

RTD Purchases Eastern City Lines; Assumes Operations September 1

New Air-Conditioned Buses Will Be Added To Rolling Stock

The District has purchased Eastern Cities Transit, Inc., and will assume operational control September 1.

Purchase of the transit property—which will be operated separately from other RTD lines—was approved recently by RTD District directors. The purchase price was \$210,000.

The District will seek a capital grant from the Urban Mass Transit Administration (UMTA) to cover a portion of the purchase price.

Eastern operates three routes in the East Los Angeles community, including the Kern Avenue Line 140, the Ford Boulevard Line 141 and the City Terrace Line 142, as well as school service.

"There will be no change in bus fares and schedules," Dr. Norman Topping, District president reports. "All employees of Eastern will be retained. All buses will carry the name Eastern Transit Lines with an indication that the line is operated by RTD.

An immediate benefit to East Los Angeles residents will be the retirement of the firm's older buses, to be replaced by eight of RTD's air-conditioned transit vehicles painted in Eastern colors.

George F. Goehler, RTD manager of operations, and Charles Boehme, Eastern's treasurer-controller, said the transfer of the local transit property will result in improved transit facilities for the East Los Angeles public.

Division 6 Tops Safety Contest

Division 6 topped the June segment of RTD's "Drive With Pride" contest with a reduction of 58.7% in accidents for the month.

Division 12 came in second for the second time running with an improvement of 50.8%, bettering their May score by 24.4%. Division 10 was a strong third with a 42.5% improvement.

Johnnie Johnston, assistant general superintendent of transportation, hosted the ceremonies, briefing the operators on current events within the District. He also held a question and answer period for operators with questions regarding the District.

RTD Advertising Rated Excellent

"This type of ad is an excellent means of informing the public of the quality and availability of your services," wrote Emi Hayashi of Los Angeles.

The ad referred to was the one appearing recently in newspapers throughout Los Angeles entitled "Our Traffic Reduction Engineer — He takes forty cars off the streets every trip." It featured an RTD operator behind the wheel of his bus looking at a customer.

The copy read in part that forty fewer engines would pour out fumes. That there would be a quarter-mile of less traffic. The punch line was "Maybe forty cars don't sound like a big improvement; but if he and our 1490 other drivers filled their buses every trip, all day, another half a million cars could be off the streets . . ."

The writer also liked the coupon in the ad where the reader could send for the "Extra-Car Riders Kit." This includes an RTD route map, 21 trip suggestions, monthly pass information and other travel tips.

District Lauded By MS Society

The District has received a letter from Carl L. Randolph, chairman of the National Multiple Sclerosis Society of Southern California. In his letter he thanks District employees for their ACME (Associated Charities Management - Employee) donations. MS is one of many organizations receiving financial assistance in the form of donations from District employees.



NEW LOGO FOR NEW DISTRICT BUSES—RTD secretaries Diana Annoreno (left) and Dolores Valdez display the new logo to be used on District Minibuses. The new service will commence this fall and provide quick comfortable service for workers, shoppers, visitors and everybody with business to transact in downtown Los Angeles. The logo, symbolic of its circular service, will be painted in the colors of the bus—orange, brown and white. (See page 3.)

Air Conditioning To Be Turned On Will Keep Buses Cool Inside

"It is imperative that operators use the air conditioners on their buses," RTD's general superintendent of transportation Max Rise recently instructed RTD operators. "When we're gripped in a heat wave with temperatures ranging in the 80's and 90's, we've got to think of our customers comfort. We can do this by keeping the inside of our buses a nice comfortable temperature.

"All you have to do is flip a switch," continued Rise. "The thermostat has been pre-set to keep the temperature inside the bus between 68° and 72°, no matter what the temperature outside and, even if the weather drops below that range, the temperature inside the bus will stay the same. Our air conditioning/heating system is much like that in a home — it

maintains an even temperature by either cooling or heating.

"If a passenger has a window open, ask him to close it, please, so that you can cool the inside of the bus to a comfortable temperature for him and all the passengers. You'll be more comfortable driving and your passengers will enjoy a nice cool comfortable ride.

"In a TD notice dated July 23," concluded Rise, "I noted to District operators that the air conditioners should be turned on at 9:30 a.m. and off at 7:00 p.m. Now, there are going to be times that for your comfort and your passengers, the air conditioner should be turned on earlier and off later — in this instance, do whatever you think is best for maintaining a comfortable temperature."

RTD In The Yellow Pages

Three pages of public transit information are listed in the new 1971 edition of the Los Angeles Yellow Pages.

Made possible through the cooperation of Pacific Telephone, the District line listing and map are found on pages 35 through 37 of the green section of the Yellow Pages.

Nearly 100 RTD bus lines operating in the Central Area are identified on Page 35 of the green section, followed by a two-page map.

"Pacific Telephone has rendered a valuable public service in listing public transit information in the new edition of the Los Angeles Yellow Pages," said RTD President Dr. Norman Topping.

Jack R. Gilstrap, general manager of the District, said a majority of RTD's bus line operate in or through the area served by the Los Angeles Yellow Pages.

UMTA To Finance Bus Development

The beginning of a \$4.5 million program for the development of innovative designs and systems for transit buses of the future was announced recently by Secretary of Transportation John A. Volpe.

The program will mobilize the resources of a number of different research and development organizations, all operating under the direction of a systems management contractor. The goal is the production of a family of a new transit vehicles of improved design, propulsion and adaptability to the changing needs of the future.

The primary contract for systems management of the program, in the amount of \$4,474,650 was awarded to Booz-Allen Applied Research, Inc., Bethesda, Maryland, by the Department's Urban Mass Transportation Administration (UMTA). The firm will perform the work through a series of subcontracts which will be let by competitive bidding, selecting those considered most applicable to the needs of the future. It will be responsible for the overall technical planning and integration of the program in conjunction with the UMTA technical and management staff.

Secretary Volpe said the program is designed to fill the gap in research and development activities in the production of mass transit vehicles. "It will concentrate," he said, "on technological advances for comfort, convenience and efficiency; on new or improved

power sources which will meet or exceed anti-pollution standards as they now exist and as they may be revised in the future; and on flexible design concepts which could be applied to vehicles of different types for different uses.

"We also want research," the Secretary added, "which will keep in mind such things as the handicapped for many of whom there is no means of movement other than mass transportation."

Urban Mass Transportation Administrator Carlos C. Villarreal said the gap in research and development for transit bus production results from the fact that the market for transit buses is so small that it provides little incentive for research investment by private industry.

The program announced July 3 will integrate and expand the smaller individual projects which the Department of Transportation already has under way. The result will be a broad and comprehensive research effort covering all phases of transit bus development. Low pollution, external combustion engines using steam and variations of the steam system already are under development and approaching the demonstration stage.

Included in the objectives of the program is research on such advanced concepts as the dual-mode vehicle which might be used in the future on automated busways where guidance, control and power would be provided from sources outside the bus.

Operator Michael Fisher Directs Church Choir in Watts After Work



REACHING OUT—Choir director Michael Fisher reaches out to one of his soloists during choir practice at the Union Baptist Church in Watts.

Among the many RTD employees actively participating in community activities is operator Michael Fisher of Division 1.

Even though public transportation is a full time job, Fisher still finds time to perform community work.

Every Friday night, sometimes still in uniform, Michael Fisher goes to the Union Baptist Church in Watts for choir practice. Under his direction the 70-member choir has become one of the finest in the Los Angeles area and is constantly requested to appear at religious or social activities.

Fisher started in public transportation in 1945 with the Los Angeles Transit Lines. Today he works the Whittier Boulevard-West

Third Street (Line 28)—a line traveling from east to west via downtown.

As a choir director Fisher could easily be classified as being a little unorthodox, as choir directors go. Most directors merely lead — not Fisher; he's all over the stage in front of his choir. "Every moment, every gesture is in perfect time with the music and as he reaches out to the choir, they in turn reach to him," a recent visitor to the choir explained.

In talking about his choir Fisher says, "I've never worked with a more vibrant group of singers in my life—they're beautiful people and their voices are like angels singing the praise and glory of God."



TRANSIT INFORMATION—Public transit information can now be found in the Los Angeles Yellow Pages. To mark the public service contribution, R. E. Hart (right), general directory manager for Pacific Telephone's Southern Region, presents Michael E. Macke, a District director, copies of the August, 1971, Los Angeles Yellow Pages. Observing are RTD information operators Mildred J. Henderson (right) and Melba J. Sarris.

District's Telephone Information Center Downtown To Be Improved

Jack R. Gilstrap, RTD general manager, responded to some letters to the editor that appeared in the Los Angeles Times about the District's telephone information center. In this letter Gilstrap said, "We realize that callers have encountered a busy signal or have had to remain on the line until an operator is free. This problem has been compounded during the summer months by the influx of thousands of tourists unfamiliar with the Los Angeles area.

The District has perhaps the largest service area in the nation. Nearly 7,000 persons telephone every day for details on how to use the District bus service in Los Angeles, Orange, Riverside and San Bernardino Counties. This adds up to more than 2 million calls annually making the District's telephone information center switchboard one of the busiest in Southern California.

"At present," continued Gilstrap, "we have taken positive steps to improve the sit-

uation. A new class of 11 trainees will shortly join our present team of 58 telephone information operators. We are paying overtime to insure that a full complement of operators will be on duty during peak periods. And to further insure the availability of transit information, the new edition of the Los Angeles Yellow Pages, which was released in August by Pacific Telephone, contains three pages of line and map information on major RTD bus service.

"These actions should help," concluded Gilstrap, "but frankly, they are not the final solution. We must ultimately go to a computerized automated system similar to that in use so effectively by the airlines. We have preliminary studies of such a system under way now."

A CBS news TV from Channel 2 took film clips of several conversations for the station's show "About A Week" and Gilstrap appeared on the show and discussed the improvements currently underway in the telephone center and future plans.

Scribes Needed For RTD Flyer

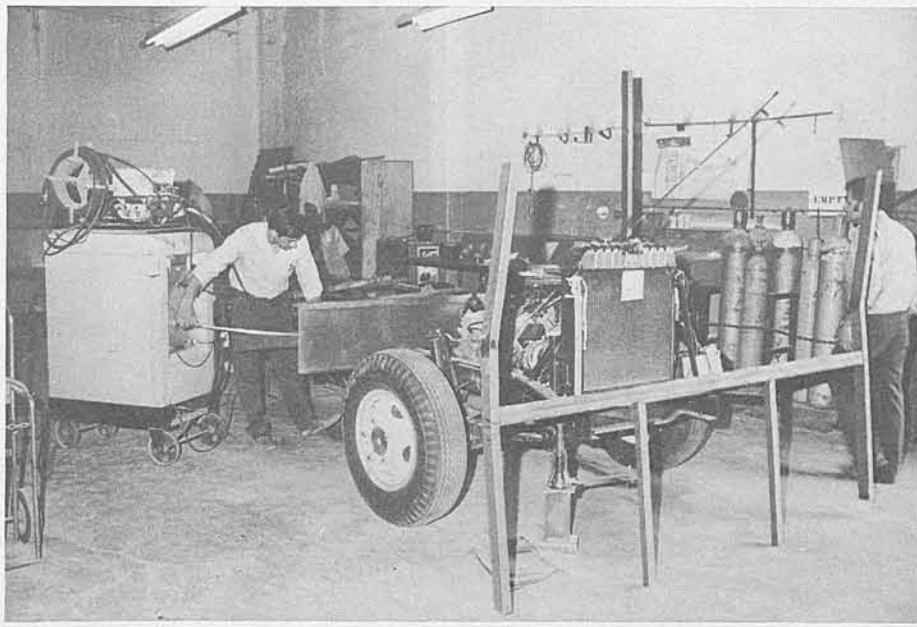
The eighth edition of the RTD Flyer is now off the press and for the last three issues there has been a different format—the RTD Flyer is now a newspaper.

As a newspaper there is even a greater need for news—news that can only come from District employees. Many things are happening every day on transit property throughout the District that would be of interest to RTD Flyer readers. Some are humorous and unusual; some are personal, births and marriages, but items that fellow employees would like to know and see in their newspaper. An employee might have solved a problem that may still be bothering others—or found an easy way of doing something, he can share his findings through the RTD Flyer.

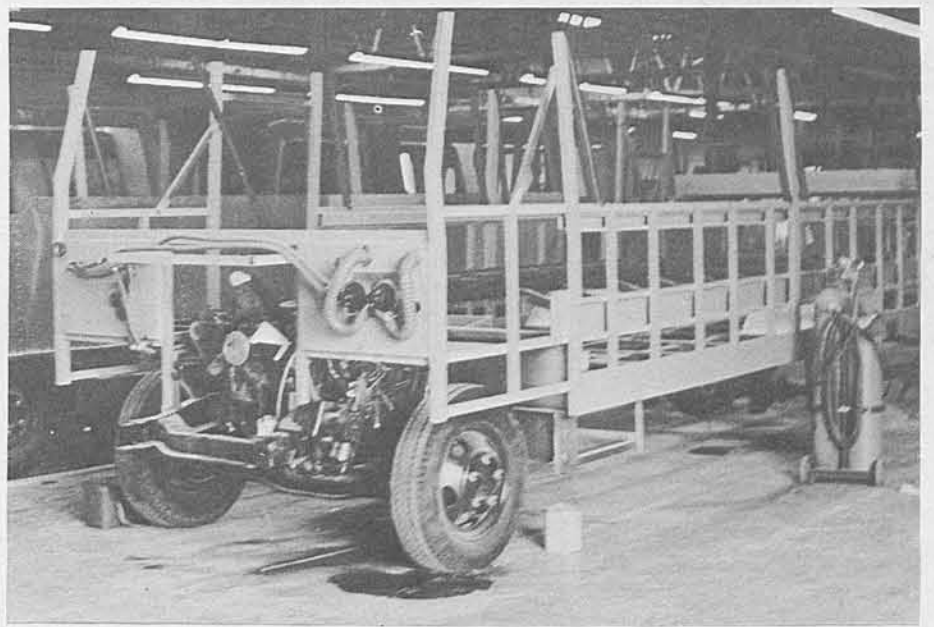
Those interested in writing for the new RTD Flyer should contact the District's Public Information Office in Room 500 and ask for Bill Reason. He can also be reached by telephone on extension 431.



ACHIEVEMENT—Another group of utilitymen has qualified for positions as bus mechanics. Climaxing 32 weeks of intensive classroom and on-the-job training, the newly-promotable employees were greeted at a "graduation" ceremony by officials of the District and the Amalgamated Transportation Union, which represents District maintenance and equipment employees. From left are George F. Goehler, RTD's manager of operations; Fred Klett, class instructor; George Wells, deputy general superintendent of maintenance and equipment; graduates Money Brown, George Portier, Lucilious Jacobs, Fred Wilson, James Heggins and Gene Hardemion; Jerry Long, president of Local 1277 of the Amalgamated; graduates James Manuel and Harry May. At right is Harold Sweeney, secretary of the Amalgamated Transportation Union. The educational activity is one of several continuing employee training efforts authorized by the District's Board of Directors.



In the beginning there was a basic truck frame.



With steel framework Minibuses begin to take shape.

DISTRICT MINIBUSES NEAR COMPLETION

Construction of 19 RTD Minibuses is currently under way at Minibus Incorporated in Pico Rivera. They were awarded the contract in December, 1970, and the first one will be coming off the assembly line soon.

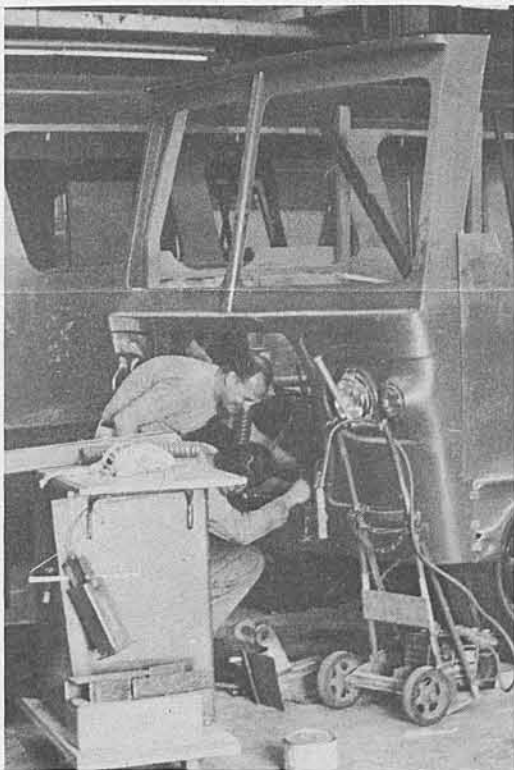
The new additions to the District's bus fleet will be powered by natural gas and features a special seating arrangement which provides ample space for packages under the seats and wide, easy to negotiate aisles.

As the Minibuses travel their 6.9 mile route in the Central Business District they will be readily identifiable by their orange, brown and white colors and

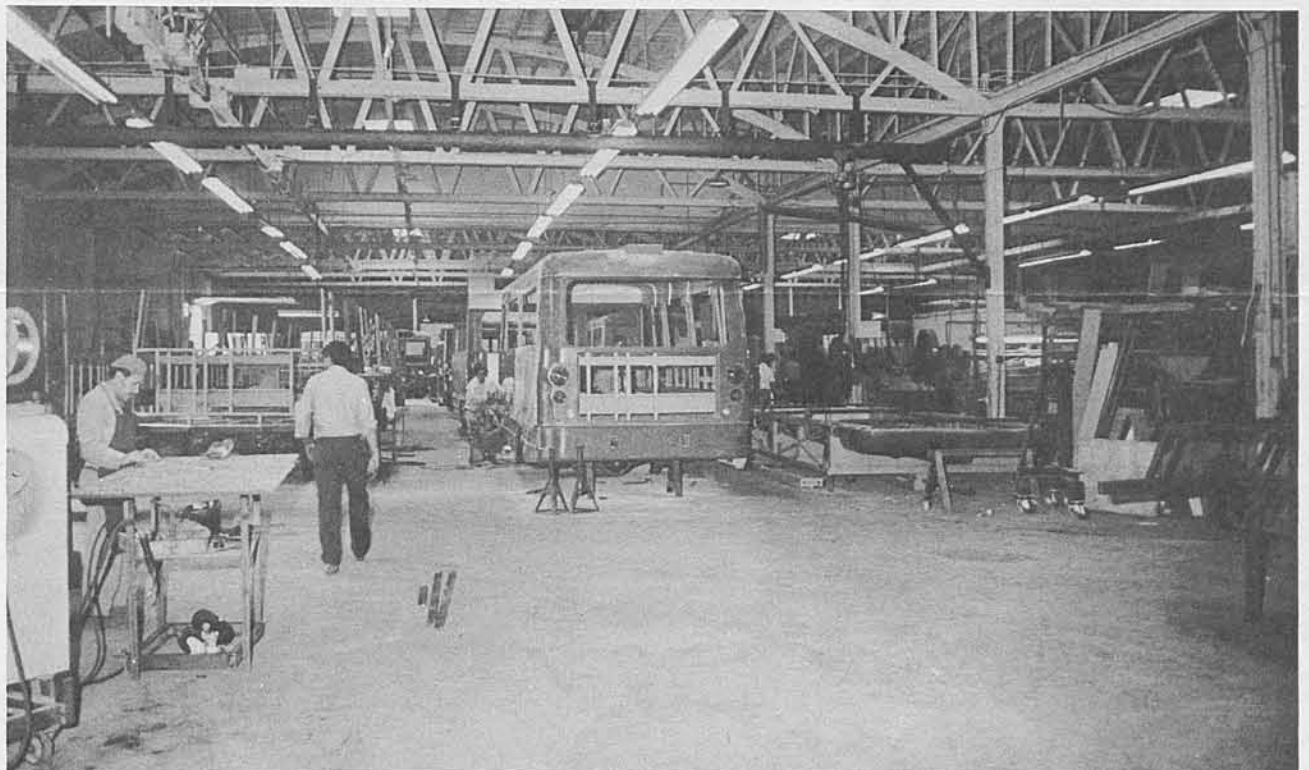
the unique scalloped canopy. Because of the centralization of service, the Minibuses will be maintained and stored at Division 1 at 1016 E. 6th St.

Financing for the Minibus operation comes from a federal grant from the Urban Mass Transportation Administration, the District, the City of Los Angeles, the County of Los Angeles, and the Community Redevelopment Agency.

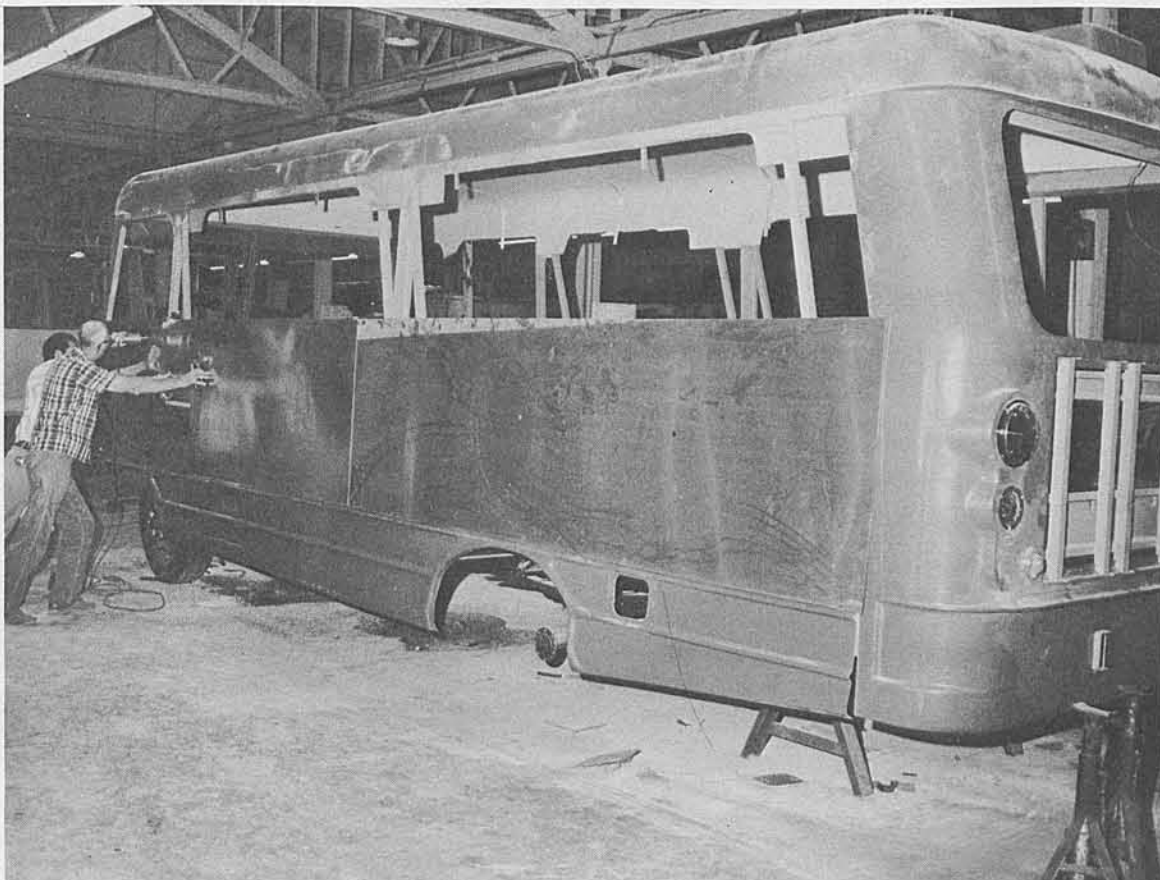
Designed as a public service project the Minibuses are expected to aid considerably the downtown congestion problem and help ease downtown air pollution.



Engine is seated for maximum performance.



A view of the Pico Rivera "shop" where new additions to the District's people-mover fleet take shape



Minibuses near final form as panelling is applied to skeletal steel frames.



Sturdy undercarriages mean comfortable riding.

PROMOTIONS

In recognition of their achievement and capabilities the following employees were recently promoted:

GARY L. BARRON

Messenger Clerk to Cash Clerk

JAMES E. BERNARD

Operator to Operator-Extra Instructor

ALLEN P. BRODSKY

Utility "A" to Operator

NELSON C. BUSWELL

Mechanic "A" to Mechanic "A"
Leadman

JACK COLEMAN, JR.

Temporary Janitor to Janitor

MACK EVANS

Mechanic "C" to Mechanic "B"

WILLIAM J. FERGUSON

Operator to Cash Clerk

JOSEPH D. FILLMORE

Temporary Clerk to Clerk

RALPH S. GONZALEZ

Operator to Messenger Clerk

HENRY G. HARTPENCE

Specification Analyst to Assistant
Director of Purchasing & Stores

DONNA L. HOCKENBURY

Temporary Interviewer to Interviewer

WILLIAM K. HOLSBERY

Operator-Extra Supervisor to
Supervisor

DONNIE G. IRVIN

Operator to Cash Clerk

ALLEN JOHNSON

Mechanic "C" to Mechanic "B"

WALTER L. JORDAN

Temporary Janitor to Janitor

LEONARD P. KELLY

Buyer to Specification Analyst

JAMES MANUEL

Utility "A" to Mechanic "C"

CAROL A. MILLS

Clerk to Revenue Clerk

MONNIE MOORE

Operator-Extra Schedule Checker to
Schedule Checker

ALBERT REYES, JR.

Temporary Shop Clerk to Shop Clerk

RAQUEL REYES

Revenue Clerk to Payroll Clerk

RICHARD E. SLOAN

Mechanic "B" to Mechanic "A"

CALVIN W. SMITH

Operator to Temporary Accounts Clerk

RETIREES

Climaxing many years of work in the field of public transportation the following District employees recently retired:

EARL A. CONNATSER

Operator
Emp. 2-22-46/RETIRED: 7-31-71
Years of Service: 25

NILES E. COLE

Supervisor
Emp. 4-19-30/RETIRED: 7-18-71
Years of Service: 41

RAYMOND A. ROBERTS

Control Accounting Supervisor
Emp. 4-22-36/RETIRED: 7-31-71

RTD Directors

DR. NORMAN TOPPING,
President

THOMAS G. NEUSOM,
Vice President

Kermit M. Bill

Charles E. Crompton

A. J. Eyraud, Jr.

Leonard S. Gleckman

David K. Hayward

Herbert H. Krauch

Michael E. Macke

Don. C. McMillan

Douglas A. Newcomb

Virginia Rees, Secretary

Published by and for the employees of the Southern California Transit District.

JACK R. GILSTRAP

General Manager

GEORGE F. GOEHLER

Manager of Operations

ROBERT R. SCHOLL

Director of Public Information

WILLIAM A. REASON

Editor

RTD Continues Line Improvements**—Money Saver— —Lines 11 & 17—**

People living and traveling in the Pasadena, Monrovia, Arcadia, Temple City and Rosemead areas are now afforded an added plus in public transit travel as of August 8.

Transferring from RTD's Pasadena - Rosemead - Monrovia Line 108 to five other area bus lines no longer requires a separate fare.

Those who ride Line 108 buses and used to pay an extra fare are now able to enjoy transfer privileges — without charge — to the following RTD routes:

Line 52, Los Angeles-Alhambra - San Gabriel-Temple City-South Arcadia - Arcadia; Line 53, Los Angeles - Alhambra-El Monte-Pomona; Line 68, Los Angeles-Monrovia-Glendora; Line 69, Los Angeles - Hellman Avenue.

The money-saving change was authorized by the District's Board of Directors, eliminating a requirement in effect when the former Pasadena City Lines, now a part of the District, was operative.

—Line 10—

Buses on RTD's West 48th Street - Inglewood - Prairie Line 10 are being rerouted in the Vermont Avenue-Vernon Avenue-Figueroa Street areas as of August 5.

The change was inaugurated at the request of area residents, who have questioned the capability of certain area streets to accommodate buses and other heavy equipment.

Now, the eastbound Line 10 buses travel along 47th Street to Vermont Avenue, go north on Vermont Avenue to Vernon Avenue, where the buses go west to Kansas Avenue, North to 43rd Street, east to Vermont Avenue and south on Vermont Avenue to return to the present route.

Passengers who used to board or alight east of Vermont Avenue now ride Line 95 buses and transfer to Line 10 at Vernon and Vermont Avenues.

VITAL STATISTICS

In memorium to employees who have devoted much of their lifetime in a profession designed to move people.

HERBERT M. BENSON,

Mechanic

7-13-71/RETIRED: 1-7-55
Years of Service: 32

FRANCISCO E. DURON,

Track Foreman

7-25-71/RETIRED: 6-1-56
Years of Service: 47

WILLIAM G. FIELD,

Shop Clerk

8-4-71/RETIRED: 6-1-69
Years of Service: 13

OSMAN GONZALES,

Operator

7-31-71
Years of Service: 24

JOHN F. HATTON, Operator

7-3-71/SPECIAL ROLL: 11-1-57
Years of Service: 34

GEORGE M. KATZENBERGER,

Motorman

7-27-71/RETIRED: 2-1-48
Years of Service: 37

A major commercial and industrial complex in Monterey Park is now being served by new and expanded bus service.

The improved public transit operation along Monterey Pass Road is provided on RTD's San Gabriel-Atlantic-East Los Angeles Line 11 and the New Avenue-Fremont Avenue - East Los Angeles Line 17.

Among major locations reachable by RTD buses are the Southern California Edison Company's new headquarters facility, and the new Sears Roebuck regional facilities, along with the Lutheran Home for the Aged.

The improved East Los Angeles routing was established by the District's Board of Directors in coordination with Monterey Park Chamber of Commerce and the East Los Angeles Skills Center. The California Business and Transportation Agency also expressed keen interest in the project.

Serving Alhambra, San Gabriel and Rosemead, Lines 11 and 17 serve nearly 100 business and industrial firms in the area, along with other locations.

In addition, the buses provide an increased frequency of service along Monterey Pass Road, Brooklyn Avenue and Rowan Avenue to Dozier Street.

Line 11, which used to terminate at San Gabriel Boulevard and Garvey Avenue, has been extended to Potrero Grande Drive, serving a Rosemead housing development.

Discount Tickets

Discount tickets are currently available in the District's Industrial Relations Office at 1060 S. Broadway on a first come first serve basis.

Information on the tickets can be obtained by calling 749-6977, ext. 269 or 288.

Regularly available are:

LOS ANGELES ZOO
JAPANESE DEER PARK
Buena Park
DISNEYLAND 1971
Anaheim
MARINELAND
Palos Verdes Estates
MOVIELAND WAX
MUSEUM
PALACE OF LIVING ART
Buena Park



COURTESY SALUTE—A Stanton resident has been honored as the District's July "Operator of the Month." Norman C. Bassham (left) receives the District's courtesy plaque from District Director A. J. Eyraud, Jr., of Beverly Hills. Nominated for the honor by a passenger on the Los Angeles-Pasadena Line 70, Bassham is a veteran of nearly 15 years in Los Angeles area transit operations. The public transit professional was praised in a letter to the District for "always being so pleasant and greeting passengers as they board the bus." "Upon leaving the bus, we are given a 'have a nice day' salutation."

The Environment: What The District Is Doing About It

Since all breathe the same air, every citizen must be concerned about pollutants produced by internal combustion engines. About noise, smoke odors. About street congestion and traffic tieups.

The Board of Directors, management and employees at RTD are concerned about the environment and have for some time been doing something about it.

For example, RTD buses are now using highly refined fuel with low sulphur content and with a special detergent to minimize smog-producing elements. RTD diesel engines are not major contributors to smog.

In its environmental concern, all RTD buses are being equipped with low-sac needle valve fuel injectors especially developed to meter fuel more precisely to the cylinders to insure almost complete combustion. And, in conjunction with the Atomic International Division of North American Rockwell, the District is evaluating a revolutionary catalytic muffler which may be a break-through in reducing substantially the already minimal smoke, hydrocarbons and carbon monoxide emissions from the buses. This muffler

also is expected to reduce substantially the oxides of nitrogen emissions and virtually eliminate any odor whatsoever from exhausts.

But District research doesn't stop there. RTD in conjunction with the Los Angeles County Air Pollution District, Cummins Engine Company and the Pacific Lighting Service Company has placed in operation a natural gas powered bus. A test comparison of this bus and a diesel-equipped bus is currently underway on Line 83. The new Minibuses, scheduled to be in operation by fall will also be powered by natural gas.

Steam engines, as a source of low-emission power, are also under consideration by the District. There is presently an RTD bus in San Diego at the Steam Power Systems in which a steam engine is going to be installed. The San Diego company has built a steam engine which is inherently low-pollution since combustion takes place outside the engine where sufficient air in proper proportions is available to effect better fuel combustion. The steam powered bus will be tested in the same way the natural gas bus is.

Southern California Rapid Transit District
1060 South Broadway, Los Angeles 90015

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