

The



Emblem

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JANUARY, 1963



NEW RAPID TRANSIT PLAN TOLD



Operators Air Views on Courtesy — New Award Added

MTA Budget — Local Service for Glendale, Burbank

The Emblem

Vol. 5

January, 1963

No. 3

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OUR COVER

SURROUNDED by glaring floodlights, news cameras, and reporters from newspapers, television, and radio, the four MTA officials shown facing the camera held a press conference before the rapid transit luncheon Jan. 7.

Left to right are Chief Engineer Ernest R. Gerlach, General Attorney Gerald G. Kelly, MTA Board Chairman A. J. Eyraud, and Executive Director C. M. Gilliss.

They answered many probing questions by the reporters on the feasibility, construction, operation, and financing of a proposed new \$649,000,000, four-corridor, 58-mile rapid transit system which can be built with minimum tax help.

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MARTIN POLLARD

WARDEN WOOLARD

* * *

C. M. GILLISS
Executive Director

W. Warren Silliman, Editor



MTA Board Adopts Budget Of \$46,794,000 for 1963

A 1963 BUDGET totaling \$46,794,000 was adopted by the MTA Board at its regular meeting last Dec. 18.

When decreased expenditures in some categories are subtracted from increases in other categories, the net effect is a budget larger by \$298,000 than the 1962 version.

The 1963 budget reflects a \$300,000 increase in wages and a substantial increase in the cost of providing employee benefits such as Social Security, Workmen's Compensation, State Unemployment Insurance, and pensions.

The \$27,938,000 bill for salaries and wages is nearly 60% of the total budget and amounts to 70% of the total estimated operating expenses.

Easing the impact on the budget of such increases, however, are substantial savings expected as a result of the changeover next Mar. 31 from streetcars and trolley coaches to buses on all lines—savings which will eliminate any immediate need for an increase in fares.

Provision is made to spend \$1,457,000 for buildings, facilities, and equipment. This figure includes \$1,126,500 for improvements at Divisions 1, 2, 7, 12, 13, and 20; at the South Park Shops; and at the Transit Authority Building; as well as for changes in turn-around loops as a result of the Mar. 31 conversion.

Also included in the \$1,457,000 is \$331,000 which has been re-budgeted for unfinished programs of improvements to coaches, improvements at South Park Shops and Division 5, and the conversion of streetcar and trolley coach fareboxes for use on buses.

Looming large in the 1963 budget is the cost of new buses: \$794,000 for down payment, sales taxes, delivery charges, etc., on the 300 buses now arriving; and \$1,945,000 for equipment trust obligations.

In 1963 the Authority is required to retire \$50,000 more in outstanding revenue bonds than was required in 1962. This increase is offset, however, by a decrease of \$50,000 in interest to be set aside in 1963 as compared with 1962.

Interest on the bonds is budgeted for the new year at \$2,121,000; the bond retirement fund will require \$1,041,500.



NEW RAPID TRANSIT PLAN is unveiled by MTA Board Chairman A. J. Eyraud at civic luncheon Jan. 7.

Minimum Tax Aid Needed for RT, Eyraud Tells Civic Leaders

New Plan for 58-Mile, Four-Corridor System Costing \$649,000,000 Described to Southern California Leaders at Jan. 7 Luncheon

A NEW PLAN for a 58-mile, four-corridor rapid transit system costing \$649,000,000 to build and largely self-liquidating—but requiring some tax funds from the people of Los Angeles County—was unveiled on Jan. 7 to Southland civic and business leaders.

MTA Board Chairman A. J. Eyraud, Executive Director C. M. Gilliss, and General Attorney Gerald G. Kelly described the various aspects of the proposed system and its financing to some

200 guests who gathered for luncheon at the Statler Hilton, Los Angeles.

"Revenues from the farebox will take care of the entire cost of operation and two-thirds of the cost of construction," Mr. Eyraud told the assemblage. "All we're asking for is a small tax to pay the cost of the remaining third of the construction costs."

Preceding the luncheon was a press conference in which Messrs. Eyraud,

Gilliss, and Kelly—with Chief Engineer Ernest R. Gerlach—participated. A large group of newsmen and cameramen were present.

A brochure describing the new rapid transit plan has been mailed to the homes of all employees.

Not included in the brochure, however, are important excerpts on the next pages from the talks given Jan. 7 by Messrs. Eyraud, Gilliss, and Kelly.

Support for New Plan from Gov. Brown and Sen. Engle

From Brown Inaugural Jan. 7

... "The MTA of Los Angeles has completed plans for a 58-mile rapid transit system to serve that area.

"During this session, MTA will ask for changes in its Enabling Act to permit a limited taxing power to clear the way for construction. I have studied the proposal and find it sound. I urge you to approve it. The people of Los Angeles need it."

Telegram from Sen. Engle to Eyraud

"I can assure you that on the Federal level we are putting together legislation that will be of real assistance to Los Angeles. It is important in Los Angeles as throughout the country that local citizens move to help themselves to the extent of their ability. It is equally essential that the Federal Government encourage, support, and supplement their efforts. I will continue to do everything possible to help the people of Los Angeles build a rapid transit system."



A. J. EYRAUD

AT RAPID TRANSIT LUNCHEON

Developing RT Prime Object Of MTA Act, Eyraud Asserts

"IN 1951, the citizens of the Los Angeles area recognized that something had to be done for the solution of our critical transportation problem and requested the Legislature to establish the Authority. The proposal had the support of the County Board of Supervisors and the Los Angeles City Council, and most other public agencies and civic groups," MTA Board Chairman A. J. Eyraud told Southland leaders who attended the rapid transit luncheon Jan. 7.

"To the Supervisors, in fact, goes the credit for appropriating the funds that were necessary to gather information that led finally to the drafting, consideration, and adoption by the Legislature of the MTA Enabling Act in 1957. That Act directed the MTA to do two things.

MTA TO BUY AND RUN TRANSIT

"The first was to buy and to operate the existing public transportation systems in the area. This has been done. Since 1958, your MTA has paid for all its bills entirely from revenues. At the same time, other metropolitan areas were heavily subsidized. For example, San Francisco, small as it is, is subsidized \$5-7 million a year; New York, \$100-150 million a year; the Boston MTA, with almost exactly the same size system as Los Angeles and carrying within 5% the same number of passengers that we do in Los Angeles, is subsidized \$20-22 million a year.

["The authority shall have power to acquire, construct, complete, develop, own, operate and maintain the system" . . . —MTA Act of 1957 as amended, Sec. 4.4.]

FARES KEPT DOWN BY ECONOMIES

"The [MTA] fares have not increased in the last 2 years; they will not increase in 1963; and, hopefully, they will not increase in 1964.

"This is not an accident. Economies were effected by hard-headed business management.

"MTA has consolidated our large maintenance facilities.

"MTA has tailored service to patronage.

"MTA has eliminated the competing service of the three predecessor companies.

"MTA will convert this March from the obsolete and expensive street-car operation to the more flexible, modern and economical Dreamliner buses.

"MTA has upgraded the system and equipment generally.

SERVICE IMPROVEMENTS MADE

"At the same time MTA was effecting these economies, important service improvements were made. Many, many experiments with extensions resulted in permanent and important additions to the system—for example, the new line along La Cienega Blvd., as well as the new service in Alhambra and Riverside, and, more recently Glendale, to take the place of the service of private companies which went bankrupt. Several weeks ago the MTA initiated an entirely new and improved service for the whole San Fernando Valley. Thirty-five route miles were added, additional limited, express, and flyer service was instituted, and schedules on main lines were made more frequent.

MTA MUST PROVIDE RAPID TRANSIT

"Now, what about that system? Mass rapid transit was the second major responsibility given to MTA.

"There have been 30 or more studies over the last 30 years, sponsored by various public agencies and interested groups. These studies have all concluded one thing: we need better public transportation and mass rapid transit.

["It is hereby declared to be the policy of the State of California to develop mass rapid transit systems in the various metropolitan areas . . . A necessity exists within Los Angeles County (hereinafter sometimes called 'metropolitan area') for such a system . . . Because of the unique problem presented by that metropolitan area, . . . a special authority is required."—MTA Act of 1957 as amended, Sec. 1.1.]

"MTA aimed its studies and engineering to answering this need.

"We employed outstanding experts in the economics and construction of mass rapid transit systems. The work of these international experts answered these questions: where should we build a system, what kind of a system should we build, and how can we finance it?

"There is no need to take a great deal of your time to try to impress you with the critical situation which you already know exists. Your own experience tells you that there is a problem and your own intelligence tells you that that problem will create an impossible situation as we grow to twice as many people and twice as many automobiles.

* * *

"The answers are in, the need exists, the system has been developed. It can be built and it can be financed. It will take time to build and so it is urgent.

* * *

"We are proud of the work that the Authority has done for you and want to present to you now a description of the system and a plan for financing. I will ask Mr. C. M. Gilliss, Executive Director of MTA, to present the details of the system, and I will ask Mr. Gerald Kelly, General Attorney for MTA, to tell you how we can pay for it."



C. M. GILLISS

AT RAPID TRANSIT LUNCHEON

Flyers Prove People Will Ride Speedy Transit, Says Gilliss

"The real question comes—who is going to ride it? . . . We have employed . . . the best independent brains in the world with the greatest possible experience in projecting the number of passengers that would use such a facility.

* * *

FLYERS DRAW RIDERS

"The result of our own modest efforts has also supplied reassuring evidence that people will leave their cars and ride new and modern and speedy service. Three years ago we provided a freeway flyer from the San Fernando Valley. It began with 4 units and now some 15 units a day are required to handle the patronage on that single line. Wherever possible in the recent San Fernando Valley service improvements, MTA established express and limited service on principal lines. The response was immediate. On one line patronage increased 39%—on another, 32%. These are new riders who have left their cars in their garages to ride buses which cannot expect to compete in travel time with the automobile. These and other experiences we have had recently encourage us to feel that the experts do know what they're talking about when they say that, with a modern and fast mass rapid transit system, many, many people will leave their cars at home at commuter time.

* * *

"Our rapid transit line *can* carry five times as many commuters and occupy only one-fourth the amount of right of way necessary for a modern six-lane automobile freeway.

* * *

"The mystery traffic jams on freeways are not mysteries to the transportation engineer. He knows that a completed street highway and freeway system plus a rapid transit system will answer most of those sigalerts.

"Also to make the service on the whole system more attractive, MTA has

spent \$19,400,000 to put 705 new and modern units into service.

"Reduced fares for senior citizens were offered on an experimental basis in the off-peak hours. The response indicated that many elderly people who otherwise would not be able to move around because of the cost involved were benefiting by the Senior Citizen Program. It is now a permanent part of MTA's service and fare structure.

MTA BONDS AT PREMIUM

"This performance has created a unique situation in the United States—a public transportation bond selling at a premium of 105 to 107—establishing a credit record which will greatly assist in the financing and building of the system we will describe to you today."

(Mr. Gilliss describes a typical ride taken on the proposed rapid transit system by a Wilshire Blvd. office worker as he goes home at the end of the day. Since MTA employees are fairly familiar with the features of the system, we omit the ride description and continue with other observations made to luncheon guests by the Executive Director.)

* * *

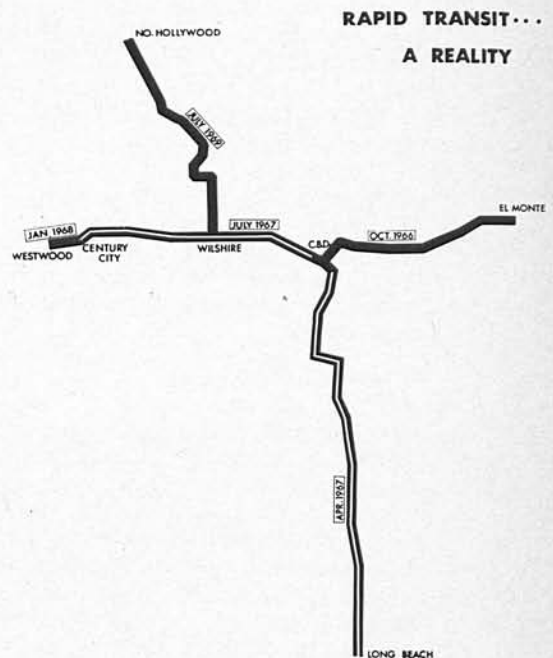
"CONSTRUCTION of this system will be one of the largest projects ever carried out in Los Angeles County. It will provide employment for an average of 3,000 people annually over the six-year construction period. The peak labor force will reach 5,000 during the height of construction. The project will require 220,000 tons of steel, 1,700,000 cubic yards of concrete, 2,000,000 barrels of cement, over 60,000,000 board feet of lumber, and almost \$60,000,000 worth of electrical and electronic equipment.

* * *

FIRST RT LINE READY IN 1966

"Actual construction would begin early in 1964 following the preparation of final designs, purchasing of rights-of-way and the acceptance of contract bids. The first transit line would be in operation in October, 1966. The system would be completed by July, 1969.

"The new system in Toronto, Canada has proved without question that a modern mass rapid transit system adds value to the surrounding property and the property it serves in a measurable and substantial way. That will happen also in Los Angeles.



COMPLETION DATES are shown for various segments of the projected 58-mile four-corridor rapid transit system mapped here.



GERALD G. KELLY

AT RAPID TRANSIT LUNCHEON

Maximum RT Tax 41c a Month Per Average Householder-Kelly

"THE TOTAL COST for the 58-mile rapid transit system is \$649,000,000. This cost estimate is all inclusive. It includes all construction costs, such as structures, tracks, stations, electrification, automatic train control, communication, utility relocations, and yards and shops," General Attorney Gerald G. Kelly told the audience at the rapid transit luncheon Jan. 7.

"It also includes the cost of engineering, rights of way, contingency, inflation, financing costs, and retirement of the present \$40,000,000—5¾% bond issue.

THREE BOND ISSUES REDUCE INTEREST

"In order to hold interest payments during construction to a minimum, the \$649,000,000 issue would be sold at three intervals:

- 1964—\$200,000,000
- 1966—\$250,000,000
- 1968—\$199,000,000

"These bonds would have a term of 40 years with 4% interest rate.

"As soon as all the bonds are sold, the Authority will have a fixed annual charge for payment of interest and repayment of principal in the amount of \$32,790,000.

ACCURATE ESTIMATES MADE

"Before seeking legislation in Washington last year, the Authority engaged the firm of Coverdale & Colpitts to conduct detailed surveys in order to arrive at estimates of passenger revenues. The Authority's estimates are not guesses, but rather projections based on carefully marshalled facts. These projections show that 260 cars operating on 58 miles of rapid transit system will annually travel a total of 12,870,000 car miles and conservatively generate \$31,000,000 in revenue.

"Estimates of expenses include all operating and maintenance items, plus an insurance premium expense of 2½% of the gross and a depreciation charge of 9% of the gross.

"After deducting the total expense estimate, there is an annual net of \$20,000,000 available for payment of interest and repayment of principal of the bonded indebtedness.

CHART SHOWS FINANCIAL PICTURE

"This chart [see opposite page] shows the total annual payments for principal and interest, the net fund available from operations, the tax fund required to meet the deficiency, and the estimate of the annual tax rate.

"The maximum tax authority of 15¢ per \$100 of assessed valuation when applied to an average \$21,000 house, which is assessed at \$4,000, indicates a maximum possible payment of \$6.00 per year or 50¢ a month.

"Actually, the rates are considerably lower than the 15¢ authorization. The highest cost per average householder is 41¢ per month. The cost for over one half the life of the bonds, or some 25 years, is 20¢ per month. This result occurs because the financing cost is fixed and does not inflate. Therefore, as the total of assessable property increases through new construction, the rate reduces.

"The tax supports only the interest and principal payments on the bonds. All operating and maintenance expense together with two-thirds of the interest and principal payments are supported by revenues.

SAN FRANCISCO COMPARISON

"Compare this briefly with the recent successful San Francisco financing of its rapid transit system. The cost of \$792,000,000 is not all inclusive. To this must be added the rolling equipment cost of \$71,000,000 plus

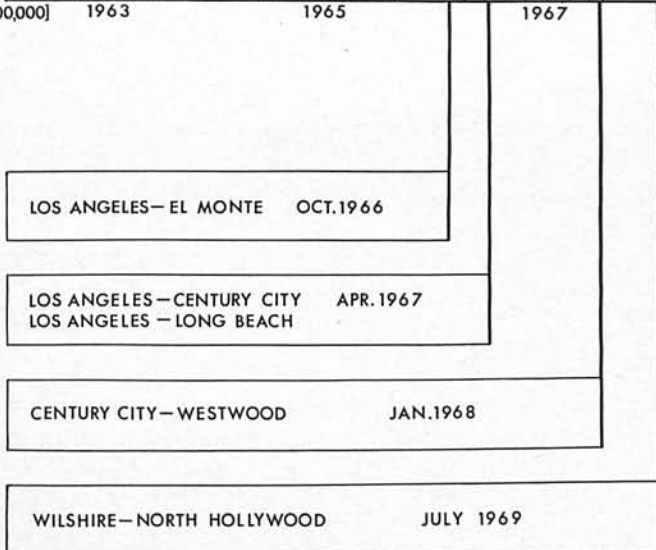
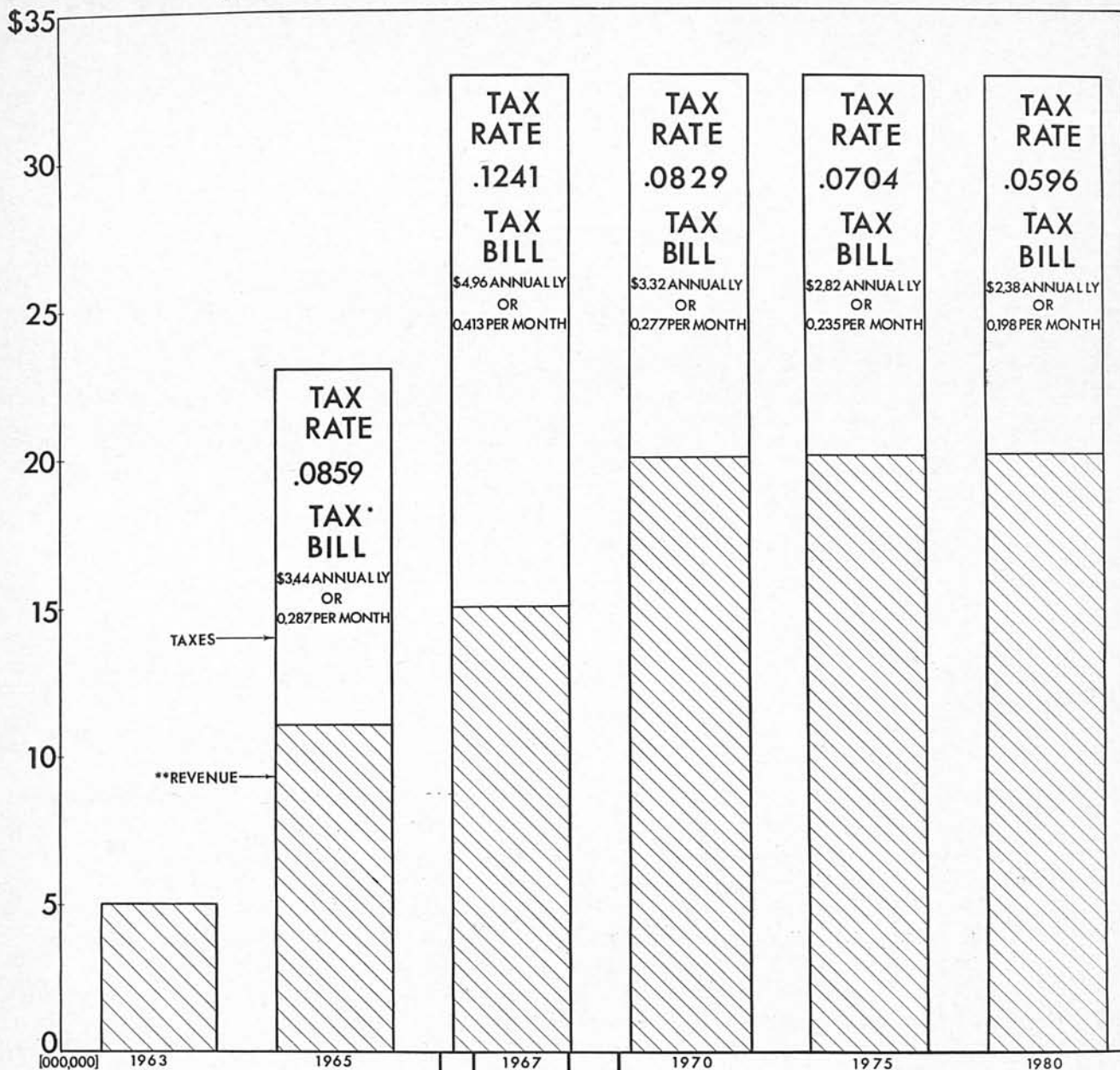
\$40,594,000 for the cost of approaches to the Bay Tube. The San Francisco Authority tax rate will reach a peak in the ninth year of 67¢ per \$100 of assessed valuation and hold at or near 67¢ for 25 years with no reduction resulting from increases in assessed valuations. In other words, the same average householder in San Francisco will pay \$27.00 per year as against \$2.40 per year for the same householder for the same 25-year period in the Los Angeles Metropolitan Transit Authority proposal.

"You may be saying to yourselves—the Los Angeles Metropolitan Transit Authority proposal sounds very good when compared to San Francisco, but what if MTA's revenues do not come up to expectations? The 15¢ maximum was selected for this very purpose. For example, if 15¢ were levied each year over the 40-year life of the bonds, the bond debt would be retired, as for 20 years of the life of the bonds such rate would meet all of the bond requirements except \$3,000,000 per year, and MTA's bus system alone generates this kind of money.

FEDERAL GRANTS NOT NOW SOUGHT

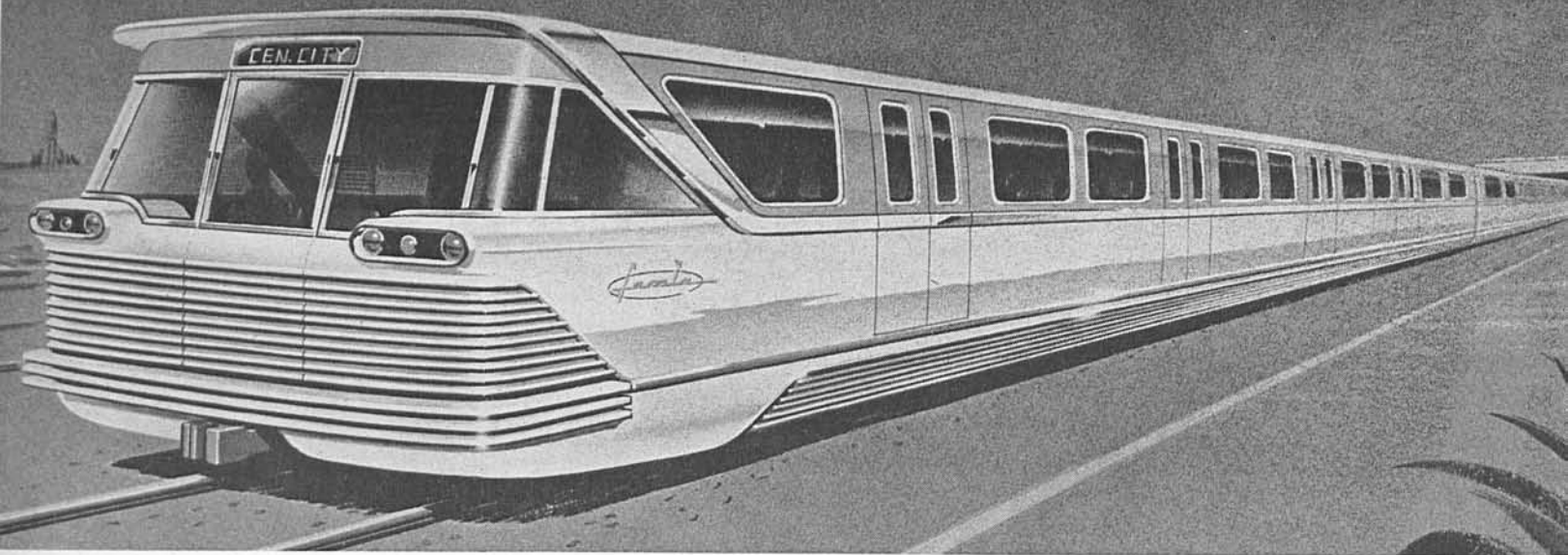
"You have recently read of a renewed effort of the administration to obtain passage of a Federal transportation bill. As proposed, it will be based on grants under a 25%-75% formula—25% Federal Funds matched by 75% funds generated from local areas. MTA has no legislative program in this session of the Federal Congress. It does not intend to ask for Federal grants. However, it will not stand idly by if a grant program is passed. It will insist upon its share for this great metropolitan area. If such a grant program comes about, the 58-mile system will immediately be expanded to the extent made possible by such a grant."

RAPID TRANSIT DEBT SERVICE—SOURCE OF FUNDS



* TYPICAL ASSESSED PROPERTY VALUATION \$4,000
 ** INCLUDES INTEREST ON INVESTED FUNDS DURING CONSTRUCTION PERIOD.

LOS ANGELES
 METROPOLITAN TRANSIT
 AUTHORITY



RAPID TRANSIT TRAIN, as drawn by artist, is designed to travel in whispering quiet due to vibration-dampened wheels and rails on standard-gauge tracks at speeds in excess of 70 miles an hour and sound-insulated car bodies. Cars will be air conditioned.

Some Questions about Rapid Transit

Some Answers by Mr. Eyraud

WHY ARE TAXES NECESSARY?

"The M·T·A has explored fully all other possible avenues of financing. In 1962 a bill was introduced into Congress to establish an agency which would guarantee revenue bonds—sold to private investors—bonds which would finance construction of the first segment of the total transit system (the Backbone Route).

"This was the only portion (through the Central Business District, West Los Angeles, and Beverly Hills with its high-rise building growth, then east to El Monte) which would pay for rapid transit construction and operation through the farebox revenues.

"The balance of the rapid transit network was to be built as and when the passenger potential developed through growth, when it too could pay its own way.

"Aid was also sought from other governmental agencies to finance the construction of a Skyline Route to Long Beach and possible later extensions into the San Fernando Valley.

"These requests were denied.

"But, the urgency for relief prevails. The emergency is now!

"The people of the County who will find relief from traffic congestion must expect to pay a small portion of the construction costs for a rapid transit system.

"The largest portion of the initial construction cost plus operating expenses will be paid through revenues from the farebox."

WHAT IS THE DIFFERENCE BETWEEN THE PLAN FOR LOS ANGELES AND THE PLAN FOR SAN FRANCISCO BAY DISTRICT?

"The voters of the three northern counties—San Francisco, Contra Costa, and Alameda—recently approved a bond issue of \$792 million to be paid for out of property taxes. This is the amount needed to build their 75-mile rapid transit systems' Trans-Bay tube and equipment. The estimated tax rate is to be 67¢ per \$100 of assessed valuation.

"The Legislature of the State of California will be asked to pass enabling legislation applying taxes to property in Los Angeles County not to exceed 15¢ per \$100 of assessed valuation.

"Taxpayers of Los Angeles County are asked to supplement the revenues of the system to retire a bond issue which will be sold to private investors.

"In San Francisco the property owners are assuming the total obligation of \$792 million while taxpayers of L.A. County are asked to supplement or guarantee a portion of the \$649 million bond issue.

"The immediate need for rapid transit is the *same* in both areas."

I LIVE IN AN AREA NOT NEAR ENOUGH TO THE RAPID TRANSIT SYSTEM TO USE IT. HOW WILL THE PROGRAM HELP ME?

"Nearly all communities in Southern California are tied together by ribbons of concrete which are the streets and freeways. Over these arteries the essentials of life must flow. The life blood of the community can be slowed or halted by any hardening of these arteries—any congestion which affects the movement of goods and people is hardening of the traffic arteries.

"Because most of the essential goods and the greatest number of workers pass through or into the central core of this vast highway network, the congestion at the core affects *all* of the movements in all of the highways.

"Delays in deliveries of goods cause an increase in the cost of commodities in every community, and delays to workers who live in those communities—and must travel over highways—represent lost man-hours.

"Measuring the dollar cost of congestion in any area is extremely difficult, but some efforts have been made. San Francisco analysts estimate that during the rush hour in three Bay area counties alone, 150,000 man-hours are now lost to highway congestion on the average work day. In Pittsburgh, it is estimated that a 10-minute delay in traffic means a productive time loss of \$222,000 at basic steel wages. The National Retail Dry Goods Assn. calculates very roughly that the annual cost of congestion in New York City is \$1 billion.

"So the principal way rapid transit can help an area dependent upon highways and freeways for its mobility is by removing the economic drag of congestion."

IS THE MONORAIL TO THE AIRPORT A PART OF THE RAPID TRANSIT SYSTEM?

"No.

"It is a separate program. The Goodell Monorail firm is presently working with M•T•A engineers and other public agencies with a view toward establishing a route and cost of construction and methods for financing.

"The airport-type monorail is of special design, with low-capacity vehicles for high-speed point-to-point operation.

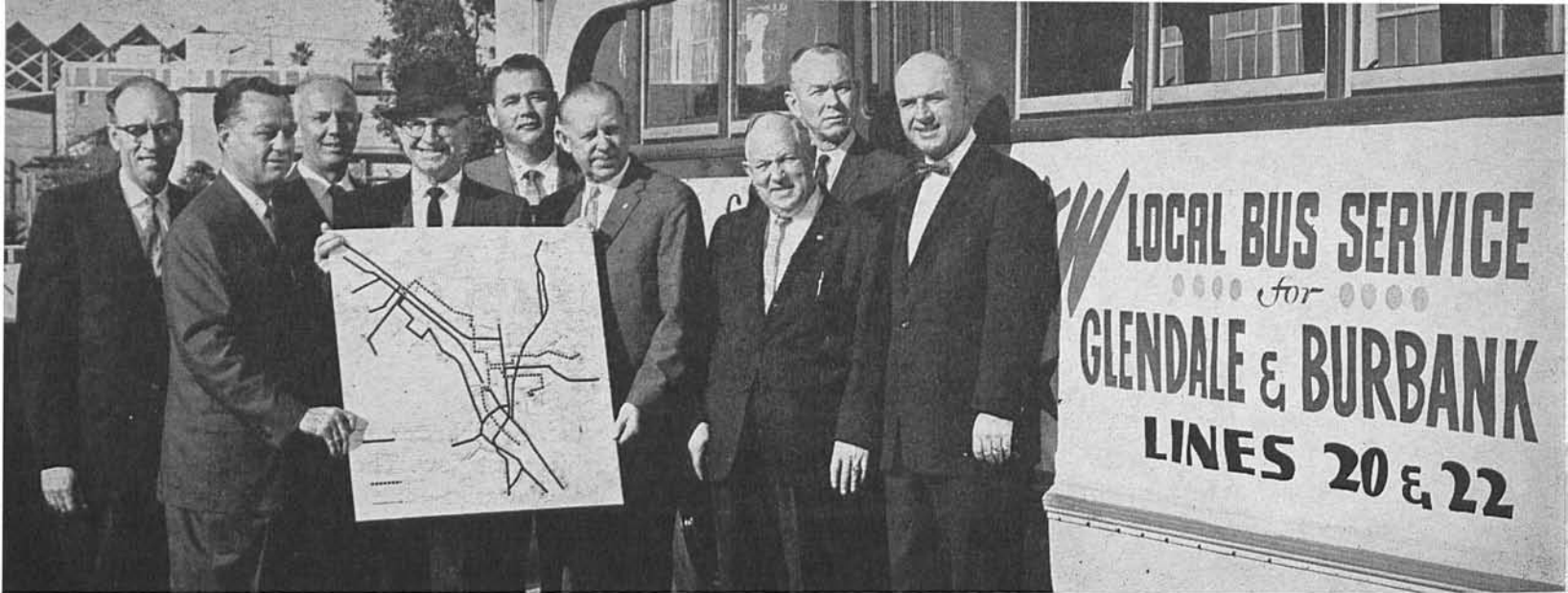
"Monorail has shown no advantage when compared to other proven systems for high-capacity urban rapid transit routes."

SUBWAY STATION for rapid transit system, showing escalators to and from the surface, and automatic fare collection turnstiles.



SURFACE STATION for rapid transit system, showing park-and-ride, kiss-and-ride, and feeder bus line facilities. An artist's sketch.





CIVIC OFFICIALS of Glendale and Burbank gather with Executive Director C. M. Gilliss (fifth from left) at preinaugural of new local service for the two cities begun by MTA on Dec. 26. From left are Glenn W. Landes, General Manager, Glendale Chamber of Commerce; Wm. H. Peters, Mayor of Glendale; George E. Hoeding-

haus, President, Glendale Chamber; Harmon R. Bennett, City Manager, Burbank; Mr. Gilliss; C. E. Perkins, City Manager, Glendale; Charles E. Compton, Mayor of Burbank; W. B. ("Tony") Frank, Assistant Manager, Burbank Chamber; and K. G. Bennett, President, Burbank Chamber. The group displays a map showing new service.

Local Service Begins in Glendale, Burbank

ATTENDED by considerable publicity and promotional activity, new local service for Glendale and Burbank was inaugurated by MTA on Dec. 26—the day after Christmas.

The local service is provided on East Glenoaks-Kenneth Road Line 20 and Atwater-East Colorado Line 22. Other MTA service continues as before, and transferring is permitted between all lines within the area of Glendale-Burbank-Atwater.

On the opening day, Executive Director C. M. Gilliss explained to a radio audience over Station KIEV the benefits and operation of the new service. On the same program, the mayors of both cities — Charles E. Compton of Burbank and Wm. E. Peters of Glendale—expressed in a radio interview their pleasure in the cooperation given by MTA in providing for public transit needs of the area. They also urged residents to use the new lines in order to assure their continuance.

Full stories and route maps appeared in area newspapers.

A new timetable was issued and widely distributed throughout the area.

A two-color window card showing new and present routes was distributed to stores, and other public places in the two cities.

Two buses on the new lines carried large posters calling attention to the new service.

NEW LOCAL M.T.A. BUS SERVICE



Commendations...

90 Operators Honored In December for Courtesy

CONGRATULATIONS to the following 90 Operators who received commendations during the month of December:

G. N. Alexander, Division 5; S. M. Alexander, 3; K. C. Anderson, 5; H. D. Apel, 7; D. R. Armack, 8; Samuel Bagsby, Jr., 5; M. H. Baldridge, 20; T. F. Benedict, 5; G. H. Benton, 9; H. D. Bonner, 1; Wallie Brice, 1; G. A. Briggs, 6; H. A. Brown, 2; E. N. Brunswick, 5; C. T. Burris, 7.

E. L. Callahan, 5; D. J. Campbell, 20; J. D. Cleveland, 3; R. E. Conkling, 10; Benjamin Cooper, 7; W. S. Crawford, 5; C. V. Crosley, 1; J. J. Crunk, 9; Nicholas Davis, 20; Hugh Day, 2; J. E. Deas, 8; W. S. Dent, 10; M. D. Diaz, 7; C. M. Dravis, 20; M. L. Eaton, 8; F. H. Eckler, 8; L. O. Eide, 20; L. H. Ellis, 7; B. J. Evans, 20.

W. C. Fisher, 7; K. L. Farris, 20; H. G. Gardner, 3; I. G. Gaul, 6; Herman Goldberg, 20; W. R. L. Goodman, 7; D. G. Gould, 6; W. J. Green, 9; Carlos Guerra, 8; F. W. Hall, 11; G. A. Hall, 2; L. M. Hamilton, 2; W. R. Hardie, 6; H. J. Harigan, 2; William Hewlett, 20; Lawrence Hill, 7; P. B. Hill, 20; J. M. Hoffman, 7.

J. W. Jones, 20; Albert Judson, 5; Joe Katz, 3; W. L. Kennedy, 5; J. E. King, 1; Ray Kornell, 20; P. J. Lattanzi, 2; Hilton Lavalas, 20; Steve Lillis, 12; Joe Liscano, 7; F. W. Lockett, 20; N. O. Mayer, 5; M. W. McBrayer, 9; Lonnie McChristian, 20; W. D. Miller, 20; H. W. Morrow, 5; L. L. Moss, 5; E. B. Nelms, 1; Ollie Newell, 2; Calvin Norton, 7.

J. W. Parker, 20; S. O. Parker, 2; D. E. Pickett, 8; H. L. Pineda, 3; M. J. Pruett, 9; Alfred Rappaport, 3; Hugues Rosellini, 1; W. T. Rouse, 2; B. R. Samuel, 2; F. E. Scott, 2; J. W. Segger, 11; G. E. Serres, 9; R. L. Sherman, 7; Ruben Siegel, 8; R. V. Simmons, 3; J. W. Snow, 5; J. W. Stevens, 6.

F. V. Thomas, 10; O. L. Thrasher, 12; J. E. Truitt, 7; F. G. Usher, 8; J. L. Vasquez, 10; R. J. Walters, 5; K. C. Ward, 6; R. E. Ward, 10; D. E.



NEW AWARD — Division 10's L. T. Staten, January Operator of the Month, receives first Certificate of Merit plaque from General Manager Cone T. Bass, as Mrs. Staten watches.

L. T. Staten First to Receive New Trophy To Be Regularly Awarded Every Month

LAWRENCE T. ("Larry") STATEN, of Division 10, selected Operator of the Month for January, was asked to attend the Jan. 8 meeting of the MTA Board to receive a new honor.

In addition to the \$50 bonus check each Operator of the Month receives, Mr. Staten also received at the meeting a Certificate of Merit plaque, presented on behalf of the Board by General Manager Cone T. Bass.

Mr. Staten was the first to receive the new plaque; every Operator of the Month will receive one. Each is to be inscribed with the recipient's name, the official Authority seal, and the personally written signatures of the Chairman, the Executive Director, the

Warehouse, 3; J. A. Warren, 8; R. L. Webster, 6; W. F. Westfall, 3; D. R. Wilson, 2; L. M. Wimberly, 7; J. W. Winston, 5; J. E. Wise, 5; M. R. Wright, 5; Harry Zipper, 7.

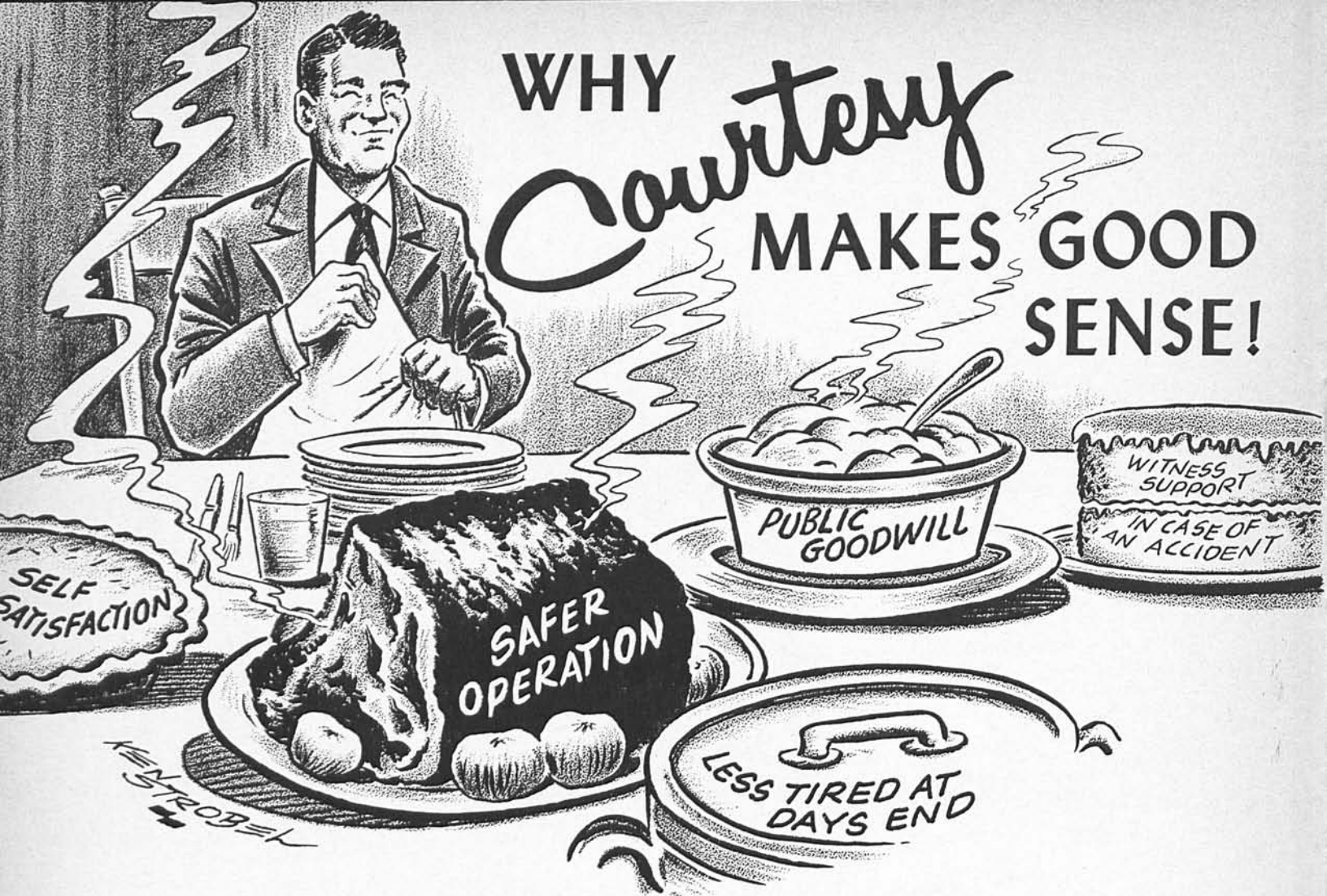
General Manager, the General Superintendent of Transportation, and the Division Superintendent.

"Now I have something I can hang on the wall and show my grandchildren," twinkled the 61-year-old grandfather—who was commended for his kindness to two small children terrified because they had forgotten their bus fare.

The idea for a certificate was suggested by Operator D. L. Correll, of Division 2.



R. J. WALTERS, of Division 5, Operator of the Month for December for his outstanding courtesy.



WHY *Courtesy* MAKES GOOD SENSE!

Opinions of Outstanding Operators on a Crucial Topic May Be Summarized in Three Words: "Courtesy Is Vital"



J. C. Boswell

"MANY DRIVERS are of the opinion that the company and the recipient are the only beneficiaries of an act of courtesy. Some believe it is a time-consuming, non-essential act," declared **James C. Boswell**, of Division 1. But the Operator benefits also, in the opinion of Mr. Boswell, who appears to equate courtesy with equanimity or self-control. In order to "get through my ten-hour day without coming apart at the seams and ending the day with a shortage . . . I had to discover the benefits to my own well-being when I adjusted my pace, calmed down, and eliminated a lot of waste motion. . . . On the days I hold my equanimity, I keep a better schedule, am more alert to the hazards—and it [courtesy] hasn't cost me anything."



H. A. Brown

"A SUCCESSFUL OPERATOR desires instant cooperation from those that [he] has never seen [before], may never see again, but hopes to see again," observed **Hoyt A. Brown**, of Division 2. To gain such cooperation the Operator must be courteous, for "hardly anyone can resist courtesy . . . Courtesy is contagious when initiated by the Operator, . . . and many times converts a belligerent passenger into a cooperative and pleasant one . . . Courtesy is a necessary atmosphere that builds good public relations for the company," concluded Mr. Brown, three times an Operator of the Month.

"GOOD MANNERS are no more than being kind to and thoughtful of others. I think the same [definition] applies to courtesy," observed **A. H. ("Hal") Doig**, of Division 9's Riverside terminal.

"Passengers appreciate being treated with courtesy and they in turn will have a better regard for the Operator and the company which he represents."



A. H. Doig

COURTESY "benefits both driver and passenger . . . and makes our working day more pleasant," in the opinion of **G. C. Esposito**, of Division 3.

". . . Where courtesy pays off is when a passenger with a chip on his shoulder boards your bus . . . [and asks] you a question which you cannot answer correctly. Seeing you trying to answer his question and acting so nicely over it, the passenger usually returns the courtesy."



G. C. Esposito

"TO BE CIVIL at all times, and helpful when necessary, takes away any obstacles that make an unpleasant day," stated **H. H. Foster**, of Division 9.

[If as Operator you have been courteous] "I have noticed they [passengers] will stand behind you if an unusual type tries to give you a bad time without provocation, or, as sometimes occurs, [if there is] an accident which the Operator has no control of. They have always seemed eager [under such circumstances] to cooperate by giving their names so as to exonerate [the Operator from] blame."



H. H. Foster

"AS OPERATORS of public transit vehicles," said **Otis D. Golden**, of Division 20, "we are constantly presented with the opportunity to create and maintain the good will of the riding public by our courteous actions and remarks—thereby insuring their continuing patronage, and, in essence, our very own job security. Because, as each of us must realize, each coin dropped into the farebox represents our bread and butter.

"If we were the owners of large department stores, we would go to a great deal of trouble to see that each and every customer who entered our store was satisfied with the way he was served and we would insist on our employees' extending every courtesy possible to insure that customer satisfaction. For if our business is to survive, we must have repeat patronage from that customer; and if he goes away satisfied with the courteous manner in which he was served, he's sure to tell someone else.



O. D. Golden

"So it is with public transportation. We should strive, moreover, to insure the safety and comfort not only of our passengers, but also of pedestrians and the operators of other vehicles, because each and every one of these is an actual, or prospective, streetcar and bus patron. We as Operators are the only direct contact between our company and our patrons, and it is up to us whether the prospective patron becomes an actual one, and the actual patron remains one.

"Last, but by no means least, the personal satisfaction of having helped someone, in no matter how small a way, is immeasurable.

"And, it's really very easy. If we are able to project ourselves into the difficult situation a patron seems to be in at any given time, and realize how we could appreciate a courteous attitude, then the 'task' of being courteous becomes a pleasure, and will pay off handsomely in the form of return courtesy, because courtesy is truly contagious."

(Opinions of a number of other outstanding Operators will be printed in the next or a succeeding issue)

On Their Way Up

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

H. J. Bier from Schedule Checker to Schedule Maker I, Schedule Department, Nov. 19. Employed July 2, 1957.

R. L. Bennett from Temporary Janitor, Real Property Management, Dec. 5. Employed May 13, 1962.

N. C. Click from Mechanic "B" to Mechanic "A," Division 12, Dec. 2. Employed Oct. 1, 1958.

R. L. DeMoss from Junior Stock Clerk, Purchasing and Stores Department, to Clerk, Accounting and Fiscal Department, Nov. 28. Employed Aug. 8, 1962.

J. L. Gay from Chief Clerk to Schedule Maker II, Schedule Department, Nov. 19. Employed Sept. 17, 1953.

J. F. Hall from Vacation Relief Service Director to Service Director,

Division 11, Nov. 18. Employed Oct. 14, 1953.

W. A. Hamilton from Utility "A," Division 12, to Mechanic "C," Division 20, Nov. 18. Employed Sept. 21, 1961.

Jacqueline S. Malone from Relief Division Stenographer, Transportation Department, to Division Stenographer, Division 20, Nov. 15. Employed July 30, 1962.

E. N. Montminy from Mechanic "B" to Mechanic "A," Division 5, Dec. 16. Employed Sept. 21, 1959.

A. L. Pace from Laborer "B," Way and Structures Department, to Junior Stock Clerk, Purchasing and Stores Department, Dec. 13. Employed Oct. 12, 1959.

Murphy Swindell from Schedule Maker I to Chief Clerk, Schedule Department, Nov. 19. Employed Sept. 25, 1947.



"IT'S THIS WAY" — T. N. Bristow, right, Supervisor of Stations and Agencies, explains to K. E. Funk, Division 11 Superintendent, the procedures followed in handling the agencies. Mr. Funk assumed the agency supervision in addition to his other duties on the day after New Year's, when Mr. Bristow transferred to the Public Relations Department as Public Relations Representative, in which capacity he will aid the Department in contacting Chambers of Commerce, etc.

H. E. Whitney from Junior Stock Clerk, Purchasing and Stores Department, to Print Shop Clerk, Transportation Department, Dec. 17. Employed May 27, 1943.

Retirements

William J. Hunt, Operator, Division 11, retired Nov. 27 after service from 1917. He had been on indefinite leave since May 23, 1962.

Charles D. Kidd, Operator, Division 7, retired Dec. 3 after service from 1925.

Lawrence E. Ward, Traffic Clerk, Transportation Department, retired

Dec. 1 after service from 1927. He had been on indefinite leave since March 1, 1962.

Francis L. Srack, Operator, Division 2, retired Dec. 14 after service from 1924.

Dorothy H. Walker, Utility "B," Division 5, retired Nov. 30 after service from 1943.

"WE'LL BE SEEING YOU" — Operator Francis L. Srack, right, receives a handshake and an envelope of cash from his co-worker, D. L. Correll, on behalf of personnel at Division 2, where Mr. Srack received his assignments. It was his last day of service after over 38 years. Looking on are, from left, Assistant General Superintendent of Transportation Jack Stewart, Division 2 Superintendent J. M. McKeivitt, and Assistant Division Superintendent K. E. Parker. Mr. Srack was a loader-starter for 15 years. His hobby is painting pictures.



F. J. ("Jack") Bickford Calls It Quits Twice

FRANK J. ("Jack") BICKFORD called it quits for the second time on Sunday, Nov. 4, when he put in his last day as Watchman at the South Park Shops.



F. J. Bickford

He had held the Watchman's job on a part-time basis for several years, after having resigned in 1956 from his previous position as Shop Clerk at South Park.

His service dates from 1921, when he started as a Mechanic in the street-car truck shop. Ten years later he became Shop Clerk in the body shop. Here he remained until the end of his service in 1956.

Early in life he worked for the San Pedro, Los Angeles, and Salt Lake RR. as Lead Mechanic in water service. His job was to take care of wells and pumps along the route over 300 miles of desert between Yermo, Calif., and Caliente, Nev.

He and his wife, Gladys, live at 701 S. Gerhardt Ave., Los Angeles.

In Memoriam

WITH REGRET, THE EMBLEM reports the death of the following:

Charles R. Aker, 78, retired Conductor, Division 3; Nov. 23; service from 1921 to 1948. Survived by his sister, Mrs. Maude Schlemmer, of Greentown, O.

James T. Brady, 71, retired Carpenter, Equipment Maintenance Department; Nov. 26; service from 1920 to 1957. Survived by his wife, Clara, of Elk City, Okla.

Earle P. Brooks, 78, retired Bookkeeper, Auditing Department; Nov. 28; service from 1926 to 1953. Survived by his wife, Louisa, of Pasadena.

Harry E. Deibert, 82, retired Plumber, Way and Structures Department; Dec. 5; service from 1903 to 1946. Survived by his wife, Effie, of San Gabriel.

George M. Dickson, 67, retired Operator, Division 8; Dec. 1; service from 1928 to 1960. Survived by his wife, Letha, of Burbank.

Frederick Doyle, 68, retired Mechanic, Division 12; Nov. 17; service from 1923 to 1959. Survived by his sister, Mrs. Louise Milne, of Pico Rivera.



C. A. Tengblad



F. K. Zahawi

Lee R. Gregory, 53, Instructor, Transportation Department; Dec. 31; service from 1936. Survived by his wife, Leota, of Inglewood.

Margaret Rodriguez, wife of Paul M. Rodriguez, Mechanic, Way and Structures Department; Nov. 30. Survived by her husband, whose service dates from 1959.

Frank Shewmake, 39, Operator, Division 11; Dec. 4; service from 1958. Survived by his wife, Ann, of Pasadena.

C. Arthur Tengblad, 67, Assistant Director of Personnel; Dec. 22. Survived by his wife, Elizabeth, of Van Nuys; a son, Clyde; and two grandchildren.

Mr. Tengblad worked extensively

as Safety Engineer for National City Lines properties in the South and Southwest before joining LATL to organize and direct its safety program in 1945.

Three years later he joined the Personnel Department in an executive capacity. When MTA took over the transit properties in 1958, Mr. Tengblad became Assistant Director.

"His jovial smile and his kind words for everyone are greatly missed by all who knew him," said Director of Personnel W. C. Scholl.

Lawrence E. Ward, 60, retired Traffic Checker, Transportation Department; Dec. 14; service from 1927 to 1962. Survived by his wife, Irene, of Culver City.

F. K. Zahawi, M. D., 41, well known to employees as Medical Director of the Metropolitan Medical Group; Dec. 3. Survived by his wife, Sevim; and two daughters—all of Los Angeles.

He was born in Turkey, and was a 1944 graduate of the University of Istanbul. After coming to the U. S. and taking much specialized training in outstanding New York and Los Angeles hospitals, he entered private practice in 1953. From 1955 on he was Director of the LATL Medical plan.

New Faces

A HEARTY WELCOME to the following new employees, who joined MTA between Nov. 19 and Dec. 17:

Accounting and Fiscal Department

KEY-PUNCH OPERATOR: Rose C. Rivas, Lita E. Schwartz.

Real Property Management

INFORMATION CLERK: Olivia Carasco, Peggy L. Johnson, Carol Ann Lueras, Bonnie B. Sutton.

Transportation Department

OPERATOR: Dominic Boenzi, Division 1; W. L. Bond, 20; Jerome Erenberg, 6; W. R. Franklin, 20; R. N. Gates, 2; J. R. Hannah, 10; W. C. Harrell, 20; M. H. Haws, Jr., 7; William Johnson, Jr., 7; D. D. Kwiatkoske, 7; G. J. Lintt, 1; L. E. Lucia, 9; A. C. Mangola, 7; D. T. McHugh, 7; P. C. Papa, 5; J. C. Rael, 9; J. T. Richey, 5; V. A. Russo, 1; N. E. Skaggs, 6; S. G. Smith, 10; J. L. Vasquez, 10; A. W. Woolley, 2.

Medical Plan Changes Follow Zahawi Death

MEDICAL SERVICE to employees continued without interruption despite the termination of the contract with the Metropolitan Medical Group Dec. 18 following the untimely death of the Medical Director, Dr. F. K. Zahawi.

Both active and retired non-contract employees, and employees now covered by Transportation Union Division 1277 labor agreements—or retired employees who, when active, were covered by Transportation Union agreements—will continue to use the same medical facilities, and to receive the same benefits, as before.

Treatment of the above-mentioned retired employees will continue to be restricted to the main office of the Medical Group—Room 608 of the Transit Authority Building. Service here is under the direction of Dr. William F. Quinn.

Active and retired employees represented by the BRT and the BRC, however, receive care from the Transpor-

tation Hospital Association, 924 Pacific Electric Building, at Sixth and Main Sts., Los Angeles.

Retired employees are reminded by Director of Personnel W. C. Scholl that their medical dues must be paid on the due date—the first of each month.

Goehler Elected Head Of National Defense Group

GEORGE F. GOEHLER, General Superintendent of Transportation, has been elected President for 1963 of the Los Angeles Chapter, National Defense Transportation Association. His term of office began Jan. 1.

Among the 22 Directors of the Association are A. J. Eyraud, President of the Asbury Transportation Co.; and M. Edwin Wright, Assistant General Manager, MTA.

The organization acts as a liaison between military and civilian groups, according to Mr. Goehler, and is useful in emergencies to keep commerce and transportation going.

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MERRY CHRISTMAS TO ERNIE — Group of Van Nuys Operators give presents of coin collector's albums to Ernie Seehoffer, 15, who lies ill at Olive View Hospital. The lad's father, Ernie, Sr., second from left, is also a Van Nuys Operator. Gathered around the bed are, from left, N. D. Thompson, Ernie Seehoffer, Mike Gross, James Albrizze, A. B. Bogartz, and C. L. Walker. At rear are, from left, R. L. Richardson, Thomas Tezak, and Norman H. Bornstein.

News in Pix

SUPERVISORY STAFF of MTA gathers Jan. 10 in the Board room to hear Executive Director C. M. Gilliss explain current plans for rapid transit and answer questions put to him by the very attentive audience.

