



# Emblem

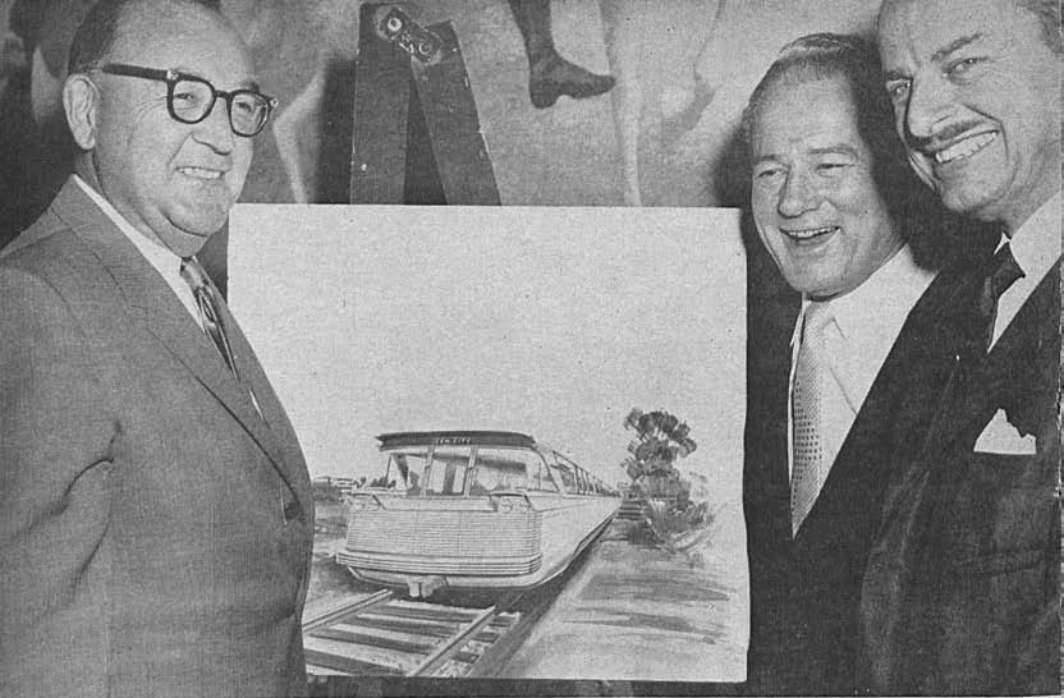
76-73

NOVEMBER, 1961



(Cover story, page 15)

- New RT Financing Plan Proposed
- 35 New "SilverLiners" to Van Nuys
- Is It Actually "Your" ACME?—If Not, JOIN!



**SPEAKERS AT LUNCHEON**—From left, Gov. Edmund G. Brown, Sen. Clair Engle, and MTA Chairman A. J. Eyraud pose beside a watercolor painting of a rapid transit car as conceived by Kaiser Industries for MTA. This picture and several others were on display.

## TO FINANCE RAPID TRANSIT

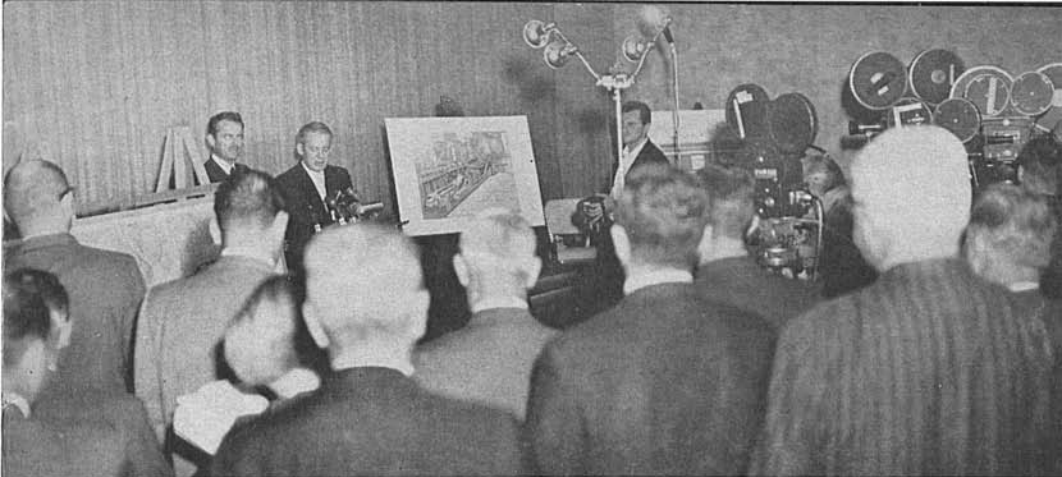
# Private Bonds Insured by U.S. Proposed by Chairman Eyraud

**Transit Revenue Bond Insurance Bill Outlined By Board Chairman at Civic Luncheon Oct. 23; Senator Engle, Author of Loan Bill, Approves; Gov. Brown Praises Work of MTA Board**

PRIVATE REVENUE BONDS instead of a Federal loan would be used to finance MTA's rapid transit system under Congressional legislation proposed Oct. 23 by MTA Board Chairman A. J. Eyraud at a progress report luncheon for 200

governmental, business and civic leaders at the Sheraton West.

Senator Clair Engle, who, with Congressman Chet Holifield, introduced national legislation for Federal loans to transit last August; and Governor Edmund G. Brown, a



**PRESS CONFERENCE** was held just before the luncheon by (facing camera) MTA Chairman A. J. Eyraud, left, and Sen. Clair Engle. Newsmen are in foreground, cameras at right.

staunch friend of the proposed MTA rapid transit system, also spoke at the luncheon.

#### **U.S. INSURANCE, NOT LOAN**

Entitled the "Transit Revenue Bond Insurance Bill," the legislation proposed by Mr. Eyraud would have the Federal government insure the cost of the system, and would enable MTA to proceed with construction by private enterprise, using private capital, not a government loan or grant, he said.

"By insuring the payment of principal and interest on privately sold revenue bonds, the bill will enable public transit agencies to obtain funds at interest rates not to exceed 3 $\frac{5}{8}$ % per annum and repayable over a period of up to 50 years, making private financing of rapid transit possible," the Chairman stated.

Under the bill proposed by MTA, a Federal administrator would be delegated to evaluate applications for insurance of revenue bonds and to insure the payment of principal and interest on those bonds. In the event of default, the administrator would be required to pay only the

amount necessary to cure the default.

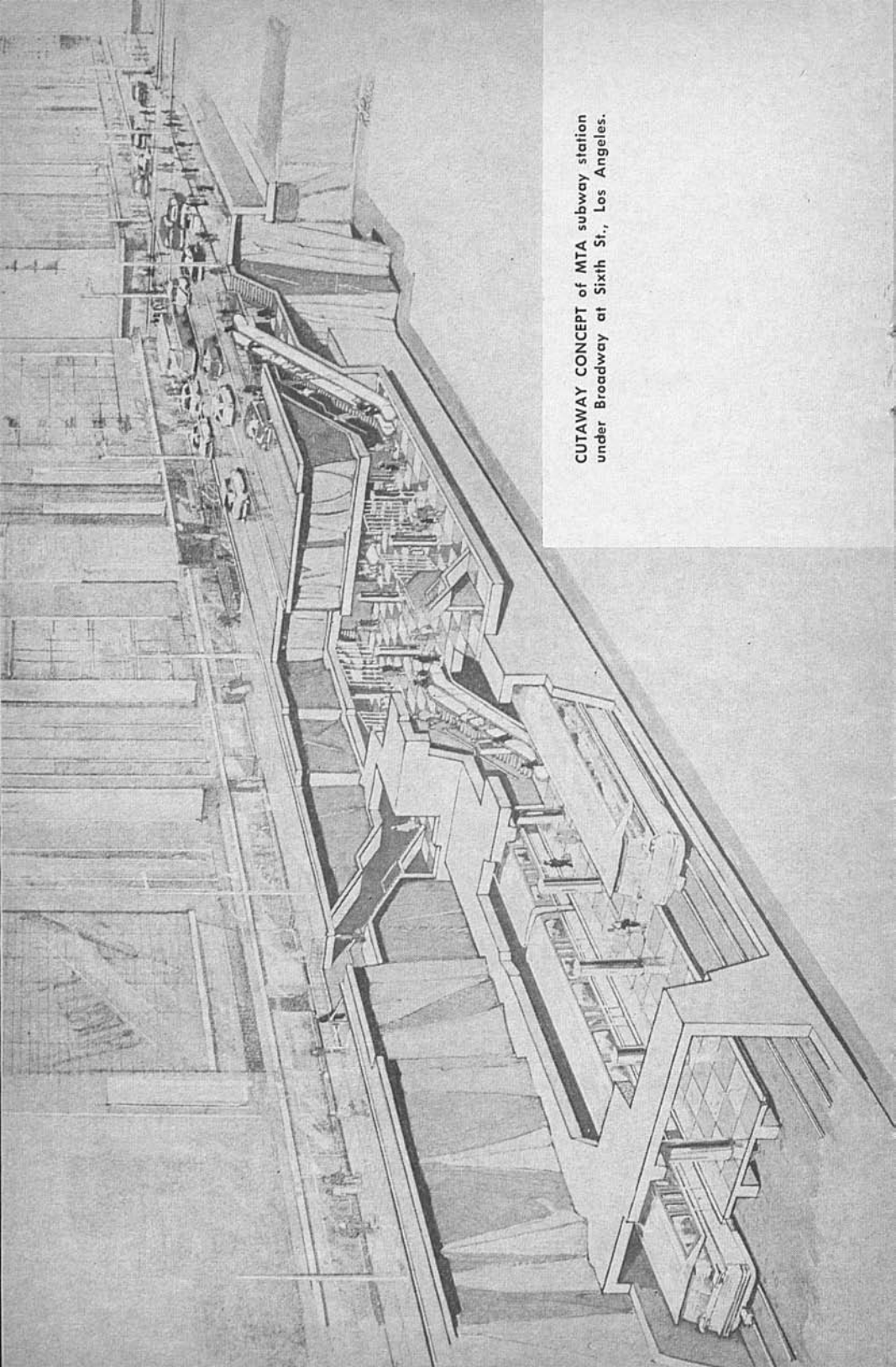
The legislation outlined by the MTA Board Chairman will soon be introduced in Congress.

#### **ENGLE APPROVES INSURANCE PLAN**

In his remarks, Senator Engle told the assemblage at the Sheraton West it was his feeling that legislation of the type MTA proposes in the Transit Revenue Bond Insurance bill would receive more favorable consideration by the administration in Washington than would legislation involving direct loans or grants.

"A direct loan program for mass transportation facilities could up the Federal budget a billion dollars," he stated, "and although that money is in the nature of a capital investment and will be repaid, it nevertheless makes the administration financial planners unhappy when they want to come up with a balanced budget next year.

"I have a feeling that when the President makes his recommendations he is going to try to come up with some kind of incentive program to solve the mass transporta-



CUTAWAY CONCEPT of MTA subway station  
under Broadway at Sixth St., Los Angeles.



## Rapid Transit Report

tion problems without the heavy impact that direct loans would have on the budget. It might be that they (the Administration) will rely on guaranteed loans, or they may recommend a combination of grants-in-aid plus guaranteed loans . . .

"It will therefore be my intention to broaden the bill which I have introduced to accomplish these purposes."

### GOVERNOR LAUDS MTA BOARD

Praising the MTA Board, Gov. Brown said, "The progress made in Los Angeles by the MTA is nothing short of remarkable. We are standing on the threshold of events which must make transportation history."

The Governor said that a rapid transit system must be built to relieve traffic on the freeways. He added, "Every engineering and economic study has proved that rapid transit can be built and built now."

Chairman Eyraud said, "We're going to build this system." Queried as to the time schedule, he stated that if a financing bill were passed in early 1962, making it possible to start construction in June, 1962, people "can ride 42 months after construction starts."

### SUBWAY AS FALLOUT SHELTER

Considerable interest was shown by the speakers in use of the subway portion of the Backbone Route as a fallout shelter.

In speaking of his bill, S 2390, Senator Engle said, "We are asking the government to make money available at less than the commercial interest rate. As a quid pro quo, we are offering the Federal Government 12½ miles of underground area for fallout shelters that can be easily and inexpensively adapted for that use. We think that this is a fair

exchange, especially in the light of the program announced by the President to spend \$250,000,000 in fallout shelters."

He went on to explain that side tunnels could be built from basements of principal buildings along the subway route to connect with the subway tunnels.

"The MTA plan . . . offers 12 miles of subway fallout shelter under the longest business main street in California—Wilshire Blvd.," pointed out the Governor.

Filters and closures would provide protection from fallout to those seeking shelter in the tunnels, Mr. Eyraud stated.

Individual progress reports were distributed to those in attendance.

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## Pension Plan Improved For Maintenance Employees

AN IMPROVED PENSION PLAN for employees represented by the Amalgamated Transportation Union, Division 1277, was endorsed by the MTA Board at its meeting October 17.

Pensions under the improved plan are increased approximately 16⅔% over those previously allowed, although the rate of contributions is not raised.

Officially known as the "Los Angeles Metropolitan Transit Authority Maintenance Employees Retirement Income Plan," the improved version was made effective as of June 1, 1960. The retroactive feature will require double pay-roll deductions by certain classes of employees until their contributions are up to date.

A summary of the provisions of the improved plan was given to each eligible employee by the Personnel Department.

# Christmas Ad Campaign To Feature Billboards

BILLBOARDS will be used for the first time as an important advertising medium in an extensive advertising campaign beginning Nov. 20 to attract Christmas shoppers to MTA service.

With the slogan, "Shop by Bus—Save Nerves and Money," 450 seven-sheet (7' wide and 8' high) billboards will carry four-color process ads using an attractive picture of a mother, daughter, and son leaving an MTA bus after having completed their shopping. To add a touch of humor, the small son has snatched the white beard from a department store Santa Claus.

The same photo and message will be used:

- On 300 king-size outside bus posters and on a full showing of

inside car cards.

- In black-and-white ads in Los Angeles metropolitan newspapers during the week of Nov. 27, and in suburban papers during the week of Dec. 4. The circulation of these papers totals over 3,000,000.

- In take-one folders on all MTA vehicles.

- On banners in the MTA Depot at Sixth and Main Sts., Los Angeles, and on display cards in street-floor windows of the Transit Authority Building, 1060 S. Broadway.

During a four-weeks intensive radio spot campaign beginning Nov. 27, the MTA message will be heard in recorded telephone conversations between two feminine voices.

## Social Security Tax Rate Goes Up 1/8% Jan. 1

YOUR PAY-ROLL DEDUCTION for Social Security will go up next year.

MTA's contribution to Social Security will also go up, since MTA pays to the government an amount equal to your own.

The increase will be from 3% to 3 1/8% on earnings up to \$4,800 a year, beginning Jan. 1. This means that the maximum deduction for you, and the maximum payment for MTA, will go up from \$144 to \$150 a year.

Several new Social Security benefits have been provided in the past year. One of the more important of these allows men, as well as women, to retire, with reduced benefits, at age 62.

Questions concerning Social Se-

## Welcome Mat Out At Home of C. B. Lewis

"WHEN you can be in Yucca Valley be sure and look us up at our home, 7592 Fox Trail, 2 1/2 blocks south of the post-office," recently wrote retired Operator C. B. Lewis to THE EMBLEM.

Yucca Valley is some 40 miles east and north of Banning, on the road to Twentynine Palms.

"I am still thinking of you all for pleasant connections extending 35 years and 11 months — the best years of my life," wrote Mr. Lewis, who retired in 1959 from Pasadena.

He reported "fine fishing" in Lake Havasu, and sent photos in color to prove his contention.

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curity benefits may be directed to the Personnel Department.



FIRST OF THE 35 "SILVERLINERS" to be prepared for service in South Park Shops is inspected by Shop Superintendent Norman W. Lane, kneeling, and General Foreman Austin F. Kilgore.

### "HI-YO! SILVER RIDES AGAIN"

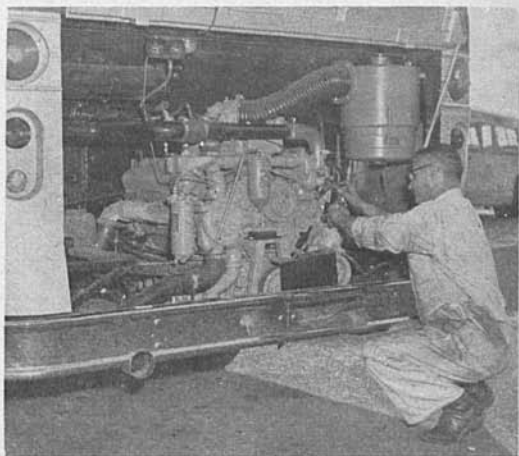
## 35 New "SilverLiners" Assigned To San Fernando Valley Lines

THIRTY-FIVE new Flxible buses to be known as "SilverLiners" were scheduled to go into service on four lines in the San Fernando Valley on Nov. 19. The new equipment is to be maintained and stored at Division 8, Van Nuys.

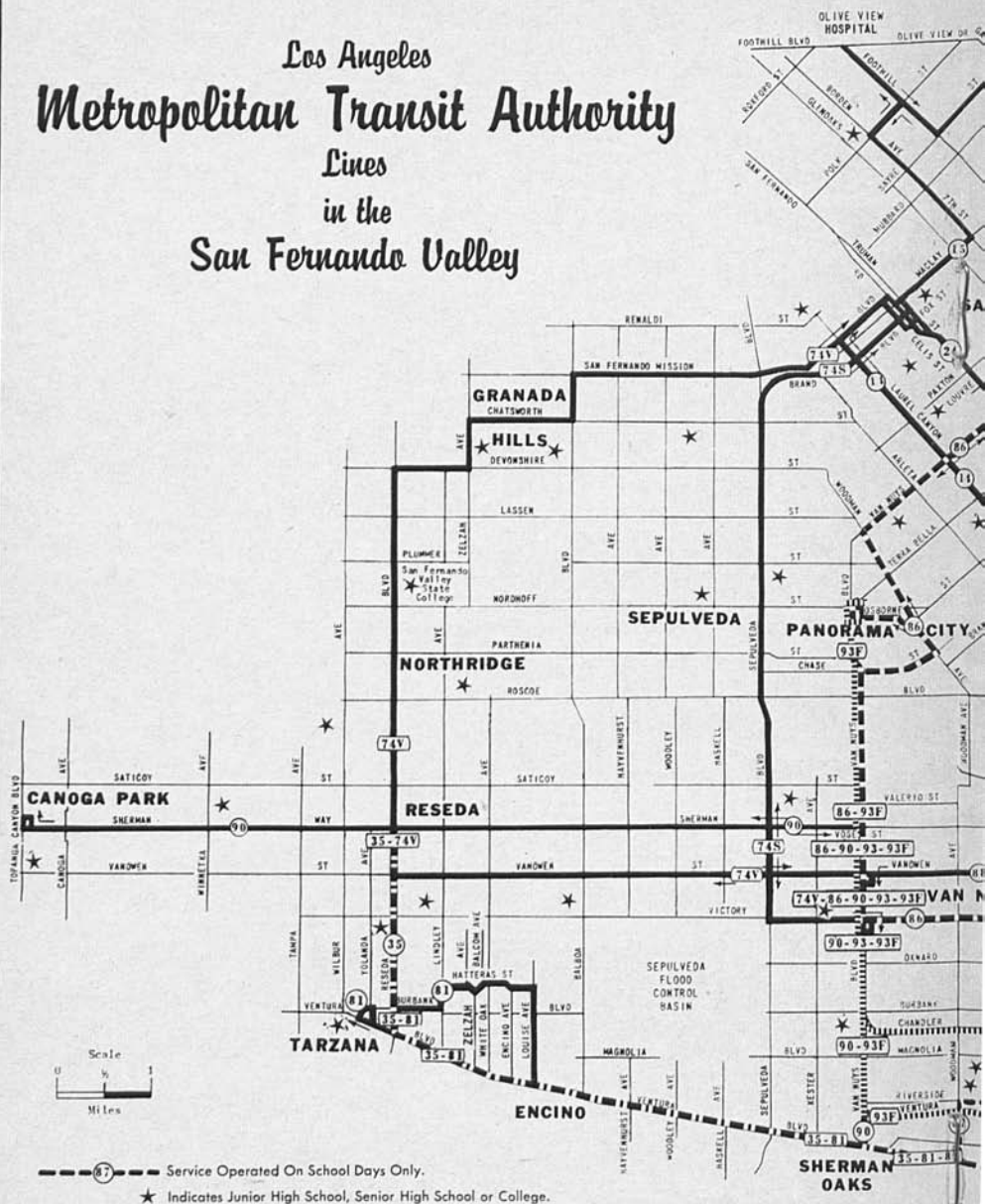
The Los Angeles-North Hollywood-Van Nuys Line 93 and the Central Valley Flyer Line 93F have been assigned 25 new units; the Los Angeles-North Hollywood-Van Nuys-Pacoima via Riverside Drive Line 86, eight units; and the West Valley Freeway Flyer, two units. (See Valley route map on pages 8 and 9.)

San Fernando Valley business, civic, and governmental leaders were invited aboard the new buses for a preview parade of the equipment through several Valley cities on Nov. 13.

FREDDIE KLETT, Automotive Group Leader, South Park Shops, looks over the gleaming new V-6 engine in SilverLiner, No. 5701.



# Los Angeles Metropolitan Transit Authority Lines in the San Fernando Valley

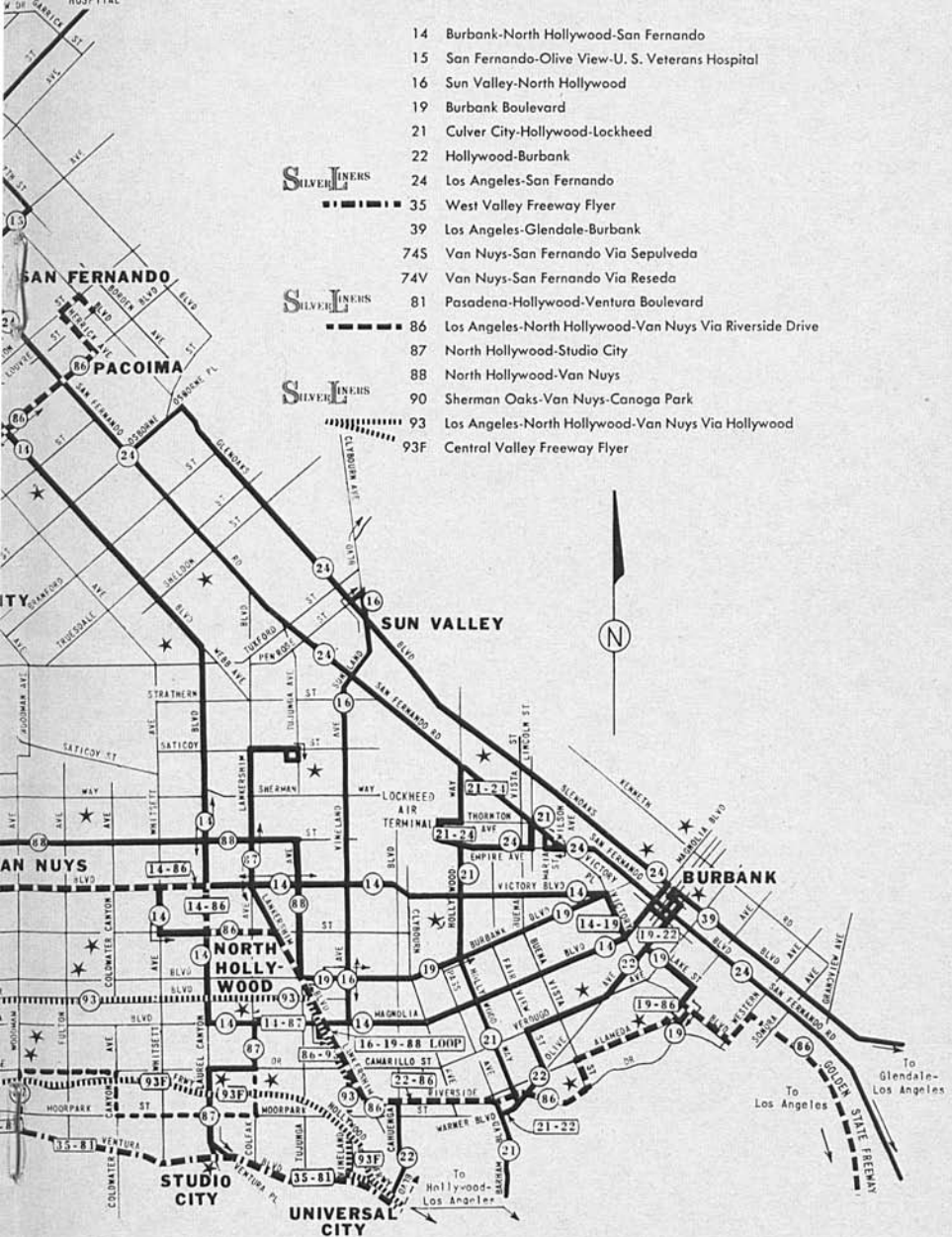


Prepared and Published by the Los Angeles Metropolitan Transit Authority Business Development and Information Division, December, 1960. Subject To Change Without Notice.

**NOTE IN THE LEGEND the four routes on which the new SilverLiners will be used.**



U.S. VETERANS  
HOSPITAL



- 14 Burbank-North Hollywood-San Fernando
- 15 San Fernando-Olive View-U. S. Veterans Hospital
- 16 Sun Valley-North Hollywood
- 19 Burbank Boulevard
- 21 Culver City-Hollywood-Lockheed
- 22 Hollywood-Burbank
- 24 Los Angeles-San Fernando
- 35 West Valley Freeway Flyer
- 39 Los Angeles-Glendale-Burbank
- 74S Van Nuys-San Fernando Via Sepulveda
- 74V Van Nuys-San Fernando Via Reseda
- 81 Pasadena-Hollywood-Ventura Boulevard
- 86 Los Angeles-North Hollywood-Van Nuys Via Riverside Drive
- 87 North Hollywood-Studio City
- 88 North Hollywood-Van Nuys
- 90 Sherman Oaks-Van Nuys-Canoga Park
- 93 Los Angeles-North Hollywood-Van Nuys Via Hollywood
- 93F Central Valley Freeway Flyer



**ACME Gifts to Charity  
In 1961 Total \$21,306**

ON BEHALF OF the MTA employees who are members of ACME, the ACME Committee disbursed a total of \$21,306 to 24 charitable organizations during 1961.

Of this amount, the Committee allocated \$19,350 from undesignated pledges to 10 principal causes, and \$2,056 from designated pledges to 24 causes.

The breakdown is as follows:

**DISBURSEMENT OF ACME FUNDS  
FOR THE YEAR 1961**

| ORGANIZATION                                   | FROM<br>UNDESIGNATED<br>PLEDGES | FROM<br>DESIGNATED<br>PLEDGES | DATES<br>OF<br>DISTRIBUTION |
|--|---------------------------------|-------------------------------|-----------------------------|
| Community Chest .....                          | \$12,000.00                     |                               | 10/ 9                       |
| American Cancer Society .....                  | 1,200.00                        | \$528.00                      | 6/ 5 10/10                  |
| Braille Institute .....                        | 150.00                          | 12.00                         | 10/ 9 10/10                 |
| March of Dimes .....                           | 1,200.00                        | 225.00                        | 3/ 1 10/10                  |
| Multiple Sclerosis .....                       | 150.00                          | 81.00                         | 8/21 10/10                  |
| American Red Cross .....                       | 3,000.00                        | 78.00                         | 3/ 1 10/10                  |
| Los Angeles County Heart Ass'n .....           | 1,200.00                        | 240.00                        | 3/ 1 10/10                  |
| United Cerebral Palsy .....                    | 150.00                          | 12.00                         | 5/29 10/10                  |
| Arthritis & Rheumatism Foundation .....        | 150.00                          | 57.00                         | 3/ 1 10/10                  |
| Diabetes Association .....                     | 150.00                          |                               | 10/ 9                       |
| Catholic Youth Organization .....              |                                 | 12.00                         | 10/10                       |
| Good Shepherd Lutheran Home .....              |                                 | 12.00                         | 10/10                       |
| Los Angeles Boy Scouts .....                   |                                 | 24.00                         | 10/10                       |
| Orthopaedic Hospital .....                     |                                 | 39.00                         | 10/10                       |
| Jewish Committee for<br>Personal Service ..... |                                 | 12.00                         | 10/10                       |
| City of Hope .....                             |                                 | 156.00                        | 10/10                       |
| Children's Hospital Society .....              |                                 | 192.00                        | 10/10                       |
| Boys' Town .....                               |                                 | 12.00                         | 10/10                       |
| Salvation Army .....                           |                                 | 186.00                        | 10/10                       |
| Mental Health Foundation .....                 |                                 | 12.00                         | 10/10                       |
| Union Rescue Mission .....                     |                                 | 18.00                         | 10/10                       |
| Holy Family Adoption Service .....             |                                 | 12.00                         | 10/10                       |
| CARE .....                                     |                                 | 12.00                         | 10/10                       |
| Children's Baptist Home .....                  |                                 | 24.00                         | 10/10                       |
|  | <u>\$19,350.00</u>              | <u>\$1,956.00</u>             |                             |
| <b>GRAND TOTAL .....</b>                       | <b>\$21,306.00</b>              |                               |                             |

# Why Such Small Type

## In This ACME Story?

BECAUSE your ACME Committee feels that

**MTA employees are—**

**—helpful**

**—friendly**

**—kind**

and that because employees are basically generous, some won't be very proud of the story on the opposite page if they know the facts. These are (and let us once more put unflattering truths in small type):

- Only 40% of us contributed to the total 1961 figure of \$21,306 in ACME gifts to charity.
- Some 60% of us—approximately 2700 people—are letting the other 40% carry the burden of helping to relieve distress and want through ACME.

Your ACME Committee is confident that now, knowing the above facts and newly realizing the need, all employees who are non-members will—

# JOIN ACME TODAY!

(Get a blue card from your supervisor or the Personnel Department)

# You May Be Losing Benefits Of 1960 OASI Amendments

THOUSANDS OF DOLLARS in Social Security benefits may be lost to a number of retired workers or their survivors if they do not apply for their payments before the end of this month, according to Victor Christgau, Director of the Bureau of Old-Age and Survivors Insurance.

With the 1961 amendments to the Social Security law crowding the changes of late last year from the public eye, Mr. Christgau said, many people affected by the 1960 amendments have apparently not yet learned of their eligibility for payments.

### THREE NEWLY ELIGIBLE GROUPS

These three groups were made newly eligible for benefits beginning with the month of October, 1960:

1. Those persons made eligible for benefits under the 1960 provision which reduced the amount of work needed to qualify for payments (now even further reduced under this year's amendments).

2. Survivors of workers who died between March 31, 1938, and January 1, 1940. (These benefits had been payable only to survivors of workers who died in 1940 or later.)

3. Aged dependent widowers of women workers who died before September, 1950, when this type of benefit was not payable.

Workers who have been totally disabled for a year and a half or more, and their dependents, may

lose some back payments if they do not apply for their social security benefits before the end of November.

### APPLY NOW TO REDUCE LOSS

Under the law, Social Security payments may be retroactive for up to 12 months, Mr. Christgau explained. Therefore, for those persons who became eligible for payments in October of last year, when most of the 1960 amendments went into effect, each month of delay in applying for their benefits will now mean a month's benefit lost.

Also, there are many aged workers who have not applied for benefits because they feel they are now earning above the maximum to be eligible for payments, Mr. Christgau added. They may be wrong, he said, especially since new changes in the law have been made. In fact, they may be eligible for payments for some months of 1961, if not for the entire year.

Moreover, he pointed out, even if they are not eligible for payments now, by applying now, they can receive their benefits as soon as they do become eligible.

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### Utility "B" Retires

BEST WISHES to Division 11's Utility "B" Esperanza F. Curt, who retired Sept. 18 after service from October 21, 1942. Mrs. Curt had been on indefinite leave since July.



# Commendations

## 139 Operators Honored In October for Courtesy

CONGRATULATIONS to the following 139 operators who received commendations during the month of October:

V. M. Acord, Division 20; J. C. Albrizze, 8; W. E. Alexander, 5; G. C. Alvarado, 2; C. S. Anderson, 3; J. R. Anderson, 7; K. C. Anderson, 5; H. D. Apel, 7; Albert Armelin, 5; A. J. Arnone, 3; A. A. Arredondo, 2; A. L. Auslander, 20.

M. H. Baldrige, 20; Theodore Banks, Jr., 3; E. W. Barnett, 9; A. J. Bartholomew, 11; Emerson Becker, 21; J. E. Bernard, 5; L. S. Bernard, 5; N. G. Blea, 20; H. W. Blundell, 5; R. K. Breitz, 2; D. F. Brenneer, 2; George Briggs, 6; H. A. Brown, 2; C. T. Burris, 7; Nathaniel Cain, 2; R. A. Capehart, 6; H. R. Castellano, 12; W. S. Churchill, 8; P. R. Ciaccarello, 10; E. R. Clark, 9; J. D. Cleveland, 3; S. M. Collins, 6; Benjamin Cooper, 7; B. F. Cooper, 1; R. A. Crabill, 11; E. A. Cumbie, 11.

J. A. Deal, 3; Edward Delmar, 6; G. W. Demarest, 6; N. J. Dionne, 12; L. F. Douglas, 8; Clifford Ellyson, 3; E. A. Evans, 7; K. S. Fales, 7; E. J. Filek, 2; Esequiel Flores, 3; Joseph Ginsburg, 5; D. L. Goins, 5; A. M. Gracy, 6; W. E. Graves, 7; A. E. Gray, 6; W. F. Gylling, 1; H. E. Hadlock, 7; H. J. Harrigan, 2; J. B. Hill, 20; C. L. Hobby, 12; J. K. Hodo, 3; H. L. Hoover, 2; C. L. Hurst, 7; D. T. Hutton, 7.

J. L. Jackson, 7; S. L. Jensen, 5; W. J. Jensen, 8; Stephen Jessuls, 8; C. H. Johnson, 10; R. C. Johnson, 5; J. P. Jones, 3; Albert Judson, 20; E. M. Kirtz, 3; S. A. Knight, 5; P. E. Knox, 2; R. D. Kornell, 20; Earl Kral, 5; W. F. Lawrence, 3; F. V. Lemaster, 7; E. P. Lewis, 7; William Lewis, 3; T. R. Limke, 12; J. R. Lowell, 8; J. J. Lubak, 9; H. G. Lyons, 8.

S. A. Mackin, 20; H. J. Menard, 3; C. E. Merriweather, 8; Alfredo Miranda, 10; F. C. Mohawk, 3; D. L. Moore, 7; H. C. Nields, 20; O. E. Ortega, 20; E. D. Parker, 7; S. O. Parker, 2; Henry Pederson, 7; C. F. Pike, 20; R. B. Richardson, 2; J. F. Rondel, 7; W. B. Rose, 20; C. D. Ross, 11; B. J. Rush, 6; R. C. Rutherford, 5.

S. L. Sanders, 7; A. J. Schulz, 7; G. E. Serres, 9; N. J. Sleem, 2; E. E. Smith,

## Division 7 Man Selected Oct. Operator of the Month

CHARLES A. ("Chuck") Adams, Division 7 Operator and Extra Instructor, described in a letter from one of



Chas. A. Adams

his passengers as a man who seems "to go out of his way to be helpful," was selected Operator of the Month for October after a jury of three impartial judges from the West Hollywood

Chamber of Commerce had read letters of commendation from the public in praise of a number of MTA's courteous Operators.

In one instance, said the winning letter, he called to two women who had left his bus to tell them that by riding a block farther they could have a choice of two buses instead of one to reach their destination.

"Adams is a fine choice," said his Superintendent, A. L. Tieman. "His courtesy and personal grooming are outstanding and his record is just about perfect."

8; L. M. Stauffer, 20; J. W. Stevens, 6; H. R. Steyer, 2; N. B. Straley, 5; U. T. Strong, 7; T. A. Sutton, 20; W. C. Swartwout, 11; F. G. Taylor, 5; M. W. Taylor, 2; B. J. Tharp, 1; E. A. Thoman, 12; F. E. Thompson, 6; Marie Thompson, 3; H. M. Tooley, 10; J. E. Trower, 7; N. T. Tummolo, 8; B. M. Ulmen, 10; A. G. Vejar, 1; Augustine Vigil, 3; G. F. Vogal, Jr., 2.

C. E. Ward, 7; J. A. Warren, 8; C. A. Watson, 3; W. S. Weary, 2; J. S. Weinschelbaum, 5; Leonard Wellington, 5; J. J. Whelan, 6; L. M. Wimberly, 7; G. L. Wisner, 10; P. L. Wolken, 5; S. S. Wollam, 3; J. B. Yarnell, 3; C. R. Young, 12.

## New Faces

A HEARTY WELCOME to the following new employees who joined MTA between Sept. 18 and Oct. 15:

### ACCOUNTING AND FINANCIAL DEPARTMENT

Key Punch Operator: Anna L. Arnell.

### EQUIPMENT MAINTENANCE DEPARTMENT

Mechanic "B": E. K. Wooldridge.

Utility "A": W. A. Hamilton, Oscar Thurman.

### REAL PROPERTY MANAGEMENT

Information Clerk: Ann Alarcon.

Secretary II: Lydia M. Skinner.

### TRANSPORTATION DEPARTMENT

Operator: A. A. Boulanger, Division 5; C. J. Campbell, 5; H. G. Cate, 5; A. A. Dudek, 5; F. J. Dunn, 7; J. J. McNally, 5; J. G. McVeigh, 5; Dozier Parker, 5; W. F. Perry, 7; P. R. Ream, 7; Harold Russell, 5; Roland Uribe, 10; O. B. Schmickle, 7; O. C. Sellars, 5; J. A. Taylor, 5; D. R. Warden, 5.

### WAY AND STRUCTURES DEPARTMENT

Laborer "B": E. M. Chavez, J. B. Morales.

## On Their Way Up

CONGRATULATIONS to the following employees, who took a step up the ladder between Sept. 10 and Oct. 13:

*Helena H. Bates* from Tabulating Equipment Supervisor to Machine Accounting Supervisor, Accounting and Financial Department, Sept. 10. Employed Sept. 17, 1948.

*G. L. Diehl* from Supervisor to Supervisor-Extra Dispatcher, Transportation Department, Sept. 10. Employed Aug. 2, 1948.

*Russell Giffin* from Typist-Clerk to Print Shop Clerk, Transportation Department, Oct. 9.

*H. J. Hoegeman* from Mechanical Road Instructor to Equipment Foreman I, Division 2, Equipment Maintenance Department, Sept. 24. Employed July 18, 1940.

*Howard Keene* from Flagman to Operator, Division 8, Oct. 1. Employed Nov. 11, 1935.

*R. G. Wick* from Equipment Foreman I to Equipment Foreman II, Division 2, Equipment Maintenance Department, Sept. 24. Employed July 17, 1940.

## In Memoriam

THE EMBLEM reports with regret the death of the following:

*Albert J. Hayward*, 88, retired Carpenter, Mechanical Department; Oct. 9; service from 1912 to 1940. Survived by his daughters, Mrs. Irene F. Jett, of Bakersfield; and Mrs. Berneta K. Wells, of Arcadia.

*Ralph E. Huddleston*, 53, Operator, Division 5; Oct. 13, service from 1936. Survived by his wife, Bertha.

*Charles A. Piper*, 83, retired Janitor, Mechanical Department; Oct. 5; service from 1922 to 1945. No known survivors.

*John J. Redding*, 59, Dispatcher, Transportation Department; Oct. 23; service from 1929. Survived by his wife, Opal.

*Floyd E. Schuler*, 72, retired Conductor, Division 1; Sept. 12; service from 1920 to 1947. Survived by his daughter, Mrs. Frances L. Merrill, of LeeVining.

*Edwin J. Skraba*, 65, Operator, Division 20; Oct. 30; service from 1944. Survived by his wife, Grace.

*Robert P. Wilmott*, 67, retired Operator, Division 12; Oct. 26; service from 1944 to 1958. Survived by his wife, Doris.

*Wesley K. Wilson*, 60, retired Storekeeper; Oct. 14; service from 1923 to 1958. Survived by his wife, Ramona.

POSING for press and television pictures in connection with the Senior Citizens Golden Ticket promotion are, from left, George D. Lyon, President, Los Angeles Committee on Affairs of the Aging; Sherrill C. Corwin, President, Metropolitan Theaters Corporation; and two stars of the silent films: Babe London and Francis X. Bushman. (See cover story.)



**Stars of Yesteryear Aid  
"Golden Ticket" Promotion**

OPERATOR Robert Fairfax, of Division 1, helps Babe London, film comedienne of the early days, from bus as Francis X. Bushman, one-time world-famed romantic film hero, holds a "Golden Ticket" sign. Mr. Fairfax had just pulled up in front of the Orpheum Theater on Broadway, Los Angeles, with a busload of the young in heart, including the former movie greats. Miss London and Mr. Bushman had agreed to help with the promotion of a new activity planned for senior citizens. Press and television cameramen were waiting, by prearrangement, at the Orpheum to kick off the promotion. The activity:

A Golden Ticket, good for one free ride on MTA vehicles during off-peak hours, is now given senior citizens who show reduced-fare identification cards and present an MTA transfer at downtown Los Angeles theaters participating in a new plan to offer citizens so qualified admission charges reduced by about 25%. The Golden Tickets are given out at the box office at the following theaters: Hillstreet, Los Angeles, Orpheum, Palace, Rialto, and Warren's—all in downtown Los Angeles.

The plan became effective Nov. 8. It was arranged through the cooperative efforts of the Los Angeles County Division of Senior Citizen Affairs, the Metropolitan Theatres Corporation, and the MTA.

At its meeting of Oct. 3, the MTA Board had voted to continue the trial of the reduced-fare program for senior citizens until Jan. 16, despite the fact that revenue from the 53,000 people now registered had been running at less than the break-even point.

The reduced theater admission price program is the first of several

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- \* \* \*
- C. M. GILLISS  
Executive Director

W. Warren Silliman, Editor

activities planned by the Los Angeles County Division of Senior Citizen Affairs. Hope was expressed at the MTA Board meeting that these additional activities for senior citizens will help increase their bus and streetcar riding.



TROLLEY COACH PILOTS TAKE SAFETY LEAD—Don H. Sheets, left center, BRT General Chairman, presents the Brotherhood's "Impruv-Ur-Record" safety trophy to Division 1 Superintendent D. B. Kohl, who accepts it on behalf of his Operators, all trolley coach drivers. With 192 points earned for September, Division 1 took the trophy away from Division 9. In second place was Division 10, with 93 points. Division 1, with a total of 327 points for July, August, and September combined, is also in the lead for permanent possession of the trophy. October, November, and December figures will tell the story.

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