

followed in this case. As the returns for the small companies were included in the 1914 edition of the *McGraw Electric Railway Manual* the compilation is based more nearly on actual figures from the companies and to a smaller degree on estimates than has been the case for several years past. The returns are mainly taken by companies as no systematic attempt has been made to segregate capitalization applicable only to the electric railway in cases where companies operate two or more classes of utilities.

Making A Park Pay

BY W. H. BOYCE, SUPERINTENDENT THE BEAVER VALLEY TRACTION COMPANY, NEW BRIGHTON, PA.

Junction Park until 1913 had been an amusement park on the lines of our company, the Beaver Valley Traction Company. During 1913 we made a contract with the Beaver County Agricultural Association, which had recently been organized, whereby we furnished the grounds and constructed a race track in Junction Park, giving the association a ten-year lease on the grounds. The association in turn built a grandstand with a seating capacity of 3000 and constructed stables, poultry-house, cattle pens and other buildings necessary for the conduct of a county fair.

Although the year 1914 saw the first fair held in Beaver County since 1902 and we experienced such bad weather during the first days of the fair that but two days of racing were possible, the fair was very well attended. The association had about 7000 paid admis-

sion of the race track has proved to be a very profitable investment. Junction Park is located just across the street from our office, shop, carhouse and power station and is about ten minutes run from the Pittsburgh & Lake Erie station (New York Central Lines) at Beaver and five minutes from the Pennsylvania station at New Brighton, so that it is a very desirable spot for a fair ground.

Display window cards announcing the opening of the park were placed in most of the store windows throughout Beaver Valley and in our cars. One form of novelty advertising was the distribution of a pen contained in an envelope, with the appropriate wording to "take a pointer" as to Junction Park; another was imitation money with lettering on one side, as reproduced; and a



DODGER WITH IMITATION OF BANK NOTE ON BACK

sions on Thursday, 8500 on Friday and 14,500 on Saturday.

In rearranging the grounds and constructing the race track we expended approximately \$11,000. From our fair week revenue, as compared with the same week in previous years, after deducting all extra operating expenses, such as trainmen's wages, policemen's wages and extra coal consumed, we found that we had earned \$1,800, or a little more than 16 per cent on our investment. We also have the promise of a very good fair at Junction Park this September.

In addition to the crowd that the race track brings to the fair, we sought extra business this year by advertising and by employing a park solicitor for a month before Decoration Day. As a result we booked about forty picnics where heretofore we did not exceed more than eight to ten picnics during the season because most of the organizations throughout the Beaver Valley had previously gone to out-of-town resorts. This year we could offer the use of a very fine half-mile track for motorcycle, automobile, bicycle and miscellaneous athletic races. This improvement and others, like the planting of many large shade trees, was a strong inducement in attracting these organizations to us.

Beside the picnics we have had field meets and professional automobile races with such drivers as Eddie Hearne and Louis Disbrow. Altogether, the installa-



TYPICAL POSTER ADVERTISING JUNCTION PARK

third was a box of safety matches with picnic and safety advertising. In addition to this, one-sheet posters of the form illustrated were placed in store windows and similar eight-sheet posters were used on billboards.

When our traffic representative was about to close up with a picnic committee which was apparently lagging and undecided, he would send them a pair of 10-cent glasses, secured at a 5 and 10-cent store, with a letter stating that he hoped these glasses would aid them to see their way clear to attend Junction Park.

Provision has been made for the electrification of the Montreal (Que.) Harbor Railways. The cost is estimated at \$282,674, with \$300,000 for equipment. This year the actual trackage of the electrification will be extended to Pointe aux Trembles. The ultimate terminus of the railway system is Bout de l'Ile, which it is expected will be reached next year. On the south shore 8 miles of electric railway track will be laid.