



READING TRANSPORTATION COMPANY

Revision in Bus Fares

Strictly for Bus Fares.



**EFFECTIVE
JULY 26, 1953**

Reading Transportation Company TO PATRONS

Those who regularly use our bus service are entitled to the facts as to the proposed increase in bus fares. The following is a summary of conditions confronting the Company.

Our bus fares have become outmoded due to the pyramiding costs of furnishing the service. Fares continue to be based on conditions which prevailed before World War II. *There has been no general increase in Reading Transportation Company bus fares in the past eleven years—in fact, in many cases, such as the suburban zone fares, charges have remained the same for twenty-three years.* During these periods, fares on many other bus lines in the area served by Reading Transportation Company have been advanced several times.

For the year 1952, our bus service was operated at a financial deficit of \$50,028. The current trend of expenses—including steady increases in wages and the cost of equipment and materials—amounts to about \$937,000 per annum, whereas present bus fares are producing only about

\$817,000, or a loss to the Company of about \$120,000. Obviously, necessary action must be taken promptly to bring the income up to the existing level of expenses, so as to continue acceptable service and make it self supporting.

Under tariffs filed with the Public Utility Commission of Pennsylvania—to become effective July 26, 1953—bus fares are being advanced an average of about 7½¢ a ride, ranging from an increase of 5¢ per ride in local zone fares on up to higher increases for longer distance trips. Examples of the new one-way fares are shown on opposite page.

We hope you will understand the urgency of the action we are taking and will continue to ride with us. The additional revenue from the new fares with present volume of traffic should permit the Company to about “break even” in its bus operations.

For information regarding the revised one-way bus fares, also round-trip and multiple ride bus fares where issued, consult nearest Agent or write

E. D. OSTERHOUT, *Manager*,
Reading Transportation Co.,
Reading Terminal,
Philadelphia 7, Pa.



NEW BUS FARES between Representative Points

ONE-WAY FARES		
Jenkintown	Glenside	.15
“	Oreland	.15
“	Fox Chase	.15
Glenside	Oreland	.15
“	Willow Grove	.15
Fox Chase	Bethayres	.15
Lansdale	Chalfont	.15
“	Doylestown	.27
Philadelphia	Allentown	1.81
“	Bethlehem	1.81
“	Reading	1.56
“	Pottsville	2.52
“	Shamokin	3.72
“	Shenandoah	3.12
Shamokin	Pottsville	.90
“	Tamaqua	1.06
“	Allentown	2.22
Reading	Allentown	1.00
“	Hamburg	.47
“	Harrisburg	1.44
“	Lancaster	.93
“	Lebanon	.74
“	Pottstown	.53
“	Pottsville	.93
Harrisburg	Hershey	.34
“	Lebanon	.74
“	Myerstown	.87
ROUND-TRIP FARES		
Philadelphia	Allentown	3.22
“	Bethlehem	3.22
“	Shamokin	6.75
“	Shenandoah	5.70
Harrisburg	Hershey	.60
“	Lebanon	1.20
“	Myerstown	1.50