

The



# Emblem

FEBRUARY, 1963

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## Chief Engineer Tells Reasons for RT



Lakewood Developer New Board Member — Cars to Trolley Museum —  
 Public Affairs Interns Study MTA — Riding Up in SF Valley

# The Emblem

Vol. 5 February, 1963 No. 4

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## OUR COVER

HANDING OUT timetables to visitors to a SilverLiner (5800-class bus) on display in Inglewood is Operator Marvin Cropper, of Division 5. Other man facing camera is Boyd B. Emrick, former Division 9 Operator now a Public Relations Representative, who answered questions by the public.

MTA began equipping Lines 5 and 6 with the new SilverLiners in January. The Inglewood display was to advertise the new buses.

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\* \* \*

C. M. GILLISS  
Executive Director

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## Monorail May Be Built To Airport If Certain Conditions Are Met

SUBJECT TO the satisfactory resolution of several problems, your MTA issued a letter of intent Feb. 5 to Goodell Monorail Systems, Inc., to build a monorail line from downtown Los Angeles to International Airport. The letter was written by Executive Director C. M. Gilliss upon the instructions of Chairman Fred Dean of the Authority's Engineering Committee, Chairman Warden Woolard of the Finance Committee, and MTA Board Chairman A. J. Eyraud.

According to the letter, the \$40,000,000 line may be built provided:

1. That the Goodell group "undertake additional feasibility and engineering studies of the type necessary for the sale of bonds," and that these studies support Goodell's preliminary proposals to MTA committees.
2. That MTA can obtain rights of way.
3. That the project can "stand on its own feet."
4. That unforeseen contingencies based on closer studies do not preclude acceptance of the Goodell proposal.

Not to be confused with the 58-mile rapid transit system planned for the four principal travel corridors, the 17-mile monorail proposed by Goodell Systems to serve the airport is especially designed for the purpose. The lightweight, high-speed, 28-passenger cars would be adapted to serve the low traffic volumes associated with air travel, and permit maximum economy in weight and cost in the supporting structure without sacrifice of needed strength.

It is planned to locate the downtown terminal of the monorail in close proximity to the 58-mile rapid transit lines to permit easy transfer between the two systems.

Passengers to and from the airport could make the trip in 12 minutes without intermediate stops. The route is planned for the Harbor Freeway and Century Blvd.

# Why Rapid Transit?

## What's Wrong with the Status Quo?



Ernest R. Gerlach

By Ernest R. Gerlach  
Chief Engineer

DEFINITIONS provide most of the answer to the question posed by the title.

"Transit" today connotes a largely unpreplanned bus or rail line or group of lines installed in urban or suburban areas, or from one area to the other, in response to needs or demands of the moment, and with not too much concern, because of today's pressures, over the outlook for the next 25 years.

Lines are mainly on the same streets with other traffic and hence tend to be slow, circuitous in routing, and relatively accident prone. Transit vehicles are relatively small and of small capacity to simplify street traffic problems—and comply with the vehicle code—with the result that many such vehicles are needed at great cost in both purchase price and labor.

### RAPID TRANSIT LOOKS AHEAD

"Rapid transit," on the other hand, connotes today fast, safe public transportation along routes planned to anticipate future needs as well as those of the present, and with system and equipment designed for Jet Age speed and sophisticated comfort in an effort to *create*, as well as to follow, demand. Rapid transit lines are separated from

other traffic by grade separation, subway, or private right of way in order to give passengers the speedy ride they so desire, to shorten routes, and to reduce accident hazards. Because there are no problems of traffic, rapid transit vehicles are relatively large and are operated in trains with great passenger-carrying capacity; hence, fewer cars are needed for a given volume of passengers than is the case with the old-fashioned transit vehicles.

Rapid transit lines are the backbone of the Jet Age system, with surface lines used as feeders.

Thus, definition of terms is in itself sufficient to reveal the chief advantages of rapid transit and the inadequacies of ordinary transit.

### POPULATION EXPLOSION REDUCES AVAILABLE LAND SPACE

But there are other reasons why rapid transit, rather than ordinary transit, is needed in Los Angeles. One reason is that the status quo here cannot and will not be preserved. Projections of census figures tell us that by 1980 we will be trying to pack 10,000,000 people into the same area which now contains 6,500,000. This

increase is bound to create a demand for increased travel facilities.

But, as population grows, available land space decreases. There is even today virtually no undeveloped land within 10 miles of the center of Los Angeles, and open areas are rapidly disappearing within a 20-mile radius. Hence, by 1980 there will be little, if any, room for more private homes, parking space, or freeway construction. Multiple-unit dwellings, including high-rise apartments, will then occupy much space now taken up by single-unit homes and other one-story buildings. The concentration of population into less land space will make automobile driving and parking almost impossible. A look around even today at the streets lined with cars parked almost bumper to bumper, especially in apartment house areas, is a likely indication of what the future will bring forth. The best remedy is rapid transit.

### RAPID TRANSIT HELPS URBANIZE CITIES

A most important reason for rapid transit is that it can help keep our cities centralized. The centralization of cities will become increasingly import-

## Why Rapid Transit?

ant by 1980 for reasons which economists explain somewhat after this fashion:

As population increases, need for jobs increases. Jobs in manufacturing, however, are growing fewer as manufacturing techniques improve. Hence, more and more jobs will have to be created in other fields. Categories which are likely to expand with the nation's economy are banking and finance, trade and commerce, insurance and professional services, education and research. These are types of activity which tend to group together where core areas are most concentrated—for convenience in doing business and to provide cultural opportunities.\* To keep core areas tightly knit so as to attract more and more such business, planners must offer adequate transportation to commuters. Only rapid transit will be able to handle commuter loads with enough speed and efficiency into the urban areas of 1980.

### RAPID TRANSIT KEEPS LAND VALUES UP

For economic reasons, it is better to install a rapid transit system than to expand automobile travel facilities, such as freeways and parking lots. Freeways take up to 40 acres of land area per mile off the tax rolls, and this acreage increases, as the freeways approach the city, because of the need for interchanges and ramps to funnel the traffic into local streets and parking facilities. Parking lots sterilize land which might more profitably be used for the production of goods and services. Rapid transit, on the other hand, requires little or no space, and thus

\*Considerable space could be devoted to the great significance of cities in the development of the fine arts. Only cities, generally speaking, have the resources to maintain great symphony orchestras, important theatrical productions, art galleries, museums, etc.

keeps land on the tax rolls. Moreover, experience in Toronto and elsewhere shows that rapid transit increases, rather than decreases, property values along its routes.

### RAPID TRANSIT COSTS LESS THAN A HIGHWAY PROGRAM

Lastly, a rapid transit program is simpler and less expensive than a program geared to the private automobile. Rapid transit costs *appear* to be high because all costs—construction, equipment, right-of-way, operating, and maintenance—are rolled into one for purposes of estimating the feasibility of the proposed system. The costs of the highway program, on the other hand, appear to be less than they actually are because they are divided among many different categories, agencies, and interests. State, county, and local governments must provide and maintain freeways, interchanges, ramps, streets, highways, and traffic control—including police supervision at all levels of government. Public or private interests must provide parking facilities in congested areas. The individual must provide and maintain the automobile. Since no one group is responsible for this entire program—as are the managers of the rapid transit program—total costs, which it is evident would be astronomical in the aggregate, are not ordinarily lumped together.

The best indication of the relative costs of the two programs is this:

The rapid transit program depends for its financing on the fare-paying passenger, with some supplemental help from one tax source. As proposed to date this would be a property tax averaging \$6 a year per taxpayer on the people of Los Angeles County.

The highway program, on the other hand, depends on numerous tax sources

including fuel taxes, registration fees, weight fees, in lieu taxes, and property taxes. In addition to these taxes, the individual must buy his car or truck, pay for its upkeep, buy insurance, and watch depreciation whittle away at car value.

### THE CASE FOR RAPID TRANSIT

Summing up the case for rapid transit, then, we find:

1. That rapid transit, by definition alone, is plainly superior to surface transit in speed, comfort, and safety, as its Jet Age cars travel underground, overhead, or on their own right of way, completely free of other traffic.

2. That the population increase, putting a premium on land space, will squeeze out future freeways and other space for automobile use, and necessitate turning to space-saving rapid transit.

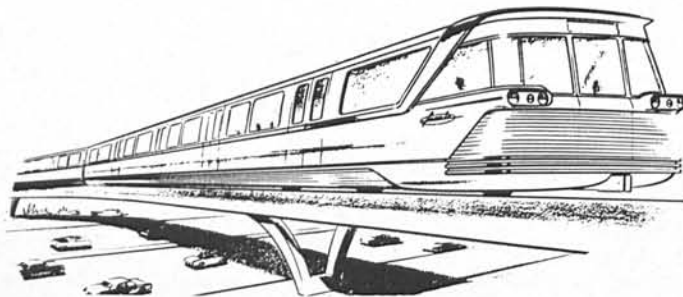
3. That rapid transit can help preserve our urban areas.

4. That rapid transit actually increases, rather than decreases, property values along its routes—and keeps land *on* the tax rolls instead of taking it off.

5. That when all the costs are added up, rapid transit is far less expensive than a highway program.

### RAPID TRANSIT MUST AID, NOT SUPPLANT, THE AUTO

It would be silly to advocate—nor does this article intend to suggest that we advocate—doing away with the highway program and letting rapid transit take over. The suggestion offered is simply that the highway program needs supplemental rapid transit to relieve freeways and streets of a burden which threatens to strangle movement and grow to uneconomic proportions. Thoughtful men and women must push the rapid transit program. The future of Southern California and its residents may well depend on the installation by your MTA of a transit system geared to the Jet Age.





VIEW of part of the Orange Empire Trolley Museum at Perris, Calif.

## Trolley Museum Gets 5 MTA Cars

FIVE PIECES of outmoded MTA rail equipment will somehow find their way to the Orange Empire Trolley Museum near Perris within the next few months.

The Authority has agreed to allow the 200 members of the Museum to hold the equipment on a long-term lease.

Included in the lease are three maintenance of way cars and two passenger cars. The work cars are No. 9225, the crane car; No. 9310, a rail grinder; and No. 9350, a tower car. Passenger cars include Nos. 3001 and 3100.

"Car 3165 and a trolley coach are not in the lease, because they may have some resale value, but we hope to acquire them, too, after the March 31 conversion," said Mr. Walker.

The cars will be moved to Perris on low-bed trucks. Here they will be put on the tracks the Museum group has laid, and will be renovated by the enthusiastic members of the group in their spare time.

There are already 46 pieces of equipment in the Museum, from a number of companies in California

British Columbia, and Ireland. Most of these cars operate under their own power, according to Mr. Walker. Power, he said, is supplied by a diesel-electric generator with 600-volt output.

"We can't move the cars very far because we have 3,000 feet of track and 2,700 feet of equipment," stated the Secretary.

"People are welcome to come and visit the Museum any time, especially on week-ends, and we hope some street car mechanics and operators will join our group. We need their experience to help us maintain the cars.

"In fact, we need donations from people who are interested in seeing these historic cars preserved. As an example of the costs we must underwrite, it's going to take \$1,500 to pay for the moving, insurance, and paperwork on the five MTA cars. Renovation and maintenance costs are on top of that."

The Orange Empire Trolley Museum was organized in 1956 as a California non-profit corporation, and is recognized as a tax-exempt educa-

tional institution, according to Mr. Walker. The President is Ray Ballash.

The Museum is located one mile south of Perris on "A" St. Watch for the yellow Trolley Museum signs. Perris is 80 miles from Los Angeles on U.S. Highway 395.

**LONG-TERM LEASE** for outmoded MTA rail equipment is signed by Executive Director C. M. Gilliss, center, as officials of the Orange Empire Trolley Museum watch. At left is Ray Ballash, President; at right, James W. Walker, Secretary. "The museum is historically valuable," said Mr. Gilliss.



## Service Strides

### MTA Goes to College At S. F. Valley State

SERVICE on the North Hollywood-Van Nuys—San Fernando Line 74 was made available to students of San Fernando Valley State College by means of a slight rerouting Feb. 4.

Buses in both directions, Monday through Friday, leave Reseda Blvd. to make a loop to a new stop on Dearborn St. at Etiwanda Ave. between 7:27 a.m. and 5:34 p.m. Northbound buses turn right at Nordhoff St. in a counterclockwise loop over Nordhoff, Etiwanda, and Dearborn; southbound buses turn left at Dearborn in a clockwise loop.

A special timetable display box with automatic reorder card has been placed conspicuously in the student center under an attention-calling display sign. Students under 21 may apply at the student center for a student ID card entitling them to reduced-rate rides for a semester.

A special distribution of Line 74 timetables was made throughout the entire area served by the line. Special stories were run in the college newspaper and in area papers.

### Timetable Display Boxes Win More New Friends

TIMETABLE DISPLAY BOXES with automatic reorder card are finding increased acceptance throughout the MTA service area.

Introduced last November in 108 Thrifty Drug Stores adjacent to MTA routes, the boxes were later requested by the Thrifty management for display in 28 other stores.

The boxes have also been placed in a number of banks and savings and loan institutions. Up through Feb. 5, some 40 boxes had been placed at these strategic locations.

"The branch managers that our representatives have talked to so far have been enthusiastic about our reorder card system," Public Relations Director R. O. Christiansen told the MTA Board Feb. 5.



MAKING FANS of MTA timetables showing new service to San Fernando Valley State College are two attractive co-eds, Linda Lepper, left, and Barbara Paisley—both juniors. At left, MTA Public Relations Director R. O. Christiansen holds a display box containing a supply of the schedules. "Make fans of students for MTA as well as fans of timetables," Mr. Christiansen suggested to the girls. The new stop is located on Dearborn at Etiwanda.

## Growth of Riding in SF Valley "Encouraging" to MTA Board

PATRONAGE on the new and extended San Fernando Valley bus routes has reached 78% of that required to continue service on a permanent basis, Chief Engineer Ernest R. Gerlach reported to the Authority Feb. 5.

The Valley Service Explosion was inaugurated last Nov. 18. Mr. Gerlach's report was based on a travel check made two months later—Jan. 18.

The first month showed an increase of 61%, or 888 additional rides; the second month 78%, or 1251 added rides.

"We need 1614 more rides to make the new service pay for itself," declared the Chief Engineer. He regarded his report as "encouraging."

Board members authorized continuation of service over the new routes, expressing hope that riding will continue to increase so that the new lines may be continued as part of the San Fernando Valley system.

Chairman A. J. Eyraud pointed out that increased riding along Vanowen St. is a must to insure continued riding, and that more riding would be highly desirable in the East Valley on

Los Angeles-Burbank-North Hollywood Line 86-87.

Nevertheless, referring to the improvement in Valley riding as a whole, he commented:

"The public's reaction to this major public transit undertaking is encouraging."

### Line 20 Extended To New Burbank Area

EXTENSION of service on the East Glenoaks-Kenneth Road Line 20 into the Bel Aire Dr.-Olive Ave. area of Burbank began Feb. 11.

The extension goes from Kenneth Rd. and Providencia Ave. along Providencia, Bel Aire Dr., Cypress Ave., and Kenneth Rd. between Cypress and Olive Aves.

There is no change in fare for those riding the extended line to downtown Burbank.

Service on Line 20 and Atwater-East Colorado Line 22 began only last Dec. 26 for the benefit of Glendale and Burbank residents.

# "Curb Service" Advantage Of Mar. 31 Conversion

"CURB SERVICE" will be expanded for Los Angeles' public transit riders March 31, when a fleet of new ultramodern SilverLiners replaces street cars and trolley coaches.

The curb service will be in effect along thoroughfares now served by the J, P, R, S, and V streetcar lines and the trackless trolley lines 2 and 3.

Center-street loading will continue in effect in the City of Huntington Park, where safety islands will be constructed.

In announcing the improved plan for curb service in Los Angeles, MTA listed new line designations for service now provided by streetcars:

The Jefferson-Huntington Park Line J will become Line 9;

The West Pico-East First Street Line P will become Line 26;

The Whittier Boulevard-West Third Street Line R will become Line 28;

The San Pedro-West Seventh Street Line S will become Line 29;

The Vernon Avenue-Vermont Avenue Line V will become Line 95.

There will be no change in the number designations for the bus lines replacing trackless trolleys operating on the Brooklyn Avenue-Hooper Avenue Line 2 and the West Sixth Street-Central Avenue Line 3.

Executive Director C. M. Gilliss said that curb service is only one of the benefits afforded by the change-over.

"Streetcars which do not operate on grade-separated tracks like rapid transit," he added, "require constant starting and stopping due to traffic interference.

"And because they are less maneuverable than buses, they restrict the free and efficient movement of traffic and are subject to more delays."

The new SilverLiners being placed in service were especially designed for Los Angeles.

They feature a new air suspension

**BROWNIES' FIRST STREETCAR RIDE**—On Saturday, Feb. 2, Brownie Troop No. 897 of Culver City (where there are no streetcars) excitedly arrived at the Pico and Rimpau Loop to take their first ride on a streetcar. Their destination was the main city library in Los Angeles. Grown folks in background are, from left, Mmes. Daris Hayes and James Corbett, transportation committee; Operator John E. King; Mrs. Mary Isaacson, Troop Leader; and Supervisor W. P. Farrell. Each Brownie enjoyed putting her fare in the box.



**AT INTERNATIONAL AIRPORT**, a prospective rider of MTA service inspects a new time-table installed on a bus stop in February in response to requests by air and bus commuters. Fully weatherproofed, the sign shows leaving times of Line 51 buses from the airport and arrival times at Los Angeles and Redondo Beach. Further use of such signs is being considered, but "high cost of preparation and maintenance of any large number makes us take a second look before we embark on any large-scale program," said Supervisor of Stops and Zones C. E. Forkner, who is working with the Public Relations Department staff on the problem.

system, which absorbs road shock and cushions bumps, and a new type transmission to provide for even greater passenger comfort.

The new lighting system of the SilverLiners is also an improvement, enabling passengers to read with twice as much lighting as in older vehicles.

Greater windshield area, together with new sliding windows, are among other features.

# Commendations...

## 95 Operators Honored In January for Courtesy

CONGRATULATIONS to the following 95 Operators who received commendations during the month of January:

Robert Allen, Division 20; Sylvester Allen, 6; J. D. Ardella, 2; A. J. Arnone, 3; Louis Baca, 7; C. A. Baden, 6; T. F. Benedict, 5; G. E. Bertweit, 11; E. L. Bell, Jr., 7; B. G. Biehn, 12; L. H. Birkner, 3; W. G. Brewer, 7; A. R. Brown, 7; H. A. Brown, 2; E. P. Burnley, 7; C. E. Burt, 10.

C. L. Cabrera, 1; C. D. Caldwell, 11; P. A. Callaway, 7; J. J. Campbell, 20; M. G. Carrillo, 9; V. P. Childs, 20; R. A. Coble, 2; J. D. Coleman, 8; E. R. Collier, 1; Benjamin Cooper, 7; D. L. Correll, 2; William S. Crawford, 5; C. V. Crosby, 1; Glenn R. De Ford, 11; Theodore DeLora, 3; F. H. Ecklar, 8; Clarence Ellis, 1; L. H. Ellis, 7; Clifford Ellyson, 3; K. L. Farris, 20; E. J. Filek, 2; H. H. Foster, 9; N. B. Frederick, 20.

R. W. Glover, 6; H. A. Gode, 10; C. V. Goodwin, 7; Lucian Grant, 9; E. C. Grayson, 12; Burren Grillette, 20; Michael Gross, 2; Vincent Guifrida, 2; W. Y. Guntharp, 7; D. L. Hall, 7; J. F. Hardgrow, 1; H. J. Harrigan, 2; C. G. Hauck, 7; W. B. Herrell, 3; K. T. Hicks, 6; C. E. Hoddrick, 7; E. E. Hoover, 5; D. W. Houghtaling, 5; C. E. Jack, 7; L. D. Jensen, 6; H. M. Johnson, 20; J. E. Johnson, 5; P. E. Johnson, 20; N. M. Jones, 1; Albert Judson, 5.

Tom Kane, 3; Irene J. King, 5; J. W. Kipp, 9; M. E. Kittinger, 12; P. E. Knox, 20; F. W. Koenig, 6; Earl Kral, 5; P. J. Lattanzi, 2; N. A. Mayer, 5; Joseph Medjes, 8; J. W. Menzies, 8; E. O. Mesa, 1; T. W. Metcalf, 2; J. E. McGee, 20; J. D. Mixon, 10; G. C. Moncivais, 2; R. E. Moses, 2.

H. C. Niels, 20; Edward Osborne, 3; S. O. Parker, 2; R. R. Pasco, 7; F. A. Peters, 7; R. L. Pruitt, 2.

B. W. Reece, 2; L. B. Reese, 1; B. W. Reddout, 3; Jimmie Roberts, 7; D. S. Rocha, 1; Joseph Romeo, 10; W. T. Rouse, 2; Luis C. Russell, 2; B. R. Samuel, 2; John Savin, 3; F. E.



M. G. ("MIKE") CARRILLO, Operator of the Month for February, receives a Certificate of Merit for courtesy from MTA Board Chairman A. J. Eyraud at the Authority meeting Feb. 5.

## Carrillo Wins Feb. Award

### Div. 9 Man Gets Plaque from Chm. A. J. Eyraud; Div. 2's Hugh Day Runs Close Second for Honor

PRAISING the courtesy and patience of Operator M. G. ("Mike") Carrillo, of Division 9, a letter from two University of Wisconsin students here for the Rose Bowl Game was instrumental in gaining for Mr. Carrillo

Scott, 2; L. W. Scott, 5; G. E. Serres, 9; C. J. Simington, 2; N. J. Sleem, 5; W. E. Smith, 5; T. H. Sorells, 5; W. C. Stephens, 2; J. J. Stevens, 20; P. W. Stringer, 7.

G. E. Taft, Jr., 7; M. D. Tafoya, 7; B. J. Tharp, 1; E. P. Thomas, 2; Michael Troff, 5; J. E. Truitt, 7; R. S. Turner, 7; Bennie Varon, 7; R. C. Waldon, 5; D. E. Walker, 7; A. H. Wheeler, 5; David White, 10; F. M. Wieberle, 5; Sam Williams, 2; G. L. Wisner, 3; Harry L. Woodford, 11; G. D. Woods, 5; R. B. Wooten, 2.

the honor of being selected MTA's Operator of the Month for February.

In addition to winning an honorarium from the Authority for his good public relations work, the Operator was summoned to the MTA Board meeting of Tuesday, Feb. 5, where Chairman A. J. Eyraud told the Board and the audience the substance of the letter of commendation and presented Mr. Carrillo with a Certificate of Merit mounted permanently in a wall plaque.

The Certificate of Merit was the second to be awarded. It is now an established policy of the Authority to present this plaque to the Operator of the Month at a Board meeting.

A veteran of service with MTA and its predecessors since 1947, the Operator wears a 12-year pin for safe driving and has an otherwise excellent record,



according to his Division Superintendent, W. A. Ullrich.

Asked to comment on the letter of commendation he received, the Operator said, "If you think before you speak, you won't make mistakes with passengers."

#### RUNNER-UP CLOSE BEHIND

The heart-warming letter which follows nearly won the Operator-of-the-Month title for Hugh Day, of Division 2. Signed by a junior high school student and 47 other students and grown-ups "who ride his bus every day," it reads:

"He is loved by all, I mean that—'loved!' He is always a real guy. He has become a real part of our high school career. We have nicknamed him 'Big Red,' as he has short red hair. Not only because of the pigments his hair contains, but also because of the room he has stolen in our hearts and souls he is 'Big Red.'

"He waits for everyone at all who is coming down the street to the bus. Most drivers don't care . . . He always has something nice to say to someone—believe me, that means something! Mr. Day, 'Big Red,' is an all right guy.

Somehow he makes the day just a little easier to go along with. He shows us how to relax. He cares for us no matter what school we go to. When, and if, he leaves our route we will miss him.

\* \* \*

"I can think of four or five things that make him *great*, but I have no room. This letter should show him how much we think of him. Let Mr. Day read it, please. He will see then we appreciate him, or give this to his wife—she will prize it for life."

Mr. Day is a relatively new Operator, having been employed in July, 1961. As a result, he has been "bumped" from South Gate Line 53, whose riders were the source of the above letter, to Line 12 and Line 94 since mid-December, date of the letter.



RUNNER-UP  
Hugh  
Day

## Credit Union Assets Up \$193,000 Treasurer Tells Annual Meeting

### 4 New Board Members, 2 Credit Committeemen, Elected as President L. B. Meek Steps Down

AT THE ANNUAL MEETING of members of the Lamta Employees Federal Credit Union held Jan. 25, Treasurer T. V. Collins reported increases, 1962 over 1961, of \$10,000 in net earnings, nearly \$200,000 in shares (members' savings), and \$243,864 in loans granted.

Total membership in the Credit Union, he said, had climbed from 2,235 to 2,408 members.

John C. Boyce, Chairman, Credit Committee, reported 2,199 loans considered and 1,786 approved in 1962. Approved loans in 1962 totaled \$984,646.59, he said.

Three new board members were elected for three-year terms. They included T. V. Collins, Assistant MTA Treasurer; C. J. ("Benny") Kimball, Assistant Superintendent (transportation), Division 9, and Ted Phillips, Division 3-10 Clerk.

A. C. Tieman, Superintendent (transportation), Divisions 3 and 10, was elected for one year to fill the unexpired term of Shelby Brown, Supervisory Clerk, Equip-

ment Maintenance Department, who resigned.

Mr. Kimball was also elected to the Credit Committee for a three-year term. J. H. Hunter was elected for one year to fill the unexpired term of Mr. Boyce, who resigned.

President L. B. Meek presided at the meeting.

The new board selected new officers, including William J. McCrae, Leadman, Body Shop, Division 2, President; Frank J. Matzner, Assistant Superintendent (transportation), Division 3, Vice-President; Mr. Collins, Treasurer; and Mr. Boyce, Shop Clerk, South Park, Secretary.

"The outlook for 1963 is bright," said the Treasurer. "We're growing at a rate of \$15,000 to \$20,000 a month.

"Our strength depends on the growth of our membership—and we encourage all employees who are not now members to join the Credit Union and take advantage of the pay-roll deduction plan for insured savings and loan benefits."



CREDIT UNION BOARD, 1963—From left are W. A. Ullrich, A. C. Tieman, F. J. Matzner (Vice-President), C. J. Kimball, T. V. Collins (Treasurer), J. C. Boyce (Secretary), W. J. McCrae (President), Orvil Hazelton, and Theodore Phillips.

# Why Courtesy Makes Good Sense

## Opinions of Outstanding Operators on a Crucial Topic

(Second installment. The first was in the January issue.)



V. E. Delmar

"I FIND courtesy ties in with good driving habits," declared **Vince Delmar**, of Division 6. "Poor driving habits create poor attitude, an attitude that results in impatience not just with traffic but with passengers as well.

"When I have a schedule or traffic problem, I don't let it rub off, and in this way keep the good will of my passengers. Since courtesy is actually contagious, their congeniality minimizes my traffic problems.

"I'm sure all drivers feel as good as I do when complimented for a SAFE and COURTEOUS trip."

"IN MY OPERATING day in and day out, I am always mindful that our customers are the persons most important in our business," stated **George A. McDaniel**, Operator and Terminal Griever at Division 5. "For without a body to move, we would all be out in the cold . . . It is only by means of courtesy that we can hold and probably increase our patronage.

"Courtesy invariably leads to safety. For the cautious Operator holds foremost the Golden Rule. He isn't afraid to give in when necessary or miss that signal or get a little late at times. His passengers' welfare is always foremost in his mind.

". . . Our customers want mainly a ride, and it is our job to see that the ride we provide is the safest and most pleasant ride to be found in Southern California. We want people to *want* to ride our transit system, . . . not *have* to ride. We as Operators can enhance this idea by using a potent weapon, namely, courtesy.



G. A. McDaniel

"I FIND that passengers don't like a moody driver—one that is all smiles one day and cranky the next," observed **S. C. Swanson**, of Division 7. "Even when not up to par, I try not to let my customers know it by greeting them with the same smile every day.

"When having a misunderstanding over a fare, etc., I try to keep my voice low so it won't be heard by others and cause embarrassment, as I like to keep the passengers relaxed so they may enjoy the ride.

"Being courteous to passengers makes my work more enjoyable and less tiring."



S. C. Swanson

"I have found from experience that courtesy can become a good habit," commented **Louis S. Warner**, of Division 8. "It takes no more time to be courteous, and [courtesy] really makes your working day much more pleasant for you and your passengers. Making courtesy a habit helps you to be more relaxed and safety conscious, too."



L. S. Warner

(Opinions of other outstanding Operators will be printed in the next or a succeeding issue. THE EMBLEM would appreciate your comments on this series.)



## Coro Interns Study MTA

ABOVE—Dorothy Nye, seated, Division 3-10 Stenographer, explains to Coro Foundation Interns Martha Sweeney and Jim Lane how division records are kept of the performance of each Operator.

AT RIGHT—Division 3-10 Clerk Ted Phillips shows Coro interns operation of coin counting machine.

COOPERATING with an educational agency to give promising students a first-hand knowledge of public affairs, your MTA provided Martha E. Sweeney and James Lane with a good long look at every facet of its operations beginning Jan. 3.

The two young interns in public affairs attended Authority meetings, conferred with top echelon officials and department heads, and visited divisions and shops in an effort to learn MTA's policies and methods of providing transportation to the people of the Los Angeles metropolitan area.

Jim, a 1958 graduate of Colorado State College with major in history and political science, plans to become a city manager.

Martha, a 1962 graduate of Stanford, with major in history, is interested in personnel work.

Both were among a large number of young college graduates who won their internships in public affairs with the Coro Foundation by competitive oral interview and written examination. They are two of 12 interns now in the Los Angeles area.

The Coro Foundation is a non-

profit organization established in 1942 to conduct research and seek new leadership in public affairs.

Jim and Martha figured that one of the important values of their MTA study was to be able to explain the MTA tax proposals from the point of view of outsiders.

"We also gained some understanding of the many problems MTA has in connection with work assignments," they said before they left Feb. 7.

"We certainly appreciate the time given us by MTA personnel and the efforts everyone made to give us information."



## Print Shop Man's Story Wins Him a Chevy II

THE CREATIVE MIND of Multilith Operator Terry Williams, of the MTA Print Shop, won him a Chevy II on the Dick Whittinghill radio program on Saturday, Jan. 26.

He won the award for a story he had written in a contest which requires that the punch line of the story be the name of a song or a line from a song.

"My wife, Bobbie, who was listening to the program, just about did a flip when he announced her name as winner," said Terry. "I had turned in a story in her name."

"This was the quarterly prize. First you have to win the daily contest. Then, if you win that you're eligible for the weekly contest. Weekly win-



ALL SMILES as he sits at the wheel of the new Chevy II he has just won is Terry Williams, Multilith Operator, MTA Print Shop. Admiring and envious, but happy over his good fortune, are, from left, Print Shop Foreman Al Latvala, Supervisor of Schedules Max Rise, Print Shop Clerk Jesse Medeiros, and Multilith Operator Bernard Kadel. (See story at left.)

ners compete for the 13-week or quarterly prize."

The Williams story ended with a line from "That Old Gang of Mine."

## Proud New Citizens

THE EMBLEM is proud to present two employees who proudly became citizens of the United States in January.

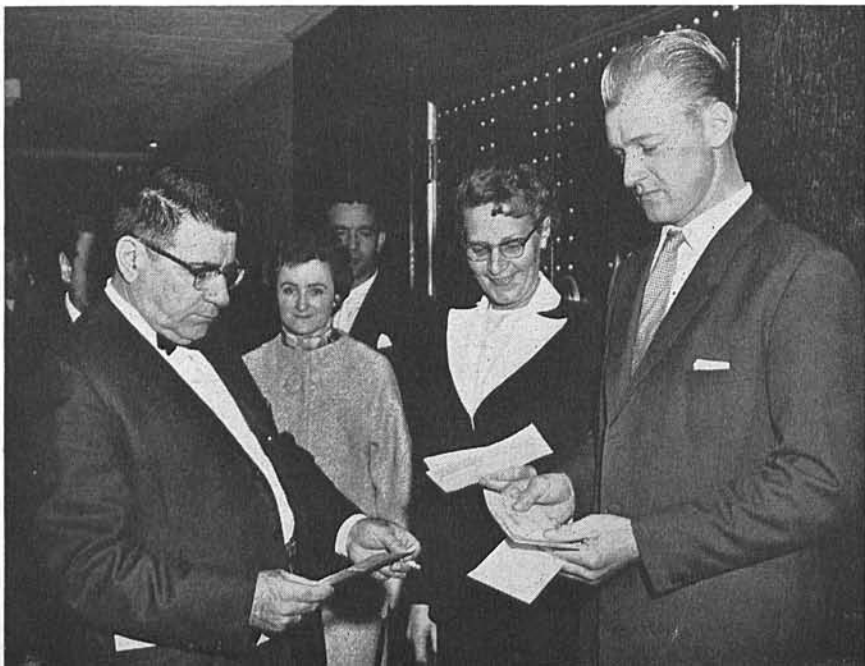
In the photo at left, Lou Coward, Elevator Operator, stands at attention before the new flag to which she has given her allegiance since leaving Canada with her husband five years ago. Both were born in the neighboring nation.

"Now I can vote!" was Lou's de-

lighted comment upon achieving her citizenship goal.

In the photo below, Operator and Mrs. Odd Kristofferson (couple at right) are pictured in line with some 400 candidates for citizenship at the Federal Building, Los Angeles. Their application papers are being inspected by D. A. Rondinard, Naturalization Examiner.

The Kristoffersons were born and married in Norway, and have been in the United States since 1957.



## C. L. Robbins, Chairman, "Venice Short Line"

OPEN HOUSE was held on Sunday, Feb. 3, for model railroaders at the home of Division 6 Operator C. L. Robbins, Chairman of the Board of the "Venice Short Line."

Mr. Robbins is the only MTA man in the five-man club, the full name of which is the Venice Short Line HO & TT Model RR Club.

Two railroads of different gauge are housed in a 15½'x24' building built in his back yard for this specific purpose at a cost of \$1000.

Running night is the first Saturday of each month. Guests are allowed to run the five trains now in operation by means of radio control. There are five such controls—one for each train.

The 1000-foot-long tracks consist of nickel-silver rail instead of the usual

brass, to reduce rust and corrosion to a minimum.

To keep the rails in perfect running condition there are two cleaning cars equipped with brushes.

"We've been told," said the Chairman of the Board, "that we've got the best roadbed in the country. All rails are continuous on curves—that's where shorts develop when fishplates are used."

Locomotives owned by the club total about 50, according to Mr. Robbins. He himself has 10 locomotives, 100 freight cars, and 35 passenger cars.

Economy-minded members of the club keep an eye out for materials and parts made for other purposes but capable of being adapted to model railroading.

"Our switch machines are relays out of airplanes," said the Chairman. "For landscaping we use styrofoam secured from typewriter shipping cases. Styrofoam is rigid enough so that we don't have to use a metal or metal screen framework, which would interfere with radio control. Crystals used in the radio controls came from airplanes."

What satisfactions do these model railroaders derive from their hobby?

"It gets a group of men together to do something they mutually enjoy," said Operator Robbins.

"Instead of going to a card party or spending money on liquor, we get together on a Saturday night to show each other what we can build with our hands."

C. L. ROBBINS, Division 6 Operator, and his model railroad.



## On Their Way Up

CONGRATULATIONS to the following employees who have taken a step up the ladder in recent weeks:

*B. B. Emrick* from Operator, Division 9, to Community Representative, Public Relations Department, Jan. 7. Employed May 30, 1952.

*W. P. Lopez* from Computer Operator, Way and Structures Department, to Mechanic "B," Division 1, Dec. 31. Employed Sept. 18, 1939.

*Joseph Johnson* from Temporary Janitor, Real Property Management, to Utility "A," Division 1, Jan. 13. Employed Dec. 5, 1962.

*J. J. McCullough* from Division Clerk-Extra Relief Assistant Superintendent, Transportation Department, to Employment Supervisor, Personnel Department, Jan. 7. Employed Aug. 29, 1942.

*H. A. Medsker* from Mechanic "C" to Mechanic "A," Division 2, Jan. 13. Employed Feb. 16, 1960.

*J. B. Morales* from Temporary Laborer "B" to Laborer "B," Way and Structures Department, Jan. 14. Employed June 6, 1962.

*Tosbio Okamoto* from Mechanic "B" to Mechanic "A," Division 2, Jan. 13. Employed Oct. 2, 1957.

*J. J. Wagner* from Chainman, Way and Structures Department, to Mechanic "B," Division 7, Jan. 8. Employed July 5, 1960.

*J. S. Wilkens* from Personnel Analyst to Assistant Director of Personnel, Personnel Department, Jan. 7. Employed Jan. 1, 1948.

## Employees Invited to Transportation Night

TRANSPORTATION NIGHT, with dinner, dancing, and an entertaining program, will be held at the Glendale Legion Post, 343 Arden St., on Saturday, Mar. 2, announces retired Division Clerk E. H. Schlichtman, who is in charge.

W. C. Scholl, MTA's Director of Personnel, will introduce MTA guests and speak briefly.

Dinner is from 6:00 to 8:00 p.m., the program from 8:00 to 9:00, and dancing from 9:00 to midnight, according to Mr. Schlichtman.

(Continued on p. 15, col. 1)



JOHN S. WILKENS  
Assistant Director of Personnel

## Wilkens Advanced to Asst. Personnel Head

JOHN S. WILKENS has been promoted from Personnel Analyst to Assistant Director of Personnel to succeed the late C. A. Tengblad, it was announced by W. C. Scholl, Director of Personnel.

The appointment was effective Jan. 7.

Under Mr. Scholl's supervision, Mr. Wilkens, in addition to many other duties, will have charge of the employment section and employees' records, and will administer Workman's Compensation Insurance and the pension plans.

A 1947 graduate of UCLA in industrial relations, Mr. Wilkens began his transit career with Asbury Rapid Transit System in 1948 as Relief Clerk-Supervisor, and by 1952 was Assistant Manager of Operations.

In 1956, shortly after Asbury's passenger service was purchased by Metropolitan Coach Lines, Mr. Wilkens was appointed Personnel Assistant to Mr. Scholl, then MCL Manager of Personnel.

In 1960, two years after MTA had purchased MCL, Mr. Wilkens was promoted to Personnel Analyst—the position he held until his present new appointment.

He and his wife, Marjorie, and their four children reside in Sun Valley. The children include Peter, 11; Paula, 8; and twins Anne and John, 5.



JAMES J. McCULLOUGH  
Employment Supervisor

## McCullough Appointed Employment Supervisor

JAMES J. McCULLOUGH, Extra Relief Assistant Division Superintendent, Transportation Department, was appointed Employment Supervisor, Personnel Department, Jan. 7, to succeed W. H. Wright.

In his new capacity, Mr. McCullough's principal duty is to select employees to fit job needs in the various departments. In doing so, he supervises preliminary interviewing, conducts the final interviews, sends out inquiries as to candidates' past records, and evaluates the replies. He also conducts exit interviews and performs other duties as required by the Director of Personnel.

Mr. McCullough has been in the service of MTA and its predecessors since 1942.

He and his wife, Esther, live in Lynwood with their three children: Don, 16; Susan, 14; and Stephen, 9. They are active in the North Long Beach Brethren Church, in which Mr. McCullough serves as Sunday school teacher.

Mr. Wilkens' college career was interrupted by World War II, in which he served from 1942 to 1945 as a naval aviator, flying patrol planes off the coast of Brazil.

# New Faces

A HEARTY WELCOME to the following new employees, who joined MTA between Dec. 18 and Jan. 14:

## Equipment Maintenance Department

UTILITY "A": Willie Ford, Jr., J. D. Wyatt.

## Real Property Management

INFORMATION CLERK: LaVaughn E. Simpson.

JANITOR: S. C. Dukes.

## Transportation Department

OPERATOR: D. M. Bush, Division 10; R. A. McEvoy, 10; W. G. Shafer\*, 10; B. D. Townsend\*, 10.

SCHEDULE TYPIST: Jean N. Mayberry.

\*Re-employed

## Transportation Night

(Continued from p. 14)

MTA employees and their wives or husbands are invited, but reservations should be made by 5 p.m. Feb. 27 with Mr. Schlichtman (call CI 2-1149), or one of the following: Henry Monroe, Henry Van Den Brink, Lou Warner, Victor La France, Lou Velzy, J. B. Whitehead, or L. F. Hutcheson. Dinner is \$2.50 a plate, and dancing \$2 a couple.

## Whittier Tries

### Fare Refund Plan

A FARE REFUND PROGRAM was started in downtown Whittier Feb. 18 following several weeks of negotiations by MTA with the Whittier Uptown Merchants Association.

Operators on all six MTA lines

operating to and through Whittier will give fare refund checks to persons paying a fare to Whittier Station.

At any of the participating stores where a purchase of \$2.00 or more is made by the refund check holder, the check will be exchanged for a regular 25¢ ticket good on Local Line 58W, Long Beach-Pasadena Line 61, Whittier-Huntington Park Line 112, Compton-Whittier Line 113, Whittier-South Whittier-La Mirada Line 117, and Whittier-East Washington Blvd. Line 118.

Currently, 67 stores are participating.

<b>WHITTIER UPTOWN ASSOCIATION</b>							
<b>FARE REFUND CHECK</b>							
This check will be honored for a refund of a 25¢ MTA bus ticket with purchase of \$2.00 or more at any Whittier Uptown participating store or business. Refund will be made only on date indicated below by punch mark.							<b>0000003</b>
<b>RECEIPT FOR 25¢ FARE</b>							
<b>Paid on MTA Whittier Lines</b>							
<b>DATE PUNCHED</b>							
1	2	3	4	5	6	7	8
9	10	11	12	13	14	15	16
17	18	19	20	21	22	23	24
25	26	27	28	29	30	31	*
<small>GLOBE TICKET CO., L. A. 496</small>							

## Division 12 Wins

### Safety Trophy for Dec.

OPERATORS of Division 12 took the Impruv-Ur-Record safety trophy away from those at Division 11 for the month of December by placing first with 355 points.

Division 11 had won the trophy for November, and at that time had also gained first place in the standings for July through November.

The winner of the six-months contest had not, at this writing, been announced.

In second place for December was Division 2 with 315 points.

# In Memoriam

THE EMBLEM reports with regret the death of the following:

*Cline W. Beckner*, 88, retired Trainman, Division 1; Feb. 3; service from 1920 to 1948. Survived by his wife, Nellie, of Los Angeles.

*Frank Casagrande*, 72, retired Carpenter, Equipment Maintenance Department; July 20, 1962 (information was late in reaching MTA); service from 1942 to 1955. Survived by his wife, Onorina, of Baldwin Park.

*Howard E. Cnubberley*, 69, retired Motorman, Division 1; Jan. 13; service from 1923 to 1948. Survived by his wife, Mathil, of Hesperia.

*James B. Davidson*, 74, retired Operator, Division 9; Dec. 19, 1962;

service from 1942 to 1956. No survivors are known.

*Roy C. Houser*, 68, retired Substation Operator; Dec. 29, 1962; service from 1943 to 1959. Survived by his wife, Nellie, of Los Angeles.

*Henry C. Messner*, 88, retired Foreman, Line Department; Feb. 3; service from 1906 to 1945. No survivors are known.

*Talton Perry*, 55, Utilityman, Purchasing and Stores Department; Jan. 27; service from 1946. Survived by his wife, Rebecca, of Los Angeles.

*Margaret J. Rasmussen*, wife of retired Operator Walter Rasmussen, of Division 3; Dec. 15, 1962. Survived by her husband, of El Monte. His service period was from 1923 to 1947.

*John Rhodes*, 76, retired Janitor, Transportation Department; Dec. 3, 1962; service from 1925 to 1953. Survived by his wife, Sarah, of Los Angeles.

*Louis Roberson*, 80, retired Flagman, Transportation Department; Jan. 21; service from 1922 to 1954. Survived by his wife, Rachel, of Los Angeles.

*Clarence E. Stevens*, 74, retired Conductor, Division 5; Jan. 2; service from 1923 to 1948. No survivors are known.

*Julian R. Wells*, 54, Supervisor, Transportation Department; Jan. 31; service from 1939. Survived by his wife, Elizabeth, of Los Angeles.

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## Lakewood Developer Mark Boyar Appointed to Authority

MARK BOYAR, President of the Metropolitan Development Corporation, Beverly Hills, has been appointed by Governor Brown to fill out the unexpired term of Mortimer W. Hall, who resigned in January.



MARK BOYAR

Mr. Boyar was associated with the development of Lakewood, a multi-million-dollar planned community, and has been instrumental in building over 50,000 homes in Southern California.

Born in Superior, Wisconsin, in 1901, he attended school in Chicago, where his father was editor of the *Daily Jewish Courier*. The younger Boyar also attended the Kent College

of Law in Chicago.

He came to Los Angeles in 1935 and entered the construction and subdivision field in 1939.

Mr. Boyar was Chairman of the Construction Division of the United Jewish Appeal in 1955, Co-Chairman of the 1959 Eleanor Roosevelt Testimonial Dinner for the American Medical Society, and Finance Chairman of the Citizens Committee for the Democratic National Convention held in Los Angeles in 1960.

In 1957, the City of Hope named him "Man of the Year."

A member of the Governor's Advisory Board, he is also on the Board of Directors of the Equitable Savings and Loan Association, the Long Beach Federal Savings and Loan Association, and the Commonwealth Bank.

Mr. Boyar is married and has three sons, two daughters, and six granddaughters.