

The



# Emblem

76-89

APRIL, 1962



(Cover story, page 15)

- A Visit with Information's "Lulu Belle"
- "Wonderful Men"—Operators Save Babies
- Big Folks, Little Folks Tour MTA

# Automatic Call Distributor Speeds Information Service

**New Type Information Board, Automatic Answering Set,  
Stepped Up Training Program, Increase in Personnel,  
Also Ease Strain of Processing 10,000 Calls a Day**

TEN THOUSAND information calls a day!

That's the approximate number received each weekday by a force of 50 MTA Information Operators divided into round-the-clock shifts seven days a week under Supervising Telephone Operator Betty Wood at the newly-installed information center on the seventh floor of the Transit Authority Building.

It's an average of 415 calls an hour.

It's almost *seven times* the number of such calls received by the Chicago Transit Authority in the nation's third largest city,\* accord-

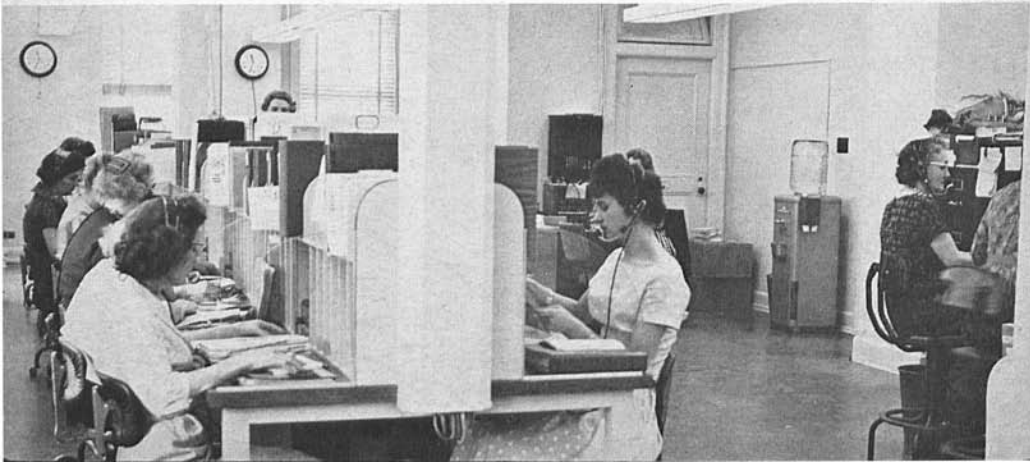
\*1960 U.S. Census figures show the population of the metropolitan area of Los Angeles as 6,742,966; of that of Chicago as 6,649,971.

ing to the MTA's Real Property Manager, Charles E. Haudenschild, who made a recent investigation of methods of handling information calls by other large transportation companies throughout the U. S. The telephone and information department of MTA is under his jurisdiction.

## **MORE EFFICIENT METHODS SOUGHT**

Mr. Haudenschild was seeking more efficient methods of handling the continuously growing volume of information calls MTA has been receiving ever since the establishment of the Authority and since last year's arrangement to provide information service throughout the entire Los Angeles extended area on a local call basis. ("Local if you

**AFTER THE CHANGEOVER**—Information Operators work in relative comfort at the new board. Note the black box on wall in background. It is part of the new call distributor system. The number of white lights glowing on the box is the number of information calls waiting.





**WORKING UNDER DIFFICULTIES**—The crowded Information Department room shortly before the changeover to the new 28-position board partly shown in left foreground. Eight Information Clerks are shown working at the old 16-place board. At right, Assistant Supervising Telephone Operator Mae Ruffner, standing, observes girls working at the PBX switchboard.

call the information number listed in your area telephone directory," Mr. Haudenschild pointed out.)

#### **IMPROVED CENTER INSTALLED**

His labors bore fruit when a new 28-position information center, approved by the Authority in April, 1961, replaced the old 16-position center, and an automatic call distributor with automatic answering device was installed. Moreover, an additional Assistant Supervising Telephone Operator and an additional Supervisor - Instructor were put on to supervise and teach MTA information facts and procedures to an increased number of trainees and Information Operators.

Use of the new information facilities began Friday evening, March 2, 1962.

#### **AUTOMATIC CALL DISTRIBUTOR**

The new automatic call distributor system provides for the handling of calls in the order in which

they are received. When all the Information Operators are busy, incoming calls are answered by a recording device — immediately christened "Lulu Belle" by the Information Operators—on which a pre-recorded voice tells the information seeker: "Transit Authority Information. The information lines are busy but your call will be automatically given to the first available Operator. Please hold the line. We regret the delay and will take your call as quickly as possible."

#### **TRAINING PROGRAM STEPPED UP**

The training of new Information Operators has assumed new importance as Los Angeles, MTA, and the volume of information calls keep growing. There are always from four to six students in training under the direction of two experienced Supervisor - Instructors, Dorothy Styffe and Ethel Grush.

Each instructor works independently of the other with from one

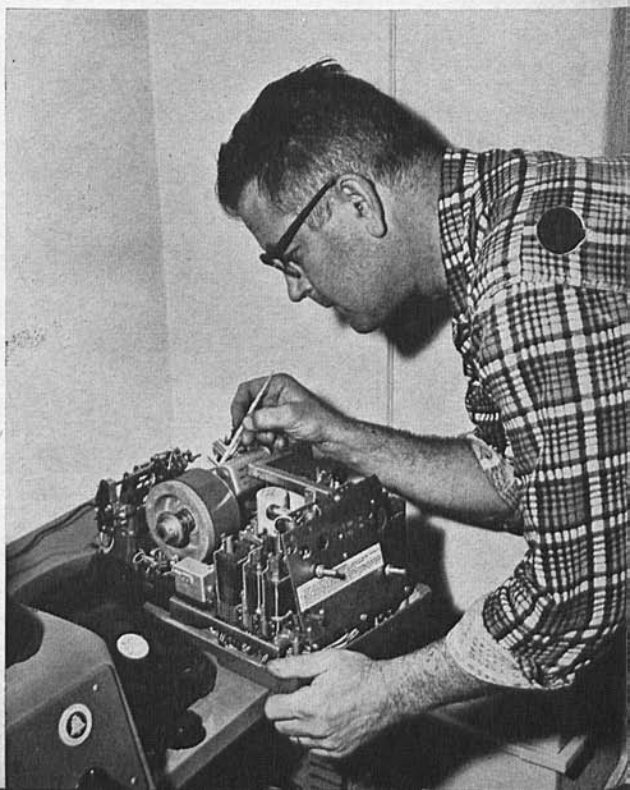
*(Text continued on page 6)*



**NEW OFFICE** for the Supervising Telephone Operator, Betty Wood, contains two "Lulu Belles"—automatic answering devices (on cabinet at rear)—and a monitor box (corner showing in right foreground). Miss Wood can keep track of all information calls through this monitor and assist Information Operators by telephone, if necessary, when they need help. Telephones on top of automatic answering sets are used when recording messages for callers.

## Automatic Call Distributor

**"LULU BELLE" HATLESS**—One of the automatic answering sets with cover removed is being checked by Reno Yurada, PBX Installer for Pacific Telephone. The cylinder at left is the memory device on which messages are recorded electronically, as on tape recorder. Machine may be adjusted so that cylinder revolves in specified time (usually about every 30 seconds) to repeat the message.







**NEW-STYLE** information station. Loretta Klitgaard is the Operator. Note small box with but two signal lights in pigeonhole at left. Green light means she is working on a call; amber light comes on to indicate that a call is waiting. She is not aware of the total number of calls waiting, as in the old-style set-up. Nervous tension is thus reduced. Note also the curved glass plates separating stations in order to reduce distraction that might be caused by the next Operator's voice, and to create more privacy.

**OLD-STYLE** station at the information board. Isabel Ash is the Information Operator. Note the large number of signal lights on the switchboard. Operator could tell by number of glowing red lights number of waiting calls.





**ABOVE**—Information Operator Maxine Nelson looks for her coat in the old coat closet inconveniently located close behind a desk, and always open to the gaze of visitors. **RIGHT**—Information Operator Veda Bowman in new locker room closed off from public view and equipped with the latest in coat racks, shelving—even umbrella racks.



## Automatic Call Distributor

*(Text continued from page 3)*

to three students eight hours a day, five days a week, for about three months, or until she is satisfied that the trainee is qualified to give correct information to the public. Instruction is on an individualized basis, with each student learning at her own rate of speed.

### QUALITIES OF A GOOD OPERATOR

"A good Information Operator must possess an excellent memory and above average ability to think clearly," pointed out the instructors.

A student is generally required to have lived in the Los Angeles

**NO CHANGES** have occurred in the PBX switchboard, which handles long distance calls. Some information calls from long distance coming through other than information numbers are transferred to the information center. Helen Appleby, left, and Hazel Hyatt are two of several girls who work on both the telephone and the information switchboards.





**CLASSROOM INSTRUCTION** in MTA routes, fares, transfer points, and points of interest along MTA lines is given all applicants. Here Dorothy Styffe, one of two Supervisor-Instructors, is using a map of former Cross Town lines to explain fare zones on those lines to students: Joan Colvin, seated, front; Raquel Reyes, standing; and Selpha Massingale.

area for a year or more and to demonstrate a general knowledge of the downtown Los Angeles area. She must also be a qualified tele-

phone operator unless she has unusual knowledge or mental ability.

Training, which is carried on in two special classrooms on the

**PRACTICE** in answering actual information calls is given students as soon as the instructor feels they are ready. Here Supervisor-Instructor Ethel Grush, left, observes two students, Joan Colvin, left, and Selpha Massingale, at the four-position practice board.





"KEEP 'EM BUZZING—THANKS—MTA"—That's the message on the cake in foreground. Left to right are Supervising Telephone Operator Betty Wood, Real Property Manager Charles E. Haudenschild, Assistant Supervising Telephone Operator Jean Betty Craven, and Assistant General Manager M. Edwin Wright. All Information Operators received a big portion. Cake was given in appreciation of the patience and good work of girls during the several months when new call distributor system was being installed and room was being remodeled.

## Automatic Call Distributor

seventh floor of the Transit Authority Building, proceeds by means of problems assigned by the Supervisor-Instructors. A typical problem might be, "How would I get from Valley and San Gabriel Boulevards to New International Airport? What is the fare and what are the schedules?"

### REGULAR WORK BEGINS

When the Supervisor-Instructor feels that a trainee is ready to take her place at the information center, Miss Wood, the Supervising Telephone Operator, arranges daily sick and vacation relief assignments from the extra board. "A new Information Clerk will still have to work under close supervision for some time before she can take her

place with the 'pros,'" Miss Wood commented.

### TYPES OF ASSIGNMENTS

At the present time, assignments in the PBX-Information Department include 20 telephone information shift assignments, seven assignments involving partial service as PBX Telephone Operators and partial service as Telephone Information Clerks; and five assignments involving partial service as Telephone Information Clerks and partial service as Public Information Clerks at the Sixth and Main Depot Information counter. There are also 10 regular relief shift assignments with combination duties. All positions are filled by bidding on a seniority basis.





**NEW SAFETY TROPHY TO DIVISION II** — Operator Keith Melvin, left, receives new-style safety trophy on behalf of Division 11 Operators from BRT General Chairman Don H. Sheets for the month of January, first month of the new six-month "Impruv-Ur-Record" contest. Having also won the contest for last December, Division 11 has won twice in a row. Readers will recall that the new contest includes a sixth category: employee injuries.

## Impruv-Ur-Record

**PRIZE WINNER**—Operator R. H. Newton receives waffle-iron from Mary Lou Hernandez ("Miss Safety"), Secretary to the Chief Safety Engineer, in drawing at El Monte Division March 7 for 26 valuable prizes donated by the Safety Department in appreciation of the good work of El Monte and Riverside Operators leading to their victory in the 1961 six-month Impruv-Ur-Record contest. Looking on, left to right, are C. H. Cantrell, Local Chairman, Lodge 390, BRT; J. W. Prutsman, Chief Safety Engineer; W. A. Ullrich, Division 9 Superintendent; Pat Fellows, Division Stenographer; George F. Goehler, General Superintendent of Transportation; and Pat Rowland, Manager, El Monte Chamber of Commerce.



# Commendations

## 129 Operators Honored In March for Courtesy

CONGRATULATIONS to the following 129 Operators who received commendations during the month of March:

K. E. Ahlbrandt, Division 5; L. J. Albert, 1; E. M. Anderson, 1; G. R. Andrade, 2; A. J. Arnone, 3; A. A. Arredondo, 2; W. A. Altemeir, 3; Louis Baca, 7; Theodore Banks, Jr., 5; Eugene Barbee, 7; Eugene Barnett, Jr., 20; E. R. Bell, 5; T. F. Benedict, 5; R. O. Bettarel, 8; D. F. Blair, 3; S. H. Brody, 20; C. H. Bull, 8; C. T. Burris, 7.

O. L. Caraway, 3; C. L. Carmichael, 8; J. F. Cenderell, 2; W. H. Chaney, 1; C. B. Cihak, 20; W. S. Churchill, 8; E. L. Combs, 9; F. L. Congiardo, 3; B. F. Cooper, 1; J. H. Cox, 2; E. C. Cumbie, 11; F. E. Dahlstrom, 3; N. N. D'Avanzo, 5; Leroy Devers, 2; B. D. Dickerson, 1; R. C. Drucker, 6; F. J. Dunn, 7; Fred Eckler, 8; J. F. Edmondson, 9; E. J. Filek, 2; S. P. Finley, 2; Harold Foster, 9; O. R. Francis, 5; L. W. Frey, 5.

A. P. Gilles, 2; Carl Gliottone, 2; Betty Goddard, 20; Walter Graves, 7; W. Y. Guntharp, 7; J. A. Gwin, 5; D. O. Haase, 1; W. R. Hardie, 6; F. G. Haro, 20; H. J. Harrigan, 2; John Harris, 7; S. M. Herrington, 6; Ken Hicks, 6; L. M. Hobel, 8; H. H. Huber, 10; T. J. Jones, 5; K. H. Jopp, 3; H. B. King, 5; E. M. Kirtz, 3; F. W. Koenig, 6; A. R. Kook, 3; J. J. LaFond, 12; Le Roy LaHue, 9; J. A. Lane, 3; W. L. Lee, 9; L. J. Lewis, 2; C. C. Lindberg, 6; J. O. Lucas, 6.

Sally Mackin, 20; R. J. Manuel, 7; Elmo Marshall, 5; F. L. Mauldin, 1; J. E. McGee, 20; S. B. McLemore, 20; E. E. Meek, 20; W. G. Milliken, 8; Ernest Mitchell, 7; J. A. Moody, 2; V. T. Morrison, 5; H. W. Morrissey, 3; Charles Mosher, 11; H. C. Nields, 20; H. G. Norie, 5; J. P. Page, 2; S. O. Parker, 2; R. E. Parsons, 20; A. R. Peterson, 3; W. A. Prewitt, 8; Alfred Rappaport, 3; E. S. Rastatter, 20; A. F. Reed, 7; Lois Reinink, 5; R. L. Rhome, 2; A. O. Rodgers, 3; T. C. Rolfe, 20; Pete Romero, 3; Seymour Rona, 6; Bob Root, 7.

P. D. Schmidt, 5; Ann Schulz, 7; A. L. Searls, 6; Leonard Sellick, 5; R. R. Shappell, 9; J. F. Shea, 7; J. W. Shelton, 5; W. P. Shumake, 5; C. J. Simington,

## "Your Courtesy Comes Back To You," Says March OM

IN THE OPINION of 17 of his regular passengers who signed a letter to that effect, Louis S. Bernard, who at the



L. S. Bernard

time operated a bus on Vernon-Santa Barbara-La Cienega Line 27, deserved the honor of Operator of the Month for March because of his invariable courtesy.

Three judges from the Wilshire Chamber of Commerce who read a number of letters of commendation for a number of MTA Operators agreed with Mr. Bernard's passengers.

The winning letter praised him for his cheerful greeting to each passenger, his courtesy toward and respect for his riders, his consideration for disabled and elderly people, and his careful driving.

"He never shows rudeness by laughing or saying uncalled-for comments when someone shows lack of knowledge but instead tries to help them in a kindly manner," according to the letter.

With service dating back some 15 years, Mr. Bernard is eligible for a 13-year safety award.

He has a wife and two small daughters, and for 10 years has been treasurer of his church.

2; N. J. Sleem, 7; Eugene Smith, 7; R. R. Sperber, 20; J. E. Stamey, 2; Harry Standberry, 5; Ralph Stone, 3; C. F. Sterling, 2; Edward Supplee, 3; M. D. Tafoya, 7; Cheston Tarver, 20; J. C. Thompson, 20; W. H. Turpin, 1; J. A. Yount, 10; D. S. Varela, 9; Bennie Varon, 7; P. J. Wargo, 3; J. A. Warren, 8; R. L. Webster, 6; H. L. Whitley, 8; Harry Zipper, 3.



READING letter of praise from an overjoyed mother to the four men who saved the lives of her two babies is Division 1 Superintendent D. B. Kohl. The men are, from left, Operators Dan F. Blair, Eugene Kirts, Armand Rogers, and Instructor Edwin M. Anderson.

## “...Those Wonderful Men...”

Metropolitan Transit Authority  
1060 S. Broadway  
Los Angeles 15, California

March 6, 1962

Dear Sirs:

I am writing you this letter to let you know that some of the best people in this world are bus drivers; for, you see, some bus drivers, whose names I am sorry to say I don't know, saved the lives of my two children—a baby six months old and a three-year-old.

I went to the store and my house caught on fire. God only knows how these men saw the smoke—and they didn't hesitate for a minute—they went in and put out the fire, thus saving my two babies from perishing in a fiery death (which, I am sure, would have put me in a mental institution).

I cannot identify them, for as soon as everything was all right and the fire was put out they left before I could thank them or ask for their names. Some people that saw them said there were four. I don't know, I only saw two, but whichever way it was I want it to be known that these wonderful men will be in all my prayers and I can never, never thank them enough . . .

If these men can be identified,\* I hope that this will be put down on their records, for they deserve only the best and God willing I am sure they will get it.

Thanking you sincerely,  
(MRS.) ELVIA DE LEON

\*They were identified as Operators Dan F. Blair, Eugene Kirts, Armand Rogers, and Instructor Edwin M. Anderson—all of Division 1—by General Manager Cone T. Bass in a letter answering Mrs. De Leon. The men saw smoke coming from a nearby house while they were stopped during instruction at the turnaround at Stone and Wabash Sts. in East Los Angeles.

## New Faces

A HEARTY WELCOME to the following new employees, who joined MTA between Feb. 19 and Apr. 1:

### EQUIPMENT MAINTENANCE DEPARTMENT

Utility "A": D. R. Miller.

### OFFICE OF CHIEF ENGINEER

Senior Transportation Engineer: R. S. Korach.

### PURCHASING AND STORES DEPARTMENT

General Clerk: Kathleen R. White.

### REAL PROPERTY MANAGEMENT

Information Clerk: Selpha Massingale.

### SPECIAL AGENTS

Patrolman: R. M. Corey.



Robert S. Korach



Wm. D. McEwen

## McEwen, Korach Appointed To Engineering Posts

CHIEF ENGINEER Ernest R. Gerlach has announced the appointment to his staff of William D. McEwen as Senior Design Engineer, and Robert S. Korach as Senior Transportation Engineer, the appointments having been effective, respectively, Feb. 1 and April 1.

Mr. McEwen was associated with MTA's consulting engineers, the firm of Daniel, Mann, Johnson, and Mendenhall, for 10 years, and was their Project Engineer in charge of facility design for the rapid transit system DMJM planned for MTA. He was also DMJM's Assistant Chief Structural Engineer on a number of important defense projects.

## Baedeker Appointed Assistant to Gilliss

JACK E. BAEDEKER has been appointed Assistant to the Executive Director.



Jack E. Baedeker

Most of his time, since he came to MTA last Jan. 5, has been spent in Washington, D.C., where he has been assisting the Authority in legislative matters. He also performs other duties as required by the Executive Director.

Mr. Baedeker is a former Director of Public Relations for the Owl Rock Products Co., Owl Truck and Construction Co., and California Drilling Co. During World War II he was Sales Engineer and Public Relations Director for the Lockheed Aircraft Corp., Spare Parts Division.

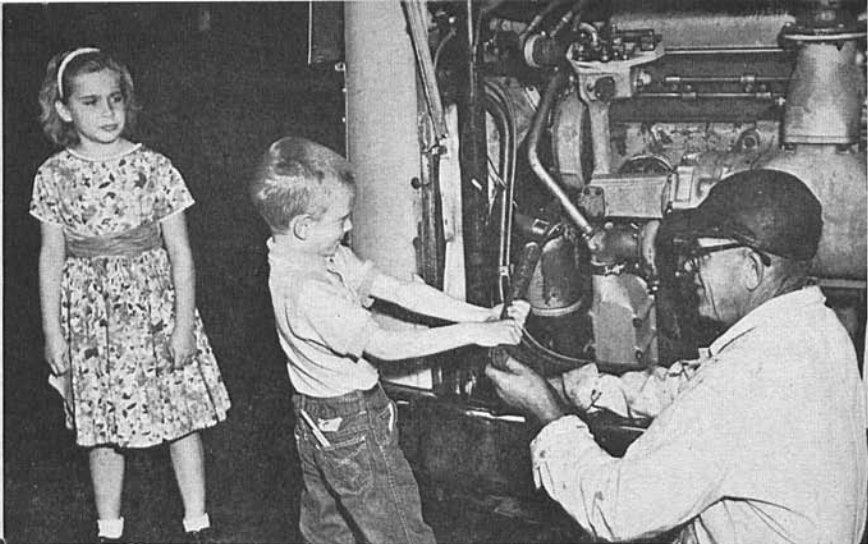
He will coordinate the work of Kaiser Engineers and others with that of Mr. Gerlach's office, in connection with design phases of the rapid transit system.

Mr. Korach came to MTA from a position as Superintendent of Schedules for the Cleveland Transit System, which he had served in this and other key capacities for 15 years: Assistant Superintendent of Schedules, Supervisor of Research, Service Analyst, Chief Traffic Checker, and Schedule Maker. A major in the U. S. Army Reserve, he also served while in Cleveland as Executive Officer of the 302nd Aircraft Maintenance Battalion.

For MTA, he will be in charge of operational improvements of the bus and streetcar system.

*(Continued on page 15)*





**NICK "FIXES" A BUS**—While a classmate from Cherrylee School looks on in apparent disapproval, Nick Workman, 9-year-old third grader, smallest in his class, wields just about the biggest wrench at El Monte Division, with some help from Mechanic Henry Gerhardt.

## Big Folks, Little Folks Tour MTA

FASCINATED GROUPS of varying ages toured MTA during March.

If interest is measured by questions, then 30 third-graders from the Cherrylee School in El Monte were the most interested of all.

Under the supervision of their principal, Mrs. Pursel, they swarmed politely over the El Monte

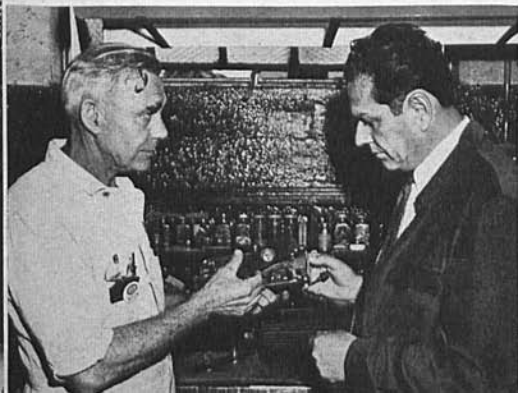
Division on March 26 to find out how the big buses go and how they are repaired. George Wells, Assistant to the General Superintendent of Equipment, was kept busy for almost an hour answering their rapid-fire queries. Over in the transportation office, Supt. W. A. Ullrich showed them a coin-counting machine in operation.

**HOW HE REPAIRS** a power pack that lights fluorescent lamps on new buses is shown by Mechanic A. G. Sundeen, left, of South Park Shops, to Instructor Michael Dzama of National Technical Schools, on shop tour. Unit changes 12 volts d.c. to 1000 volts a.c. at 8,000 cycles by use of sinstistors.

Some 15 instructors from the automotive diesel department of the National Technical Schools investigated maintenance procedures at the South Park Shops on March 27.

Two groups of public school teachers visited MTA on Business-Industry-Education days during the month. On March 9, Executive Director C. M. Gilliss explained to 16 Pasadena high school and junior high school teachers the importance of the Backbone Route.

On March 5, Chief Engineer Director E. R. Gerlach explained the MTA rapid transit program to a group of teachers from the Lynwood Unified School District.



## Retirements

BEST WISHES of all go to the following employees who have recently retired:

*Herbert Charles Bammerling*, former Flagman; Mar. 1; service from 1929; on indefinite leave since April, 1960.

*Thomas Luke Cassidy*, former Mechanic "A" at South Park Shops; Mar. 9; service from 1958; on indefinite leave since April, 1961.

*Ellery N. Denton*, Operator, Division 7; Feb. 27; service from 1925.

*Claude A. Sams*, former Operator, Division 20; Feb. 12; service from 1943; on indefinite leave since Jan. 1.

*John H. Shelton*, Flagman; Feb. 28; service from 1923.

*Arthur H. Snyder*, Mechanic "A," Division 3; Feb. 28; service from 1924.

Several Mechanics at South Park Shops retired Mar. 1. Their names and their length of service are as follows: *Warren Fletcher Brown*, "A" classification, service from 1921; *Clyde Jason Campbell*, "A," 1929; *Douglas R. Ludowic*, "A," 1946; *Albert Joseph Ploeger*, "A," 1945;



**SHELTON RETIRES**—Honoring Flagman John H. Shelton, second from left, Division Clerk and Mrs. Lyle K. Annis held a retirement party in their long Beach home early in March with many of Mr. Shelton's friends in the Transportation Department attending. Left to right in photo are Roland W. Krafft, Division 12 Superintendent; Mr. and Mrs. Shelton; and Jack Stewart, Assistant General Superintendent of Transportation. Mr. Shelton retired Feb. 28 after service from April 20, 1923. He was a Conductor on the red cars until buses came in.—Photo by Operator William Damron.

*Isaac Rosenberg*, "C," 1945; *Enrique Donaldson Viscaina*, "B," 1945; *Alfred W. White*, "A," 1942.

## On Their Way Up

CONGRATULATIONS to the following employees, who took a step up the ladder between Feb. 19 and Mar. 16:

*W. H. Holland* from Mechanic "C" to Mechanic "B," Division 5, Feb. 25.

Employed Nov. 15, 1961.

*Gertrude N. Vest* from Complaint Clerk to Complaint Supervisor, Office of Chief Engineer, Mar. 1. Employed Aug. 4, 1947.

*Henrietta M. ("Penny") Whittington* from Secretary I to Secretary II, Accounting and Financial Department, Feb. 19. Employed Jan. 27, 1958.

## In Memoriam

THE EMBLEM reports with regret the death of the following:

*Roy H. Balke*, 63, Operator, Division 3; Mar. 2; service from 1933. Survived by his sister-in-law, Mrs. Evelyn Connelly, of Great Falls, Mont.

*Boyd B. Bower*, 61, Operator, Division 9; Mar. 4; service from 1926. Survived by his daughter, Mrs. Dorothy Smith, of South Pasadena.

*William H. Hollenbeck*, 78, retired Trafficman; Mar. 1; service from 1920 to 1953. Survived by his wife, Grace, of Whittier.

*James E. Hurst*, 56, Operator, Division 9; Mar. 12; service from 1951. Survived by his wife, Essie, of Baldwin Park.

*Alexander V. Lopez*, 53, Utilityman, Division 20; Mar. 26; service from 1941. Survived by his wife, Frances, of Los Angeles.

*Boyd S. Moore*, 77, retired Watchman, Equipment Maintenance Department; Mar. 7; service from 1919 to 1953. Survived by his wife, Anna, of Los Angeles.

*Walter C. Reeves*, 66, retired Mechanic, Division 8; Mar. 3; service from 1946 to 1961. Survived by his wife, Jean, of Pacoima.

*Howard C. Strong*, 63, former Service Director, Sixth and Main Sts.; Mar. 12; service from 1927. Survived by his wife, Edith, of Alhambra.

*Joseph R. Trottier*, 72, retired Flagman, Transportation Department; Mar. 3; service from 1923 to 1945. Survived by his wife, Hazel, of Los Angeles.

## OUR COVER

### How They Make "Lulu Belle" Talk to Waiting Callers

BETTY WOOD, Supervising Telephone Operator, records a message on "Lulu Belle"—one of the automatic answering sets in her office—while Charles E. Haudenschild, Real Property Manager, operates the dials on the machine.

While they are making the recording, the other machine is in service reassuring information seekers who may be waiting at the other end of the line that the first available Information Operator will soon help them with their questions.

Mr. Haudenschild's voice has also sometimes been heard by waiting callers.

### McEwen, Korach Appointed

*(Continued from page 12)*

#### PETRIE TRANSFERS

Harold Petrie, Track Designer in the Mechanical Engineering Department, where he had served 38 years, has transferred to the Land and Right of Way Department of the Chief Engineer's Office. There he conducts title searches to find property owners from whom MTA must secure land or easements in order to build rapid transit facilities.

#### HAROLD PETRIE



# The Emblem

Vol. 4 April, 1962 No. 7

## IN THIS ISSUE

"Lulu Belle" Helps Information Operators.....	2
New Call Distributor System Installed; Training Stepped Up	
Safety Pix .....	9
Div. 11 Wins Trophy for Jan.; Prizes Drawn by El Monte-Riverside Men.	
Commendations .....	10
Operators Put Out Fire, Save Babies' Lives.....	10
New Faces .....	12
Baedeker New Assistant to Executive Director; McEwen, Korach Appointed to Engineering Posts	
MTA March Mecca for Tours..	13
Retirements .....	14
On Their Way Up.....	14
In Memoriam .....	14

Published monthly by:  
Los Angeles  
Metropolitan Transit Authority  
1060 S. Broadway  
Los Angeles 15, California  
EDMUND G. BROWN  
Governor of California

#### MEMBERS OF THE AUTHORITY

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Easter shopping?

Take it easy...take the bus!

DRIVING IS NEVER A PROBLEM



PARKING IS NEVER A CARE



M-T-A SAVES YOU MONEY



AND M-T-A GETS YOU THERE

For schedule information on any bus  
of the day or night, call RTA Number 2-1454  
or your local M-T-A information number.



EASTER SHOPPING AD that ran in 8-column width in newspapers week of April 2.

THE MTA EMBLEM

1060 S. Broadway

Los Angeles 15, Calif.

Return Requested.

*(READERS—Please keep your depart-  
ment informed of any change in your  
address.)*

BULK RATE

U. S. POSTAGE

**PAID**

Los Angeles, Calif.

Permit No. 21231