

The



Emblem

76-54

APRIL, 1961



Cover story, page 15

- Grooming the New Buses for Service
- Fare Refund Plan Now in Alhambra
- Telephone Facilities to Be Expanded

Let's Roll Up Our Sleeves— And Replenish Our Blood Bank!

FOR THE PROTECTION of your family, it is urgent that you donate your blood to replenish the MTA Blood Bank, according to C. A. Tengblad, assistant director of personnel and chairman of the MTA Blood Bank committee.

"In 1960, withdrawal of 101 pints of blood helped save the lives of members of employees' families, but only 93 pints were donated," Mr. Tengblad stated. "For some years our account has been overdrawn.

"Make a blood donation in either of two ways: through a Bloodmobile unit that comes to your home area on certain scheduled days, or through the Red Cross Blood Center at 1130 S. Vermont Ave., Los Angeles.

"Watch your local newspapers for announcement of the Bloodmobile schedule near your home; or watch the MTA bulletin board at your place of work for announcement of the Bloodmobile schedule near your home or work location.

"The Red Cross Blood Center is open from 1:00 to 8:30 p.m., Monday through Friday. To donate there, it is best to telephone DUnkirk 4-5261 and make an appointment.

"Get a group of employees together from your division, shop, or office, and plan a visit to the Blood Center. Call Personnel on extension 281 and transportation will be arranged.

"So that the MTA Blood Bank will receive the credit for a donation, it is very important that, regardless of when or where you make your blood donation, you inform the Red Cross attendant that the donation is for the MTA Blood Bank.

"Family members and family friends may also donate to the credit of the MTA Blood Bank.

"Even if the Red Cross, on the basis of the regular preliminary tests, will not permit you to donate, you will be given credit by the MTA Blood Bank for a donation.

"The Red Cross requires donors to be between the ages of 21 and 60 and in good health. Unmarried persons between the ages of 18 and 21 may be allowed to donate if they present a minor release form signed by their parents.

"Let's roll up our sleeves and replenish our MTA Blood Bank!"

Red Cross Thanks ACME for \$3,000

BY APPROVAL of the ACME Committee, a check for \$3,000 was forwarded to the Los Angeles Chapter of the Red Cross on March 3 and elicited a letter of thanks from that organization.

"The contribution . . . will be most instrumental to us in fulfilling our health and welfare obligations to the community," wrote M. A. ("Pete")

Buzzard, director, in-plant federations. "We feel sure that your organization takes great pride in being a part of this activity which is so important to all of us.

"Your interest in the well-being of the peoples in our community is reflected in your loyal and continued support of the American Red Cross."

JOIN ACME NOW

Fare Refunds for Alhambra

A FARE REFUND PLAN, which began April 3, is being continued through May in Alhambra.

It is a cooperative effort by MTA and the Alhambra Retail Merchants Association to bolster ridership on Lines 11 and 17, and increase traffic to the Alhambra business district.

Through this joint effort it is hoped that sufficient traffic will be attracted to Lines 11 and 17 to justify their continued operation beyond the trial period of six months.

The plan is being tried by 63 retailers. It works like this:

When a passenger pays his fare on Line 11 or 17, he asks for a transfer. On the same date, after buying \$3.50 worth or more of merchandise at any one of the participating stores, he presents his transfer—a dated Form TN-1—to the store clerk, and is given in return an MTA ticket good for a 25-cent bus fare.

These tickets, stamped on the back "Alhambra Merchants Fare Refund Plan—not redeemable," were purchased in rolls of 50 from an MTA representative who collected cash on delivery. The Alhambra Chamber of Commerce has available a supply from

which merchants may buy further needed tickets.

To promote the plan, MTA:

1. Printed a special issue of 20,000 Line 11-17 timetables containing a promotional story and a list of the participating merchants, along with their addresses.

2. Made a house-to-house distribution of the timetables for one block on each side of the Line 11 and Line 17 routes a week before the plan started.

3. Placed promotional car cards on Line 11 and Line 17 buses in the card space above the driver's seat.

4. Printed, for participating merchants, promotional window display cards and twirling cards to hang inside the store.

5. Ran a large advertisement in Alhambra papers March 29, announcing the plan and listing names and addresses of participating merchants.

6. Prepared news stories for release in Alhambra papers.

On their part, the Alhambra merchants are sponsoring a series of newspaper ads and other promotional efforts.

Commuter Pleased with Buses

IN THE WAKE of the story printed in the March issue of THE EMBLEM under the heading, "Regular Rider Defends MTA," comes the following letter appearing in the *Los Angeles Times* of March 11 over the signature "OBSERVER":

"Just a line to say one person is pleased with the buses in Los Angeles.

"I always thought taking the bus to work would be a terrible hassle, but was I ever gratified to find out what a pleasure it is.

"While the members of the daily drivers club (of which I am glad to be an ex-member) fret and fume and risk accident and mounting gas and oil and maintenance bills, why, I just relax and read *The Times* of course.

"I can ride for 64 cents a day; so, I couldn't care less if I never drive to work again. Take the bus sometime—it'll surprise you!"



SAFETY AWARD PIN for 16 years of operation without chargeable accident is presented to Division 5 Operator Robert W. Steedman by George F. Goehler, general superintendent of transportation, as Safety Engineer J. W. Prutsman, left, and Division 5 Superintendent (transportation) T. O. Latham look on. Mr. Latham holds a card he will give to Mr. Steedman showing that the latter has driven 16 years without chargeable accident. "I think this system of awards has encouraged us to drive more carefully," said the operator.

Praise for Accident Reduction Accompanies Awards for Safety

PRAISE to operators for a "significant" reduction in accidents since Jan. 1 was expressed by Transportation Department heads as they distributed safety award pins at the divisions in late March and early April.

The praise avowedly re-emphasized a congratulatory March 24 Transportation Department bulletin to all employees of the Department. Over the signature of George F. Goehler, general superintendent of transportation, the bulletin stated, in part:

"There has been a significant reduction in accidents since the first of the year, and the three-day period of this week—Tuesday, Wednesday, and Thursday—had the lowest number of reports in any comparable period since the MTA began operating on March 3, 1958.

"The community can well be proud of the contribution you are making

toward safety and I feel sure we all know that every accident that is avoided saves economic loss or heartaches for someone and the example we are setting is of advantage to us collectively and individually."

This distribution of safety award pins was for operation for from one to 16 years without chargeable accident. It marked the first time 16-year pins had been given since the awards program was reactivated last December. A total of 13 operators received the 16-year pins.

All awards were those which had become due between July 1 and Dec. 31, 1960, inclusive.

"Former Cross Town operators whose safety records are adequate will be included in those to receive pins during the next presentations in late July or August," Mr. Goehler stated.

Commendations

Roosevelt Mills Chosen

March Operator of the Month

HIS SUCCESS in politely persuading passengers to move to the rear of the coach, and his painstakingly given directions to a passenger who had boarded the wrong bus, won Roosevelt Mills the title of Operator of the Month for March.



Roosevelt Mills

"I could not help noticing the good psychology this man used in persuading passengers to move back in the bus as they got on and to leave by the rear door, thus preventing the usual 'traffic jam' at the front," wrote an observer.

Of the other instance of Mr. Mills's courtesy, the writer said: "On a particular day, when a passenger had apparently boarded the wrong bus I was interested to see how painstakingly this operator explained things to the man, who did not understand English too well, and when he was ready to get off pointed out to him exactly where to stand and in which direction the other bus would be going. . . . This instance left me with a good feeling."

A Division 2 operator, Mr. Mills has been in service with MTA and its predecessors for 15 years, and at the time of the commendation had been working mainly on Lines 12 (West Washington Blvd. - North Broadway) and 47 (Whittier Blvd. and E. 4th St.).

"If I've had any success in winning the good will of my passengers, it's because I believe in the Golden Rule," he stated. He is a trustee of

95 Employees Honored In February for Courtesy

CONGRATULATIONS to the following 95 operators, who received commendations during February:

C. W. Adams, Division 7; S. M. Alexander, 3; L. C. Allison, 11; K. C. Anderson, 5; H. D. Apel, 7; S. L. Barasch, 8; L. N. Barksdale, 2; E. W. Barnett, 9; Harry Barrish, 7; R. L. Barth, 11; Ida J. Bell, 20; L. S. Bernard, 5; R. O. Bettarel, 8; F. C. Bradford, 2; C. E. Brown, 6; H. A. Brown, 2; J. W. Brown, 8; N. G. Brown, 7; E. L. Bretham, 20; C. H. Bull, 8; C. T. Burris, 7.

M. R. Cantrell, 7; M. S. Chapdelaine, 11; C. J. Cremer, 1; M. D. Diaz, 5; A. B. Dobine, 11; C. H. Donahoe, 2; N. H. Eller, 3; J. R. Enders, 5; Harvey Evans, 7; R. M. Ewell, 6; G. A. Ferguson, 3; Esequiel Flores, 3; G. L. Gennarini, 8; D. L. Gladwell, 10; W. H. Gohn, 6; N. G. Gould, 6; O. V. Gray, 20; D. C. Grayson, 12; W. J. Green, 9.

H. J. Harrigan, 2; L. H. Hoover, 2; Mark Howard, 3; Walter Howell, Jr., 2; L. J. Isidor, 12; L. D. Jensen, 6; W. B. Jones, 5; Joe Katz, 7; A. E. King, 7; W. R. Kinley, 11; M. E. Kittinger, 12; Odd Krestofferson, 5; W. F. Lawrence, 3; H. R. Manning, 7; O. D. Merrick, 5; C. E. Merriweather, 8; C. F. Miller, 6; B. J. Mitchell, 1.

F. P. Nanny, 6; O. A. Ortega, 20; R. W. Owen, 8; S. Papproski, 20; J. C. Patterson, 6; F. A. Peters, 7; Leonard Prem-selaar, 6; P. C. Rabb, 7; C. A. Rabun, 6; R. B. Richardson, 2; F. O. Rider, 7; M. C. Rockford, 7; R. D. Rodgers, 2; C. D. Ross, 5; H. O. Rozelle, 20; B. G. Ruiz, 1; W. B. Rumsey, 9.

N. L. Samson, 3; John San Marco, 9; R. D. Saunders, 7; W. H. Sharpe, 11; S. R. Siegel, 20; S. J. Singer, 10; J. B. Smith, 3; W. C. Snoddy, 1; P. H. Sparks, 8; T. W. Spurgeon, 20; Louella Stauffer, 20; J. W. Stevens, 6; V. D. Swindell, 3; Marie Thompson, 3; E. J. Tircuit, 3; H. O. Van Patten, 5; W. S. A. Weary, 7; William Werner, 7; A. J. Wier, 5; S. S. Wollam, 3.

his church and a member of its finance committee.

Three members of the Pomona Chamber of Commerce acted as a jury in selecting winning letters in the courtesy awards program.



PLEASED—As they examine the interior of first new bus during its unloading, these officials look pleased. From left are Fred Yenour, asst. general superintendent of equipment; George Powell, general superintendent of equipment; and M. E. Wright, asst. general manager.

New Dreamliners Arrive

THE FIRST of 140 new Dreamliner buses arrived in Los Angeles on March 22 by rail from Pontiac, Mich. It was immediately unloaded by a crew of five mechanics, who freed it from the car by prying loose heavy wooden blocks spiked to the box car floor and cutting by acetylene torch heavy iron supports fastened to the box car frame.

After the bus had been backed under its own power (a small amount of diesel fuel is put in at the factory) out of the end-opening car to the floor of the automobile dock, it was driven to Division 2 for fueling, and then to the South Park Shops.

Here several minor installations were made to fit out the bus for MTA operation, and it was then sent to its division for mechanical checks and servicing. Several of the many necessary steps taken to prepare one of the new buses for service are pictured on the next three pages.

More buses arrived almost daily during March, and may be still arriving as you read this story.

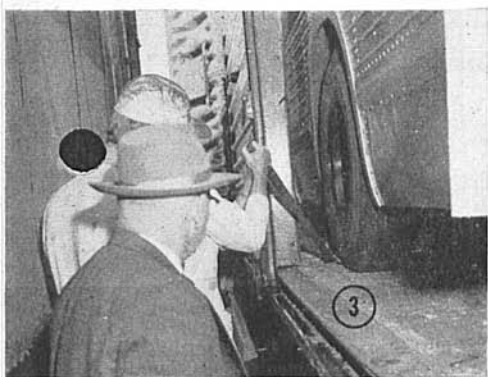
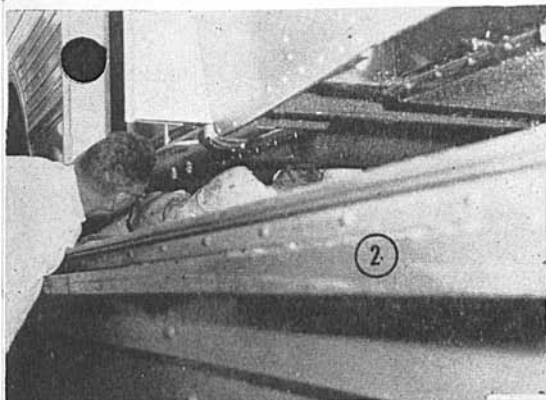
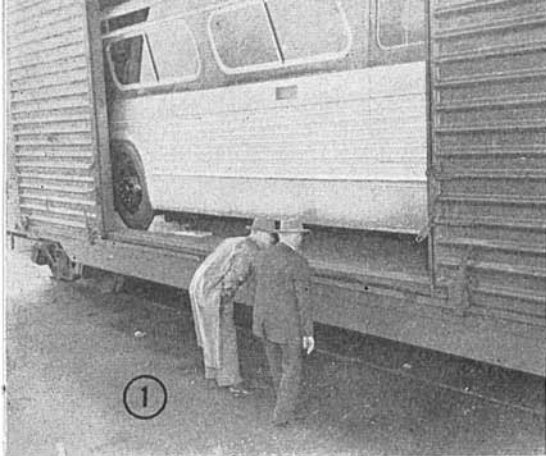
Sixty of the new buses are of the interurban type with forward-facing seats upholstered in superneedlepoint fabric. Thirty of these have raised decks, a baggage rack above the seats on the driver's side, and manual shifts. The other 30 have automatic transmissions and do not have baggage racks.

Eighty of the buses are of the city type with automatic shift. In these, upholstery is of super-vinyl in green and turquoise.

All 140 have center doors.

In the fall, 35 more coaches are expected.

The new bus purchase will, it is estimated, save MTA many thousands of dollars a year in maintenance and other operational costs. Use of the new buses will enable MTA to retire many older buses.



UNLOADING FIRST BUS—(1) After side door of box car has been opened, M. Edwin Wright, assistant general manager, left, and Fred Yenour, assistant general superintendent of equipment, peer under bus to see if any fastenings holding it to car bed have come loose. (2), (3) Mechanics at work prying loose fastenings. (4), (5) When all is clear, bus is backed out of car under its own power. (6) Mr. Wright; J. R. Hill, Division 2 general foreman, maintenance, first shift; and the unloading crew, also of Division 2 maintenance. From left are Charles Dello, Jesus Martinez, Ernest Pickens, and Bruce Morrow.



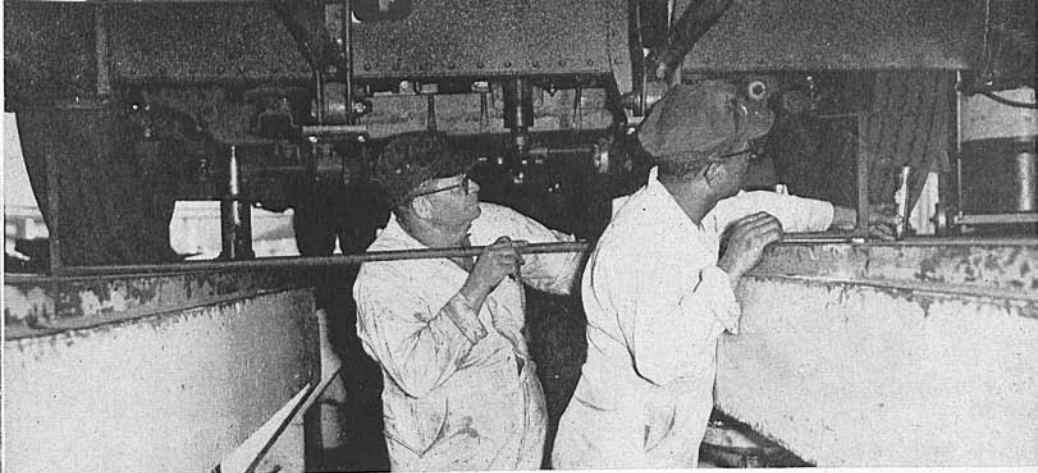
New Buses At South Park

FAREBOX HOLDER being mounted on stanchion by Mechanic Theodore Pilcher. He also installs an extra stanchion support, a ticket box, a litter box, two take-one boxes, a fire extinguisher, an operator's coat hanger, a front door grab handle, two route number boxes (one on the dashboard, one in the side window), a box to hold "express" and "local" cards, a farebox anti-rattler, etc. Other mechanics also install these and other items.

APPLYING NUMBERS to rear of new coach is Painter Nick Lacasella. Numbers are also applied to front and each side. A smaller number is placed inside on ceiling above windshield.

DECAL PLATE of MTA emblem is being screwed to coach by Mechanic Oscar Thompson. Other side also gets one.



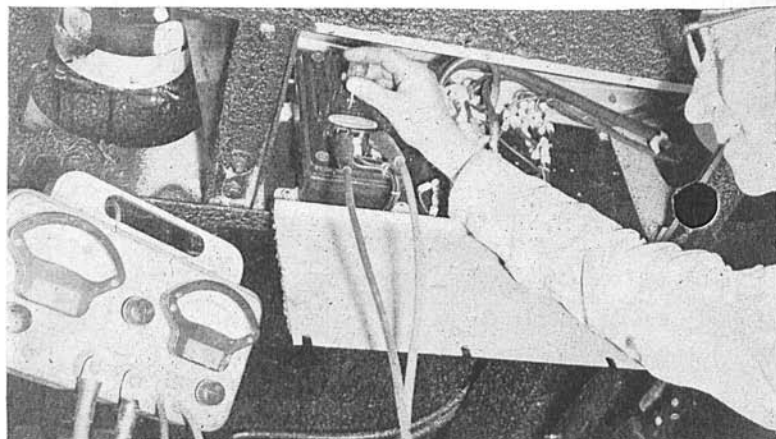
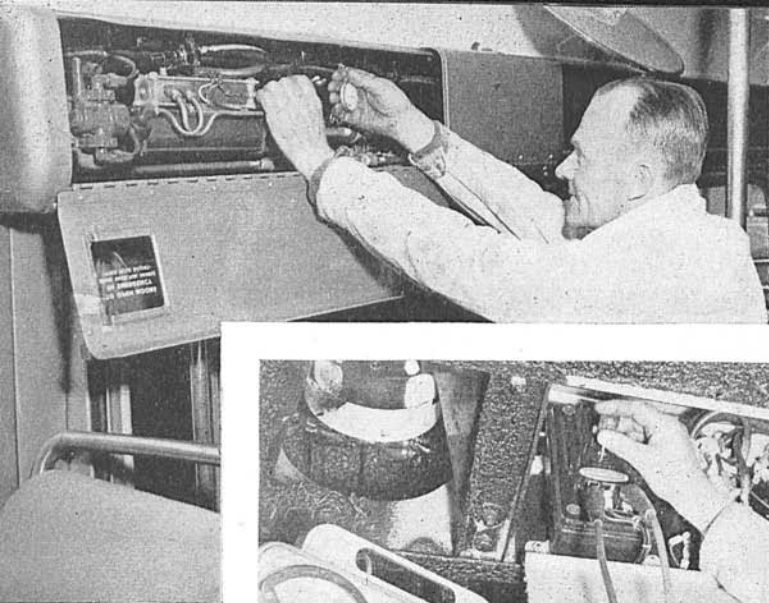


New Buses At Macy Garage

*(Similar procedures
are followed
at the divisions.)*

ABOVE—Checking wheel alignment are Stanley Moore, left, and Talmage Odom. **RIGHT**—Mr. Moore adjusts brakes. **LOWER LEFT**—Checking oil level in crankcase is S. L. Atchison. He also checks oil level in transmission and differential, as well as water level in battery. **LOWER RIGHT**—Daniel Madrigal checks the entire engine for oil and water leaks. Here he tightens hose clamp.





New Bus Check-Up

(continued)

TOP—Closing speed of rear exit door is timed by Stanley E. Carleton. ABOVE, RIGHT — Voltage regulator is adjusted to MTA requirements by J. L. Harshbarger. LOWER LEFT—Chassis is lubricated by Sidney Benjamin. LOWER RIGHT — Radiator is drained of anti-freeze (put in at factory because of Midwest winter weather) and afterwards refilled with plain water by Milton Spencer.

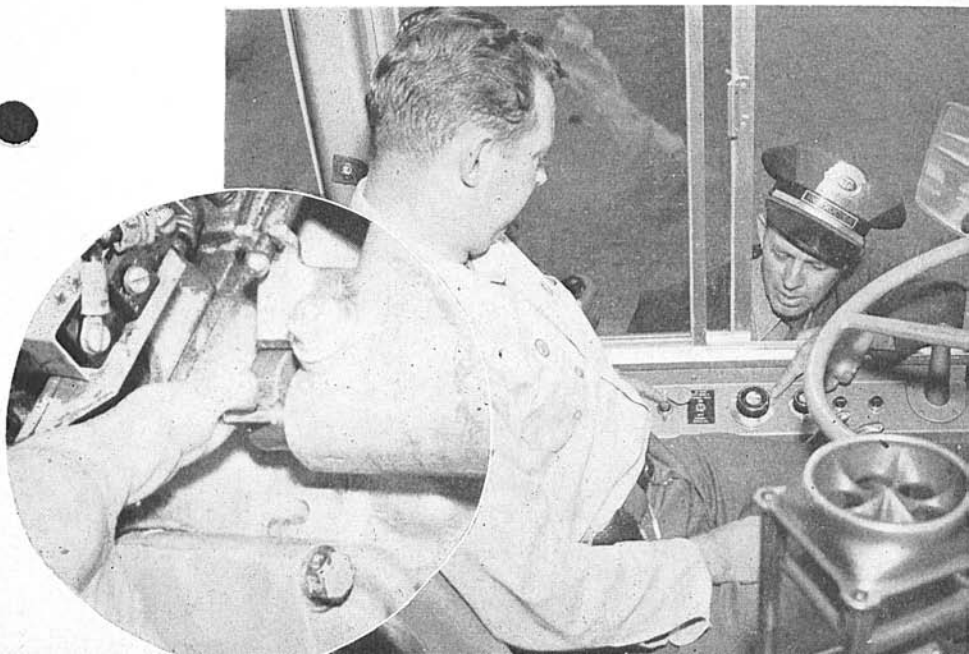




DIFFERENCE in shifting the new coaches is pointed out to Operator Luther Miller (at wheel) by Instructor L. E. Medlock. "New buses of the 5500 class (with manual gearshifts) shift much faster in all positions than the older stick jobs," Mr. Medlock declares.

Instruction on New Coaches

THE DRIVER, Operator W. E. Burris, has his finger on the emergency button. The instructor, Mr. Medlock (standing outside bus), has his finger on the regular switch which, when turned to the "OFF" position, shuts off the engine. "Use the emergency button only if the regular switch fails to shut off the engine," says Mr. Medlock. "The emergency switch works by closing the damper that supplies air to the engine. To open the damper so that the engine will start, you must open the engine compartment and manually push the damper pin down on the Dreamliners (see inset photo), or pull it towards you on older models. Many divisions currently have photos showing correct operation of dampers." Newest Dreamliner pins are being painted red for easy identification.





IT'LL BE A GOOD CATCH—Chairman A. J. Eyraud, of MTA, prepares to toss an Angel Flyer into the waiting glove of Robert O. Reynolds, president, Los Angeles Angels. The picture is symbolic: the Authority on April 4 approved a plan calling for the round-trip operation of Angel Flyers direct to Wrigley Field for home games of the Angels beginning on April 27. Trips will originate in West Hollywood and in the Hawthorne-Inglewood areas.

Improved Telephone System To Expedite Information Service

IMPROVEMENTS for expediting the flow of calls through the MTA telephone information center on the seventh floor of the Transit Authority Building are now being made and will be completed in about nine months. They were approved by the Authority on April 4.

The changes will enable MTA to increase its staff of operator-information clerks, add additional telephone trunk lines, and permit all persons within the 35 telephone exchanges in the Los Angeles extended area to telephone the Authority at toll-free, local-call rates.

In addition, an automatic call distributor system will be installed that holds incoming calls in the order in which they are received in the event

the operator-information clerks are busy. The caller will be informed by a recording that he has reached the MTA and his call is held until operator is free.

The plans provide for increasing the information center staff from 51 to 66 persons, increasing the number of answering positions from 16 to 24 with four extra for emergency purposes and adding 11 additional trunk lines for a total of 36.

At the same time the number of trunk lines feeding into the Authority's general offices will be increased to 20.

Provision also is being made to accommodate as many as 200 information center and 29 general office trunk lines in the future.



URING TOUR of maintenance facilities, George Wells, left, assistant to general superintendent of equipment, explains to a group of four dispatchers some special features of a bus engine. Dispatchers are, from left, George Boos (senior supervisor and dispatcher), E. J. Christensen, W. P. Eunson, and J. W. Butler. Other dispatchers also took the tour.

Dispatchers Tour Shop Facilities

TO REFRESH their knowledge of bus and trolley equipment and of maintenance procedures, the seven MTA dispatchers toured several facilities for maintenance in late March and early April.

Under the guidance of George Powell, general superintendent of equipment, and his assistant, George Wells, the dispatchers observed methods of inspection, servicing, and repair at Divisions 2 and 5. Then they traveled to the South Park Shops, where their guides explained methods of repairing and overhauling engines,

engine units, bodies, upholstery, windows, doors, etc.

"It was a valuable experience for us," declared Jack W. Butler, one of the dispatchers. "When operators call us with questions and problems concerning the operation of equipment on the road, we need to give them the best and clearest instructions and answers possible."

The trip also included inspection of the three types of new buses now arriving, so that differences between the earlier and later Dreamliners could be noted.

Retirements

FAREWELLS HAVE BEEN said to five employees since publication of the list of retirements in the February issue of THE EMBLEM:

Allen E. Akers, operator, Division 7, who retired Jan. 16 after service from Jan. 20, 1935.

Joseph A. Anderson, supervisor, Transportation Department, who retired Feb. 13

after service from March 3, 1927. He had been placed on indefinite leave Nov. 23, 1958.

Erland Hansen, mechanic "A", South Park Shops, who retired Feb. 28 after service from June 4, 1914.

Edward Jerome, extra flagman, who retired Feb. 26 after service from April 29, 1956.

Herman A. Ruysers, operator, Division 7, who retired Feb. 17 after service from April 20, 1923.

New Faces

A HEARTY WELCOME to the following new employees who joined MTA between Feb. 16 and March 15:

ACCOUNTING AND FINANCIAL

Clerk: Shirley K. Israel.
Key Punch Operator: Patricia A. Kaufman.

ELECTRICAL

Lineman: Michael A. Kinney.

EQUIPMENT MAINTENANCE

Mechanic "B": Herbert J. Fassbender, LeRoy C. Mang.
Utility "A": Daniel Adams.

OFFICE OF CHIEF ENGINEER

Associate Transportation Engineer: Wendell P. Monroe.

REAL PROPERTY MANAGEMENT

Information Clerk: Mary Jean C. Cardella, Loretta H. Klitgaard.

WAY AND STRUCTURES

Surveyor (Temporary): John A. Lindenfeld.

On Their Way Up

CONGRATULATIONS to the following employees, who took a step up the ladder between Feb. 8 and March 15:

Charles W. Adams, from Operator to Extra Instructor-Operator, Feb. 8. Employed March 5, 1945.

Lorain T. Altig, from Operator to Operator-Extra Instructor, Feb. 27. Employed Sept. 20, 1955.

Robert E. Braun, from Trafficman, Division 21, to Operator-Extra Instructor, Feb. 27. Employed May 19, 1939.

William C. Fleming, from Operator to

Extra Instructor-Operator, Feb. 8. Employed Feb. 28, 1949.

Raymond W. Fletcher, from Mechanic "A" to Mechanic "A" Leadman, South Park Shops, Feb. 26. Employed Sept 22, 1952.

Ulysses Guillebeau, from Mechanic "B" to Mechanic "A", South Park Shops, Feb. 26. Employed May 1, 1942.

Pasqual C. Palacios, from Storekeeper to Line Storekeeper, Purchasing and Stores, Feb. 26. Employed Jan. 11, 1941.

Raymond Q. Stanford, from Operator to Operator-Extra Instructor, Feb. 27. Employed Aug. 19, 1930.

Gerald H. Wischmeyer, from Mechanic "B" to Mechanic "A", March 12. Employed Dec. 9, 1957.

Ellie E. Wright, Operator, to Extra Service Director-Operator, Feb. 13. Employed Oct. 29, 1946.

In Memoriam

THE EMBLEM reports with regret the death of the following:

John James Donelan, 46, operator, Division 12; March 27; service from 1956. Survived by his widow, Irene.

Raymond J. Donnellan, Jr., 45, division clerk, Division 8; March 28; service from 1947. Survived by his widow, Maude.

Roger Allen Forsythe, 47, operator, Division 6; March 7; service from 1953. Survived by his widow, Almeda.

Ricardo Gonzalez Gomez, 27, operator, Division 3; March 3; service from 1959. Survived by his widow, Elva.

Peter Goodas, 79, retired bonding fore-

man; March 13; service from 1909 to 1945. Survived by his son, Michael.

Sylvia LaRue, wife of retired operator Frank LaRue; March 20. Survived by her husband.

James Albert Lawler, 83, retired flagman; March 10; service from 1902 to 1955.

Jennie Levett, 68, retired Jr. Voucher Clerk; March 18; service from 1927 to 1958. Survived by her cousin, Frances L. Albert, Rochester, N.Y.

Reginald Davis Martin, 71, retired operator; March 15; service from 1925 to 1947. Survived by his widow, Lorraine.

David John Woods, 81, retired traffic observer, Statistics Department; March 22; service from 1923 to 1947. Survived by his sister, Matella W. Morrison.

OUR COVER

Some Lug Wrench!

TIGHTENING to a specific number of pounds of pressure the nuts that hold the wheels on the axles of the new buses is one of the many safety checks given at the divisions on the new equipment.

Here Talmage Odom, mechanic "A" at Macy, uses a big torque wrench to carry out this part of the work.

"Most of the things we do on the new buses are adjustments to meet our specific passenger safety and equipment safety requirements as determined by our experience on MTA lines," stated A. W. Seyferth, assistant to the general superintendent of equipment, while he was at Macy instructing the mechanics on new bus specifications.

New Emergency Number

For Medical Group

THE EMERGENCY NUMBER of the Metropolitan Medical Group is now RIchmond 9-3351, according to a Personnel Department bulletin of April 3 now posted on all bulletin boards.

The bulletin suggests that you change the old telephone number on the reverse side of your Group membership card to the new number, RIchmond 9-3351.

Correction of Due Dates

For Medical Dues

DUE DATE for Medical Plan third-quarter dues paid by retired employees should have been listed as July 1 instead of June 1 in the March issue of THE EMBLEM.

Quarterly dues must reach the office of the Metropolitan Medical Group by Jan. 1, Apr. 1, July 1, and Oct. 1 of each year.

The Emblem

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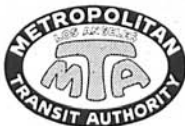
Easter
shopping
can be
fun!



There's an MTA bus or street car line near you to take you in speed and ease to your favorite stores. Shopping becomes fun...an easy, pleasant way to spend the day...when you take advantage of convenient, courteous, low-cost MTA service. You'll appreciate your convenient bus or street car more than ever during the busy Easter season. Use it today—use it often!

For information, call Richmond 7-4455

PRE-EASTER newspaper advertisement urging people to shop by bus.



**THE FAST
EASY WAY
TO WORK, SHOP
AND PLAY**

THE MTA EMBLEM
1060 S. Broadway
Los Angeles 15, Calif.

Form 3547 Requested

BULK RATE
U. S. POSTAGE
PAID
Los Angeles, Calif.
Permit No. 21231