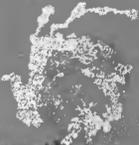




Two-Bells

 Southern California Rapid Transit District



Vol. 31 No. 1

With this issue, TWO-BELLS resumes publication after a hiatus of nearly seventeen years. New in format but steeped in tradition, TWO-BELLS evokes memories of the centuries-old signal from conductor to motorman ... *Ding-ding*, let's go.

With Rapid Transit coming ever closer and mass public transportation merging Southern California communities into the world's first true megalopolis, the message is signally apt. *LET'S GO!*

Two-Bells

VOLUME 31 • NUMBER 1

JUNE 1966

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but courtesy conquers all*
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—and you'd better fix it quick

*INSIDE BACK COVER: Dictionaries may not have caught up yet—
but there's a new synonym for 'bus.' It's ExtraCAR... coined by the
District's Advertising Department to fire the imaginations (and revise
the travel habits) of Los Angeles riders.*

*COVER: A young passenger gurgles contentedly as RTD ExtraCAR
#5720 glides along a San Fernando Valley boulevard. To share his en-
thusiasm through the eyes of a regular rider, turn the page.*

Published for the men and women of The Southern California Rapid Transit
District by The Public Information Dept. 1060 South Broadway, Los Angeles.

They drive to please...

700 Thousand Bosses !

Nobody...but nobody...has more bosses than a bus driver! Every day our operators work to please 700,000 passengers. Some riders are critical; some are demanding. But ALL of them notice and appreciate the driver who is professionally competent and courteous. Through the eyes of a frequent passenger, here is what they see—and like—about the courteous operator.

Mrs. Lillian Gaffey



IN THE PRIME of her middle years, Mrs. Lillian Gaffey displays more bounce and energy than most women half her age. Five days a week, she commutes to a job she enjoys: sewing-machine operator in an undergarment factory. Her mode of travel: the #86 bus.

Born and reared in New England, Mrs. Gaffey thinks RTD operators have a big edge over drivers she remembers from other cities. "Here, they *care*," she says. "They care about *people*; and that makes all the difference."

We followed Mrs. Gaffey as she boarded operator Stan Swanson's coach at Van Nuys Boulevard and Sherman Way. Later we talked to her and recorded the thoughts she had on the trip.

"I think you can always tell if a man likes his job. Some men do the work they're paid for and that's all. Others give themselves; they share with the world their enthu-

"a man likes his job..."



"... the same as grown-ups."



siasm for living... and just by their manner and cheerful ways, they make life happy for others.

"Now, every morning I wait for the 86 bus. I've gotten into the habit of riding with Mr. Swanson whenever I can, just because—well, he starts the day right. (What's that line in the song from *My Fair Lady*? 'He really makes the day begin.')

His good cheer and his courtesy—they're contagious.

"And don't you go thinking I'm the only one who feels that way. Several of us girls from the factory got together and wrote a letter about him to the bus company. *Men* feel the same way too. I'll bet Mr. Swanson has a bigger fan-club than Frank Sinatra!

"His secret—if it is a secret—is this: he's very careful to treat the young girls just the same as us grown-ups. His greeting is warm and friendly, but—he *never* gets personal. Women appreciate that, you know.



700 Thousand Bosses!

“...happy as a clam.”



“I can nearly always tell when his bus is approaching. He turns his wheel a certain way so he gets right up close to the curb. Makes it easier to get on. And after we’re on, we get the *smoothest* ride. There was this young mother sitting next to me today. She was *so* relaxed, and the baby on her lap was happy as a clam. I wonder how Mr. Swanson manages to give us such an even ride and still get to his stops right on schedule...

“I’m talking a lot, I know. My granddaughter Carol (she’s 14) says to me, ‘Grandma, you sure use up a lot of words.’ But I do a lot of thinking, and some of it has to come out. I don’t like keeping things to myself.

“Speaking of Carol reminds me of this pretty high-school girl. She rides the 86 home from school, and she just makes it to the bus stop in time. Most days, she has to run to catch it. Once in a while, she misses



it. Mr. Swanson tries to wait a few seconds for her whenever he can. He's a father himself; he knows youngsters are always dawdling – and then hurrying.

“This morning, right after I sat down, I saw a small shiny object on the floor of the bus. It turned out to be a Papal medal from Rome. Mr. Swanson says after he turns it in tonight, he's going to announce tomorrow in a loud voice that it's been found, so the owner can claim it. He's always announcing things—like the name of the next stop, so we know where to get off.

“I never read the paper or anything when I'm on Mr. Swanson's bus. It's too much fun watching everything that goes on. A woman will ask him what bus to take to her aunt's house in Glendale... he'll get out the timetable and show her just how to get there.

“If you want to see how a smile can be catching, take the 86 with me sometime and watch the people get on. There's a twinkle and a sparkle, and it jumps from the driver to the passengers and back again. He didn't learn this out of any book on *How To Acquire A Winning Personality*. He simply likes people. They know it, and they feel it, and they respond.

“Sometimes a passenger needs assistance boarding the bus or getting off. He catches sight of that person even before he gets to the bus stop; and he'll be the first one off the bus, ready to help.

“... what bus to take.”



“... ready to help.”





700 Thousand Bosses!

“...like a bank teller.”



“Oh, the magic of a smile.”



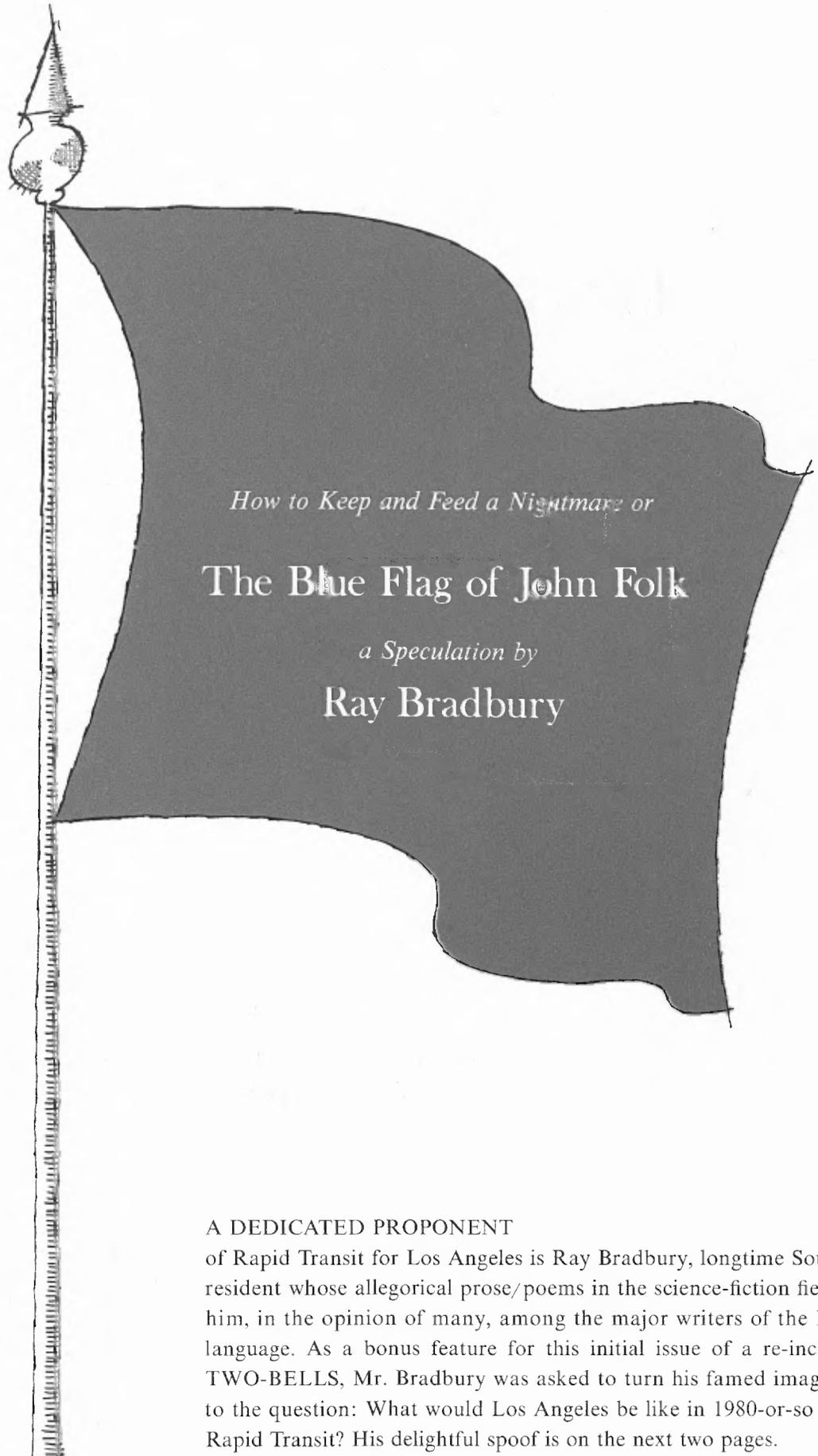
“Another thing. When he’s pulling out again into traffic, how careful he is to give hand-signals so the drivers of private cars behind him will know he’s edging back into the lane. Does he do it out of courtesy, or for safety’s sake? I asked him that one morning; he said for him, they’re often one and the same thing. (I never thought of it that way before.)

“Oddly enough, he doesn’t seem to mind changing five and ten dollar bills. Now here at last is a chance for us passengers to return his courtesy. Why should Mr. Swanson have to carry around a roll of singles like a bank teller? I try to have the exact change, or at least a small bill. Please tell your readers that Mrs. Gaffey asks them to think ahead and change that big bill *before* they board the bus. Courtesy is a two-way street. And bus-drivers are people too. Very *special* people. Often, they’re the nicest people you could ever hope to meet.

“Well, I’m due at the factory. Thank you for letting me speak my mind. But I’m not an isolated case. Talk to the other riders. You’ll find your drivers have a big fan-club, like I said. Oh, the magic of a smile!”

At the end of the run Driver Swanson gathers up newspapers scattered by riders all over the bus, stuffs them into the nearest litter-bin. “Passengers like riding in a clean coach,” he says. “Actually—this is just one more way we demonstrate we want their business.”





A DEDICATED PROPONENT

of Rapid Transit for Los Angeles is Ray Bradbury, longtime Southland resident whose allegorical prose/poems in the science-fiction field rank him, in the opinion of many, among the major writers of the English language. As a bonus feature for this initial issue of a re-incarnated TWO-BELLS, Mr. Bradbury was asked to turn his famed imagination to the question: What would Los Angeles be like in 1980-or-so *without* Rapid Transit? His delightful spoof is on the next two pages.

How To Keep and Feed a Nightmare... or

The Blue Flag of John Folk

a Speculation...

By Ray Bradbury

July 4th, 1979 will be long remembered in the history of the city known as the Queen of the Angels.

That was the day John Folk, an otherwise ordinary man, awoke from a dream of blue skies, fresh air, empty avenues at dawn, and stepped out into... the usual nightmare.

The robot machine prowled everywhere. No matter which direction he looked, the automobile was there, in monstrous avalanche, in never-ending mechanical plague. The smog seemed to have risen before even the cars hit the streets and Los Angeles enjoyed its usual day after day 'bad weather' of fumes. On the boulevards, several million cars crept along at 5 miles an hour. On the multitudinous seas incarnadine of the freeways, travel had retrogressed to a rather nice four miles an hour.

Somewhere a long way off, a single bus tried bravely to move in the tidal churn of motors.

At the end of his first hour of travel downtown, John Folk, waiting a full five minutes to move at one signal, did a strange, wild, mad, brave thing.

He stepped out of his car, left it in the street, and never once looking back, walked away.

The effect of this was startling.

At first there was an outbreak of horns in raucous commotion. And then as the various drivers saw John

Folk sprinting at a mild and lovely six miles an hour to his office, one by one they opened *their* car doors, switched off engines, and walked away.

It was contagion. Soon an army of pedestrians moved toward town, and the streets were full of abandoned and dying machines. The old love was dead. The revolt

RAY BRADBURY has been writing professionally since he was a teenager. He has sold some 300 short stories and published 12 novels and books of stories in 20 countries. His work has appeared in THE NEW YORKER, THE NATION, THE REPORTER, ESQUIRE, PLAYBOY and now TWO-BELLS. He wrote the screenplay of MOBY DICK for John Huston. Currently his novel, FAHRENHEIT 451, is being filmed in London starring Academy Award Winner Julie Christie and Oskar Werner, directed by Award-winner Francois Truffaut.

was complete. Dog, instead of car, once more became man's best friend.

It took the better part of two months to trash away the clutter of vehicles, which were shoved unceremoniously into the sea off Dana Point.

Someone thought to build a railroad. Someone else thought to build a subway. Someone else dreamt forth an army of clean new buses. The blue sky was seen again! It frightened people. They had forgotten what it looked like.

And John Folk, who had led his people to the Promised Land on Independence Day, 1979, became president of a transit line and saw to it that when the cars returned, they returned in balanced proportion. Old parking lots were plowed under, re-seeded, and came up in green and flowered parks where men like John Folk could sit and stare blandly at the umbilical of the Universe.

The freeways, contrary to rumor, were not blown up, but, aided and abetted by fast-flying trains, continued to serve those who most needed servicing.

And the flag that was designed in honor of John Folk, and lifted one day on the pole outside his transit office, was a square of bright blue color.

That's the sky, of course, said Folk, much pleased. The sky, the way it used to be. The way it can one day be again, and stay that way, forever.



As an advocate of freedom of mobility, Author Ray Bradbury frequently commutes between his Cheviot Hills home and his Beverly Hills office... by bicycle.

A great groundswell of **Public Opinion**

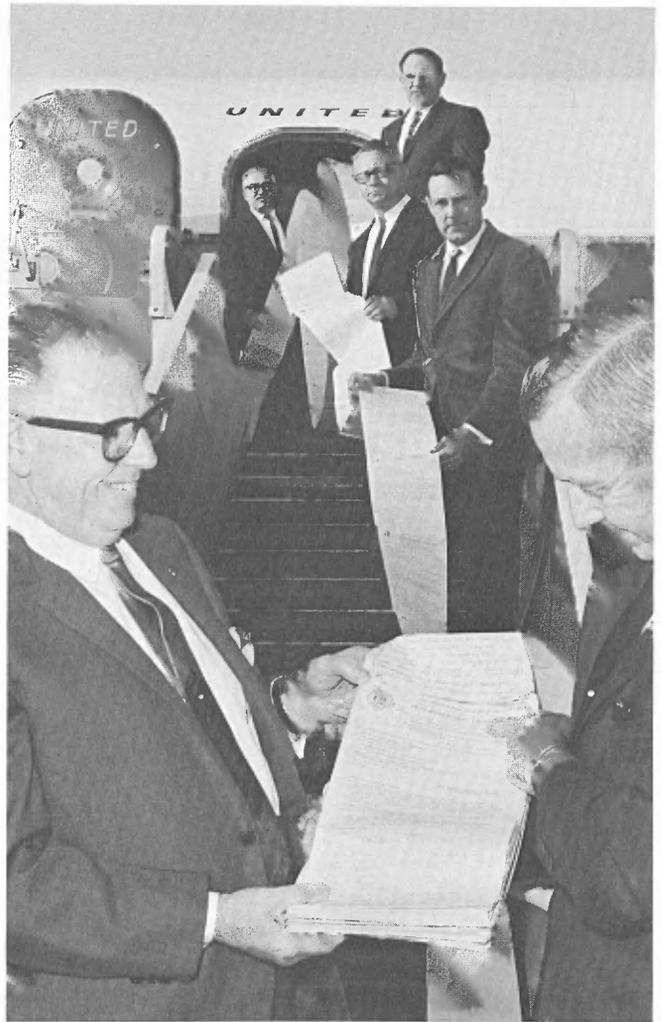
As we go to press, the final chapter of the Sacramento Story (consideration of legislation enabling Rapid Transit to become a reality for Southern California) has yet to be written. But no matter how the story comes out, the District can take great encouragement from the massed evidence of public support that made the State Legislature unmistakably aware of the people's will.

Typical of the caliber and determination of Rapid Transit advocates was the colorful will-of-the-people flight to Sacramento made in April by L. E. "Ken" McEldowney (left) to present a "mile-long petition" to the Legislature, bearing thousands of signatures in favor. McEldowney, shown here with Pico-Robertson Lions Club President Bob Saunders (right) is Chairman of the Club's Civic Improvement Committee. Club members gathered at Los Angeles International Airport to wish McEldowney well on his early-morning trip to the capital, where he spent two days conveying the support of county-wide Lions Clubs for Rapid Transit.

Subsequently, a pride of Lions foregathered in Palm Springs at a District 4-L3 Convention and passed an official Resolution: the endorsement of Rapid Transit. They termed Rapid Transit "a civic matter of urgent and vital concern," and lent their "weight and voice" in support of the need for Rapid Transit facilities in the Southland.

Many local groups responsive to public opinion took positive action to make their feelings known, in a snowballing of resolutions and endorsements. Among these were:

- A resolution by the *Los Angeles City Council*;
- A resolution by the *Los Angeles County Board of Supervisors*;
- Official endorsements by *Federation of Labor, AFL-CIO*, representing 800,000 members in Los Angeles County;



- Editorial support from *80-plus newspapers* (including the metropolitan dailies) with a combined circulation of more than 2½ million readers;
- Strong backing from *more than twenty Chambers of Commerce*;
- Official support from the *League of California Cities*, Los Angeles County Division, representing more than 75 municipalities;
- Widespread community enthusiasm, expressed both individually and collectively through the *Citizens Advisory Council on Public Transportation* (Vaughn Committee) with 60 members representing organizations and communities throughout Los Angeles County.

With momentum of this kind behind it, Rapid Transit, long a Southland dream, moves on its way to realization. Many steps remain to be taken (see following article, TWO-BELLS ASKS THE QUESTIONS). But 1966 may well go down in Rapid Transit history as the Year of Decision... the Year We Turned the Corner.

Two-Bells asks the questions:

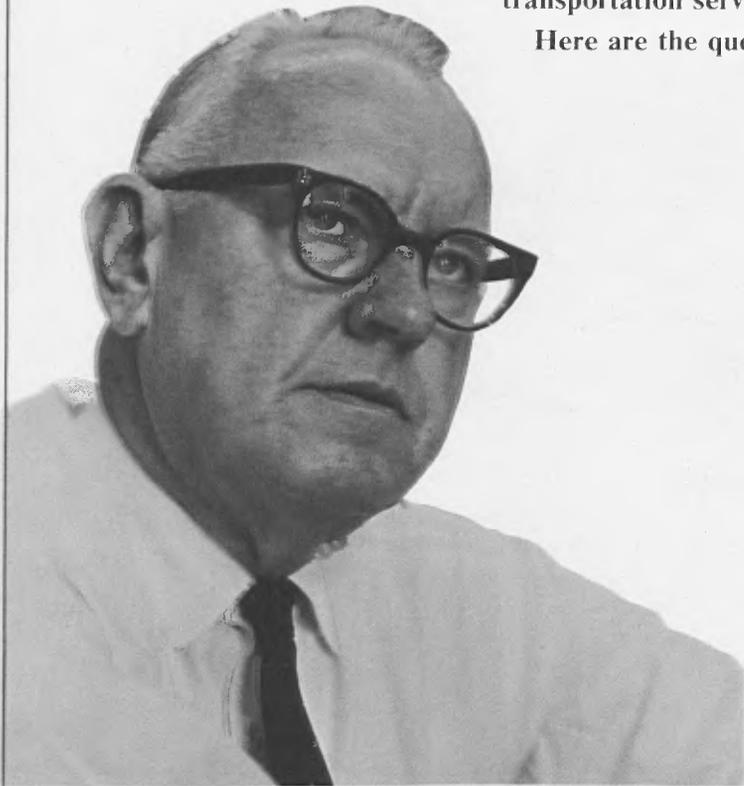


The Southern California Rapid Transit District is approaching the final phases of pre-construction planning for the world's finest Rapid Transit system.

To learn how the planning began, to find out what steps were taken, and to introduce the professionals responsible for Rapid Transit planning, TWO-BELLS interviewed three men closely involved with Rapid Transit in Southern California: John Curtis, director of planning and engineering for the

Rapid Transit District; William McEwen, engineer in charge of Rapid Transit design and construction; and Howard C. Beardsley, engineer in charge of transportation services.

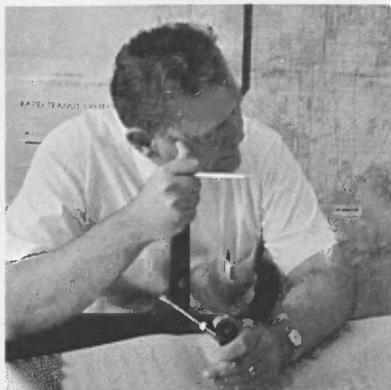
Here are the questions and answers.



Curtis



McEwen



Beardsley

Two-Bells How far along is Rapid Transit planning in Los Angeles County?

Curtis: Well, we're far enough along that the first trains can be running 42 months after the voters approve the financing.

Two-Bells You mean, the program is complete?

McEwen: "Complete" is the wrong word. Ours is a dynamic system: it will expand as our population grows. But we do have reliable information on what to build, where to build it, and basically how much it should cost.

Two-Bells Where did these facts come from?

Beardsley: From three different kinds of engineering consultants... each a specialist concerned with a different aspect of the project.

Curtis: We fitted the system to the people, by studying everyday travel habits. And we came up with a reliable composite of living, working and travel needs. It's really a monumental task when you realize this project may shape the face of the entire Southern California community for many generations to come. And it's a sobering responsibility.

Two-Bells Is the RTD staff big enough for all this work?

Curtis: Not for the extensive detail, the on-the-scene investigation and the person-to-person interviewing. Our relatively small group of full-time engineers could never undertake a project of this size without outside help. We act as the command post—to coordinate and supervise.

McEwen: We sought out and hired the talents and experience of three outstanding consulting firms, whose work in other major cities has enabled transit agencies to get the trains rolling.

Beardsley: Each firm has its own specialty: feasibility and financing... community conditions... construction.

Two-Bells Who did the feasibility and financial studies?

Curtis: Coverdale & Colpitts, of New York. Their conclusions are highly respected by the financial community; this is an important element when millions of investor dollars are involved. C&C has studied half of all the major railroads in the nation, and conducted revenue and traffic counts on toll highways and similar utility projects.

Beardsley: John, don't forget that one of their biggest undertakings was revenue estimation for the Bay Bridge in San Francisco.

Two-Bells How did C&C go about getting their answers?

McEwen: By asking the people most closely involved: the present and future transit riders. More than 150 thousand employees completed questionnaires at their places of work. In addition, several hundred thousand bus passengers and more than 50 thousand motorists were queried.

Beardsley: For the first time, information was available on the daily travel habits of better than half a million persons in the Metropolitan Area.

Curtis: These facts showed that the heaviest movement of persons was in eight so-called corridors, or travel arteries.

Two-Bells And then what did you do?

McEwen: We did some refining. Traffic volume pointed to four of these corridors for priority attention: the areas between Long Beach and the San Fernando Valley, and from El Monte to West Los Angeles... a combined distance of 64 miles.

Two-Bells What about the other corridors?

Curtis: They are very much part of the area-wide system... As the second stage, they will add nearly a hundred miles of lines feeding to the South Bay, Glendale, Burbank and San Fernando areas, to Pasadena points and beyond, and to the Southeast near the Orange County line.

Two-Bells Now that you had a primary target, how did you proceed?

McEwen: Here's where we called in the second consulting firm: Daniel, Mann, Johnson and Mendenhall (DMJM), a locally-headquartered firm with skills in the architecture and planning fields.

Curtis: DMJM checked the pulse-beat of the people living along the corridors. They surveyed possible locations for routes and stations in each of the corridors. And they prepared generalized preliminary plans for feasible alternatives—for discussion with community officials and civic groups.



Beardsley: DMJM has an international reputation for its planning, architecture and engineering. They've been involved in planning the Century City and Bunker Hill projects, as well as the heavy engineering for many aerospace and other ventures.

McEwen: Besides determining the best possible routes, DMJM men also personally inspected nearly every Rapid Transit installation in the world.

Curtis: Personal interviews were granted every manufacturer and inventor with an opinion or idea on Rapid Transit systems.

Two-Bells You mean, hydrofoils, people-pods, helibuses and other vehicles besides trains were considered?

McEwen: Precisely. More than 50 types of systems and rolling stock were evaluated.

Beardsley: Don't forget to mention the Crayola Railroad.

McEwen: Oh yes. There was this fellow who prepared an elaborate kit of drawings and descriptions for a Rapid Transit system, all done with crayons. He attached a note asking that we forgive the crayons and lack of pens and pencils since "where he was, he wasn't permitted anything sharp."

Two-Bells What type of Rapid Transit system was finally recommended?

Curtis: We're shooting for the system that will offer the greatest combination of safety, speed, capacity, operating efficiency, comfort, quiet and flexibility, all coordinated for peak performance.

DMJM, after studying monorail, monobeam, suspended cars, air-rides and other systems, proposed electrically-operated cars riding on dual rails. This, incidentally, is the same principle used in every major metropolitan area of the world where Rapid Transit is being built.

Two-Bells Where would the trains operate?

Beardsley: They will run in subways, on surfaceways or skyways, as local conditions dictate—population densities, passenger potential, community needs and desires.

Two-Bells How did you determine how much it will cost to build the first 64 miles of Rapid Transit?

Curtis: That was the next step. To do the engineering and get cost estimates we knew the public could rely on, we called in our third consulting firm, Kaiser Engineers. These people are world-famous designers and builders. They've constructed major projects throughout the world: dams, bridges, atomic plants...you name it. And they've been heavily involved in Rapid Transit facilities built in Washington, D. C., New York City, San Francisco, Montreal, even Singapore!



Kaiser started with the so-called "Backbone Route" extending from West Los Angeles to El Monte, where the greatest initial passenger traffic is anticipated. They plotted every inch of the subway and routing. They determined how best to tunnel through the maze of utilities and foundations in the dense Wilshire Corridor. At the same time, they planned how the San Bernardino Freeway could be used jointly for freeway and Rapid Transit traffic.

McEwen: About a third of this detailed preliminary engineering on the first 64 miles has been done. Twice as much remains.

Two-Bells How are all these findings being coordinated?

Curtis: The entire project has been and continues to be very much a Rapid Transit District activity, with District engineers supervising all of the consultants.

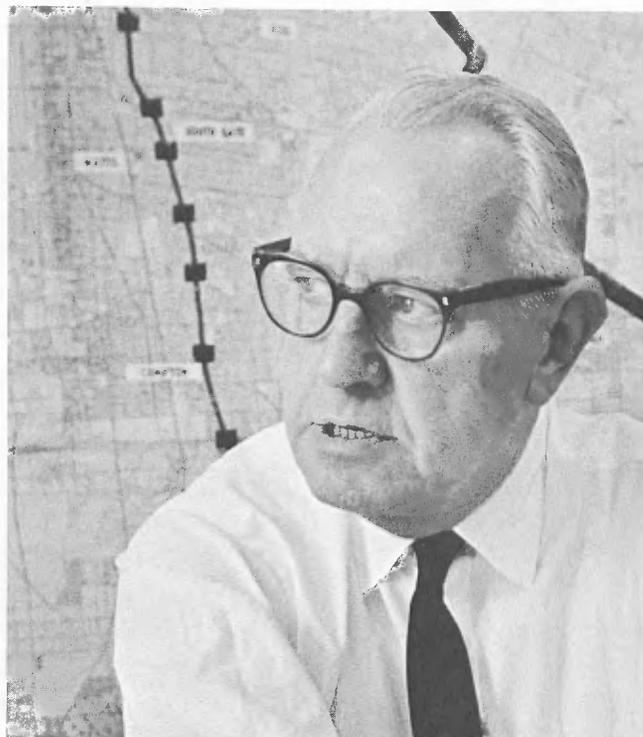
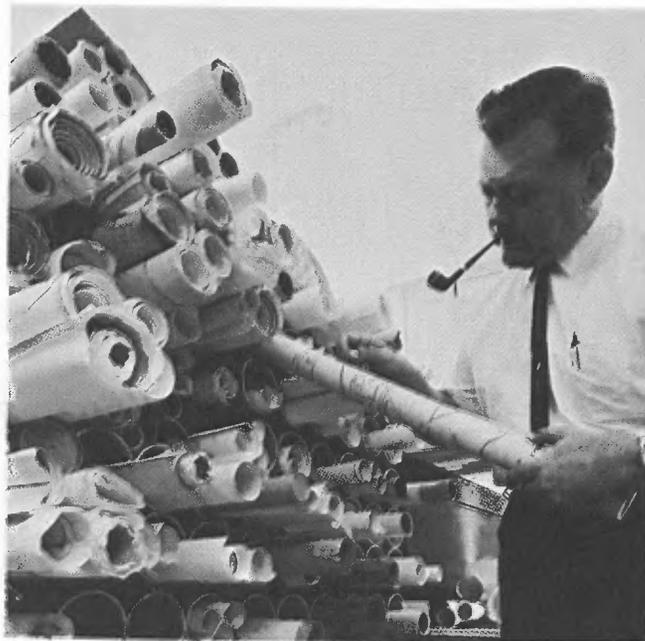
Beardsley: And of course, the District's Board of Directors established the policy guidelines.

Two-Bells How will buses function once the Rapid Transit lines are in operation?

Beardsley: Buses will play an ever-increasing role. Once the trains are running, Feeder Flyer bus-lines will speed passengers to and from the stations. Local feeders will connect at various points. We expect Rapid Transit to increase the number of buses we now have in use.

Two-Bells You said the first trains can be in operation 42 months after the voters approve. *When will we vote?*

Curtis: The earliest possible time seems to be November of 1968. But hear this: a groundswell of public opinion is building up. We're confident that the people will vote to build a mass public transportation system worthy of the greatest metropolitan area in the world. Because that's what we're planning!



He Gave It To Me Straight...



A far cry from Gasoline Alley (and typical of Powell's administrative thoroughness) is this spotless shop where RTD buses and cars undergo meticulous preventive therapy.

... Your Car Leaks Oil! *by Paul Belanger*

Pencil in hand, I sat in the office of the District's General Superintendent of Equipment and sipped the coffee thoughtfully provided.

I was there to get a story: how George Powell's department manages to keep a fleet of 1478 RTD buses, 133 company cars and 76 trucks delivering peak performance year after year—to the envy of other transit agencies across the nation.

The story I left with wasn't the story I'd come for. It was a better one: how the experience and skills that developed this almost incredible maintenance record can be applied to personal automobiles—a story that can save each employee hundreds of dollars a year.

So, here it is.

* * * *

George Powell replaced the phone in its cradle and turned to me.

“Your car leaks oil. Aren't you in the space next to mine in our parking area? Saw it right away. Might be a hose that's improperly tightened. Could be a lot of things. Better check it out.

“Cars or buses, they all need to be looked after. I wish people would get into the habit of caring for a car the way a cowboy cares for his horse. You won't believe what a car can give you in the way of mileage and performance, if you treat it right. Follow a schedule, like we do. You'll get 100 thousand miles, with no sweat.

“Our schedule is *preventive*. It's designed to eliminate problems *before* they occur. Our equipment has to be *clean* at all times, and *safe* at all times. (You'd be surprised how often the two are synonymous.)

Even the tiniest part can cause trouble. George Powell (left) reviews gaskets with Frank Sinks of GM. These small but vital components seal together uneven surfaces, hold in oils and greases, prevent leaks.



“Our buses we inspect every 5000 miles. Each third inspection is a ‘major’ one. Our ‘minor’ check-list covers 52 separate operations; our ‘major’ list, 105.

“Every 2000 miles, we change the oil and filter in our cars and lube all grease-points; and we clean the smog-device. Every 6000 miles, the car gets a 40-point inspection. And I mean, *everything* gets checked: battery, distributor, engine, hoses, generator, carburetor, master cylinder, and on and on.

“We never wait till a coach or a car breaks down. We bring them in like clockwork, on a mileage basis. This is how we catch any bugs before they cause real trouble.

Batterymaster Pedro Perez checks batteries' performance. Units failing to meet exact specifications are sent to rebuilding firms for repair or replacement.



“Why don’t you do the same with your own car? Preventive maintenance works out cheaper in the long run. It’s the wise man’s substitute for expensive repairs and replacements.

“If I may suggest . . . why not invest a few minutes this weekend and inspect all five tires (yes, the spare too). Observe the tread wear. Is it even? Are your wheels properly aligned? Is it time to rotate? Keep a record of rotations. You can put some kind of identifying mark on each tire . . . a tiny spot of paint will do it. Then start keeping a record of each tire’s mileage. Many people fail to do this. A tired tire can pop without warning when they’re doing 65 in the fast lane, and send them careening end-for-end across the freeway. Look closely. Have you perhaps picked up a nail, and is it hiding deep down inside a tread, waiting to make trouble? (You can pull it out with a pair of pliers.) Do you have the right kind of jack, and do you know how to use it? Do you know exactly *where* it should be placed under your car? Does your wife know—have you taught her?

“Another thing. Oftentimes a service-station attendant makes a great show of refilling your battery with distilled water from a special pouring-can. Either he’s fooling you or fooling himself—or both. About fifteen years ago, I got tired of seeing trucks back into our supplies of bottled water and leave a mess of broken glass all over the floor. So, we made tests. And we found that *in this area*, plain tap water is excellent for car batteries. It’s got all the right minerals in it. Over the years, this represents a considerable saving in money and trouble. All our buses and cars use battery-water straight from the faucet. You can do the same for your car.

“Several items on our checklist are done every time as standard procedure. As an example, take the fuel pump. After we clean out the fuel bowl, we install a new gasket *whether needed or not*. A small item, but it’s typical. This is not extravagance. This is precautionary . . . we think it’s important. And there are many such automatic replacements.

“Transit agencies in other cities are amazed to learn that we put 700 thousand miles on a coach—in stop-and-go city service—in view of the critically long distance between service stops, owing to our spread-out

geography. In fact, we have coaches in service right now that have 800 thousand miles on them.

“When we can put this kind of mileage on a bus and *still* sell it—used—for 2½ or 3 times what a used coach brings to transit agencies in other cities, we must be doing something right. We never sell a coach that hasn’t seen 15 years of service. Other cities sell them after eight years or so. Where others get 800 or a thousand dollars for a used coach, we get as high as 25 hundred. And we have a waiting list!

“But bear this in mind: California weather is especially kind to motor vehicles. Other places have it rough: when it snows, the crews come out and spread

salt over the streets to melt the ice. Nothing worse for a car. That salt spatters up underneath and gets into every crevice. In no time at all, they can sell that car for scrap.

“By the same token, our fine California weather encourages people to drive faster, as a rule. That’s why our standards and specs have to be so much higher than the rest of the country. Our equipment has to *perform*.

“Take the brakes alone. Every brake-shoe has to be contoured exactly right, otherwise it won’t do the job. We’re responsible for the safety of nearly three-quarters of a million passengers a day. Naturally we’re going to

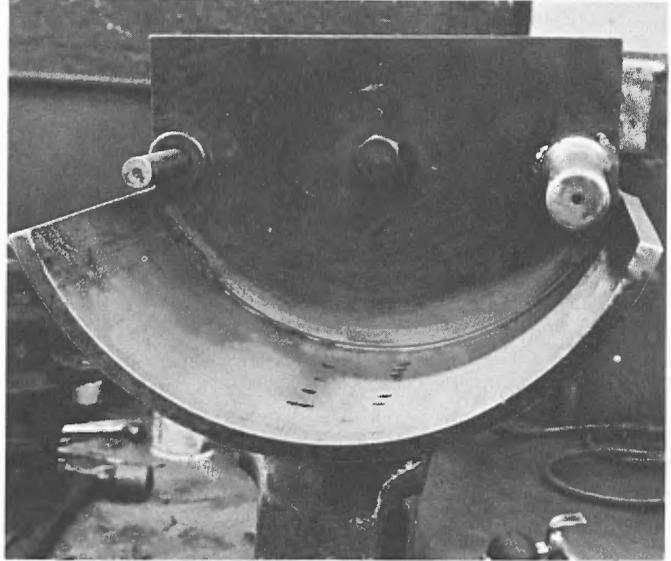
There’s nothing better than an old-fashioned hand-brush for really scouring a bus. Suds and elbow-grease make windshields sparkle, add to driving safety.



With the aid of a powerful magnifier, machinist Ben Lozano minutely inspects the finish on a coach-leveling valve seat.



Now in common use, this proving-jig (an RTD original) measures brake-shoe concentricity. One of many proving-devices evolved by RTD and adopted industry-wide.



The proving-jig having done its work, Matthew Harris fits new tried-and-true brake-shoes on rear wheel. Precautionary testing pays off in high brake mileage.



double-check every safety device on our coaches—even though they're straight off the assembly-line. In the course of that inspection, we check the brake-shoes. We were the first to design and make a brake-shoe proving-jig. This has become the standard measuring-tool for the industry. If a shoe fits our proving-jig precisely, we leave it alone; if it doesn't, we either machine it to fit or if we can't, we reject it.

“If I were limited to just one caution about your car (and as you can see I haven't been) I'd have to say: check your brakes—*frequently*. Your brakes are the most vital safety factor in all the driving you will ever do. Have the wheel cylinders checked for leaks. Check brake-linings for wear. Check all your hoses: radiator, water, fuel-line and brake-line. Your brakes are mounted up against a back-plate (that's where the brake-shoes rub) . . . check that plate for wear. Of course you can't do all this yourself—but you can see that your mechanic actually *does* it instead of just *telling* you he's done it.

“Freeway driving is getting more critical all the time. Police and highway patrol take a dim view of drivers using the freeways when their car isn't in shape for it. It's just as easy, and no more expensive, to refill the top half of your gas tank as the bottom half. If you use the half-empty mark as your refill cue from now on, you'll never run out of gas. Gives you peace of mind. Try it.

“Well, you've about finished your coffee, and I have a meeting. You've taken a lot of notes, and we've only skimmed the surface. Come back soon. We'll talk again.”

THE What, Why AND How OF.....



Why stay home?

Take off. Get with it. Go where the Action is. Holy bicycle pump, it's wild outside!

What about wheels? You've got 'em. Get with your **EXTRACAR**. Takes you from Nowhere to There!

What There? Beach. Zoo. Movies. Downtown. Disneyland. P.O.P. Hollywood Bowl. Griffith Park. Cinerama. Hullabaloo. End-of-the-Line. Anywhere!

You've got wheels. Go!

This is your



Ready whenever you are!

Go as far as 17 miles for only 25¢, each additional Zone 6¢. Call 747-4655 for schedules & routes.

© SOUTHERN CALIFORNIA RAPID TRANSIT DISTRICT RTD



... half a BILLION times!

16.7% of L.A. households have no automobile. 51.8% have one car. Therefore, some 3 million people in the District's service area are frequently "no car" people.

One remedy is an extra car. Better still: an **EXTRACAR!**

ExtraCAR is the focal word in an intensive merchandising campaign designed to put new riders in empty bus seats.

Instant (well, almost) transportation is yours, says the message; and the advertising spells it out: "Ready whenever *you* are."

Launched in mid-April, a promotion combining a modest budget with creative ingenuity burst on the public from metropolitan dailies and side panels on 550 of the ExtraCARS themselves. Mayor Yorty and the County Board of Supervisors declared the week of April 18-22 "ExtraCAR Week in Los Angeles." 16 most-listened-to radio personalities wove ExtraCAR mentions into their daily shows. TV newscasts featured ExtraCAR. Brightly-colored fluorescent signs shone from 5000 bus-stop standards. Newspaper ads blossomed in the three metropolitan dailies and 175 suburban papers.

Over the two-month period, ExtraCAR circulation figures indicate:

- Newspaper ads are seen 70,450,000 times
- Signs on buses are seen 72,226,000 times
- Bus-stop messages are seen . . . 330,000,000 times

Besides newspapers and outdoor, ExtraCAR commercials are on the air daily during a four-week intensive campaign. Multiplying sets-in-use by the number of spots on the "saturation" schedule, we find:

- Radio commercials are heard . . 33,700,000 times
- TV commercials are seen 5,000,000 times

All of which works out to the staggering average total of 85 separate exposures per person for every man, woman and child in Los Angeles County!

There is also a tremendous *plus* that can be added — the vigorous word-of-mouth proclaiming of ExtraCAR benefits to friends and acquaintances by the 4000 District employees who all share a common interest in the success of this campaign.

Southern California Rapid Transit District
.060 South Broadway, Los Angeles, Calif. 90015

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This is your



Why miss
a bargain?

