

LT 232/502/001

28 08A
LT AI
CHARING CROSS
7d to East Acton
(change Oxford Cir)
East Finchley
Cranley Gdns.
Chiswick Park
Queens Park
Golders Green

A

20 SEP B
LT AI
KINGS CROSS (A)
3d to Royal Oak
(via Great Portland St)
Stroud Green
(change Finsbury Pl)
Essex Road
(change Moorgate or Old Street)

B

20 09C
LT AI
PICCADILLY CIR.
3d to Royal Oak
(change Baker Street or Paddington)
Warwick Avenue
Caledonian Road
Earls Court

C

20 09 D
LT AI
PRAED ST. (A)
3d to Kings X & St. Pancras
(via Great Portland St)
South Kensington
West Brompton
West Kensington
(via Bayswater)
Trafalgar Square

D

LEICESTER SQ.
3d to Kings X & St. Pancras
(via Great Portland St)
South Kensington
West Brompton
West Kensington
(via Bayswater)
Trafalgar Square

E

20 SEP F
03099
LT AI
Issued subject to the Byelaws, Regulations and Conditions of the Board.
Available day of issue or following day or Saturday to Monday.
From any ONE station on back to LIVERPOOL ST. (A)
or intermediately
Not Transferable

F

A2
MCTRD
shown on fares list at
P

G

OXFORD CIRCUS
RETURN HALF
FROM any one of L.T. stations shown on the fares list at a return fare of 1/3
LT. A2

H

LEICESTER SQ
WORKMAN'S TICKET
RETURN HALF
FROM any one of L.T. stations shown on the fares list at a workman's fare of 3d
LT A2

I

28 08A
LT
CHARING CROSS
7d to East Acton
(change Oxford Cir)
East Finchley
Cranley Gdns.
Chiswick Park
Queens Park
Golders Green
Colliers Wood
Turnpike Lane
Willesden Gn.
Surrey Docks
or Intermediately
Issued subject to the Byelaws, Regulations and Conditions of the Board. Available day of issue only.
37385

20 SEP B
LT
KINGS CROSS (A)
3d to Kings Cross (A)
(change Great Portland St)
Royal Oak
Stroud Green
(change Finchbury Rd)
Essex Road
(change Moorstate or Old Street)
Bayswater
(via Great Portland St)
Blackfriars
(change Bank & Monument)
St. James Park
(change Leicester St & Charing Cross)
and Stations on back
Issued subject to the Byelaws, Regulations and Conditions of the Board. Available day of issue only.
24554

20 09C
LT
PICCADILLY CIR.
3d to Royal Oak
(change Baker Street or Paddington)
Warwick Avenue
Caledonian Road
Earls Court
Chalk Farm
Kentish Town Oval
Liverpool Street
Notting Hill Gate
Aldgate East
High Street (Kens.)
Moorgate
St. Johns Wood
or Intermediately
Issued subject to the Byelaws, Regulations and Conditions of the Board. Available day of issue only.
15195

20 09 D
LT
PRAED ST. (A)
3d to Kings Cross (A)
(change Great Portland St)
West Kensington
(via Bayswater)
(via Regent Park)
Covent Garden
(change Piccadilly Cir)
Marble Arch
(change Oxford Cir)
Wood Lane (H.G.)
Finchley Road
Camden Town
or Intermediately
Issued subject to the Byelaws, Regulations and Conditions of the Board. Available day of issue only.
38797

LEICESTER SQ.
3d to Kings Cross (A)
(change Great Portland St)
Holloway Road
Chalk Farm
Tufnell Park
Oval
St. Johns Wood
Paddington
Issued subject to the Byelaws, Regulations and Conditions of the Board. Available day of issue only.
A2

20 SEP F
03099
LT
Issued subject to the Byelaws, Regulations and Conditions of the Board. Available day of issue only.
From any ONE station on back to LIVERPOOL ST. 00
or Intermediately
Not Transferable
Fare 8d
Available day of issue only
LIVERPOOL STREET 00
To any one station named on back hereof or Intermediately
Fare 8d

LT
TOTTENHAM CT RD
A2
For conditions see notices
Available day of issue only
TO any one of L.T. stations shown on fares list at
A SINGLE FARE of 7d

OXFORD CIRCUS
RETURN HALF
FROM any one of L.T. stations shown on the fares list at a return fare of 1/3
LT. A2
Available on day of issue or following day or Sat. to Mon. For conditions see notices
Available day of issue only
OXFORD CIRCUS
TO any one of L.T. stations shown on the fares list at a return fare of 1/3
LT. A2

LEICESTER SQ.
WORKMAN'S TICKET
RETURN HALF
FROM any one of L.T. stations shown on the fares list at a return fare of 3d
LT. A2
Available day of issue only
For conditions see notices
WORKMAN'S TICKET
LEICESTER SQ.
LT. A2
Available day of issue only
TO any one of L.T. stations shown on the fares list at a workman's fare of 3d

MEMORANDUM FOR SUBMISSION TO CHAIRMAN'S MEETING

FROM: CHIEF COMMERCIAL OFFICER
SUBJECT: DESIGN OF RAILWAY TICKETS
DATE: 23RD JULY, 1946.

1. Consideration has been given to the question of the design of railway tickets with the object of securing an improvement in their legibility and in the clarity of the information shown upon them.
2. It is indisputable that the "Scheme" ticket system combined with the mechanization of ticket issues on the Board's railways is ingenious and efficient and indeed has become an indispensable part of the railway organization. The typical tickets issued from self printing machines are usually unsatisfactory and are characterized by their illegibility and the obscurity of the information they attempt to impart. It is true that the Board receives very few complaints about the tickets, but nevertheless in their present form they reflect no credit.
3. There can be no substantial simplification of the ticket in itself, for there is no prospect of departing from the present basic system of relating fares to distance travelled, and this means the provision of tickets of varying fares from any station to cover bookings to all other stations.
4. The present range of railway single journey tickets known as the "Scheme" tickets, provides for one ticket only at each fare from every station. The information shown on the ticket is as follows:-

- (a) Date of issue
- (b) Progressive Number
- (c) Series Number (not shown on machine issued tickets)
- (d) Station of issue
- (e) Fare
- (f) Whole range of destination stations covered by the fare
- (g) Route to be taken where essential to avoid abuse
- (h) Conditions of issue
- (i) Availability of ticket.

The tickets may be printed on one side (single-sided tickets) or on both sides (double-sided tickets) - see Specimen "A" Existing single sided ticket and Specimen "B" Existing double sided ticket.

5. The specimens "A" and "B" conform to the standards laid down for the layout and size of type of tickets. On the last occasion on which this matter was discussed, namely, at the Vice-Chairman's Traffic Committee in April 1938, Minute 2887, the standards of type approved for use were:-

Originating station 12 pt. GILL SANS type (condensed)

Destination stations 6 pt. GILL SANS type

Route and other information 5 pt. or $4\frac{1}{4}$ pt. GILL SANS type.

It has not been practicable to adhere to all these standards and the smaller size type (5 pt.) is extensively used for destination stations.

6. To illustrate the effect upon ticket legibility of departures from these standards, the specimens "C" and "D" are existing tickets in which the 12 pt. standard is preserved for originating stations but the destination stations are shown in 5 pt. type in the specimen "C" and $4\frac{1}{4}$ pt. in specimen "D".

It should be noted that $4\frac{1}{4}$ pt. type is used in only a very few

instances but that in no less than 49% of the self-printing ticket units there are plates on which the sub-standard 5 pt. type is used.

7. Because double-sided tickets printed in self-printing machines present peculiar difficulties, double-sided tickets are avoided wherever possible with the result that there is a considerable use of the small 5 pt. type; the peculiar difficulties are, in the main, caused by the necessity for providing a firm printing surface on both the front and back plates and this leads to the inclusion of printers' rules or ornaments to fill what would otherwise be blank spaces; in the result the tickets are more confusing to read and more likely to be unsatisfactory in printing. The double-sided ticket is more commonly used for return tickets - see Specimen "E" Existing double-sided single ticket and Specimen "F" Existing double-sided return ticket.

8. The scope for improving the appearance and legibility of tickets issued by machines is very limited, so long as all the matter at present printed on them is retained. It is accordingly recommended that consideration should again be given to the only alternative means of securing some improvement, namely a reduction in the amount of printed matter. The proposal is that the tickets should show only the station of issue, the fare paid and conditions of issue, as in specimen "G" which represents the proposed Originating Station Single Ticket.

9. The proposal to try out this type of ticket is not new, but when it was last considered in 1938 the late Vice-Chairman was reluctant to adopt it because it did not contain upon it direct information to the passenger as to the journey and route to be taken. In principle this objection has to be admitted, but in practice the Board has already moved so far from the simple form of ticket which gave precisely the information the passenger needed that it is questionable whether the ticket to which the Board's passengers have now become accustomed, conveys this information to them; with the present "Scheme" ticket it may frequently happen that the particular station to which the passenger is travelling does not appear on the ticket at all, as only the "cover" stations for the fare paid are shown: moreover, the route is only shown in cases where a deviation from the route permitted for the particular fare might result in irregular travel.

10. The arguments in favour of the proposed originating Station ticket are:-

- (i) The printing difficulties disappear and for what it is worth to the passenger, he would receive a clearly legible ticket showing the station of origin of his journey and the fare he has paid.
- (ii) As the ticket collectors at stations rely to-day on the station of origin and the fare paid to check the availability of tickets, the more prominently this information is displayed the more easily can they do their job.
- (iii) It simplifies ticket design and should result in economies in printing costs, whilst alterations of plates would be rare.
- (iv) It can equally well be used for Return Journeys and Workmen's Return journeys as for single journeys.

11. Against this form of ticket there are the following arguments:-

- (i) It provides still less information to the passenger upon the journey he is taking.

- (ii) It would create some difficulty for relief collectors unfamiliar with the fares available to the station at which they are working and travelling ticket inspectors would have greater difficulty in examining tickets en route, but in both these instances information is already provided for collectors and travelling inspectors which could be augmented if necessary.
- (iii) As a wartime measure fares to certain Main Line stations served by the Board's trains are excluded from the "Scheme" tickets and it may be that the Main Line Companies would not be prepared to deal with tickets of the suggested design at their stations, which would mean continuing the supply of separate tickets for such bookings.
- (iv) The Solicitor points out that a ticket is the evidence of a contract entered into between the Board and the passenger and as such must be clear and free from ambiguity and he suggests that with the type of ticket under consideration the destination is determined by reference not to the ticket itself but to the fares list exhibited at the station, with the result that the Board would be faced with a new factor of defence in cases of irregular travel which it would be difficult to disprove.

12. The specimen ticket "G" is a single ticket. A similarly designed ticket can be used for return journeys including workmen return journeys; see Specimen "H" proposed originating station ordinary return ticket and Specimen "I" proposed originating station workmen return ticket.

13. The wording "For Conditions see Notices" which appears on the specimen tickets would need revision in view of a recent decision of the Departmental Solicitors and this wording would now read "Issued subject to the byelaws, regulations, Notices and Conditions published in the Board's Byelaws and Notices", a form of wording to be adopted in future by the Main Line Companies and the Board.

14. A satisfactory adaptation of the proposed originating station type of ticket can be devised to meet the need for the cutting of tickets in halves for children's fares of certain denominations.

15. It is suggested that with the object of testing the reactions of the public and the staff, an experiment be made with tickets of the design exemplified in Specimens "G", "H" and "I" at the following stations, the experiment being restricted to bookings to the Board's stations in order to obviate the necessity, during the experimental period, of involving the Main Line Companies :-

Piccadilly Circus
Oxford Circus
Leicester Square

Burnt Oak
Southgate
Tooting Broadway

The experimental use of this type of ticket may also provide an opportunity for testing the consequences of the legal difficulties referred to in paragraph 11 (iv) above, if a ticket of this type is involved in any prosecution for irregular travel.

ABR Valentine