

OCTOBER 21

YOU CAN RIDE ALL YOU WANT TO ON ROCHESTER CARS AND BUSES WITH A \$1.00 TRANSFERABLE WEEKLY PASS

A new and pleasant experience can be yours very soon in the use of Rochester cars and buses

For \$1.00 a week you will be able to buy an unlimited-ride weekly pass on any car or bus with which to ride as much as you please (withincity fare zone limit) without requiring change, tokens, tickets, or transfers from Sunday morning to Saturday night inclusive!

Whether you want to take the long ride between home and work, across town to friends or relatives or just a few blocks up or down from store to store, the pass will be your passport on every city car and bus.

In fact, you need not he situte to ride from one stop to the next if it will relieve you of the weight of a package or shelter you from a shower.

YOUR PASS RIGHTS WILL BE TRANSFERABLE TOO! Even if you felt that it was not worth the extra dime a week over the cost of 12-7 ic tokens for the riding your do personally, the pass will still be worth your purchase because you can loan it to any member of your family, friend, or employe-when you are not riding yourself.

Here is a real BARGAIN TO BARGAINS, a means of saving two fares per show, an opportunity to see what the stores have for sale without adding to your carfare expense, a chance to ride instead of walk to night school, an incentive to call on your friends oftener — in short, to do many things you would like to do if it were not for the fact that you do not feel it is worth the extra transportation cost.

YOU CAN BUY THE PASS AS EASILY AS A SINGLE FARE.

The pass will be for sale on every car and bus. Just say to the operator: "Here's a dollar for a pass" and he will be glad to sell you something that relieves him and relieves you of all fare-paying bother for seven full days.

ON SUNDAYS AND HOLDAYS YOUR PASS PERMITS YOU TO TAKE TWO CHILDREN UP TO 12 YEARS OF AGE FREE!

Mance State Pose State Finlay, October 19

First Use of Pass Begins Sunday, October 21 BENJAMEN E. TILTON, Truston of NEW YORK STATE RAILWAYS, Debtor