

Wants Municipal Fare Increased
Seattle Councilman Sees Need Now, but Railway Official Wants Present Fare Continued Six Months


Ten Cents in Pittsburgh
New Rate Announced on June 23 Provides, However, for Tickets at Seven and One-Half Cents

Ten-Cent Fare Announced for Boston
The State Public Control Act Would Seem to Leave No Other Alternative, Trustees Say.

Higher Fare Stems Tide
Rising Costs in Cleveland Stopped by Franchise Amendment—Interest Fund in Last Half of 1918 Starts Slowly Up

Seven-Cent Charge Restored
Boston Refuses Request of Cities to Keep Fares Pending Action on Zone System

Fares Up in 388 Cities
More Than Fifty-Five Per Cent of the Urban Population of United States Paying Increase



More than 400 Cities have Swept Prejudice Aside

And have settled the Electric Railway problem on a clean-cut business basis

"PEOPLE talk about vested interests," said Lloyd George. "It is not the vested interests I am afraid of, it is the vested prejudices. *We must sweep aside prejudices*".

Most of us are prejudiced on the question of car fares. We have always paid a nickel, and we find it hard to believe that we ought to pay more.

The whole problem of our relation to the electric railways and their relation to the prosperity of the nation is under discussion this week at the convention of the American Electric Railway Association in Atlantic City.

Look through the eyes of The Electric Railway Journal

BECAUSE the McGraw-Hill Company is in a position to know all the facts it is publishing this advertisement.

One of the ten McGraw-Hill publications is the Electric Railway Journal, which sees the street railway situation nationally and has for more than a quarter of a century been an influence for progress in its field.

Its voice is independent. It has spoken frankly against certain street car companies when they were wrong; and it stands just as frankly and firmly for them when they are right.

And in their need for an increased fare the street car companies are right. The best proof of that fact is that more than 400 cities have examined the question carefully and have voluntarily granted increases.

A nickel is less than 2 cents as compared with 1896

A NICKEL is a nickel no longer. As Professor Irving Fisher of Yale recently pointed out it will buy only half as much as in 1914; only one third as much as in 1896.

So on the basis of 1896 the street railways are really receiving less than two cents a passenger today.

No wonder that more companies went into receivers hands last year than in any one of the preceding ten years.

No wonder that fewer new cars were purchased last year; and that less new track was laid.

For no amount of economy, no amount of financial or engineering genius can make two cents do the work of five.

You are one of the owners of the Street Railways

AND here is another thing worth remembering. More than 6 billion dollars are invested in the electric railways of America. *And all of us are among the investors.*

We may think that we own no electric railway stocks or bonds; but as a matter of fact we do.

The savings banks have invested a large part of our savings in electric railway bonds; the life insurance companies which must protect our families after we

are gone depend upon the interest on those bonds for part of their income.

Whether we like it or not, the fact remains that the security and prosperity of the electric railways intimately affect the security and prosperity of every one of us. We win or lose with them.

For the sake of fair play and better business

THIS is not a pessimistic advertisement, but an optimistic one.

It is published in appreciation of the more than 400 American cities that have swept prejudice aside and settled the street car problem on a clean-cut business-like basis.

By their action those cities have helped American business everywhere. They have made it possible for their electric railways to place orders for hundreds of millions of dollars worth of new equipment; and to extend their lines farther into the country.

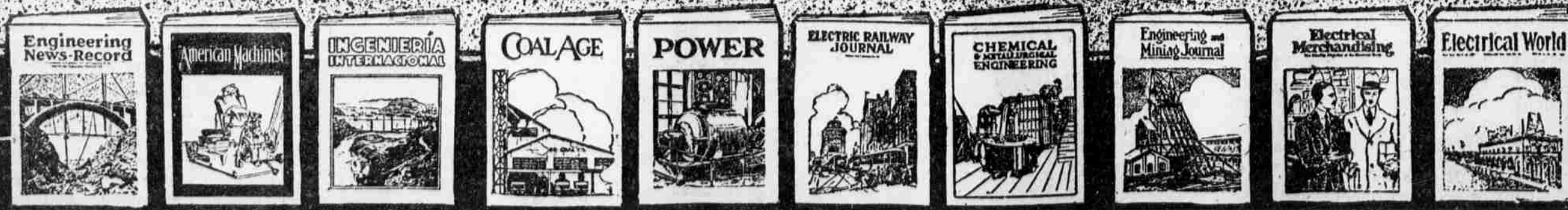
Orders for new equipment mean better business for scores of industries. New lines extended into the country mean less congestion and the building of new homes.

The Electric Railway Journal welcomes this evidence of clear thinking and unprejudiced action. It believes whole-heartedly that hundreds of cities that have not yet taken such action will shortly do so.

For the electric railways are the great arteries of our city life. In their prosperity business prospers; and no business man can allow them to be permanently injured without endangering his own interests also.

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