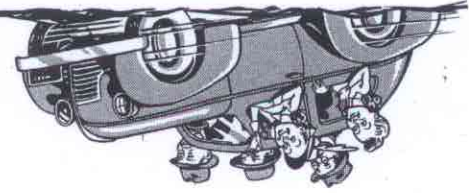


CAR POOL / TRANSPORTATION COLON (1943) 4 PP DEFENSE MAGAZINE

OCD Publication 5011

SHARE AND SPARE YOUR CAR



U. S. OFFICE OF CIVILIAN DEFENSE

Sponsored by the

SELF-DISPATCHING SYSTEM

and

CAR SHARING CLUB EXCHANGE

The



How This Self-Dispatching System Works

WHEN an individual comes to any one of the Exchanges where a Self-Dispatching System is in operation he fills out the proper request card asking either for a ride or for passengers. The card is then placed on the proper board in the space numbered to correspond to the zone in which the person lives.

If he wishes a ride, he thumbs through the "Request for Passenger" cards hanging on the hook corresponding to his residential zone number. From these cards he obtains the names of persons wishing passengers, secures their telephone number and address, and makes his own car sharing arrangements. Those seeking passengers follow the same procedure on the "Rides Wanted" board.

All ride-sharing arrangements are made by the individuals themselves. If a fee is to be paid for a regular ride to and from work, the amount of such fee is agreed upon in negotiations between the driver and rider.

After the individual has completed his Car Sharing Club arrangements, he should report the necessary

information to the person on duty so that the Driver's Record of passengers carried may be completed and receive his Car Sharing Club emblem, if such an emblem is used.

Once every two weeks a member of the transportation committee goes over the cards on the boards, culling out those that have been posted two weeks or more.

The persons whose cards have been posted for two weeks or more should be called by telephone and asked if they have completed their Car Sharing Club. In this way the board is kept active.

When any one exchange operating a board has completed all the Clubs they can and still have requests for rides or passengers, they then take these remaining cards to the larger "pool" or Master Board where additional riders and drivers may be available. The individuals whose cards are thus transferred to the Master Board should be advised to complete car sharing arrangements through the Master Board at the Central Exchange.



U. S. OFFICE OF CIVILIAN DEFENSE
WASHINGTON, D. C.

DECEMBER 1942

THE Office of Civilian Defense is asking Local Defense Councils and Block and Neighborhood Leaders in urban areas to promote effective Car Sharing programs all over the United States.

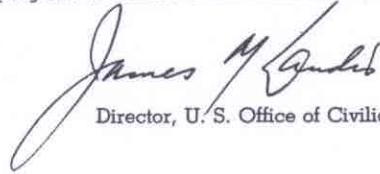
The best way that a car owner can be sure of getting to work on time and still save his car and rubber for war uses is by joining a Car Sharing group.

We must keep private cars rolling, because throughout the country 75 percent of the workers in war production cannot get to work by bus, or train, or any other way than by private automobile. At the same time, we certainly must keep a steady supply of rubber going into the production of life-rafts, tank linings, and gas masks, as well as tires for jeeps, army trucks, and Flying Fortresses.

There is only one supply of rubber to which we can turn with the assurance that it can solve this dilemma. This supply is not in storerooms, the flasks of chemists, nor in the farmer's soil. It is on the wheels of 27 million automobiles—the largest stockpile of rubber in the world. Every American with a set of tires is a custodian of this rubber supply.

When 4 car owners share cars, they spare 12 tires; "Share and spare" is the effective American solution to the rubber shortage.

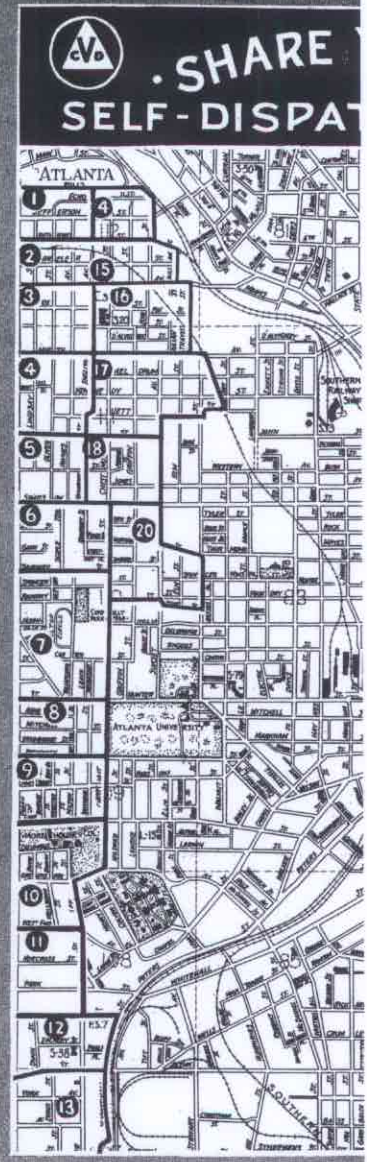
I urge Civilian Defense Block and Neighborhood Leaders in communities everywhere to make house-to-house canvasses to explain the details of car sharing to friends and neighbors. And I urgently ask the cooperation of every car owner in this program to conserve vital material and help win the war.



Director, U. S. Office of Civilian Defense.

- 1.** Workers must get to work to keep the wheels of industry turning in order to win the war.
- 2.** More than 7 out of every 10 workers depend upon the private automobile to get to work.
- 3.** Already overtaxed public conveyances cannot be further loaded.
- 4.** The Japanese have 90 percent of the world's rubber supply. We cannot count upon the mass production of synthetic rubber for some time.
- 5.** Automobile parts wear out. Every mile shortens their life span. Replacements are becoming increasingly difficult to obtain.
- 6.** Therefore, we must do our part to win the war and protect our jobs. Join a Car Sharing Club Now.

		RIDES WANTED			
1	16				
2	17				
3	18				
4	19				
5	20				
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					



SELF-DISPATCHING SYSTEM

THE Self-Dispatching System is an effective and efficient method of forming Car Sharing Clubs. This system may be used with equal success in industrial plants, business establishments, and on a neighborhood basis. It provides a central location for all necessary information. The Self-Dispatching System may be readily and quickly set up and it requires a minimum of supervision for its continuous operation.

In forming Car Sharing Clubs, experience shows that the larger the pool the easier it is to form clubs. Consequently, in a city-wide program the larger industrial plants and other places where the largest pool can be obtained should be completed first.

However, since many industrial plants have already done considerable work in forming Car Sharing Clubs, they may now have a successful system in operation. If such is the case, obviously these should not be disturbed. The details of the Self-Dispatching System should be given to such plants so that they will be familiar with how the program is being handled for the rest of the city.

It is clear that as the war continues, transportation problems will continue to be acute. The Self-Dispatching System must therefore be looked upon as a continuing job to be carried on as long as the need for car sharing exists.

SUGGESTED LOCATIONS

A Self-Dispatching System may be established in each of the following types of situations:

1. In those industrial establishments employing 100 or more employees where they cannot be taken care of by a centrally located Board. Where a labor-management committee is established, this committee should be responsible for registering the employees of the plant on a board located in the plant or on the nearest board in their community.

2. In centrally located business establishments or office buildings where a maximum number of people may be accommodated.

3. A Master Self-Dispatching System should be established where suitable accommodations can be provided. This Exchange is designed to serve individuals unable to form Car Sharing Clubs through other Self-Dispatching Boards. The Master Self-Dispatching Board should contain all cards for rides wanted and passengers wanted which have not been serviced by Block or Neighborhood Leaders at the sector meetings and which have not been serviced by other Self-Dispatching Boards during the preceding two weeks.

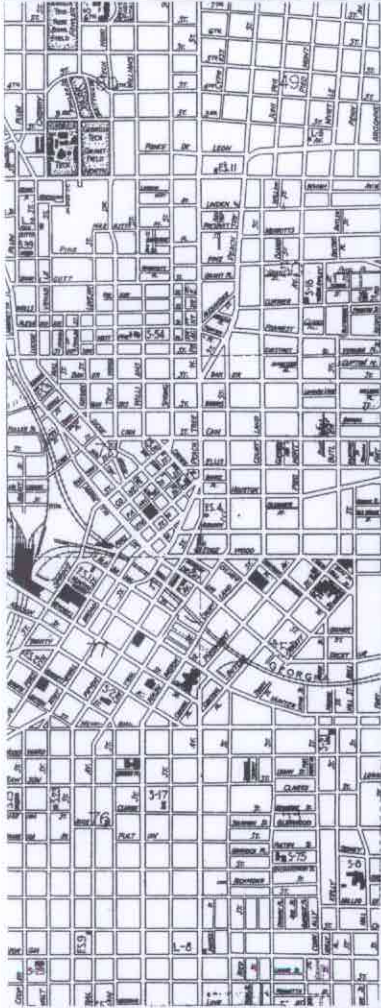
EQUIPMENT NEEDED

EACH exchange should be equipped with a large map of the city approximately 4' by 4' in size. This map should be divided into approximately one mile sections, clearly and uniformly numbered from one up. These four fundamentals should govern the boundaries of these zones:

1. Where census tract is available it should be taken into consideration, although care should be used in keeping the area within reasonable size.
2. The natural barriers: Railroad tracks without crossings, streams, etc.
3. Main arteries of travel: Main travelled streets, highways, etc.
4. Reasonable walking distance from important street intersections.

All Self-Dispatching Boards should use uniformly zoned maps. Maps which may be scaled may be secured from the city engineer or other proper local official. In addition to the map, each Self-Dispatching System should include two Self-Dispatching Boards each 4' by 4'; one with the caption "Rides Wanted" and the other with the caption "Passengers Wanted" as shown in the illustration. Each board (4' by 4') will accommodate cards for 80 zones. Where additional zones may be necessary, additional boards may be added. The space provided on each board to hold the cards should be numbered to correspond with the zones on the map (see illustration.)

OUR CAR. CHANGING SYSTEM



PASSENGERS WANTED

1	16								
2	17								
3	18								
4	19								
5	20								
6									
7									
8									
9									
10									
11									
12									
13									
14									
15									

CAR SHARING CARD

Residence zone 17
 Name Richard H. Roe
 Has car and is willing to share it Yes Capacity 5
 Does not have car but desires to be a passenger Yes (Yes or no) (Passengers)
 Home address 1648 North Avenue (Yes or no)
 Home phone or nearest phone AT 6825
 Works at Southern Iron Works, Fair Street and Peter
 Business phone GE 6883 (Home and address of place of business)
 Home-to-work route English Ave. to Simpson Street to Chestnut Street to Fair Street to Peter.
 Time leaving for work: Mon.-Fri. 7:45 A.M. Sat. 7:45 A.M.
 Time leaving for home: Mon.-Fri. 5:30 P.M. Sat. 12:15 P.M.
 OGD Form No. 700

The record filled in by the Block or Neighborhood Leader

DRIVER'S RECORD OF PASSENGERS CARRIED DATE December 20, 1942
 ZONE 17 DESTINATION Fair and Peter Streets
 (PLEASE PRINT)
 LAST NAME Roe FIRST Richard MIDDLE Harry CLOCK NO. 8
 RESIDENCE ADDRESS 1648 North Avenue (Street)
 WHAT IMPORTANT STREET INTERSECTION IS NEAREST YOUR HOME?
English Avenue AND North Avenue
 MAKE OF CAR National YEAR 1939 BODY STYLE Tudor
 HOW MANY PASSENGERS CARRIED NOW? 3 CAN BE CARRIED 5
 LIST (UP TO THREE) NAMES OF PRINCIPAL STREETS USED IN GETTING TO DESTINATION:
English Avenue TO Simpson Street TO Chestnut Street
 NAMES AND STREET OR CLOCK NUMBERS OF RIDERS NOW CARRIED:
John J. Roe STREET NO. 2269 Simpson Street Time Start 7:45 A.M. Time Quit 5:30 P.M.
Alden M. Brown STREET NO. 1752 Jeff Street Time Start 7:45 A.M. Time Quit 5:30 P.M.
Allan H. Bray STREET NO. 1652 North Ave. Time Start 7:45 A.M. Time Quit 5:30 P.M.
 STREET NO. _____ TIME START _____ A.M. TIME QUIT _____ A.M. P.M.
 STREET NO. _____ TIME START _____ A.M. TIME QUIT _____ A.M. P.M.
 STREET NO. _____ TIME START _____ A.M. TIME QUIT _____ A.M. P.M.

The permanent record of the club formed, to be filled in at the Car Sharing Club Exchange