

TOKEN TEST MARKET

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In addition to the store-based promotion, the MTA will advertise the McDonald's token sales on 1,200 interior bus cards and in 50,000 brochures and location directories distributed aboard MTA buses and trains.

"If the program is successful, as we believe it will be," said Franklin E. White, MTA chief executive officer, "we hope to expand the sale of tokens to a majority of the 282 corporate-owned and franchise McDonald's restaurants in the greater Los Angeles area."

Tokens and monthly passes currently are on sale at nine MTA customer centers and at more than 400 dealer locations throughout the county. The McDonald's stores that will sell tokens are located at 13770 Van Nuys Blvd., Pacoima; 2303 E. Florence Ave., Huntington Park; 5450 Sunset Blvd., Hollywood; and in Los Angeles at 8320 Sepulveda Blvd., 3124 San Fernando Blvd., 341 S. Vermont Ave., 2224 N. Figueroa St., 1716 Marengo St., 269 S. Atlantic Blvd., and 201 W. Washington Blvd.

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