer slip in the basket to be picked up by someone else and thus used within the 15-minute time limit. As you later left the store, you picked up someone else's still-good slip and rode free to your destination.

On November 29, 1915, the Columbus Railway Power & Light Company, having tired of losing money through various schemes, introduced changes to its streetcar transfer policy. They educated the public about the new policy through ads in the Columbus Evening Dispatch. Throughout December the Columbus Dispatch published fourteen streetcar company ads describing the new policy and each of the thirteen new transfer slips.

While a new ad describing one of the new transfer slips was being published every few days, streetcar patrons were sending letters to the editor with their complaints about the new policy.

The ads, along with the streetcar patron's reactions, provide an interesting insight into 1915 Columbus.

Note: Some of the newspaper ads, all over 100 years old, are difficult to read. That can't be helped, but they are still mostly legible.



To Our Patrons The People of Columbus---

Street Car Transfers

importance. It discusses a nucstion that touches every person in this community-the proper fire protection equip- representatives to make such use of transfer slips in connection with street car transportation.

The transfer problem is one which has demanded the best thought of the country's experts to develop a system which would insure to the carriders of a community a proper and convenient method of transferring.

Laxity of Present System.

We must admit that we, as a company, are responsible in a measure, for the present lax system in this city. With your assistance we shall so change it that it will rank with the best practice in the other cities, in keeping with the progressive and metropolitan spirit of Columbus.

Problem Belongs to the Public.

While we may appear to be interested in this matter solely from the financial considerations, we are sure that any careful study will develop thus each of two persons obthese two points:

First-The company's interest is not confined to the financial.

Second-The Public's interest will eventually include the financial.

question is far more import- square deal policy that ought ant, in the long run, to the to exist between this company

beautiful residence districts and so on indefinitely.

But can we say that these are monuments only to the individuals responsible for their inception and construction? No, they stand for the spirit of "do things right," which has long characterized the people of this city.

A well thought out and properly conceived change in transfer methods will mean doing one more thing in a more systematic and businesslike wav.

Two Rides for One Fare.

A small minority of the carriders, without realizing the effect of their act, have been in the habit of obtaining two rides for the price of one. It is well known that the practice exists of people receiving transfers which they, upon leaving the car, hand to others; tains a ride, both for the price of one ride. These practices were not contemplated by the framers of our franchise, nor should they have been allowed

to grow up. Surely such practices includged in by the few In fact this whole transfer are not in harmony with the

lumbus; such as a pure water ly ours. We recognize that it supply, a good sewage system, is up to the company and its ment, good roads and fine rules as shall correct the evils streets, magnificent schools, that are so evident. But with all that we need help in the

final solution of this as of all other transportation problems. What we are about to propose is our best judgment up to the point of obtaining your criticism. That criticism plus the experience of the next few months, building upon the plan we now present, will solve this problem.

We Have Had Important Matters Besides Transfers. Before proceeding further, however, we should like to review some of the things which have for many months demanded our attention.

We have made many changes for the betterment of service. We have been constantly at work on schedules with a view to decreasing to a minimum delays to car service.

Much time and thought have been given to improvement of car equipment. We have rebuilt 110 short platform carsthe use of the lengthened platforms making it possible to handle passengers more rapidly.

A more frequent schedule of cleaning and overhauting has practically eliminated delays due to failure of cars in ser- not compelled to live upon the

more power.

Operation on our suburban divisions has been made safer by the use of the automatic block signal and train-dispatching systems.

Handling of cars has been made safer by more thorough instructions to conductors and motormen; a completely equipped schoolroom has been devoted to this work for many months.

Accident prevention work is being vigorously followed up.

We have spent upwards of \$1,000,000 in track and paving reconstruction work in the last three years alone.

These have been some of our problems. They have required engineering and financing ability of the highest order; the amount of detail in connection with them has been enormous.

Use of the Transfer.

Transfer systems were originally devised and now exist for the accommondation of the car-riders; provisions for their use must necessarily be reasonable and fair to the transportation company.

The use of the transfer affords to the car-rider the advantage of increased facilities for transportation. In addition to the routes laid down for his

normal or natural movements he can take other routes; he is

This is a message of much | endorsed by the people of Co-| for present conditions is large-| equipment, better roadway and | lows concerning transfers:

"For each cash fare and for each ticket said company shall, on demand of the rassenger tendering the same, issue to such passenger a transfer slip for one continuous pasgood sage in said city on any other line of street railroad owned or operated by said company which connects with diverges from. or crosses the line on which said transfer was issued, if presented within fifteen minutes after the time designate by punch-marks on transfer which time so designated shall be a reasonable arriving time of car at any one of the transfer points of the line by which such transfer was issued

The New Transfer System.

Our contemplated revised transfer system is based upon the provisions of the ordinance, and it further complies with the fundamentals above laid down, having for its foundation the inherently correct principle, that the transfer shall provide for a continuous passage in the same general direction from one section of the city to mother

Best Modern Practice.

Reference to the transfer for the Long Street line reproduced below will show that certain points have been designated at which patrons from the Long Street line may transfer to other lines. The establishment of transfer points is in accord with the most modern practice in the largest cities.

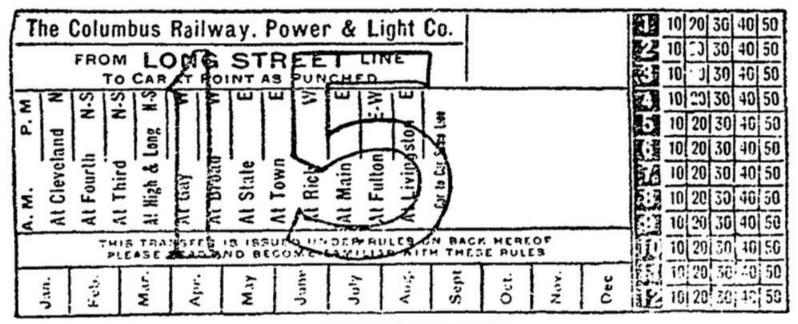
Travel from point to point in Columbus will be found to he just as convenient as here-

people of Columbus than it is and the public which it serves, vice on account of mechanical car line that will take him tofore. to the company. It is a prob-

defects.

lem that belongs to the public.

Changes which go to make a by the great majority of ear- utes per trip. This has been move his place of abode when- i Several months have been great city have been heartily riders. We know that the fault made possible by improved ever his place of occupation is fully occupied in going into



FACE OF TRANSFER.

This transfer is issued under the following roles:

This transfer is good only for a continuous passage for person to whom it is issued.

This transfer may be used only at transfer point and in direction punched, and is void if not used within 15 minutes of time punched.

Transfers are issued only at the time of payment of fare.

This transfer is not good on owl cars.

Mutilated transfers are would.

In case of controversy over this transfer, please pay regular fare and report facts to the Company : proper adjustment will then be made.

WARNING-It is unlawful to give away or sell this transier.

REVERSE SIDE OF TRANSFER.

from his place of abode to his Help Needed to Solve Problem. The running time on prac- place of occupation, but may

We believe that present tieally every line has been re- have a wider selection for his Doings-Things-Right Policy. practices are not indulged in duced from two to ten min- home: he is not compelled to

from home to work, on trips every contingency has been for husiness purposes only, or provided for. You may find, trips of any nature whatever, however, that we have overthe carrider makes the constocked something which through passage on the transfer should have been methoded, and for a jugle fare.

to fulfill these requirements, have to make after you have must be such as to enable the studied all that we shall say measurer to have the car of damne the next few weeks. is original route at some fixed. The whole question will need result and transfer to any other complete explanation before fates enting line.

Franchise Provision for Transfers

We are eperatory under the shaft take mean vy other day the visions of City Ordination states out line thill all approx. No. 17841, which so it is followed

The new system will insure the proper use of transfers.

Suggest and Criticise.

changed. Whether on his way lovery detail, and we believe we would be more than pleased A transfer system, therefore, to hear any criticisms you may

being put tate effect. B ginbeing totaction we will publish an activation of the Long Stear imposfer. Attention we

Be sure to read explanation of transfer in tomorrow's paper. Clip this statement, as well as those to follow, for future reference.

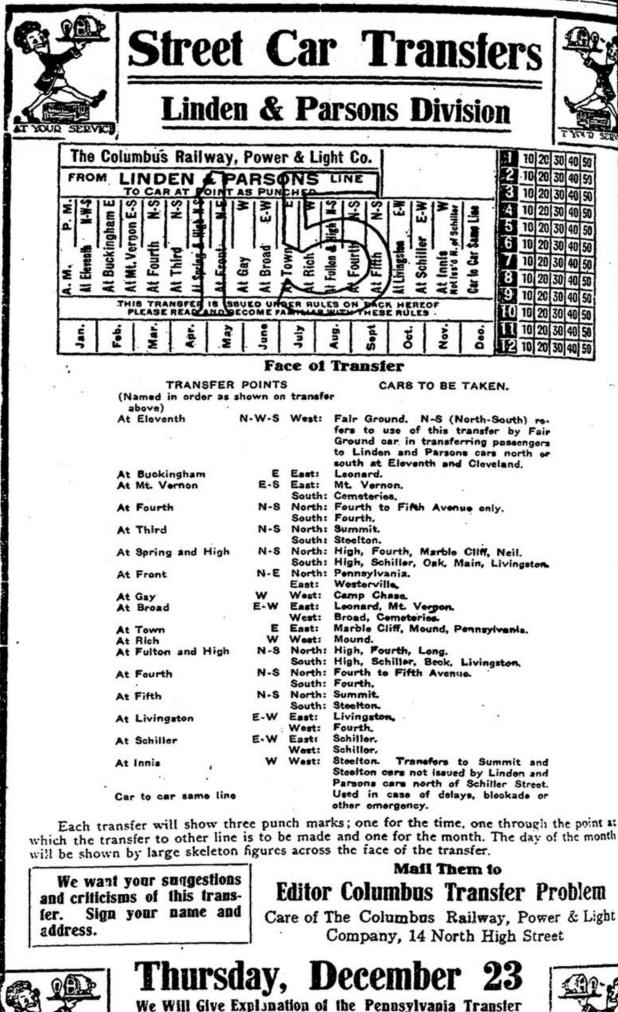
Mail all Suggestions and Criticisims to Editor Columbus Transfer Problem

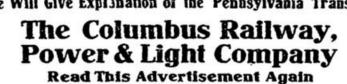
Care of The Columbus Railway, Power & Light Co. 11 North High St.



The Columbus Railway, Power & Light Company **Read This Advertisement Again**



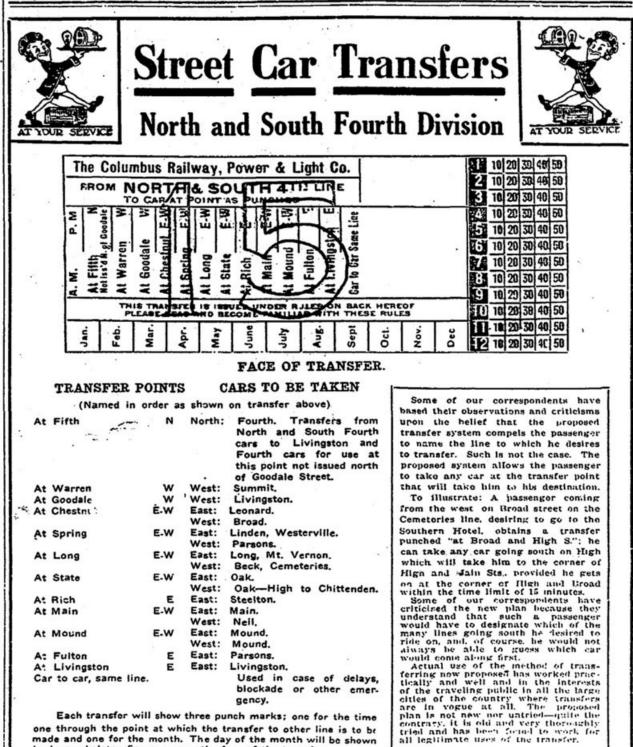






YOUR SERVICE

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Each transfer will show three punch marks; one for the time one through the point at which the transfer to other line is to be made and one for the month. The day of the month will be shown by large skeleton figures across the face of the transfer.

We Want Your Suggestions and Criticisms of This Transfer. Sign Your Name and Address.

Mail them to **Editor Columbus Transfer Problem** Care of The Columbus Railway, Power & Light Company 14 North High St.

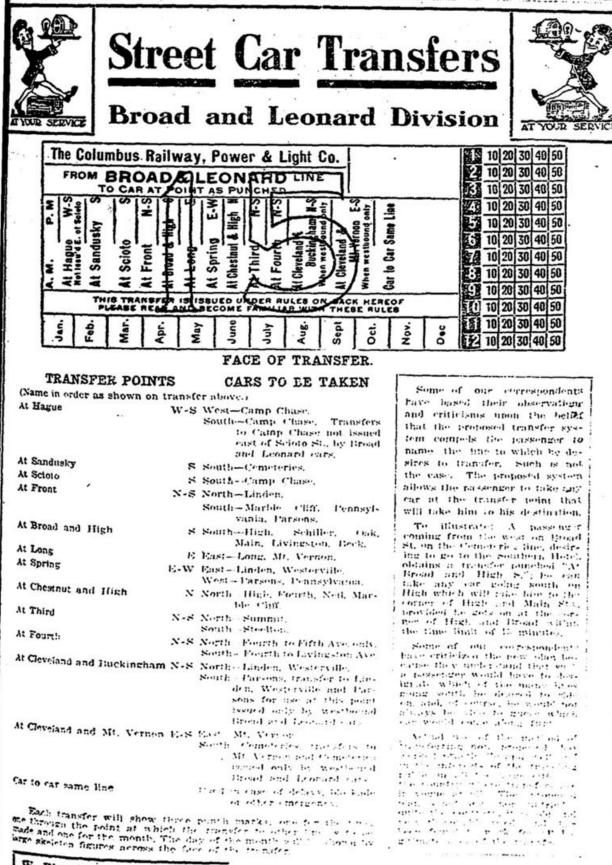


Saturday, January 1st We Will Give Explanation of the Camp Chase Transfer

The Columbus Railway, Power and Light Company



Read This Advertisement Again



We Want Your Suggestions and Criticisms of This Transfer. Sign Your Name and Address.

Mail them to Editor Columbus Transfer Problem fare of the tolombas Ralistay, Poser & Light Company, 11 Sorth High St.



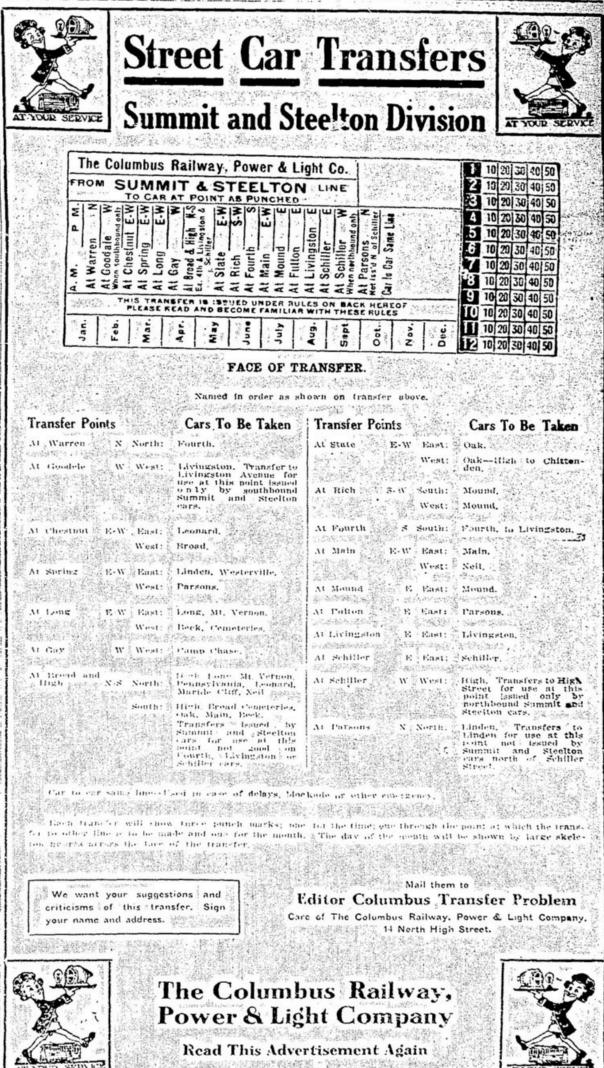
The Columbus Railway, Power and Light Company

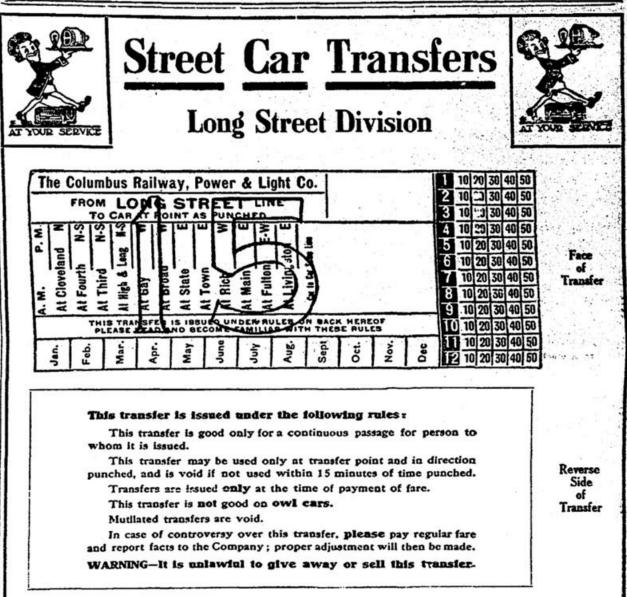
Saturday, December 18th Will Give Explanation of the Marble Cliff Transfer



Read This Advertisement Again

STO





Transfer Points

(Named in order as shown on

Cars To Be Taken

the transfer above.)			
At Gleveland	N	North :	Mt. Vernon.
At Fourth	N S	North :	Fourth to Fifth Avenue only.
		South:	Fourth to Livingston.
A: Third	N . S	North :	Summit.
	2	South :	Steelton.
At High and Long	N - 8	North.	High, Fourth, Neil, Leonard, Penusylvania, Marble Cliff.
		South :	High, Schiller,
At Gay	<i>W</i> .	West:	Camp Chase when southbound.
A: Broad	w	West :	Broad, Cometeries.
At State	15	East :	O.ik.
At Tewn	E	East :	Camp Chase when nerthbound, East Mound,
At Rich	w	West :	West Mound.
At Main	E	East:	Main
At Fuitar	E . 17	East :	Parsons.
		West :	Linden.
At Lavingston	E	East:	Livingston,
Car to Car Same Line.			Used in case of delays, blockade or other emergency.

Meaning of Punch Marks

And Alexandropped and an 1.122 (b) to being for which buys there explicit, where our can be done the three given by the point of all outputs for the transition. The control for you be attracted to be a given by the start of the transition and the summary present addition three points on the form. 4,1.00 •• ••

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We Want Your Suggestions and Criticisms on This Transfer. Sign Your Name and Address.

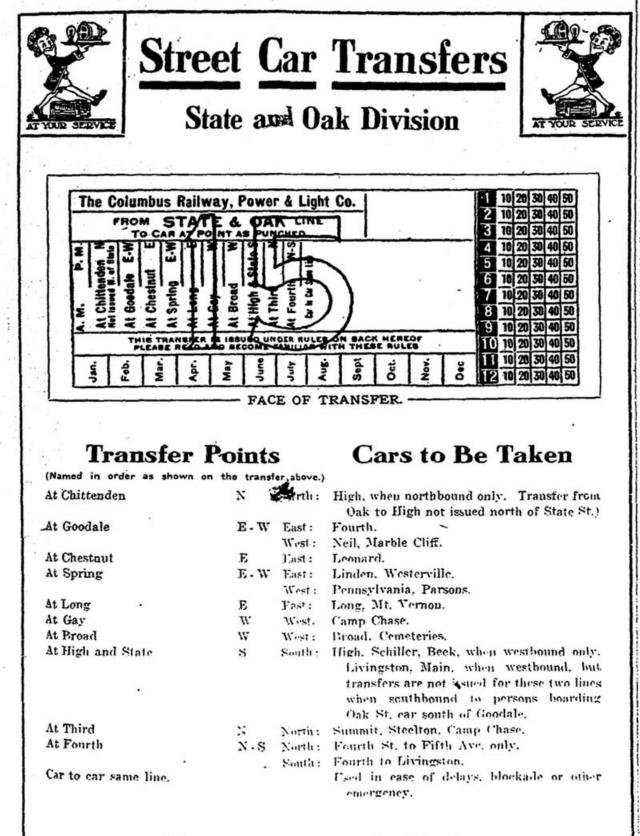
Mail Them to Editor Columbus Transfer Problem

tope of The tolembus Holtess, Power and Light company,

THURSDAY, DECEMBER 2nd We will give explanation of the State and Oak Transfer.

The Columbus Railway, Power & Light Company

READ THIS ADVERTISEMENT AGAIN.

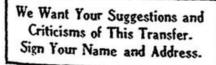


Meaning of Punch Marks

Each transfer will show three punce marks: erefor the time, one through the point at which the transfer to other line is to be made, and one for the month. The day of the month will be shown by large skeleton figures across the face of transfer.

For example, if you loard a westbound State and Oak car at Eighteenth street, desiring to at in Linden, you will ask the conductor for a trafer to Linden. You will be handed a transfer with the proper month punched, with a punch parthrough the transfer point "at Spring E-W." and with the time punched at the nearest 10-min." much next following the arriving time at High and Spring.

As another example, if you should desire to reach some point on North High street north of Chittenden avenue, being on High at Broad street, there would be no necessity for boarding a State and Oak car, signed "Cak-High to Chittenden," and asking for a transfer for use in reaching your destination, since either the North or South High or the High and Schiller cars would carry you without transfer, and would pass Broad street at intervals of five minutes. For this reason, therefore, State and Oak transfers are not issued north of State for use at Chittenden avenue.



Mail them to Editor Columbus Transfer Problem

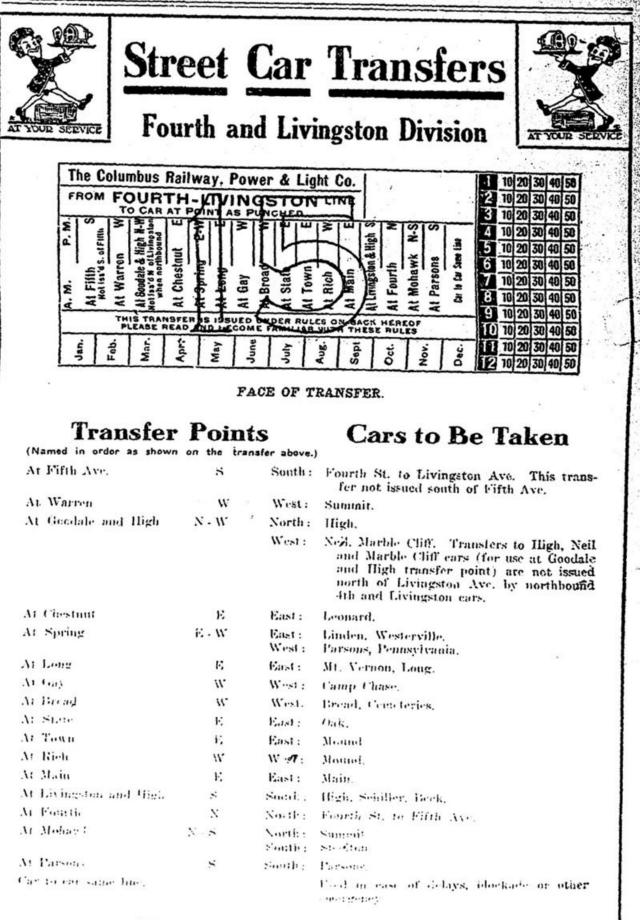
inte of The folumbus Raligor, Power & Light Company 11 North High St.



SATURDAY, DECEMBER 4th We will give an explanation of the Fourth and Livingston Transfer.

The Columbus Railway, Power and Light Company Read This Advertisement Again





Meaning of Punch Marks

Each transfer will soon three paired, baths one for the force, one through the instal of which he transfer to other fine is to be much, and one for the marth. The states of the month will be shown by large which is through a course the force of the

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We Want Your Suggestions and Criticisms of This Transfer. Sign Your Name and Address. (a) Provide Assumption and an end when the set Structure will ask the set fit and the set fit and the set of the set o

Mail them to Editor Columbus Transfer Problem

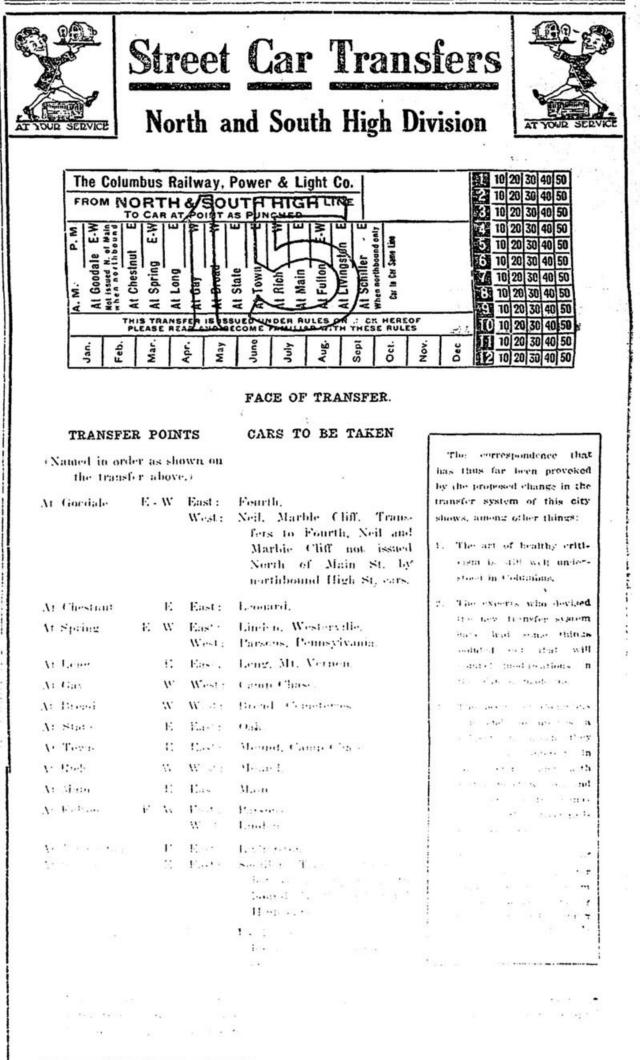


Tuesday, December 7th

We Will Give An Explanation of the NORTH AND SOUTH HIGH TRANSFER

The Columbus Railway, Power and Light Company Read This Advertisement Again





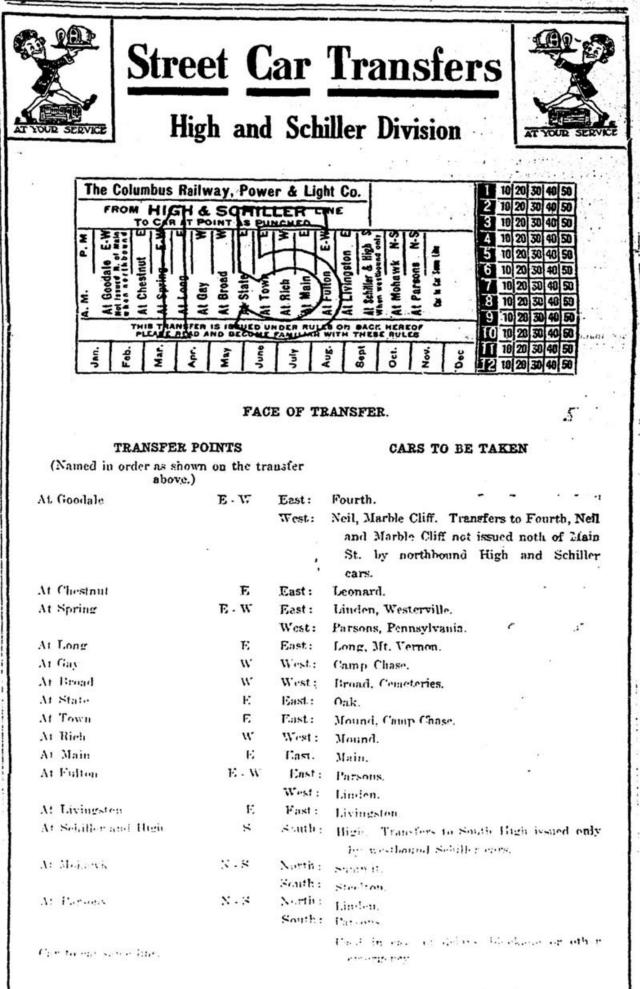
We Want Your Successions and Criticisms of This Transfer. Sion Your Nome and Address. Multification Editor Columbus Transfer Problem



Tuesday, December 7th we will Give An Evel nation of the HIGH AND SCIENCER TRANSFER



The Columbu's Railsyay, Power and Light Company Read this Advertisement Again



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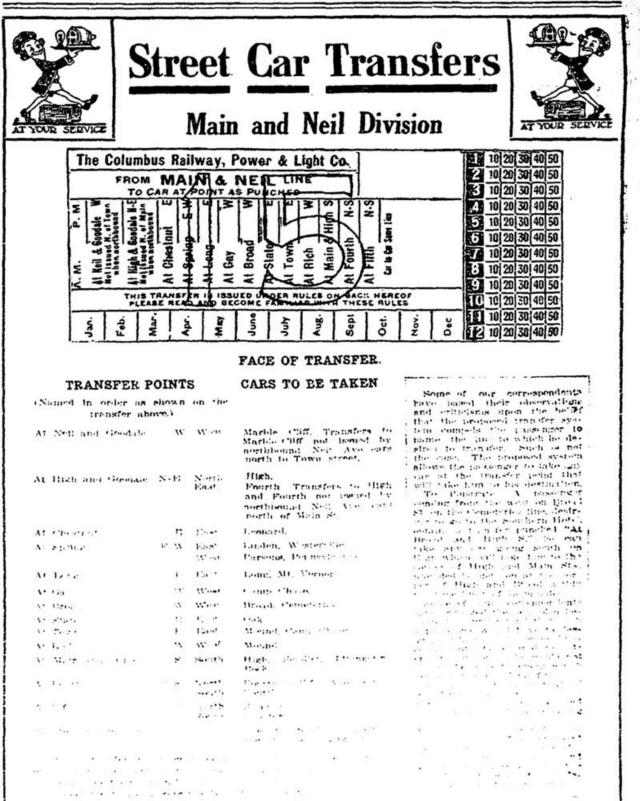
We Want Your Suggestions and Criticisms of This Transfer. Sign Your Name and Address. Mail them to Editor Columbus Transfer Problem



Saturday, December 11th We Will Give An Explanation of the MAIN AND NEIL TRANSFER



The Columbus Railway, Power and Light Company Read This Advertisement Again



We Want Your Suggestions and

Criticisms of This Transfer. Sign Your Name and Address. Mail them to Editor Columbus Transfer Problem

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Tuesday, December 14th

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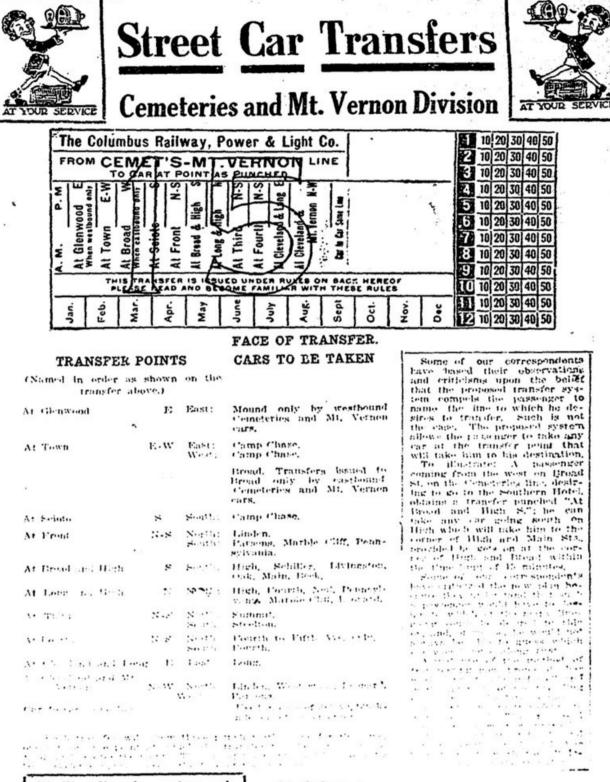
We Will Give Explanation of the Cometeries and Mt. Vernon Transfer

The Columbus Railway, Power and Light Company



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We Want Your Suggestions and Criticisms of This Transfer. Sign Your Name and Address. Mail them to

Editor Columbus Transfer Problem



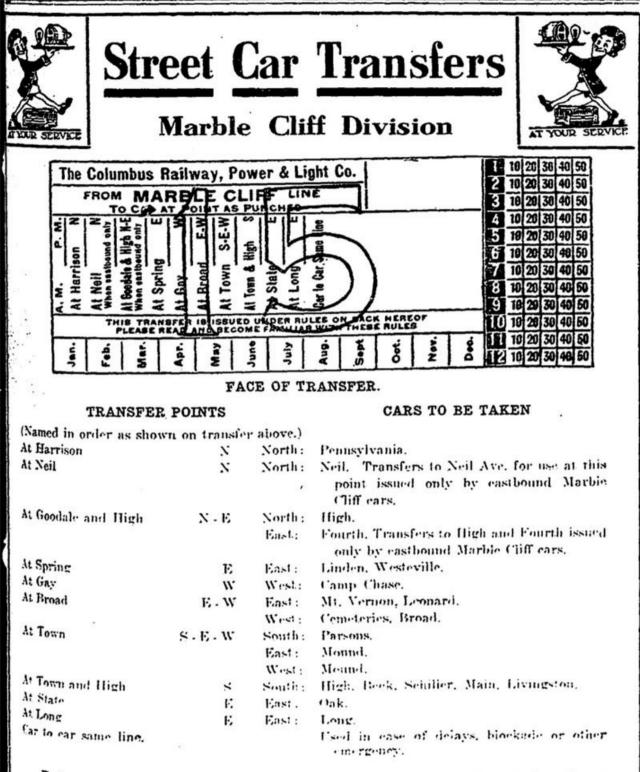
Thursday, December 16th

Ver Will Give Explanation of the Broad and Leonard Transfer

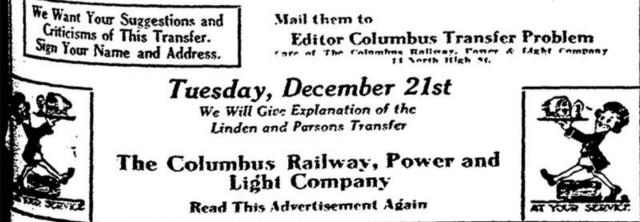
The Columbus Railway, Power and Light Company

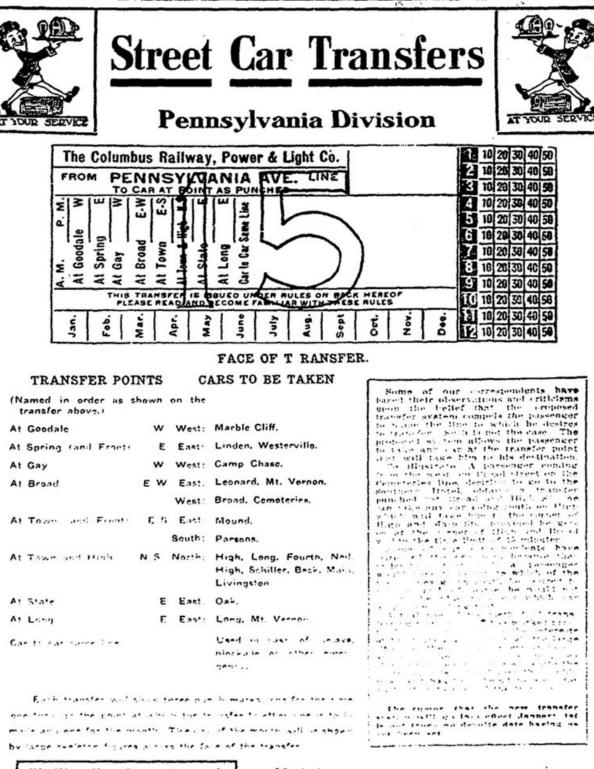


Read This Advertisement Adain



Each transfer will show three punch marks: one for the time, one through the point at which the transfer to other line is to be made and one for the month. The day of the month will be shown by large skeleton figures across the face of the transfer.





We Want Your Suggestions and Criticisms of This Transfer. Sign Your Name and Address. Mail them to Editor Columbus Transfer Problem



Tuesday, December 28 We Will Give Explanation of the Westerville Transfer

The Columbus Railway, Power and Light Company

Read This Advertisement Again

