



The Pacific Electric MAGAZINE



ISSUED MONTHLY BY THE EMPLOYEES OF THE PACIFIC ELECTRIC RAILWAY

Vol. 4

LOS ANGELES, CAL. OCTOBER 10, 1919

No. 5

OUR DESIRE TO BE HELPFUL

By F. L. ANNABLE, General Superintendent

NEWCOMERS to California often remark on the eagerness shown by older residents to explain the wonders and peculiarities of the climate or the habits and customs of the people which have developed because of conditions here which differ from those of other localities. So the newer conductors and motormen find we older men in the service of the Pacific Electric willing, if not eager, to explain to the newcomers, of whom there are quite a few just now, the requirements of our business.

In the first place, the Book of Rules is different than any other, because it was made up by men familiar with the needs and experienced in the operation of the Pacific Electric. It is, first of all, necessary for the new man to forget how they do things in Chicago, or Dallas, or San Francisco or elsewhere, and learn the rules used here so that all of us—every one of the 1600 or 1700 platform men may understand and follow the same method, thus avoiding confusion, misunderstanding or possibly accident.

Perhaps the next thing in importance to safety, which strict observance of the operating rules insures, is the matter of courtesy—to patrons and to fellow employes. The people who ride on our cars pay our wages and we are here to serve them so they will want to ride again and spend some more money with us. It is a selfish thing, after all, this matter of courtesy. It doesn't mean politeness alone, either, though that is a wonderful help. It includes cleanliness of person, of mind and of language; thoughtfulness of old people and care of children; care for the feelings and rights of the fellows working with us. Such things always bring their reward in better treatment from the other fellow toward us, which makes our work easier and happier.

In our relations with our patrons we represent the Company and, of course, if we are to keep this relationship we must represent it properly. The Company intends to be fair and square toward everyone and to give good service, so when we represent it we must have that idea in mind. It isn't good service to run late or ahead of time, or to pass up people who want to ride on our cars, or to treat them uncivilly after they get aboard. After all, it is with us, as it is with any other merchant with goods to sell, the customers must be satisfied, and we should follow up that idea, because they are the ones who pay our wages.

PACIFIC ELECTRIC CLUB NOTES

The register at the club shows that during the month of September fifty-three visitors were introduced by the members and enjoyed the club privileges.

The heating plant has been placed in service for the fall, winter and spring season and our club is now one of the cosiest in the city. Drop in frequently and spend the evening.

Don't forget that your club is available to you from 8 a. m. until 11 p. m.; that you are privileged to leave packages there without charge and a free telephone is available for your use.

For the information of members, deductions for club dues will be made on the first half of the month's pay roll beginning October 1st. Heretofore deductions have been made from the last half of the month's pay.

The Pacific Electric Band will begin its regular rehearsals in the very near future, and all members are requested to begin individual practice and be ready for the first rehearsal date which will be announced later.

During the past month the attendance at the club has been the largest in its history, there being a large majority composed of our older members, although many new members have been received and are seemingly enjoying very much the attractions of our club.

All new employes and their families will be admitted to our club entertainments up to November 1st, and will be permitted to enjoy club quarters and their features upon presenting proper identification as an employe of the Pacific Electric Railway. After November 1st membership cards only will admit.

Dancing Instruction class at the club which has been held heretofore on alternate Thursday nights has been discontinued and in place thereof regular dancing will be held. This will be of interest to all club members and will simplify the Club's Calendar for them with the knowledge that every Thursday is Club Dancing Night.

Members of the club will confer a favor upon the management by presenting their cards to the club attendant each time they enter the club. This is a rule that has been made by the club management and applies to the ladies as well as the men, and is for the protection and benefit of the members. The club is operated for the members and not as a public institution, and the showing of cards is essential, in order that the benefits of the club may be exclusively for our members.

Movie Night

The big movie night at the club will be Tuesday, October 21st at 8 p. m. Music will be furnished by Pacific Electric Club Orchestra, featuring an illustrated song by Mr. Harry Robinson, our own wonderful tenor, who is an employe in timekeepers' office of the Pacific Electric. Mr. Robinson, who sang with great success at our last show, will this time sing "Tell Me" with illustrated slides by the courtesy of Remick & Company. The pictures for the evening will be as follows:

(1) Burton Travelogue "Down South in New Zealand."

(2) Bray's Pictograph Comedy, "A Dark and Stormy Night."

(3) Mack Sennet Comedy, "Taming Target Center."

(4) Vivian Martin in "The Fair Barbarian."

The feature number of the pictures, "The Fair Barbarian," is by Frances Hodgson Burnett, the scenario having been written by Edith M. Kennedy and directed by Robert Thornby. A brief review of the story being as follows:

"When Octavia Bassett, an American heiress, arrived at Slowbridge, England, with nothing to do but amuse herself for a few weeks, British society of this small town staggered and bumped its nose against something new. At first the sensation was rather unpleasant and society held aloof highly indignant. However, as is the case with all such things, they soon learn to tolerate them. And later these proud society folk bowed their heads in approval and smiled a real welcome to the Fair Barbarian.

"The result was several happy weddings, including Octavia's own and a huge celebration in her honor.

"This is another of the clean, entertaining photoplays so characterized by humorous situations which has made the name of Vivian Martin so loved by so many motion picture followers. In this play, however, she wears more pretty gowns and a broader smile than in any of her previous productions."

This bill should draw a large attendance of employes as it will be undoubtedly very interesting and entertaining, and provision is made for ample seating capacity at our club auditorium.

— PE —

The thanks of the club management are extended to Mr. J. E. Wooderson of the Electrical Department for his valuable assistance at our last dance. The club is looking for a few enthusiastic young men who are members to act as floor committee at our regular dances. Please call the manager and volunteer to assist at our next dance which will be held Thursday night, October 16th, 1919, and for future events of the kind.

MORTUARY BENEFIT FUND

In view of the fact that we have many new employes on the system, it is deemed advisable to call their attention to some of our helpful features organized by the employes for the benefit of the employes, among these features being one of the most important, next to the Club itself, known as the Mortuary Fund.

This fund was organized something over a year ago as an Insurance feature of very small cost; the plan embracing a voluntary membership in the Fund, each employe joining it pledging himself for a deduction each month of twenty-five cents for each death occurring in the membership. On the 1st of August this year the membership was of sufficient size to create a fund of approximately \$550 which was paid to each beneficiary. Since that time because of many leaving the service the membership has fallen and automatically decreased the amount of the fund. By this plan, all money collected from the members is paid out as benefits, there being no charge whatever for the administration of the fund, such as clerical work, solicitation or any other expenses. The gross amount collected in each instance being paid out to the beneficiary.

The average number of deaths per month during the past year or more has been two per month; in other words, it has cost the members of the fund fifty cents per month to maintain a death insurance of approximately \$550, and no cheaper insurance can be found anywhere than this feature. This statement is made for new employes who might not otherwise learn of this feature of our club work and with a knowledge that it is to their own interest to become members of the fund. Application blanks may be obtained upon request from head of any department or Chief Clerks of departments or may be procured at the Club rooms where application may also be filed.

Since the inauguration of this fund there has been paid out in death benefits \$12,607.50, covering 28 deaths, the highest amount paid having been \$563.00, lowest \$210.75.

Two deaths of members of the fund occurred during the past month, J. M. Hardin, Motorman Northern Division, whose beneficiary was Adelaide Hardin, wife, receiving \$211.00; Joseph W. Gooding, Motorman, Western Division, beneficiary, Celia B. Gooding, wife, receiving \$210.75.

The attention of every member of the fund is called to this statement and in the interest of all employes as well as themselves, and they are requested to begin a campaign for additional members, in order that the fund may again be returned to an even higher standard than previous held.

— PE —

"Are you fond of indoor sports, Miss Mabel?"

"Yes, if they know when to go home!"

A NOVEL FIGHT AT ALPINE

Manager Vickrey of Ye Alpine Tavern acted as referee recently in a most marvelous battle staged at Alpine by a couple of his unregistered boarders.

It has been the practice at Alpine for a number of years, especially during the winter, to provide food for the deer, squirrels, and other such animals making their home in that vicinity, and because of the kindness to these animals they have multiplied quite rapidly and one herd of deer have for the past year or so made their home near the Tavern, feeding from a platform just behind that hostelry.

Recently the fire to the north and west of Alpine drove in another herd of deer that joined the Alpine herd, among the number being a young buck who immediately challenged the ruler of the herd for place and a battle royal ensued. Manager Vickrey and two or three of his assistants did their best to separate the combatants with brooms, baseball bats and other instruments of arbitration, but without success, the interloper being knocked into an areaway in the rear of the tavern by his opponent and a leg broken necessitating its killing. As a result of the controversy and the fatality, a number of Pacific Electric employes dined last week on venison.

PE

A DIVISIONAL CHANGE

By the time the Magazine reaches its readers arrangements will undoubtedly have been completed for the transfer of the Glendale-Edendale-Burbank Line from the Northern to the Western Division. This change has been under discussion by the company for quite awhile, definite decision to make the change having been made last week, the management having decided that for operating purposes the change was desirable, and by this change jurisdiction of this line transfers from Superintendent Bradley to Superintendent White.

PE

AGENTS' ASSOCIATION

The regular meeting of the Agents' Association will be held on Saturday, Oct. 25th, at 8 p. m., in the committee room of the Club. All members are requested to be present.

PE

A big drive for membership is planned for the near future with a view of inviting all old employes who are not already members and all new employes to become members of the club that we may boast of having the largest club membership of any club in the city, as well as making it more and more useful to the employes as a whole. Begin to get a line on a new member as the plan is to call on every one of our loyal and faithful employes to get not less than one new application. The drive will last for sixty days, beginning November 1st, and closing January 1st. Let's put Pep into the campaign.

OPERATING REVENUES AND EXPENSES, TAXES AND INCOME ACCOUNTS—AUGUST, 1919

Passenger Revenues	\$614,757.99	
Freight and Switching Revenue	164,998.55	
Other Revenue	56,605.53	
Total Railway Operating Income	\$836,362.07	
Operating Expenses		
Way and Structures:		
Wages	\$ 57,892.67	
Material, Supplies, etc.	24,430.65	\$ 82,323.32
Equipment:		
Wages	\$ 68,063.33	
Material, Supplies, etc.	53,724.63	\$121,787.95
Power:		
Wages	\$ 19,552.89	
Mat'l, Supplies, Power Purchased, etc.	92,993.33	\$112,546.22
Conducting Transportation:		
Wages	\$265,836.85	
Material, Supplies, etc.	56,333.27	\$322,170.12
Traffic:		
Wages	\$ 3,897.60	
Advertising and Material, Supplies, etc.	6,142.88	\$ 10,040.48
General and Miscellaneous:		
Wages	\$ 38,057.99	
Injuries and Damages, Mat'l, Supp., etc.	24,740.93	\$ 62,798.92
Total Railway Operating Expenses:		
Wages as above	\$453,301.33	
Other Charges as above	258,365.68	\$711,667.01
Transportation for Investment-Credit....	3,580.58	\$708,086.43
Revenue Less Operating Expenses		\$128,275.65
Depreciation	\$ 19,783.26	
Taxes Assignable to Railway Operations	23,869.66	
Total Depreciation and Taxes	\$ 43,652.92	
Revenue Less Operating Expenses, Dep. and Taxes	\$ 84,622.72	
Non-Operating Revenue	43,360.80	
Net Revenue	\$127,983.52	
Interest on Bonds and Other Debt	\$284,617.98	
Rents and Miscellaneous Income Deductions	33,919.01	
Total Deductions	\$318,536.99	
Net Loss	\$190,553.47	
H. A. CULLODEN, Auditor.		
Los Angeles, California, September 22, 1919.		

SEPTEMBER ACCIDENTS

	Northern Division		Southern Division		Western Division	
	1919	1918	1919	1918	1919	1918
Interferences with vehicles	89	80	46	40	50	62
Collisions and interferences with cars	13	6	11	6	14	5
Persons struck by cars	4	8	6	6	3	3
Derailments	9	7	10	26	4	3
On and off moving cars	10	21	10	21	15	17
Miscellaneous	13	18	21	29	15	22
	138	140	104	128	101	112
		1919	1918			
Interferences with vehicles		185	182	1.6%	Increase	
Collisions and interferences with cars		38	17	124.0%	Increase	
Persons struck by cars		13	17	21.2%	Decrease	
Derailments		23	36	36.1%	Decrease	
On and off moving cars		35	59	40.7%	Decrease	
Miscellaneous		49	69	29.0%	Decrease	
		343	380			

The B.-C. Electric editor evidently also keeps in touch with the weather man in his district. His publication among other trite sayings in the last number gives this sage prophesy: "The old feud between the fresh-air fiend and the hot-house plant over the car windows is about due." Some of our own conductors can verify this prediction.

AUTOMATIC RAILWAY SUB-STATIONS

By Julian Adams

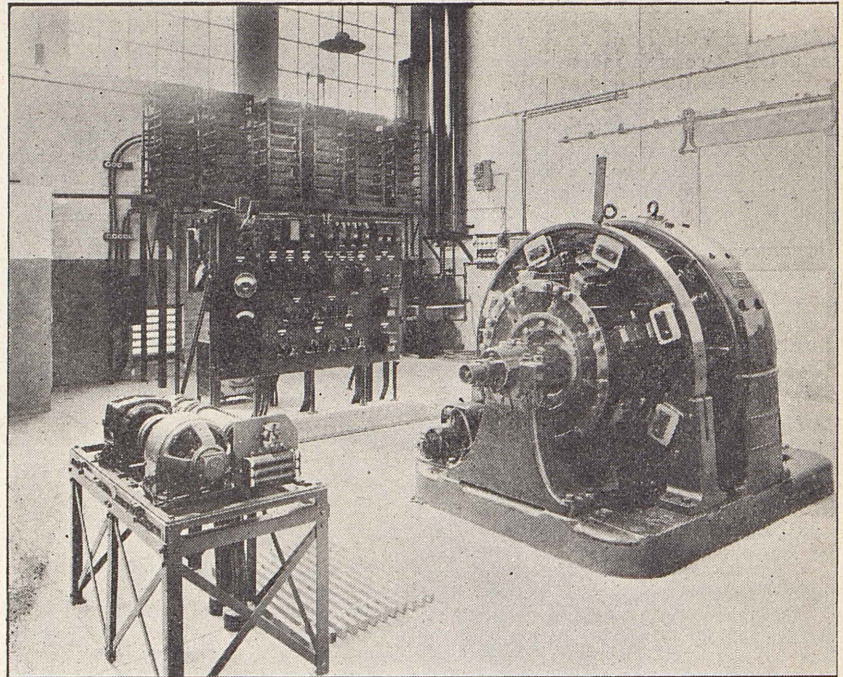
Recent improvements in the design of railway substation equipment, particularly in the application of automatic control devices has made it practical to now build automatic substations of moderate sizes which only require the attention of a substation operator for about an hour a day for inspection and cleaning, whereas in the previously constructed substations the equipment requires continuous and careful attention by the substation operators.

The field of the automatic railway substation is limited because its use is not desirable at points where it is necessary for the operators to do A. C. line switching nor ordinarily at points where more than one motor generator or synchronous converter is to be operated.

The Pacific Electric Railway Company has recently placed in operation three automatic substations, one at Wilmington, one at Slauson and one at Torrance, all of which are running satisfactorily. In addition to these two more automatic substations are under construction, one in Hermosa and one on Maple Avenue between 6th and 7th Streets, Los Angeles.

These are the first substations of this kind to be installed on this coast and the one under construction on Maple Avenue is the largest automatic railway substation anywhere in existence.

All of these substations are designed to start up automatically whenever there are any cars in the vicinity which cause the D. C. trolley voltage to drop below 450 and they continue in operation until the load drops to less than 500 amperes for ten minutes, when they automatically



SLAUSON SUB-STATION
General Electric Equipment

shut down. In case the load at any time during operation exceeds that, which it is safe for the equipment to carry, resistance are automatically inserted in the circuit to reduce the load. In case a hot bearing develops at any time on the motor generator or synchronous converter, the station is automatically shut down by means of a thermostat. Also if the speed of one of these machines should become excessive or if a bad flashover occurs on the commutator the station automatically shuts down. Further auto-

matic protection is provided for all ordinary operating contingencies.

At Slauson the equipment consists of a 1000 kilowatt, 6 phase, 430 volt A. C. to 600 volt D. C. synchronous converter, a 1050 kilovolt ampere, 50 cycle, 3 phase, 15,000 volt to 430 volt transformer and automatic control equipment. The function of the substation is to transform 15,000 volt, 50 cycle, 3 phase alternating current energy from the transmission line to 600 volt direct current energy for use on the trolley wire.

The building is of brick with plaster exterior and is fireproof throughout. On account of the automatic operation of the equipment, high windows only were installed and ventilation arranged through the roof and at the base of the walls.

At Wilmington the substation is similar to the one at Slauson except that a 1000 kilowatt, 15,000 volt, 3 phase, 50 cycle A. C. to 600 volt D. C. motor generator set is used instead of a synchronous converter and transformer.

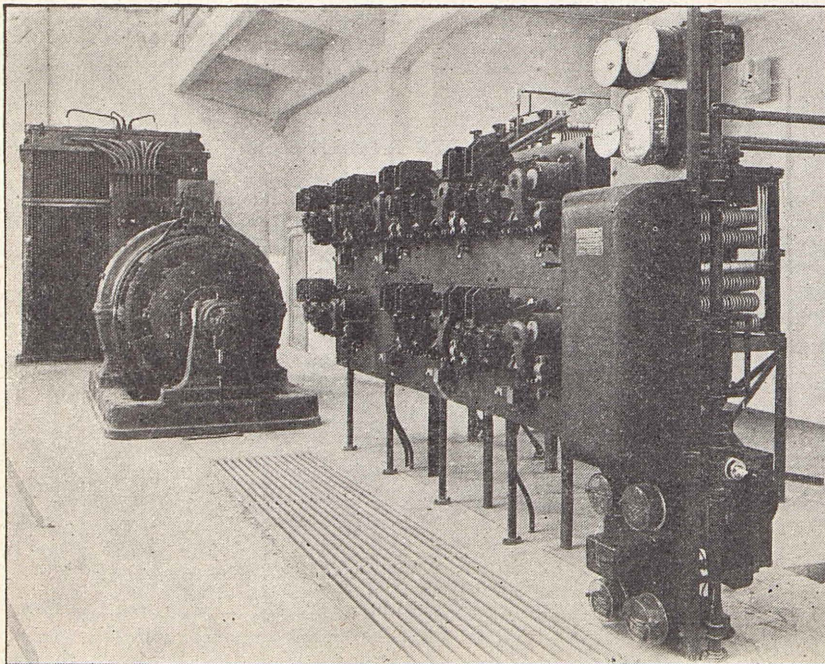
At Maple Avenue the substation will be similar to the one at Slauson except as to capacity. It will have a rated capacity of 1500 kilowatts.

At Hermosa the equipment will be the same as at Slauson.

At Torrance the equipment is similar to that at Slauson except that it was all made by the Westinghouse Company, whereas the equipment in the other stations was made by the General Electric Co.

The accompanying photographs give some idea of the appearance of these automatic substations.

PE



TORRANCE SUB-STATION
Westinghouse Equipment

Street-car conductor to woman with ten children: "Madam, are these your children, or is it a picnic?"

"These are my children—and it is no picnic!"

OBITUARY

John M. Hardin

Many friends of this employe of the railway will regret to learn of his sudden demise, which occurred recently at his home in this city. Last winter he was taken ill with influenza and his life despaired of, but an apparent complete recovery was made. Recently he became ill, was confined to his home for some time, and again returned to his work, but death suddenly ensued after a brief relapse.

Mr. Hardin was born in Arkansas Sept. 12, 1872. He came to the service of the company in March, 1904, being employed on the Western Division. In July, 1915, he was transferred to the Northern Division where he remained until the date of his death.

He is survived by his wife, Mrs. Adelaide Hardin, to whom is extended our deepest sympathy.

Joseph Wyatt Gooding

Death claimed one of our best known trainmen of the Western Division and a host of friends were cast into gloom upon the departure from our midst of Joseph W. Gooding, who has been in the service of this company since Oct. 13, 1905.

Mr. Gooding was born in Kearney, Mo., in 1868, and came to Los Angeles several years prior to beginning his employment with our company. He was one of the most genial of men, a firm, consistent friend and many indeed there are who will miss his great personality. The condolence of all is extended to the bereaved ones.

George Edward Sleeper

Foully murdered while performing his duty as a trainman of this company, George E. Sleeper met death with the same courage and fidelity he had served his country in France. Loyal to the end and courageous in every act of his life, he has passed as a good soldier to his reward.

Nothing has occurred in years to so shock our family of employes as the untimely demise of this young man who not only because of his service to this company, but because of his own personality, and intrinsic worth had become very much endeared to many of us.

Mr. Sleeper was born at Somerville, Mass., December 28th, 1896, entering the employ of the Pacific Electric Railway June 12th, 1917, as conductor, and also worked as towerman and motorman. He enlisted in the United States army April 24th, 1918, and returned September 4th, 1919. Almost the entire period of Mr. Sleeper's service while on military duty was in the Signal Department in France.

When George returned home during the strike, he immediately called on Mr. Davis and informed him he was ready to go back to work. Mr. Davis advised him that he was entitled to a vacation and that as he

had been away from home a long time he knew his parents would appreciate it if he would spend a few days with them before going back to work. George, after taking three days of his vacation, called at the office, said that he could not conscientiously stay away at a time when his services were so badly needed, that he would wait and take his vacation at a time when conditions had returned to normal. Shortly after returning to work he was murdered by two negroes near Ninth Street and Central Avenue.

Funeral services were held at Pierce Bros. and were attended by a host of sorrowing friends.

A NEW INSTRUCTION METHOD FOR CONDUCTORS

Travelling passenger agents have been assigned to each division whose duties are to explain anything pertaining to conductors' tariffs, application of fares, transfer rules or any general information that may be desired by conductors relative to passenger department matters.

F. E. Billhardt has been assigned to the western division, F. C. Patton to the Southern Division and J. A. Birmingham to the Northern Division.

These men will travel over the different lines of the Division to which they have been assigned or will meet you at Division terminals, and be pleased to discuss such matters with you for the purpose of arriving at a uniform understanding of all matters pertaining to the passenger department.

If, at any time, everything is not clear to you regarding such matters, notify your terminal foreman, and one of the above named travelling passenger agents will make it a point to see you and endeavor to set you right.

As a matter of information and instruction for conductors relative to proper handling of tickets, transfers, tariffs and various other matters pertaining to the duties of passenger conductors, a very complete book has been compiled by the General Passenger Department and placed at all important terminals, where it may be studied by conductors and which should be a great assistance to our new men.

These books contain an index calling attention to particular pages where information relative to certain matters may be located, and in addition to general information and miscellaneous questions and answers, each line is treated separately and also each Division is segregated, so that a conductor desiring information regarding lines on the Division upon which employed need not search through the entire book or lines of another division to obtain the necessary information. However, it is imperative that conductors on all divisions should read carefully the general instructions.

Special pages have been devoted to most important questions relative to handling of war revenue tax, cash fare receipts, honoring annual card

passes, government requests for transportation, employe emergency passes, honoring Southern Pacific tickets, Santa Fe and Salt Lake tickets, also steamship tickets.

You will also find in these books, opposite pages pertaining to same, samples of practically all conductors' tickets, cash coupons, coupon passes, trip passes, cash fare receipts, transfers, receipt for fare paid (Form P. 34), etc.

The fact that this book is arranged by asking you the question and answering the question for you, should simplify your work greatly, but if anything is not thoroughly understood notify your terminal foreman and one of the traveling passenger agents will arrange to meet you and endeavor to set you right.

TRAFFIC DEPARTMENT CHANGES

Due to the assignment of Traveling Passenger Agents to the three Divisions for the purpose of furnishing information to conductors concerning traffic matters, the following temporary changes in the force of the General Passenger Department have been made:

For instructions purposes, Traveling Traffic Inspector, J. A. Birmingham, has been assigned to the Northern Division; Traveling Passenger Agent F. E. Billhardt, to the Western Division and F. C. Patton, to the Southern Division. Mr. Geo. H. Blyth assumes duties as Traveling Passenger Agent, his former position being filled by W. E. Shaw. Mr. M. C. Brucker takes the position of Ticket Agent, his former position being filled by L. R. Miller.

A COMMENDATION

In these days of discontent, it is certainly refreshing to have a word of commendation:

Mr. E. A. Coons, General Agent of the Pacific Fruit Express, takes occasion to congratulate the Pacific Electric upon the splendid freight service that has been given through the transfers in the City of Los Angeles, and advises that for the last week or ten days he has not received a complaint from the shippers with whom he is dealing.

New Club Cards will be issued to all regular members on January 1st, and at that time election ballots will be mailed to all members for election of members of the executive committee. Between now and January 1st, it would be wise for the members in the various departments to bear this election in mind, in order that a delegate may be chosen who will fully represent not only the department but the spirit of the company in our club organization.

THE LONG AND SHORT OF IT

"Please don't yawn, dearest Clementine. I may be an awful bore, but you really ought to forgive my shortcomings."

"It isn't your shortcomings I object to—it's your long goings."—Widow.



THE PACIFIC ELECTRIC MAGAZINE

Los Angeles, California

October 10, 1919

The Magazine is published on the 10th of each month. It aims to print matters of interest and information to employes. Items of general interest are solicited and should be addressed to THE PACIFIC ELECTRIC MAGAZINE, Pacific Electric Building, Los Angeles. Contributions should reach this office not later than first of each month.

TRUTHFULNESS IN OUR BUSINESS

The Associated Advertising Club of America sometime since took up a campaign to eliminate fictitious advertising; to stimulate truthfulness in merchandising, and to prosecute as offenders under the law merchants who misrepresented through advertising channels their goods and wares, and in Los Angeles the Advertising Club has succeeded in convicting several offenders under our existing State Law, and plans have been made to strengthen the Law of the State for the purpose of eliminating fake merchandising.

The efforts of this organization have not only had a direct return in conviction of unscrupulous merchants, but its activities have aroused in the consciousness of all business men a desire to be upon the side of TRUTH in representing their business to the public, and the maxim "truth in advertising" will apply to railways, as well as to any other line of business. In the promotion of traffic many companies have not been above reproach in their methods of presenting travelling publicity to the public, and many times have over-painted in words the scenes and events they desire the public to visit and view, and it is a strong recommendation of the railways of the country that most of these exaggerations have been eliminated, and business promoters of transportation organizations have found that truth telling of feature trips are bringing better results than fictitious gilding.

In another way the railways have benefited in publicity, and that has been by presenting plain truthful statements of their needs and desires to the public, concealing nothing in which the public has an interest, and presenting truthful facts of their varied situations. An example of the way the railways, especially those rendering electric service, have come to think of this matter, the practice of the Detroit United Lines is cited. This company publishes at frequent intervals a leaflet bulletin, and, on the first page in bold type is the phrase "Let No Mis-Statement Stand Unchallenged." It is that attitude that the Pacific Electric Railway has maintained for a long time past and to which we may ascribe much of the public sentiment that has been with us during the past several years, and for which the management of this Company is extremely grateful. This relationship between the Company and the public cannot be maintained by any one individual man, regardless of how big a man he may be, but must be maintained by our organization as a whole, and every individual employe is a part of that organization. One discourteous, unthoughtful employe can wreck in a few moments more work than six loyal courteous men can build in days. Therefore, let us guard well our contact with our patrons, treat them fairly, respectfully, courteously and loyally, and the reward to be reaped will be beyond question the expressed gratitude of the public we serve.

— PE —

THE FAMILY SPIRIT RETURNING

There have been times during the past few months when a number of older employes have felt that our former splendid family relation had been entirely disrupted; that the wonderful friendly feeling of the not so long ago had gone forever, and a deep cloud of gloom hovered over the organization. However, the clouds are broken now and the silver lining has appeared. Our trouble has not been unmixed with blessings. The men that have remained and stood steadfast are realizing the strength of the bond that has bound them together, and the chain of friendship has been welded more firmly. Those of us that stood steadfast value our fellow workers more highly than ever; viewing him or her as a much stronger man or woman than we had ever before known, and appreciate more highly their moral courage and unswerving loyalty. True it is that some employes have gone from our service, much to our regret, many being led by misrepresentation, others by intimidation, and still others strayed from us because of being blinded by some "Will o' the Wisp." For them there is nothing but regret and sympathy. Others have gone whose places will not be missed, because better men have taken their places; men who will appreciate what they have and strive to hold it. The gaps in the ranks have been filled and again we move forward as a solid unit.

Our "Night-mare" has passed, and it is for us to take up our former trend of life; to help and sustain each other; to help bear one another's burdens, if we mean to restore our family and home circle, and to act as quickly as possible to restore that spirit that has been our pride and joy for years past and to again be worthy of the term "The Pacific Electric Family."

— PE —

A few days more and we will again slip back into the old-fashioned clock time, and "daylight saving" will have again made its shift. Some of the cities, notably Detroit, has decided to keep its city clock going just as it is, but of necessity, of course, the railways in order to have harmonious action, will use the brand of time Uncle Samuel prescribes.

MR. TITCOMB COMMENDS THE STAFF

Heads of Departments:

Reviewing the operations of the past month, I take this opportunity to again compliment the operating staff upon the splendid results obtained under the trying circumstances. The task of handling a force of men, directing and watching their every action while becoming acquainted with their duties on our lines, has been a great one.

The careful and discriminating manner in which new employes were taken into the service to take the places of those misguided individuals who may have felt that they were bettering themselves is to be commended.

The splendid results obtained in the Mechanical Department, there never having been a time when we were short of the proper rolling stock, is indeed gratifying.

The Electrical Department, within twenty-four hours, responded and had all of the necessary power to operate this road properly.

The Maintenance of Way Department, with its force of loyal men, kept our tracks patrolled and uncovered many attempts to interfere with the safe operation of our trains.

The Quartermaster Bureau provided in an incredibly short time comfortable quarters with full protection, and meals that were wholesome and appetizing.

The Store Department, suffering from one of the worst conflagrations that we have ever had in the history of the Pacific Electric, met the issue and did not delay the proper carrying on of the maintenance of this great property.

So, with every department I only have words of praise—Auditing, Legal, Claims, etc., etc.

To our old and loyal employes who stayed, and to the men to whom we have given employment since August 16, let me again reiterate that the Pacific Electric Railway Company appreciates the careful and fore-bearing way in which they have discharged their duties. We have all been subject to indignities for striving to maintain the great American principle of working when we please and for whom we please.

We owe a debt of gratitude to these men, and we will take every means possible to make their work with us pleasant, in order that they may feel secure in their positions as long as they perform their work and comply faithfully with our rules and regulations.

H. B. TITCOMB,
Vice-President.

— PE —

STAFF MEETING

A meeting of the Transportation Department general staff will be held in the Committee Room of the Club, on October 13th at 10 a. m. All members of the staff will bear this date in mind and arrange to be present.

— PE —

"Does a woman always have the last word?"

"No, sometimes she is talking to a woman."

TO TRAINMEN

Permit me to emphasize the necessity, in order to conserve this Company's interest and promote your individual welfare and standing, that you should at all times particularly observe the following precautions:

While it seems such an elementary and easy precaution for conductors to make certain that all persons are clear of car steps before signaling the car to start, a large percentage of liability accidents are, nevertheless, caused by the failure of the conductor to perform this duty. Liability accidents compel the company to make substantial payments in settlement of personal injury claims. Therefore, will you not please make a special effort to make certain that all passengers are clear of the steps before giving the go-ahead signal, since the failure to comply with this reasonable rule has resulted in serious and frequent injury to passengers and, as related, has occasioned large payments of damages on the part of the Company.

MOTORMEN: Will you not at all times ascertain that clear signals have been received before starting trains? In the event of any doubt as to the go-ahead signal will you not call for another signal since large payments have been made in settlement of accidents occasioned through the motorman starting his train when in doubt as to whether or not the signal received was a go-ahead signal? And above all things please do not follow your leader too closely, since the most frequent cause of collisions is this practice. A sudden stop on the part of the car ahead brings about rear end collisions, entailing the serious injury and occasionally the death of passengers.

Please give frequent and timely crossing signals. All interested persons had rather, of course, have too many crossing signals sounded than too few. I have no doubt that all experienced trainmen will consider that it is needless to request the observance of these safe practices, and yet it is statistically shown that nine-tenths of our liability accidents accrue from failure to take these precautions. It perhaps may seem also superfluous for me to request that all brakemen and conductors should observe the rule covering train protection, but inasmuch as brakemen and conductors have failed on occasions to go back the full distance and thereby give the motorman of the approaching train a fair and full opportunity to make a stop, I trust that all of you will bear with me in emphasizing the necessity for full observance of this regulation.

May I not also at this time pledge to you the full co-operation and protection of this Department on all occasions when any of you may be charged with a dereliction of duty, to the end that a full and fair hearing will be guaranteed you and a fair and impartial investigation made of the circumstances of such accidents before you are condemned or charged with the responsibility for any such accidents, and I trust that in the

RETURNING LOST ARTICLES

The season of the year is now upon us when our Lost Article Department is naturally supposed to do a large volume of business, and contrary to the usual rule, the larger the volume the less return, so far as the Company or employes are concerned judging it from a financial standpoint, but there is no one department in the Company that can be made of greater use to the Public, "our patrons," than this branch of service. Nor is there a department in which all employes of the company may co-operate more in pleasing our patrons. There is nothing much more annoying to a patron of our lines than to lose articles upon our cars and failing in having them returned. No matter if the article lost is of little intrinsic value, it represents more than that to the patron, and its return is received by him most gratefully. Employes in train service especially will earn for themselves a very large regard from their patrons when it becomes known to them that misplaced articles on cars are almost absolutely sure of return by the employe operating that car. Passengers riding on the lines of the Pacific Electric for the larger part use the same trip each day to and from their homes and work. They become familiar with the crew or crews operating cars upon which they ride. Many warm acquaintances have been formed between these crews and their passengers, and grown into strong friendship, through the return by trainmen of lost articles on their cars to their owner through the Lost Article Department, and these friendships are worth many times more than any article that has ever been returned.

Let us cultivate the faculty of locating these estray things and starting them on the return road to their rightful owner, in order that we may not only ourselves personally reap the regard of our passengers, but that the honest intentions of the company toward its patrons may also be reflected.

PE

Henry Ford, of "fliver fame," has been working for some time past perfecting a new Ford street car, so we are informed by the press of the country, and the latest news of the invention is that it will be placed upon its tests within the next few days. Contrary to what might be thought, the car is designed to operate on rails in the same manner as our present cars, but the motive force is to be produced in the car itself, thus making it independent of power plants, overhead or underground wiring, etc. The new vehicle will accommodate twenty to thirty passengers, will weigh about one-half as much as the average city type street car, and it is claimed that with the new invention a more flexible, quicker-acting service may be performed, at a much reduced operating cost. Undoubtedly the railways of the country will be perfectly willing to be shown, and with Mr. Ford's reputation as a producer of results, we all of us may one day see a novel new brand of "lizzie" operating along streets under the chaperonage of a railway company. Who knows?

event a fatal accident should occur, as may occur on this railway as on all other railway systems, you will come to this Department with the feeling that all of the employes here are not only concerned with regard to the protection of the Company's interest, but owe you the personal duty of co-operating with you insofar as is consistent with good ethics and square dealing in order that your personal interest may be protected, and will represent you in the matter to the very best of our ability.

S. A. BISHOP,
General Claim Agent.

PE

TRAINMEN'S MEETING

Meetings of the employes of the transportation department will be held at the Club on Tuesday, Oct. 21st, at 7:30 p. m. and all employes of that department who can be present without interference with duty are requested to be present. Separate meetings by divisions will be held, with an early adjournment to entertainment that will be provided by the Club. The ladies may accompany their husbands and enjoy the entertainment offered.

PE

Hey diddle, diddle, the man in the middle has shot the price over the moon; the grocer-man chuckles and triples his swag, and there's naught in the dish but the spoon.

EXTENSION OF PASS BENEFITS

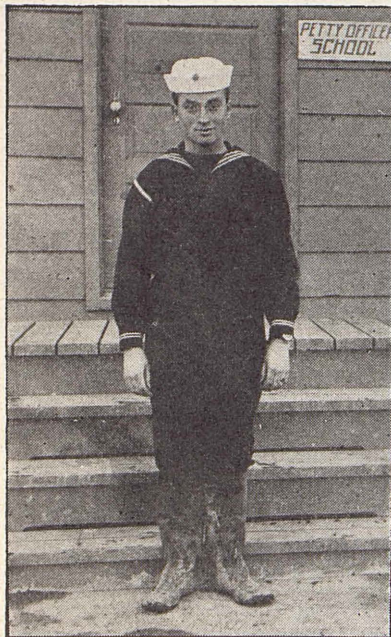
It will be gratifying to the entire body of employes of the Company to receive Vice-President Titcomb's announcement issued September 27th, relative to the extension of free transportation privileges to employes. The Circular relating thereto reads as follows:

"The two years' seniority granted employes who entered the service during the present trouble is hereby extended to every employe who remained loyal to the Company, such additions being for the purpose only of advancing seniority with the purpose now or in the future of securing service pass or passes under existing pass rules and regulations. In other words, if a clerk in the Accounting Department had been in the service of this Company three years prior to the present trouble, with the added two years' seniority, making a total of five years, she or he would be entitled to a service pass under present rules and regulations governing the issuance of transportation; if two years' service then with one year more, would be entitled to a pass."

All employes who are affected by this latest order, and have the necessary seniority to avail themselves of this offer, should make application at once in regular form through the head of his or her department.

ENGINEERING DEPARTMENT NOTES

By M. L. RODDA



The Whistling "Gob" Is Back on the Job

Roy T. Davis of the Signal Shop is back with us again after two years' service in the Navy. The Kaiser scared some of the fat off Roy but he did not take the whistle out of him, and with the co-operation of the "Food price reducing committee" we expect to put back all the flesh he lost while in the service. Roy tells of some great experiences in Turkey and other foreign countries but the boys at the shop think most of his experiences were along the Los Angeles river.

—PE—

Except for a few teeth missing and a scar or two, Uncle Sam has returned Arthur H. Hildebrandt to us in excellent condition. After having tested Hienies steel and living through, we are certainly pleased to have him with us. Many of us had pictured him as being disfigured for life, the first intimation of his true condition coming in a picture taken in Germany in which he was so fleshy as to be almost swollen out of proportions. Anxiety caused by a long wait for a chance to return, was effective in reducing him to a point where he is now recognizable.

—PE—

Making dough for the Doughboys for more than two years, has been the experience of Benjamin A. Richards of the Bridge and Building Department. He was one of the first to go, enlisting in July, 1917, spending a year on this side and more than a year overseas. A day with limited hours of work must be a pleasure to him now—or possibly habit is so strong that he returns to the kitchen in the evening. Ladies here is your chance.

R. D. "Bob" Corey has returned to the Engineering Department after his extended tour of France and Germany. He seems as well pleased with his return as are his many friends throughout the Pacific Electric. His tour has developed in him the desire for "the great out of doors," found in so many of the other two million sojourners, and certainly we are pleased to accommodate him with a position in the Signal Department.

—PE—

BUSINESS THEOLOGY

We were refreshing ourselves the other day with some of Elbert Hubbard's wisdom when we ran across this wonderful bit of advice from the great philosopher:

"If you work for a man, in heaven's name work for him. If he pays you wages that supply you your bread and butter, work for him, speak well of him, think well of him, stand by him, and stand by the company he represents. I think if I worked for a man, I would work for him. I would not work for him a part of the time, but all of the time. I would give an undivided service or none. If put to the pinch an ounce of loyalty is worth a pound of cleverness. If you must condemn and always run him down, why, give up your job, and when you are outside, damn to your heart's content."

With this still singing in our mind we turned to go through several magazines that Postman Reamy had just brought in the morning's mail, and the first thing that caught our eye was this in the Fidelity Journal:

"If you should find a counterfeit dime or nickel in your pay envelope, what would do?"

"Yes, of course, you would!"

"Well, do you ever take count of the spurious minutes you pass off on your employer every day for which you expect and for which you receive good money? Do you ever check up your time as closely as you do the contents of your pay envelope?"

What a lot of good practical business philosophy is stored up in these two little preachments!

What wonderful lessons they hold for the man and woman who seek to conscientiously discharge their duties and to live right with the world and with themselves.—Baltimore Trolley Topics.

—PE—

THE SALT OF THE SEA

Doctor—Your throat is in a very bad state. Have you ever tried gargling with salt water?

Marine—"Yes, I've been topedooed six times and I am now on my way to Salt Lake for my health."

—PE—

The total electric car mileage in Japan is 1368 single track miles; the total for the whole empire exceeding the single track mileage of the Pacific Electric Railway by only 275 miles.

AN APPRECIATION

Mr. John T. King, of the Mechanical Department, writes under date of September 8th expressing his appreciation of attention given by Medical Department in the following, which we deem well to publish in compliment of our Medical Department and its efficient staff.

"Since the 13th day of July, I have been under the care of your able Assistant, Dr. Arnold M. Scholz.

"Complications arising, the Doctor deemed it advisable for me to be removed to the Crocker Street Hospital in order that every care might be given me. While I was an inmate of the Institution but two days, yet I wish to state that I was the recipient of every courtesy from the nurses and all attendants, and desire, through you, to express my heartiest appreciation of their treatment to me; also same accorded the kindly attendants connected with your department.

"Being an employee of the Company in good standing, I realize I have been entitled to medical treatment, but the point I wish to emphasize is the courtesy, combined with scientific treatment that has been shown me.

"True courtesy is something that cannot be bought. It is above price as we measure dollars and cents. It is an attribute of the heart. Hence, when we meet a man clothed in this armour, which is so rare, it becomes our duty to help him, and reflect credit to the department of which he is a member.

"All true men admire courtesy; therefore, in my feeble efforts I am endeavoring to show my deep and hearty appreciation, and am joined in the expression by my devoted and loyal wife in mentioning a physician and surgeon, a courteous, American gentleman, Dr. Arnold M. Scholz.

"One is forced to the conclusion that the Medical Department of the Pacific Electric Railway was conceived in the spirit of comradeship, organized, perfected and extended to its present stature of efficiency, in the interest of a great common cause.

"Under the guidance of you, Dr. Weber, and Assistants like Doctors Scholz and McCoy, it has reached proportions of incalculable importance to the well-being of all employees."

—PE—

NATURAL PHILOSOPHER

Examiner in Physics—"What happens when a light falls into the water at an angle of forty-five degrees?"

Stude—"It goes out."

—Boston Transcript.

—PE—

THE RUBBER PLANT AGAIN

Mrs. Timmid—"John, wake up! There's a man down stairs; I'm sure I heard a noise that sounded like a yawn."

Husband—"Oh, go to sleep. What you heard was probably the rubber plant stretching itself."—Boston Transcript.

—PE—

"I saw some oil stock offered at one cent a share," said Mrs. Wombat. "Would you invest?"

"It's hard to tell about stocks. Some go up, others go down."

"How can it go down at that price!"

—PE—

He may wear a greasy hat and the seat of his pants may be shiny, but if a man's children have their noses flattened against the window-pane a half hour before he is due home to supper you can trust him with anything you have. He is all right.

SOME NEW ADVERTISING FEATURES

For sometime past new advertising features have been under way in the Traffic Department. Some of them for present use, others for stimulating future business; and among the features, two reels of moving picture films, one of them depicting our famous Mount Lowe trip that is slightly different from the usual advertising film. It has been the plan of the department to get away from the usual form of travelogue film which portrays a mass of scenery, the camera frisking from side to side bringing the vision one moment into a clay bank, then again into far distant view, resulting in an intoxicating, dizzying, optical illusion. In the making of our Mount Lowe film it has been our endeavor to show more of what a visitor would see and do upon this trip. We have told the story many times of the trip to Mount Lowe, including description of our incline railway, the electric line from Echo Mountain to Alpine, and of Alpine Tavern at the end of the most crooked railway on earth, but our patrons have oftentimes asked, "what do you do when you get there," and our new film answers this question briefly and conclusively by showing some of the sports and pastimes indulged in on the mountain top, as well as giving brief glimpses of scenery, and modes and roads of transportation.

A large film has been prepared of of the "Rim of the World Trip," through the San Bernardino mountains, the wonderful scenic trip to be made by the Pacific Electric Railway and the San Bernardino Mountain Auto Line; vividly showing many beautiful scenes in this Southern California Paradise with numerous bits of interest from the various mountain camps and resorts, scenes upon the lakes, sports and pastimes.

At a not far distant date, for the benefit of our employees, these films will be shown in our club auditorium, notice of the event to be given in ample time.

Further advertising plans are being rapidly finished, one being installed in the fine new sporting goods store of B. H. Dyas, in the Ville de Paris building, which opened to the public last Monday. This pictorial advertising feature is located over the elevators of the store; a topographical map of the San Bernardino region, showing transportation means of reaching its many wonderful places, together with the location of the various resorts, etc. Being located in this great sporting goods emporium where thousands of the public purchase their outing togs, camp supplies, etc., undoubtedly our system of transportation will be brought to the notice of a great many people, and contribute many passengers over our lines to these various resorts. An Information Bureau to be established at the Dyas store will also contribute a great deal toward our business in this connection.

In the next issue of the Magazine we will probably have announcement

REWARDS

THE Pacific Electric Railway in line with its announced policy at the beginning of the strike that it would do everything in its power to protect and safeguard its employes and bring violators of the law to justice, has publicly offered the following rewards:

\$250 reward for arrest and evidence leading to conviction of anyone violating the State Law (Chapter 188, Laws of 1919). "The Wilful and malicious physical damage or injury to physical property." Criminal Syndicalism in connection with property of PACIFIC ELECTRIC RAILWAY.

\$500 reward for information leading to the arrest and conviction of party or parties who suspended watermelon from bridge over our tracks at Burnett Station near Long Beach on the night of September 16th, 1919, by which one of our motormen was badly injured.

\$1000 reward will be paid for information leading to the arrest and conviction of each person responsible for the death of Motorman George E. Sleeper, who was murdered while on duty on Pacific Electric Railway car in the City of Los Angeles on the night of September 25th, 1919.

A reward of \$1000.00 will be paid for information leading to the arrest and conviction of any person that may be implicated in a conspiracy or conspiracies to maim or kill any Pacific Electric Railway employe while on duty.

\$2500 reward will be paid for information leading to the arrest and conviction of the person or persons who set fire or caused the same to be set in the burning of the Pacific Electric Store Building and its contents, located at Seventh and Alameda Streets, Los Angeles, Cal., September 10th, 1919. The origin of the fire has not been ascertained. If it can be shown that this fire was of incendiary origin, the Pacific Electric Railway Company will pay the reward.

to make of a wonderful series of sporting events for the Southern California public; sports such as have never been before produced in the Southland. The plans for these as yet are not sufficiently matured to be made public.

It is the desire of the management that certain space be assigned each Department in the Magazine and that some one employe in their respective departments gather articles of interest and personal news items, each month for publication. C. A. Mills having been assigned to the task for the Mechanical Department will greatly appreciate the cooperation of all of the employes of this Department in furnishing items of personal interest or any news items, so kindly give us your help and make our space in the Magazine one to be proud of.

CAMP CLOSED FOR THE WINTER

Our camp in the San Bernardino Mountains has gone into winter quarters. The equipment has all been packed and stored in the big assembly room and within a few days everything will be in shape to receive the winter visitation of snow.

Since the establishment of the camp it has been the custom during the winter season to permit visits there by employes at such times as road and weather conditions permitted, when it was the desire of the employe to hunt ducks on Little Bear Lake or to hike into the winter atmosphere of the mountains. The same practice will be in effect this winter, but in order for any employe to be allowed this privilege, it will be necessary for him to make application in advance of the visit, to the Camp Manager, Room No. 624 Pacific Electric Building, and receive written permit authorizing camp caretaker to receive and care for him. Parties going into camp must take their own blanket roll. Bedding of any kind is not provided by the camp.

The camp manager will pass upon requests for these winter accommodations and permission to enter camp will not be granted except to bona fide employes and only then, in case conditions are thought to be safe. Only such persons as are used to winter conditions in the mountains should think of making this trip after snow has begun to fall.

STORE DEPARTMENT FIRE

The main building of the General Store, containing general material and supplies, the second floor of which contained the cabinet and pattern shop was destroyed by fire, which was first discovered shortly after 1:00 a. m., September 10th.

A temporary store was opened up in one of the shop buildings at 8:00 a. m. the same day and arrangements made for ordering and receiving of material immediately. Within incredibly short time orders had been placed to replenish the stock of all necessary items by telephone, telegraph, etc., and arrangements made for express, and special delivery; with result that at this time there is adequate stock to meet the demands and there will be no delay or handicap whatsoever to the service on account of this unfortunate affair.

Full and complete investigation develops there was no cause to which this fire could be traced, due to carelessness, and there being no combustible material stored in the building, it was apparent it was of incendiary origin. This may or may not have been true, however, a reward of \$2500.00 was offered with a view of ferreting out the culprits responsible.

The man who still has a beer bottle opener on his key ring is an example of the adage that "While there is life there is hope."

BEAUTIFYING UTILITIES

The Pacific Electric Plan as Disclosed by Clifford A. Elliott, Cost Engineer, in the Electric Railway Journal

The maintenance of way department of the Pacific Electric Railway attempts systematically to utilize the natural climatic conditions which prevail in its territory for the beautifying of grounds around substations, passenger and freight stations, carhouses, shops, and section-camp grounds. In this semi-tropical climate lawns and terraces are green the year round, and tropical palms, flowers, trees and evergreen shrubbery contribute to the beauty of the landscape. For eight years the department has had an organization for handling the parking beautification program. This covers both the original work in parking the grounds and the upkeep of the grounds as well.

The procedure is for the chief gardener and his force to improve the grounds around the buildings, planting them with flowers, trees and shrubbery. Then the company furnishes garden hose and endeavors to interest the operators and agents, inducing them to give some of their spare time to watering the grounds and giving to them such other minor attention as may be needed.

Where section-camp grounds are improved, very little effort is necessary to persuade the Mexican track laborers housed there to aid in this work, as they are lovers of nature and appreciate the privilege of taking part in beautifying their surroundings.

The greater part of the maintenance work around the grounds, such as trimming of shrubbery and trees, caring for palms, mowing lawns, re-parking, fertilizing and replanting grass and flowers, devolves upon the chief gardener and his staff.

The chief gardener is a man who has devoted his entire life to work of this nature. He makes it a point to select such flowers, trees, grass and shrubbery as are well adapted to the southern California climate and that blend properly with other plants in a given locality. He also considers the care required by different plants and the consequent maintenance expense with a view to minimizing this. In spite of the favorable climate, his task is not always an easy one, because at some points considerable sand is encountered. He does his best, however, with the aid of fertilizers and transplanted fertile soil. In the valley towns his task is easy because the soil is usually rich and favorable for carrying out parking plans.

When a park has been installed around a building or camp, the defines of the parking and the walkways are outlined with rubble or whitewashed stone obtained from near-by "dry washes." The stones are whitewashed, a practice that is found not to be burdensome as the climate is favorable to a long life of even the first coat of whitewash.

The beautifying of grounds plays an important part in the relations between the company and the public. Sometimes a small passenger waiting station is found in a locality where the surrounding boulevards and residences are extensively parked. When possible the company tries to adapt its own grounds to the surroundings. Some years ago a small frame substation building was erected in a thickly-settled district. The community protested, but after the company had completed its parking plan the sentiment entirely changed. In one locality the parking of the station grounds proved to be a great boon to the people as it was used by them for town gatherings in the absence of a park of their own.

Tourists over the company's lines are favorably impressed by what they see of California from the car windows, and the company's regular patrons, living along its lines, appreciate its efforts in the line of horticulture.

In addition to the duties mentioned, the chief gardener and his force take care of maintenance work in trimming back trees along the right-of-way to provide clearance, especially grade crossings, where a dense growth of trees would totally or partially obscure the view of the track and highway. In assigning tasks of this nature, which come within the province of the maintenance-of-way department, to an experienced landscape gardener rather than to a "tree butcher" of the type which is in some places "turned loose" on the trees, the company management feels that the best results are obtained. Skilled supervision of this work gives dignity to it and permits the removal of obstructions without seriously marring the beauty of the foliage which has been disturbed.

In conclusion, it may be said that in general parking work around the grounds of structures the company's policy is to plant trees of such types that their long life and uniform and symmetrical growth may be insured. Of course, the native palm is a very important tree, and there are several types of cedar well adapted to the climate that retain their form from the start up to full growth.

— PE —

CATALINA AS A CONVENTION CENTER

Catalina has within the past six or eight months been brought to the front as a place for holding conventions more prominently than ever before and it will grow in that particular year after year. Among the most prominent meetings of that character held in Avalon this year were the State Bankers' Association and the Congregational Church Conference.

— PE —

Old Gentleman (in street car)— "Has anyone here dropped a roll of bills, with a rubber elastic around them?"

"Yes, I have," cried a dozen.
Old Gent (calmly)— "Well, I just picked up the elastic."

SURVEY OF RESOURCES

The Los Angeles Chamber of Commerce recently launched an industrial research plan, the object of which is to encourage the working up of California resources in raw materials here at home and to the great benefit of California labor and home industry in general, including the ultimate consumer who not infrequently pays the transportation cost of raw materials to an eastern point of manufacture and the freight on the finished product back to the coast again.

The common sense logic of this industrial survey of raw material production is too convincing to admit of serious discussion as a policy. During the war a great deal was accomplished in various sections of the country in searching out local natural resources and placing them in the line of home manufacture. If that is a profitable policy under the stress of war conditions certainly it cannot be a matter of public indifference now that the war is over.

There is no better preparation for either peace or war than the full development of natural resources and the elimination of unnecessary waste. One of the inexplicable facts confronting most modern communities is that men are more inclined to overdo competition in following a well beaten track than to penetrate the field of new discovery and development. The easier way is commonly the more popular way. Nevertheless the risk of new discovery holds the lure of the larger reward.

The paramount need of Southern California is more factories working up for export raw material naturally tributary to Los Angeles as a point of shipment. This need is exactly what the Chamber of Commerce has undertaken to accomplish. It has gone about it in the right way. The logical first step is the systematic searching out of possibilities in raw material production for manufacture. Nothing could better illustrate the value of wide-awake business leadership.

The future of Los Angeles is wrapped up with that of all the country tributary to the city. Its development in any large way must be as the commercial center of an ever widening area. The gravity haul to tidewater rather than municipal boundaries defines the commercial possibilities and hence the future greatness of every city with world trade ambitions. There is not a foot of territory whose products seek a world market but is appraised in terms of ships and cargoes and transportation possibilities. Transportation facilities closely follow factory development. The ships dock where the cargoes are awaiting them. Back of the ships and the docks and the cargoes are the farms and the mines and the hum of local industry. There lies the future of Los Angeles.—Los Angeles Evening Express.

— PE —

Experience is a dead loss if you can't sell it for more than it cost.



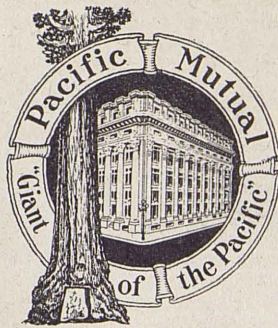
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THE RAILWAY INDUSTRY—AN OPPORTUNITY FOR YOUNG MEN

A great danger that confronts us as we struggle through and out of the "slough of despond" is that the electric railway business will cease to attract young men of the caliber needed to solve the increasingly difficult problems of electric railway transportation. This must be met by the use of every effort to show these men that if the right stuff is in them the very difficulties that are to be overcome make the work the more fascinating. A man who has had long and varied experience in all phases of electric railway work said recently that had he a son that son would be trained for the electric railway business. His idea was that there is a great future for the rising generation because many of the pioneers now approaching the age of retirement must sooner or later give place to the men trained in the school of present-day rather than early experience. Just as soon as a rising man demonstrates that he can handle the situation better than those now in control the latter willingly or perforce will step out and let him do it. The ambitious youngster has little to lose and all to gain in this field even if the gain should peradventure prove to be largely in experience which will fit him for usefulness elsewhere. Go to it, young fellow, and make a place for yourself!—Electric Railway Journal.

— PE —

Dr. A—"Why do you always make such particular inquiries as to what your patients eat? Does that assist you in your diagnosis?"

Dr. B—"Not that, but it enables me to ascertain their social position and arrange my fees accordingly."

— PE —

Daylight is the only thing we have been able to save during the war, and now some people want to deprive us of that privilege.

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Cigars Toilet Articles Candies

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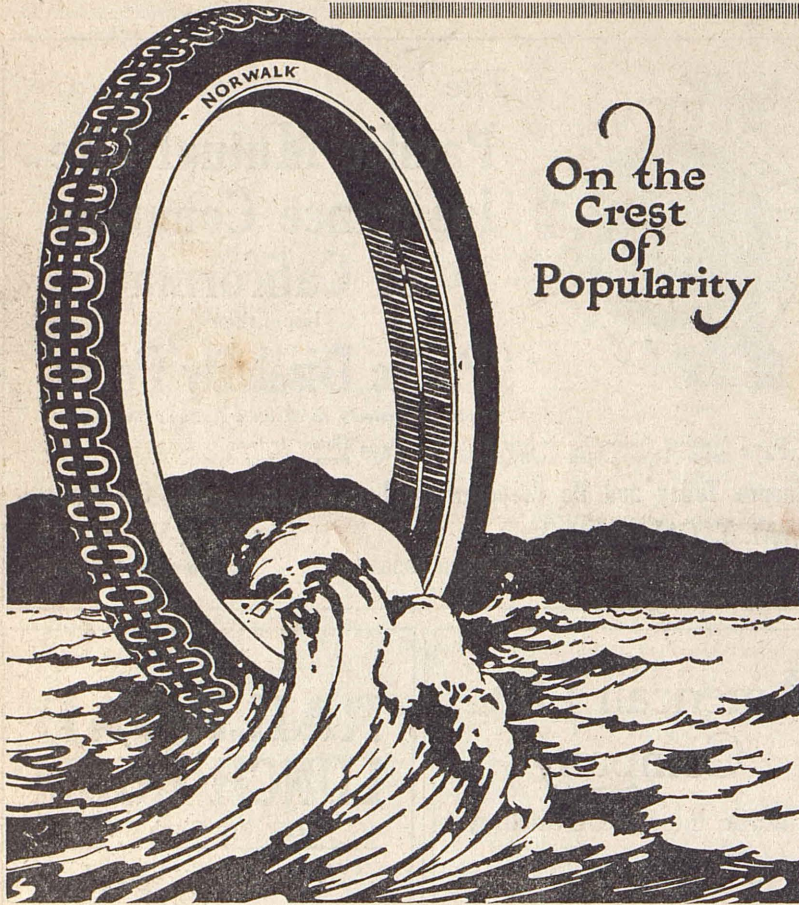
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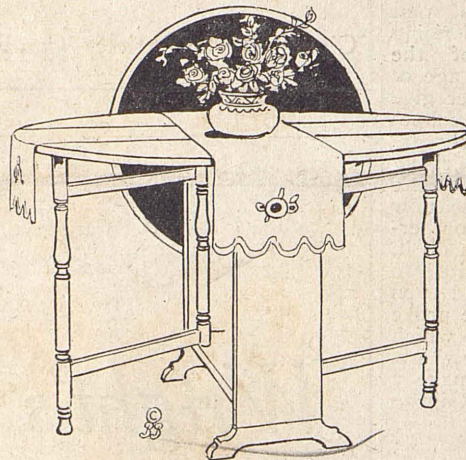
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and many reminders to lounge and rest—

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