

do you know, it is surprising the number of new stores that are springing up there.

At Alma Road we transferred to a Sasamat car and took in what we believe is the most beautiful view of Vancouver obtainable, that from Crown and Tenth. Farther along, when the car returns to Fourth Avenue, another fine view of the city and gulf is obtained. We got off here and waited for the next car, which comes 15 minutes later.

You can have a very pleasant trip back if you take the Sasamat leaving the Drummond Street terminus at 8 or 38 minutes past the hour, and ask a transfer to the Kerrisdale line. You pay only a 6-cent fare for this, and you transfer at Crown Street to a Dunbar car, then at Wilson Road to a Kerrisdale car. This will bring you into the city, another fare being payable at the city limits.

In the meantime, however, you travel through the rapidly growing sections of Dunbar Heights and Kerrisdale, and if you haven't been there for a few weeks you'd hardly recognize the place. The round trip costs you only four green tickets, or 24 cents cash if you have no suburban tickets. Otherwise it will cost you one suburban ticket and two green tickets, total value 19 cents.

Where-to-go Suggestions

B. C. Electric Observation Car leaves Granville and Robson at 10 a.m., 2, 4 and 7.30 p.m. Fare, 50 cents.

Triangle interurban trip to New Westminster by Burnaby Lake, Central Park or Lulu Island cars. Round trip fare, 35 cents.

To Marpole by the Oak Street line, returning by the Lulu Island line.

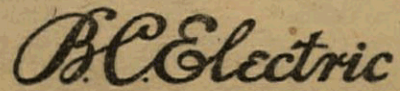
Vaudeville, canoeing, etc., at English Bay. Dancing at Jericho Beach.

Leap the Dips and other amusements at Hastings Park.

This Week's Courtesy Acrostic

Cheerfully give the ladies or old folks your seat;
Offer assistance to the stranger from afar;
Ungrudgingly conform to safety rules of street,
Reserving kindly words for men who drive the car.
The courteous ladies will not fail to do their part,
Especially regarding workers homeward bound;
Shopping all done before the busy rush hours start.
Yes, smiles will then abide where only frowns were found.

J. J. Heskett, 1078 Cardero St.



VANCOUVER NEW WESTMINSTER NORTH VANCOUVER VICTORIA



The Buzzer

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Remember 'Way Back, When?—

Dominion Day was the biggest day on the calendar, barring only your birthday

D'you remember the time back east when Dominion Day used to come along? There would be a school picnic or sports. All the little girls and boys used to gather around and sing "The Ma-pul Leaf Fo-Rever," the newer national anthem, "O Canada!" not being composed then. Then there would be Maypole dances, and somebody would orate on the occasion they were celebrating, namely, the confederation of Canada.

By and bye, Dad would hitch up Nellie and May to the democrat and take you to the divisional town, ten miles up the line, and home again, and the horses would trot all the way. Them was the days. We looked forward to Dominion Day, Canada's national holiday, then. Don't you remember the thrills that used to go up and down your spine when you saw the flags flying everywhere?

Nowadays, most of us are pretty callous and hard-boiled about Dominion Day. We count up the days from Victoria Day until the next holiday, when we expect to lay down the pen and cover up the typewriter and set out on a picnic.

This year Vancouver is to have a real patriotic Dominion Day, thanks to the Gyro Club. In connection with its Tyece Potlatch, there will be some celebration in keeping with the day. In the morning there will be the Merchants' Parade, while in the afternoon the big event will be the Indian Sports at Brockton Point. There, the Island and Mainland Indian tribes will put on a tug-of-war that will be long remembered. A prize is being offered for the best native dress.

In the evening the Indians will hold their canoe races for both 11-paddle and 9-paddle war canoes, as well as for singles and doubles. The evening will wind up with a big display of fireworks.

Of course, that isn't all, but it's all we have space for. It's going to be some day, and anyone who leaves town on a picnic is going to miss something. We thought we'd tell you early so you wouldn't make any other arrangements.

Our Courtesy Campaign Goes On

While the Kiwanis Club's Courtesy Week is over, the B. C. Electric courtesy campaign will keep on during June. We believe that by that time we shall have obtained lasting effects among our own employees, and we hope they will be reciprocated by courtesy by our patrons.

The card in our cars suggesting "Passwords to Courtesy" produced the following verses from the pen of "S. J." We have much pleasure in printing them:

The British Columbia Electric
Has started a wonderful wheeze.
This week we are all to be courteous,
"Thank you! Excuse me! Please!"

Now next time you're boarding a street car
(Whether singly, in twos or in threes)
Just say as you ask for some tickets,
"Thank you! Excuse me! Please!"

Don't swear if knocked down by an auto;
Don't curse if you fall on your knees;
Just think of the B. C. E. passwords:
"Thank you! Excuse me! Please!"

Politeness is not very costly,
So whether on land or high seas,
Remember the street railway's motto:
"Thank you! Excuse me! Please!"

This Week's Commendations

Conductor A. C. Abbott, No. 1218, and Conductor J. Green, No. 1230, both on North Vancouver lines, for "unfailing courtesy."

Conductor E. M. Hitchen, No. 90, "always attracts my attention with his pleasant smile and happy manner in assisting a woman and a large family of children to board your cars."

Motorman H. E. Crowe, No. 357, and Conductor A. McDonald, No. 370, commended for enabling old lady to catch car and helping her on.

What is Perfect Service?

We heartily agree with the definition given by Joseph P. MacSweeney, of the Rochester (N. Y.) Gas and Electric Corporation:

"The five aspects of service which the company should strive to accord the public are: 1. Dependable service at satisfactory pressures and voltages. 2. Reasonable rates. 3. Prompt

and equitable adjustment of all matters requiring attention. 4. Courteous treatment at all times and under all circumstances. 5. Persistent and intensive public education how to get the best results from gas, electricity and by-products at the least possible cost."

Regarding courtesy, he adds:

"Courteous treatment of the public at all times and under all circumstances—this means that no excuse can be accepted in palliation of discourteous acts, words or demeanor, because they are unfair both to customer and company, between whom a cordial good feeling should exist in the interest of mutual advantage."

What Are Reasonable Rates?

After reading Mr. MacSweeney's definition it would seem that we are not very far apart. Most people are reasonable and most people are inclined to be cordial, in spite of the loud minority which sometimes preaches hate for public utilities. The only point at issue is what are reasonable rates?

You'll agree that any legitimate business is entitled to a profit, but a public utility, being a public business and a natural monopoly, seems to be entitled only to interest on the money invested. Having cut out profits over and above that "return on investment" of 6 or 8 per cent., as the case may be, it ceases to be a matter of dickering for further concessions. Suppose the rates and fares with the anticipated business bring the least return that investors will invest for, and suppose a concession is asked which will cut \$200,000 from the annual revenue, it follows that some other rate would have to be raised to make up this deficiency.

More than this, there are always ups and downs in our business, good years and bad years. The rates should be set so as to afford a fair average return in all years. In good times a surplus should be earned to carry the company over the bad times.

We don't advance these suggestions in a spirit of self-interest, but merely to show how the development of the public utility services may go on in keeping with the growth of the community. Investors will be attracted only by a fair return on their money.

A Voyage of Discovery

Like 99 per cent. of the other denizens of our fair city, it is seldom that we stray from the car line we usually travel upon to and from meals. The other day we ventured out on the Fourth Avenue line to see if the landscape had slipped at all. Fourth Avenue was somewhat of a white elephant to property owners, for while Third and Fifth Avenues built up, Fourth remained vacant, on the assumption that it would be a business thoroughfare throughout its two miles of length. Well,