BLESSED EVENTS are coming to HALIFAX
... and Here's the Story

For many years, the citizens of Halifax enjoyed a good transportation system—a system that was much better and provided better service than in most other cities of comparable size. There were plenty of trams, all in good condition—an excellent roadbed that was well maintained—and an experienced operating staff who were noted for their courtesy. Yes, in those days, we had a good transit system.

Then came the war—bringing thousands of service personnel and war workers to Halifax. The number of tram passengers mounted by leaps and bounds from a pre-war normal of 9,000,000 passengers per year to a war-time load of more than 31,000,000. Our fifty-eight Birney tram cars couldn't do the job, so during the early war years, twenty-three additional trams were purchased. These came from various places, all over this continent, from Sydney to California—and were all that could be bought.

We did our best; but it really was the understanding and co-operation of our passengers that made possible the carrying-on and the completion of this war time job. Their many evidences of patience and good-will were most encouraging.

After the war, the City Council, acting on the advice of one of America's foremost transportation experts, recommended that we install a complete new Trolley Coach System.

We, too, got expert advice, and agreed with the City's recommendation and immediately placed orders for the trolley coaches and all the other necessary equipment for a brand new transit system.

Now, at long last, we can heave a sigh of relief because the end is in sight—the new trolley coaches are here.

THESE NEW TROLLEY COACHES WILL PROVIDE THE UTMOST IN CITY TRAVEL

IT'S ONLY A MATTER OF A FEW WEEKS UNTIL SOME OF THESE NEW TROLLEY COACHES WILL BE IN OPERATION—AND ONLY A FEW MONTHS UNTIL THE OLD TRAM SYSTEM WILL BE COMPLETELY REPLACED.

A BIG EVENT FOR THE BI-CENTENNIAL YEAR
WHEN all the new trolley coaches are in operation, you will have THE MOST MODERN city transportation—frequent service—new routes serving more streets—and a comfortable ride in well appointed vehicles.

Of necessity, the change-over will be spread over a period of several months because of the construction problems which are involved. As trolley coaches are placed in regular service on each new route, you will be kept advised of changes in operation.

No need to step out on the street. They load at the curb.

Pay as you enter—get your transfer when you pay your fare.

Leave by the center or the front door—right at the curb.

On a day to be announced, trolley coaches will replace the trams on the Belt Line and the Agricola-South Park—Windsor-Inglis routes. No trams will operate on any of the streets served by these routes; but trams will continue to operate on all other streets now served.

Remember, this is just the first step. On all the other routes, just as quickly as possible, the trams will be replaced by trolley coaches. Study the above map. The colored lines indicate the streets which will be served by trolley coaches. Note the slight re-routing in the down-town area.

FACTS AND FIGURES ON BRILL MODEL T-44 TROLLEY COACHES

| Seating capacity | 44 |
| Overall length   | 33 ft. 7 in. |
| Overall width    | 8 ft. 6 in.  |
| Overall length   | 33 ft. 7 in. |
| Overall width    | 8 ft. 6 in.  |
| Tires            | 10 ft. 3½ in. |
| Wheelbase        | 20 ft. 3 in. |
| Tire Size        | 11.00 x 20 |
| Height           | 10 ft. 3½ in. |
| Weight           | 18534 lbs.  |
| Six—12 ply balloons |
| Weight           | 146 H.P., 600 Volt |
HALIFAX
Trolley Coach Routes

LEGEND

ROUTE NUMBER
1
2
3
4
5
6
7
8
9
10

DESTINATION
BELT LINE
BELT LINE
SCOTTISH STREET
RICHMOND
CHINOOK ROAD
ROCHELLE DOWNTOWN
EDMONTON RAILWAY STATION
BUCKINGHAM STREET
BOWMAN ROAD
EDGAR

Note the route numbers and destination signs—the arrows show the direction the trolley coaches travel on each route.

November 1948
STUDY THESE NEW TROLLEY COACH ROUTES

1 & 2 and 7 & 8
See page headed "The First Step."

4 Almost complete new route—provides another Armley-Downtown service.

5 The same as the No. 5 Tram route except for some slight changes down-town.

6 This route has been extended to better serve the South West end.

3 Extended to provide service further north on Gottingen St.

9 Extended to provide additional service for the north end.

THERE'S MORE TO THIS THAN 65 NEW TROLLEY COACHES

NEW OVERHEAD SYSTEM

The entire system of overhead trolley wires has been re-designed—because the new trolley coaches need two special bronze overhead wires to supply electric power instead of the single copper wire and steel rails used by the trams. This means installing extra poles to support the eighty miles of wire—dozens of special overhead switches—hundreds of insulators. For months, practically all of our entire resources of both men and materials have been devoted to this big task.

NEW TERMINAL

To keep the coaches in first-class operating condition—spotlessly clean and mechanically perfect—a new terminal is under construction in the North End. Many factors had to be considered in its design and location. It will be the operating center of the trolley coach system.

NEW SUBSTATION

To provide additional direct current power for coach operation, a new 1000 Kilowatt rectifier station—housed in an attractive reinforced concrete building—will be located in the North West End.

OPERATOR TRAINING PROGRAMME

Our operators will be trained in the actual handling of the new trolley coaches at other cities in Canada and over a special training loop in Halifax. When the trolley coaches are placed in service, our operators will be thoroughly familiar with their new vehicles.

OUR OPERATORS HAVE AN AVERAGE OF ALMOST ELEVEN YEARS EXPERIENCE OPERATING TRAM CARS
**You'll Like the New Trolley Coaches**

**They're Fast!** Everyone admires both the ease with which they move away from a standing start at the curb and their faster cruising speed. Plenty of reserve power permits proper speeds even on heavy grades.

**They're Clean!** Plenty of fresh air is circulated through the electrically operated trolley coach—and every coach is thoroughly cleaned after every day's operation.

**They're Quiet!** Both inside and out! Rubber tires and special insulation of the body minimize vibration and noise—the electric motors and controls are quiet too—passengers enjoy the quietness—property owners are never disturbed—as the electric trolley coach glides by.

**They're Dependable!** On the hottest day of summer or the coldest day of winter—under difficult road conditions—the new coaches move right along. You can rely on the electric trolley coach.

**They're Safe!** You get on and off at the curb. The all metal bodies are made of steel and aluminum—the windows are all fitted with shatter-proof safety glass—electric and air brakes ensure safe stops. The ease of control helps the operator to drive safely.

**They're Smooth!** Six 12-ply balloon tires—specially designed springs—and four airplane-type shock absorbers make it possible for you to sit back, relax and really enjoy your ride in a trolley coach. Smooth starting, smooth cruising, smooth stopping.

**They're Convenient!** Wide platforms (both entrance and exit)—and wide aisles simplify getting on and off. The circulating load—getting on at the front and getting off at the center—saves time.

**And They're Comfortable!** You ride in new comfort on a soft upholstered seat. You have good lighting, good ventilation and plenty of clean, electric heat on the coldest winter day!

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**Keeping pace with Halifax**

In addition to the new transit system, we are building ahead to bring you more electric power.

Halifax is using more than twice as much electricity as it did before the war.

**NEW STEAM PLANT**

In Halifax, on our Water Street property, we are building a new steam generating plant which will have a capacity of 20,000 Kilowatts. This is almost double the capacity of our present steam plant. It is designed to burn Nova Scotia coal—and we expect to have it in operation in 1952.

**NEW HYDRO PLANTS**

Construction of two Hydro plants on the Avon River system is well underway.

At Methals the new 3,200 Kilowatt plant is nearing completion and will be in operation late this year.

At Black River, the capacity of the existing generating plant will be doubled when a 3,400 Kilowatt generator—now on order—is installed next year.

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**Nova Scotia Light and Power Company Limited**

**YOU'LL ENJOY THE NEW ELECTRIC RIDE ON RUBBER AT THE SAME LOW COST**