

As I see it...

By **H. O. MARLER**, Passenger Traffic Manager

We need to remind ourselves that good public transportation benefits the entire community, not just the transit patron. Many persons who do not actually use the service nevertheless depend upon it rather heavily.

It helps the businessman, by serving his customers and employees. It is the most effective means of bringing the maximum number of shoppers directly to store entrances—and shoppers, not automobiles, make purchases.

It protects business and real estate investments, by helping to stabilize established communities.

It aids the motorist, by improving traffic and parking conditions. One loaded motor coach in service means, in effect, 40 less automobiles on the streets.

It lessens the need for many street improvements, by making better use of the street facilities already available.

It makes the community better prepared to contribute to national security in time of emergency.

Good public transportation helps everyone. That is why every business, every motorist and every taxpayer shares with every transit patron some of the responsibility for transit's welfare.

THESE KIDS OF OURS!

A four-year-old had received a severe sunburn and it had reached the peeling stage. His mother heard him saying to himself as he was washing up for dinner:

"Only four years old and wearing out already."

Boarding a bus, the little girl had asked to be allowed to put the money in the fare box.

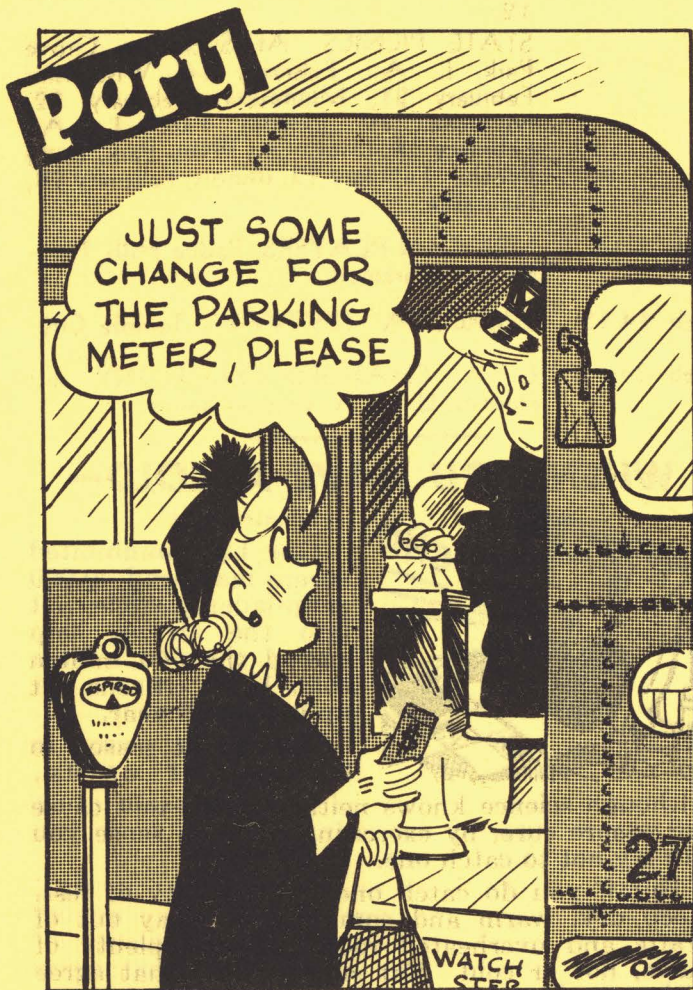
"No, honey, I'll take care of it," replied the mother sternly.

"O.K.," answered the youngster, and then with an appealing look at the driver she asked, "But will you let me flush it?"

PERYSCOPE

FEBRUARY

1953



Published by Pacific Electric Railway Company, Public Relations Dept., 610 So. Main St., L. A.

CALENDAR FOR FEBRUARY

For information about Pacific Electric service to these events phone TUcker 7272.

- All Month: EXHIBIT OF HISTORIC HEADRESSES, Southwest Museum, Highland Park.
HORSE RACING, Santa Anita Park.
L. A. PHILHARMONIC ORCHESTRA, February 19, 20, 26, 27.
PASADENA PLAYHOUSE. "Bell, Book and Candle" begins extended run February 12.
STATE PICNICS. At Sycamore Grove Park, L. A.: February 14, Wisconsin; February 21, Minnesota; February 22, Montana. At Lincoln Park, L. A.: February 28, Iowa. At Bixby Park, Long Beach: February 15, Illinois; February 28, Nebraska.
- Feb. 1-14: MEXICAN PLAYERS, Padua Hills Theater near Claremont.
- Feb. 14-15: CAMELLIA FESTIVAL, Temple City.
- Feb. 24: L. A. CHAMBER SYMPHONY and soloists, U.C.L.A. Concert Series.

WHEN YOU HAVE A COLD—



Gesundheit!

One big, uninhibited sneeze may send 40,000 germ-laden particles out into the air to help spread the 500 million colds U. S. citizens put up with each year.

This is the season to beware of colds.

Although science knows neither their exact cause nor a sure cure, by exercising common sense you can try not to catch one.

But if you do catch one: Get plenty of rest. Keep dry, warm and comfortable. Stay out of drafts and overheated rooms. Drink plenty of fluids, hot or cold. Eat simple foods that agree with you. Protect others from your cold by covering coughs and sneezes, using disposable tissues and washing your hands frequently. If your cold seems more severe than usual consult your physician.

WE POINT WITH PRIDE



"I have just returned home from a very pleasant visit in your city, and wish to convey to you our appreciation of the fine service and courtesy of your employees.

"We used your system extensively—trolley, bus and electric tram—at all hours of the day and sometimes late at night.

In every instance we were impressed with the good-natured kindness of drivers and conductors. The same applies to every one of your employees with whom we came in contact, information clerks, collectors in the terminal, matron in rest room, etc.

"I thought you would like to know that much of the pleasure of our stay in your city was due to your company. We used only public transportation and visited most of the places of interest outlined in the brochure from the Visitors Bureau. I only wish it were possible to thank each and every one in person."

Mrs. J. A. Nolan,
Windsor, Ontario, Canada.

HAVE YOU HEARD THIS ONE?

Two thugs jumped on a helpless man and after much effort managed to get his wallet, which turned out to contain only 60 cents.

"Do you mean to say that you put up such a struggle for only 60 cents?" asked one of the thugs.

"No, sir," replied the victim. "I thought you were after the \$500 I have in my shoe."

Joe: "What do you sell?"

Moe: "Salt."

Joe: "I'm a salt seller, too."

Moe: "Shake!"



"Sir, your car is at the door."

"Yes, I hear it knocking."

An Idaho hermit, 90 years old, has never seen an automobile. He doesn't know what's missing him.

We know that a fool and his money are soon parted, but it would be interesting to learn how they got together in the first place.