

\$30.00 for a Name

As this bulletin is for your service, we want you to name it and will give \$15 for the best suggestion, \$10 for the second best and \$5 for the third best. Anyone but employees of this company and members of their families can make suggestions.

Two Words if Possible

The name must be short; two words preferred, but three words will not be rejected if they have merit.

The prizes will be awarded by Mr. George Kidd, general manager of this company.

Suggestions must be submitted to Publicity Agent, B. C. Electric Railway Company, Vancouver, on or before June 30.

For your guidance:

Seattle—"The Electrogram."

Tacoma—"Public Service Forum."

Portland—"Watts Watt."

San Francisco—"Transit Tidings."

Denver—"Tramway Bulletin."

Baltimore—"Trolley News."

Olympia—"Public Service."

Sioux Falls—"On the Cars."

HIS CAR

"The car I use today I've been using steadily for six years. It has taken me to my office in town and back and it hasn't cost me one half-penny for repairs yet."

"Great Scott, what a record! What car is it?"

"The tramcar."

BACK AGAIN

The Versatiles open up for the season at English Bay on Saturday, June 3.

COMING EVENTS

Electric Grill Stove week, June 5 to 10, B. C. Electric's Vancouver showrooms.

B.C. Electric

Vancouver

New Westminster

Victoria

Wanted—A Name

There's money in this for you. See back page.

VOL. I

FRIDAY, JUNE 2, 1916

No. 1

GOOD MORNING!

May I Introduce Myself?

I AM not known to you as I was born only today.

I HAVE not even a name, until some kind, ingenious friend shall choose to give me one.

I DESIRE to justify my existence by being of SERVICE to you.

I TRUST that I shall be of interest to you and shall never bore you.



Vancouver

British Columbia

TO OUR PATRONS

EVERY Friday morning we expect to publish one of these little bulletins for your information and edification and we hope that you will take one from the box, read it and enjoy it.

Our purpose is not hard to explain. We aim to give service, whether it is by way of a safe, speedy street car service, or a reliable, efficient electric light service. But giving service is not so simple as it may seem, especially when Tom, Dick or Harry each wants a special brand of service different from the others. For instance, Tom, who lives at the end of one of the car lines, wants the car he is on to speed right through and wait for no one. Dick, who lives half-way to town, waves at the motorman when he is half a block away from the track and wants to be waited on. Harry, who lives fairly close in, generally walks to work, but occasionally, when it is wet and disagreeable, he rides and complains because the car is crowded with other persons situated similarly to himself.

Now, it is impossible, in a system that is for all, for everyone to obtain exactly what he wants at all times, and so we try to strike a happy medium of service, intended to meet the wishes of as many persons as possible. If we did not run our cars by rule—or on schedule, as it might be put—we would not be giving service. You could not tell when you would get a car, or whether, having found one, it would take you to your destination.

It is, then, one of the objects of this bulletin to acquaint you with your street car system and incidentally to help you to take the most benefit out of it. You are all anxious to get to your destinations as quickly and as comfortably as possible, and we, who are at your service, are anxious to comply with your wishes. There is just one thing lacking, namely: co-operation between company and patron.

"But why," you may ask, "do you request co-operation, when your company owns and operates the street cars? We ride and pay the bill. What more do you want?"

The answer lies in our desire to work for the benefit of the public. There are certain things—trivial in themselves, but of great importance in the aggregate—that can be done only by the public. Fast schedules, accurate timing, up-to-date equipment can do their part in getting the tired business man to his home quickly, but the final element, the assistance of the man himself, has been lacking.

"But how can I assist in making the cars run faster?"

By having the right fare ready, by handing the conductor your transfer unfolded, by getting on board the car quickly, and in many other ways you can assist the service. Many minutes each trip can be saved by such means. We dare say that many persons never think how they are delaying the system, and incidentally themselves,

SERVICE HELPS

Have the right fare ready, please.
Move forward in the car.

by not having their transfers unfolded when boarding a car. We want to teach you how to save the seconds on the back platform and how best to use a transportation system that is for you.

This will be our method of talking to our patrons and if you have any suggestions to make as to running our car system we want you to make them. Your wishes are what guide us in giving service. All we ask is that you be reasonable; sometimes we are in a better position than you are to choose when there are several opposing wishes which cannot all be satisfied.

You may ask why we did not begin this before. Frankly, we were too busy extending our lines into new territory and doubling and trebling our equipment to meet growing conditions. What person during the boom years was not fully occupied with the industrial expansion?

We believe we can say truthfully that we have been a prominent factor in building up Vancouver and the surrounding part of British Columbia. In our position as a public utility company, we are in as close a relation to the people as a government is. We are in a position of trust inasmuch as we serve the public with transportation, light, heat and power, a continued breakdown of which would paralyze industry itself. There are, therefore, a great many interesting things about supplying electrical energy and street railway service that the public has a right to and should know. It will be our endeavor to place such facts before you in an interesting manner and we invite your criticism.

Furthermore, we have many aims in common with the citizens of Vancouver and of the surrounding district. The prosperity of Vancouver means prosperity for us. Though it might seem from this statement that our service is actuated by none but business motives, there is a corollary that our prosperity means better service to you. The tourist brings money to us and to the storekeepers. The factory brings payrolls in which everyone benefits. Population begets traffic, which begets service, and so on.

The officials and employees of our company are citizens of the districts we serve. A large percentage of them own their homes. All but a small percentage of our earnings remains in this district. We want to convince you that we are just as much interested in the prosperity of Vancouver as you are and hope to enlist your assistance in making it the city that it should be.