

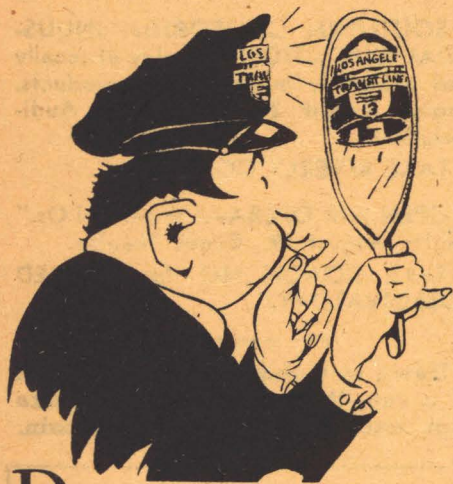
Weekly LOS ANGELES TRANSIT LINES Topics

Published weekly by the Public Relations Department, Los Angeles Transit Lines, 1060 South Broadway, Zone 15

VOLUME 7

AUGUST 19, 1946

NUMBER 34



WE HAVE A BADGE FOR YOU

headgear. On those early horse-cars the driver handled the team and the collector, later known as the conductor, walked up and down the side steps taking fares. Though the conductor remained a conductor, the driver became a motorman with the introduction of electricity on urban transit vehicles.

The first badges were nickel-plated, with the word "motorman" or "conductor" engraved into the metal. The next change came with the introduction of the bell crown cap, which was worn for many, many years and is still worn by conductors on many steam railroad lines. The badge was of gold braid, sewed onto the blue cap. In earlier

days numbers on the badges were unnecessary, for the name of each and every operator was known, not only to the company officials, but usually to the passengers.

The next step was another nickel-plated badge which was fastened on the coat button. This badge had the word "motorman" or "conductor" and a number. The uniform coats at that time were square cut with two rows of brass buttons down the front. Each brass button had the initials of the company stamped on it.

Of all the badges, the plastic number, which came next, was the most colorful. The background was of blue and white and the company lettering was in red. It was built on a leather thong which fastened between two of the brass buttons on the man's coat. It also carried the word "motorman" or "conductor," plus the man's number.

The side cap badge came into

DOES your transit pilot look different lately?

He certainly does, and if you haven't noticed, take another look. Look at his cap and you will see that he wears the new badge of the Los Angeles Transit Lines.

The evolution of badges in Los Angeles is as interesting as the evolution of the city's transportation. In the old days when the first horsecars plodded down Main Street, the man who operated the vehicle was known as a driver, and the word "driver" was stitched on his duckbill

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being in the early twenties. It was introduced with a slight change in the transit pilot's cap. He still wore a bell crown cap but the color was changed from blue to black. The side badges had numbers only and one was fastened on each side of the cap.

For many, many years the badges were simply a means of identification, just as the number on the coach identifies that vehicle. However, the new badge of the Los Angeles Transit Lines is a badge of distinction—a badge of merit. The emphasis is placed upon the slogan of the Los Angeles Transit Lines, "Safety, Courtesy, Service."

The man wearing this badge on his cap is a member of a proud profession. He is a most

important cog in the wheels of transportation, and transportation is one of the four basic industries. The transit pilot of today is a much more skilled person than the horsecar driver of yesterday. He has been trained in the art of operating a fast moving vehicle safely through congested streets. He has been taught to give his patrons safe, courteous service.

The Los Angeles Transit Lines is going places. Additional service is being furnished this city as quickly as the necessary equipment arrives, and we need more transit pilots, more men who have the necessary qualifications. If you feel that you would like to enter this interesting field, apply at our em-

ployment office, 1060 South Broadway, Room 621.

We have a badge for your cap.

LET'S GO PLACES

STATE PICNICS—Wisconsin, August 24. South Dakota, August 25. Sycamore Grove.

TAKE "W" CAR.

SOUTHERN CALIFORNIA INDUSTRIAL EXPOSITION—Display of locally and nationally manufactured products. Begins August 24. Pan-Pacific Auditorium.

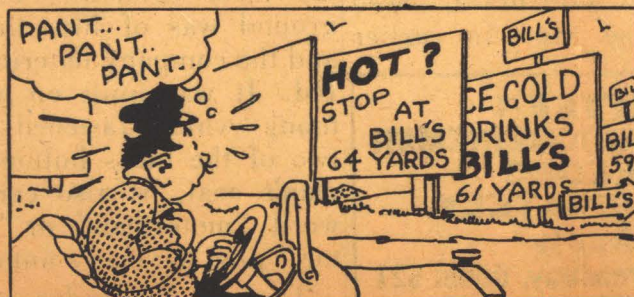
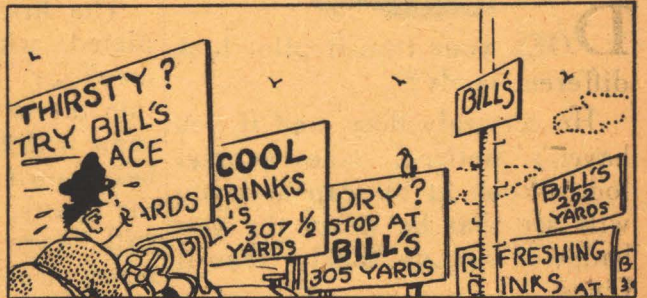
TAKE BEVERLY COACH.

OPEN AIR OPERA—"Wizard of Oz." Begins August 19. Greek Theatre.

TAKE COACH NO. 86 MARKED "OBSERVATORY."

Down in Cuba they are in a sort of a rut—they raise cane to make rum, and drink rum to raise cain.

JOE WOE



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