

THE ELECTRIC SUPPLY COMPANY OF VICTORIA LIMITED.

Chief Office for Australasia:

ELECTRIC LIGHT POWER & TRAMWAY UNDERTAKINGS.
BALLARAT.
BENDIGO

P. J. PRINGLE, M.I.M.E., M.I.E.E.
CHIEF ENGINEER & GENERAL MANAGER.

WENDOUREE PARADE.

PP/LD.

P.O. Box. No. 46

Ballarat 23rd Sept. 1921 19

Col. G. F. Morton,
City Clerk,
City Hall,
BALLARAT.

Dear Sir,

INCREASE OF TRAMWAY FARES

We have felt for a long time the urgent necessity for some increase in the tramway fares.

We have just had to grant a further increase in the wages of our tramway men, making the fourth variation in the last eighteen months, and this fact, coupled with other very serious increases in wages, coal, railway freights, and the general increase beyond normal times of all material used, has made it imperative to make some increase in the tramway revenue.

The only alteration in fares since the inception of the electric tramways has been to give 7 pink tokens for 1/- instead of 8, making 13% increase, and 5 green tokens for 1/- instead of 6, giving 20% increase. As, however, approximately 42% of our passengers elect to pay a cash fare instead of purchasing tokens, that is to say, to pay 2d. and 3d. cash for the pink and green token respectively, the alterations in fares, that we are making, are far less onerous to the public than appear on the face of it.

The alterations in fares, which are to come into operation on the 26th inst., are the following:-

The pink and green tokens on all routes will be withdrawn from sale, and in their place the present cash fare of 2d. and

These increases only represent an average increase of nearly 9%.

3d. will operate. This will add a little over $\frac{1}{4}$ d. and $\frac{1}{2}$ d. to those passengers who previously travelled on the pink and green token respectively.

The present 1d. fares, which are only used to an exceedingly small extent, will be withdrawn.

All 1d. children's fares will be increased to $1\frac{1}{2}$ d. There are certain other smaller alterations which are not yet finalised.

The main principles covering these alterations are that the minimum adult fare is to be 2d. and the minimum children's fare $1\frac{1}{2}$ d.

On Sundays and holidays the minimum fares on all routes will be 3d. for adults and 2d. for children. These fares have always been in force on the Gardens route and Rubicon Street route, and were in force on all routes several years ago. Therefore, by making the present alterations we are only withdrawing concessions that have been made.

We are introducing a 2d. cash section on the Drummond Street North line from Hospital corner to the Lake, which we believe will meet a want. We would also point out that many years ago additional concessions were granted to the public by the introduction of two pink token sections on each of the Lydiard Street, Mount Pleasant and Orphanage routes. These concessions will remain, but the fare will be 2d. cash.

After these increases are made, they only amount to an average increase in all the fares of 11%. On many of the Tramways in Australia the minimum fare has had to be increased to 2d. and on the British Tramways the old 1d. and $1\frac{1}{2}$ d. fare has in a large number of cases been raised to a minimum of 2d.

We may also mention that the 5 cent ($2\frac{1}{2}$ d) minimum fare, which was common to the majority of American Tramways, has in a large number of cases been enormously increased. On July 1920 there were 69 Undertakings having a 10 cent fare. There were 30 having

To Col. G. F. Morton.

an 8 cent fare, 177 having a 7 cent fare, 27 with a 6 cent fare, and 149 with a 6 cent fare in some cases only. There were nearly 50 Undertakings working on 5 cent fares. Even large Cities, such as Boston, had a 10 cent fare, whilst Chicago, Washington, Cincinnati and other large Cities have an 8 cent fare. Notwithstanding these increases, there were 118 Undertakings in the hands of the Receiver, having a total mileage of nearly 8,000.

Tramway wages have been increased by the Federal Arbitration Court by nearly 90% since 1912, and the four variations within the last eighteen months have meant an increase of nearly £5000 to our Ballarat and Bendigo Undertakings.

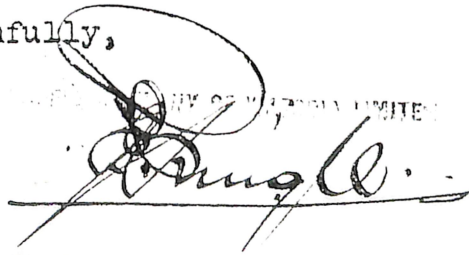
The price of coal at the pit has increased since just prior to the war by nearly four times, with considerable freight increases in addition. These additional expenses obviously affect our Tramway costs considerably.

Your Council will be aware of the considerable increases in tramway fares recently introduced in Melbourne and Sydney, and the increases in fares and freights on the Railways, with the possibility of further increases, all indicating the serious position that Transporting Undertakings are in.

In conclusion we might state that in no time in the history of the Company have we had greater increases to face in all Departments in any one year than we have at the present time, and we trust, therefore, that these few particulars will permit your Council to appreciate some of the great difficulties we have to contend with in our operations, and that the increases in fares, that have had to be adopted, are fully justified.

Yours faithfully,

Mr. G. F. Morton, Receiver of the Melbourne Tramway Undertaking



CHIEF OFFICES
14 DALE STREET
LIVERPOOL.

ALL COMMUNICATIONS
TO BE ADDRESSED TO
THE COMPANY.

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P.J. PRINCLE, M.I.M.E., M.I.E.E.
ENGINEER & GENERAL MANAGER.

WENDOUREE PARADE.

ELECTRIC LIGHT POWER & TRAMWAY WORKS.
BALLARAT.
BENDIGO.

PP/M

Ballarat

July 23rd 1913

Col. Williams,
City Clerk,
Ballarat.

Dear Sir,

ONE MAN CARS

I am in receipt of your letter of yesterday's date, and I note the complaint that has been put before the Council and their suggestion with regard to the same. I believe the complaint that was put before the Council referred to a case at the end of last week. Owing to some one requiring to purchase tickets a very slight delay occurred.

The reason we have adopted the system of "Pay as you enter" going into town and "Pay as you leave" going from town is as follows:- Going into town the cars are picking up people at the various cross streets in ones, twos and threes etc., and the passengers are mainly delivered in the centre of the town where the bulk of them get off at one time. The Council will appreciate therefore that "Pay as you enter" is the best system under these conditions, and that if "Pay as you leave" were adopted it would undoubtedly mean more delay to the passengers in consequence. When cars are leaving the town they are again boarded in fair numbers at the terminus, when "Pay as you enter" would constitute more delay than if they paid as they leave the car. When leaving the cars passengers are getting off at the various cross streets in small numbers.

I may say that the "Pay as you enter" system of conducting Tramway work as come into force within the last two or three years, and the patents controlling a certain design of car for the purpose are held by an important American Company. There are many thousands of these cars in use in America, and they are being largely introduced in

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held by an
o. these cars

To * * *

Col. Williams

Great Britain and on the continent. In Great Britain the ordinary tram car, which has a comparatively small end platform, is divided in half, as per the enclosed sketch, and passengers only enter at the one end marked "In". This platform is of quite small capacity and would not hold more than two or three people.

I am quite sure that the main thing to make this system work smoothly in every respect is the full education of the public. It is found at Home that the public, in the course of a week or so, understand the system and have their exact fare ready on entering the car, so that little or no extra delay is caused as compared with the ordinary system of collection. It will be found for instance that on the Drummond Street North route, owing to the system having been in use for a much longer period, that the public understand it better, and that in a general way very little or no delay is caused to passengers. I am quite sure that in a week or two the Lydiard Street route will give the same results.

I might say for the information of your Council that we realise the slip tickets, namely the 1d red and the 2d green which are purchased for 1/-, are a little bit awkward to some people to get in the Ticket Box. We have ordered celluloid tokens a little smaller than 1/-, which will replace the above slip tickets. It will be readily realised that these can be put in the slot in the Fare Box more easily, and that they are more convenient in every way to handle than a soft flexible ticket.

The illustration I have enclosed you is of the Leicester Corporation cars, England. They are gradually altering the whole of their cars to work on this principle. They are one of several Municipalities who are equipping their cars on these lines.

I am not sure whether the Council are aware, but we are fitting screens to all the cars, which I might point out will be an extra convenience to the public boarding the cars and paying the motorman on the front platform, during the somewhat inclement ^{which} ~~whether~~ Ballarat gets in the winter time.

THE ELECTRIC SUPPLY COMPANY OF VICTORIA LIMITED.

Yours faithfully,

ENGINEER AND GENERAL MANAGER

I have just come across the latest figures - there are 15,000 cars operating on the tram system & there are in all over 137 different tramways.