

PACIFIC ELECTRIC



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La Fiesta de Los Angeles—September 4th to 13th

How to Gain More Business?

THIS RAILWAY, along with many others, is greatly concerned with the problem of producing more business. It can be done, if all will resolve to help.

The most effective way to gain more traffic, both passenger and freight, is to render a still higher quality of service. Everything else is subservient to service.



Progress cannot be made upon ordinary service. The public must be pleased!

Our equipment, roadbed, and every facility we employ ranks second to no other electric railway property. While these are important, the element of service far outweighs them.

It is comparable to say that we do not patronize stores or markets because of their beauty, but rather because their prices are reasonable and those employed are pleasant, attentive and evidence a desire to please us. We become regular patrons, unconsciously perhaps, because we are greeted with a "good morning," and those who serve us do it with a smile, rather than mechanically, or as though they were bored.

Little courtesies, pleasantly rendered, and extra efforts indicating an interest in the comfort and pleasure of patrons while on our cars, or concern manifested in a satisfactory and prompt handling of freight shipments, go far in building good-will, to hold the old and gain new customers. In other words, it is the "extra bit" of service that counts.

All of us can do something to improve our position in the public mind and it is well to constantly remember that whatever advances this railway's interest is of direct benefit to employees.

I appeal to every employee to render that "extra bit" of service to the end that more business is forthcoming.

Sincerely,

A handwritten signature in cursive script that reads "A. W. Pontius". The signature is written in dark ink and has a decorative flourish at the end.

President.

NEW SWITCHBOARD IMPROVES 'PHONE SERVICE



Simplifying, speeding, and otherwise improving telephone service, the Southern Pacific-Pacific Electric switchboard was consolidated last month. About \$8,000 was expended upon the new layout.

AS A RESULT of the recent consolidation of the private branch telephone switchboard of our Company with the dial telephone system of the Southern Pacific Company, the two organizations now have the largest railroad telephone exchange in Southern California. The newly completed system, which also ranks as one of the largest in Los Angeles, interconnects more than 400 telephones.

The rearrangements and improvements of the company's telephone system involved the removal of the Pacific Electric's private branch exchange valued at approximately \$10,000.

The Southern California Telephone Company, at an expenditure of \$8,000 installed additional equipment in connection with the dial system of the Southern Pacific Company, sufficient to care for the telephone needs of both companies and to handle growth of telephone usage for the coming two years.

Retain Identity

The two companies have not lost their identity in respect to telephone numbers. Callers continue to dial TUCKER 7272 for the Pacific Electric and are answered by the telephone attendants in the previous manner. The same practice holds true in calling the Southern Pacific Company.

Our railway now has full 24-hour telephone service, instead of the sixteen hour service that was available before the consolidation. At present approximately 12 operators and a chief operator are handling the telephone traffic coming in and going out through the main switchboard at the Main

Street Station. According to a recent telephone company survey, it is estimated that between 110,000 and 130,000 telephone calls are answered over the combined switchboards each month, and that approximately 70,000 outgoing calls are made during the same period.

With the discontinuance of our manually operated switchboard, it was

Don't Say "Hello"

ALTHOUGH not many employees are guilty of the fault, occasionally one hears the telephone answered with a "Hello," which is a time-wasting and unsatisfactory greeting to the party calling. The telephone company issued a little booklet in which it makes the following comment to the "hello" greeter: "You wouldn't say 'ahoy' when you answer the telephone, although this was one of the words spoken over the first telephone. Some people still say 'hello' when answering, which really does not give any more information than 'ahoy.'

"Give your name, your department, or the name of your firm when you answer. This not only tells the other fellow who you are, but starts the conversation easily.

"Avoid those obsolete and inadequate 'hellos'."

necessary to increase the capacity of the parent Company's switchboard from six to seven operators, and to connect to the enlarged switchboard an additional 145 telephone lines for the general office, six additional lines for off-premise telephones, 17 trunk lines to the TUCKER central office of the telephone company for Pacific Electric use, three additional trunk lines to enlarge the FABER 6161 group, as well as additional dial equipment.

Thirty-three outside telephone circuits interconnect the 7th St. Freight Station, 8th and Hemlock, 8th and Alameda, 1710 East Washington, Butte street yards, 636 South Central avenue, and 25th and Long Beach, with the Arcade Station, 500 Central avenue. The shops at 1800 Alhambra Road are connected with the Macy street yards, 800 Mission Road, and the Cummings street yards by means of six outside telephone circuits and associated equipment.

Other Details

In addition to the 400 company telephone lines, the dial switchboard is connected with the TUCKER and FABER central office equipment by means of 90 trunk lines, and 18 long distance lines. The companies also maintain 22 positions of order board, to handle general information service, traffic information service, pullman reservation and information service, etc.

The outstanding feature of the new telephone system was the successful consolidation of four switchboards, each attended by operators, into one large switchboard, and the installation

of dial equipment at the other three points—the Arcade Station, 1800 Alhambra Road, and 1400 San Fernando Road.

Under the new plan the obtaining of intercompany connections is similar to getting a local telephone number from one central office number to that in another central office, as calling from TUCKER to a Hillside number. To obtain a connection from the General office with a certain man in the Arcade Station, a controlling digit, for instance "7", is dialed. This works as though one had dialed the first two letters of a prefix, as "HI", and connects the caller with the equipment in the desired building, in this case the Arcade Station, instead of with an operator as heretofore. The three numerals of the called party's number are then dialed, establishing immediate connection without any interception by operators.

This system, striking a most modern note in speed and efficiency, is already proving to be a valuable asset to both the companies.

301 EMPLOYEES GET DIPLOMAS

With the issuance of 301 diploma-certificates to students of the Pacific Electric School who had completed the prescribed courses of study in one or more of the 20 subjects offered employees and their families, the Company's educational activities for the 1930-31 season came to a successful conclusion on the evening of Thursday, June 18 with a mammoth commencement exercise in the Club Theatre.

After an interesting program presented by students of the school, an introductory address by Educational Director Earl W. Hill, and interesting remarks from Club President E. L. Young, President D. W. Pontius personally presented the graduates with their certificates as they filed by according to classes. Mr. Pontius also delivered a real 'pep' address on educational work and complimented very highly those who are participating both as students and instructors.

The subjects for which certificates were issued are as follows:

English Grammar, Letter Writing, Dramatic Art, Typewriting, Orchestra, Spanish, Dress Making, Psychology, Traffic Management, Slide Rule, Engineering Mathematics, Engineering Electricity, Artcraft, Chorus, Stenography, Public Speaking, Personal and Social Charm, Tap Dancing, Ballroom Dancing and Physical Culture.

New classes for the coming year will be organized in additional subjects upon application of 15 or more employees or members of employees' families who signify their intention of completing the course.

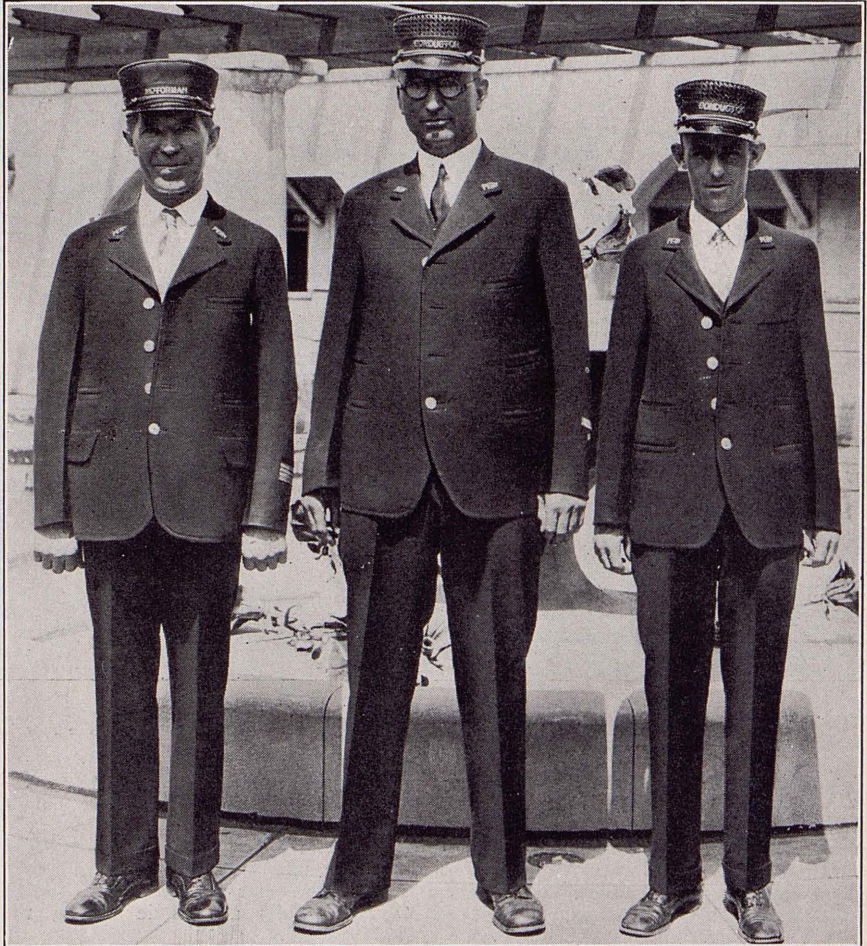
So Why Worry?

A boy was about to purchase a seat for a cinema in the afternoon. The box-office man asked,

"Why aren't you at school?"

"Oh, it's all right, sir," said the youngster, earnestly, "I've got measles."

NEW UNIFORM PURCHASE PLAN



"What the well-dressed Trainmen are wearing," as demonstrated by (left to right) J. M. Gustafson, J. W. Loyal, and G. Waters. The new lower prices and easier terms on uniforms were enthusiastically received.

GOOD news for Trainmen! Effective July 1st it was officially announced to Trainmen that hereafter uniforms could be procured from our Uniform Department at a cost of \$25.00, instead of \$31.00 as heretofore. Also it was stated that caps would be \$1.75, a reduction of 50c over the previous price.

Equally welcome was the information that a new liberal time payment plan had been devised. Under the plan now in force Trainmen will be allowed five months to pay for uniforms, \$5.00 being deducted from pay checks each alternate pay day for a period of five months.

The reduction passed on to Trainmen came about following negotiations by our management with the manufacturer, and Trainmen may be assured that no sacrifice in either material or workmanship is involved in obtaining for them the lower prices which now prevail. The specifications state that either Wanskuk or Verdun Serge material of 16 ounce or better shall be used, and in all other details quality and good service are assured.

Trainmen also have been advised that they may purchase either coat and vest or trousers separately at lower prices. Coat and vest may be purchased for \$17.00 and paid for in three months, and trousers for \$8.00. The new price on Alpaca coats is \$9.00, deducted in two monthly payments.

To the few Trainmen who heretofore have patronized cut-rate tailors in the hope of saving a few dollars our Uniform Department passes the word to beware of those who claim to sell something "just as good." Promises are not always fulfilled and where a cheap price is offered experience proves the product to be inferior. Also the cheap price tailor seldom believes in adjustments.

Our management has entered into a contract with one of the largest tailors in the United States, one who specializes in uniforms and buys in tremendous quantities. This wholesaler in uniforms sells a hundred uniforms to one sold by the cut price tailor, and certainly should be able to merchandise a superior quality product. Satisfaction and service is

guaranteed, as is also a fair adjustment should it be forthcoming.

Coincident with the announcement of new prices and terms it was also stated that Trainmen could have their civilian clothes cleaned and pressed in our Uniform Department for 50 cents, which price also applies to other employees who may wish to avail themselves of the privilege.

"We are hopeful that the five month payment plan will prove helpful to Trainmen," said Mr. Mercier. "We are all prone to first impressions and unquestionably the appearance of Trainmen has much to do with the public's reaction to our service. Trainmen are this company's representatives, and that they be neat and well groomed is highly desirable. Solely from the standpoint of the individual it is advantageous. Certainly the man who is clean-shaven, tidy and bears evidence of care in maintaining good appearance wins the respect, good will and admiration of those whom he contacts. He makes friends for himself and the company he represents."

UNIFORM DEPT. OPEN TUES. EVENING OF EACH WEEK

For the benefit of those Trainmen whose runs are such that they are unable to visit the Uniform Department during the day, it has been decided to keep the department open one night weekly.

Tuesday evening of each week hereafter the Uniform Department will be open for business until 9 p.m. and those Trainmen who otherwise would be handicapped in making purchase during the day may avail themselves of this opportunity to procure their needs.

Antistas Go A'Picnicking

IF THERE were many families of the proportion of the Antista family and they could be prevailed upon to go via our rails on a picnic, business would be good; in fact, excellent.

The picture presented below is that of the Antista family, all nephews, nieces, uncles, aunts, in-laws and what have you, of Lawrence Antista, Asst. Trainmaster, Southern Division, who did his bit when the family talked of a picnic. Result: some 132 extra rings of the cash register on Sunday, August 2. All of the family couldn't go, otherwise another 100 passengers would have been added.

At Huntington Beach swimming, fishing, games and dancing combined to make the outing a memorable one. The outing this year was the second annual picnic in both of which P. E. service was used, thanks to our own Lawrence Antista.

There are few families in Southern California who can claim greater numerical strength than the Antistas. They are not pioneer residents in the true sense, immigration of the clan beginning in 1906 when Lorenzo Antista, father of Lawrence, brought his wife, five boys and three girls to Southern California from Colorado. Tales of California's appeal stirred other Antistas to immigrate, with the result that Colorado's population curve dropped sharply downward. They came from other states, too, and for several years it literally rained Antistas. Four families of ranchers came in three covered wagons, 36 members in all. As years rolled by more Antistas came into the world, with the result that the name will soon rival the Browns for prominence in the city directory.

And speaking of families, the An-

BOOSTER FOR P. E. CAMP

Doc Beckett, Shop Foreman, Pomona, is a booster for the P. E. Camp. Writes the genial "Doc" after a visit there last month:

"My wife and I went to Arrowhead over the new road which is surely a big improvement over the old City Creek road. We were at the lake awhile then went down to the Pacific Electric Camp. Met Mr. Huntington, the manager, had dinner at the dining room at the camp, and surely had a wonderful "feed," and the cost, I think, was the most reasonable of any place like this that we visited.

"We looked over the camp and the cottages and certainly think that it is a wonderful place, and great that the Motor Transit Company employees are privileged to belong to such a club with such a small minimum charge for the privileges they can enjoy.

tistas believe in them, and have them. Two of the families have 10 children; six of them 7 children, and eight of them 6 children. One hundred and ten children in 16 families, if you please.

Perhaps this outing suggests to other employees the possibility of a family gathering to some point on P. E. lines. Not all of us could muster such an army, but fares represent bread and butter these days and they all help.

Or Harder

Bride: These eggs are very small. I must ask the egg dealer to let the hens sit on them a little longer.

Wife: "I've waited since six o'clock for my husband, and it's now seventy-three."

Friend: "When were you to meet him?"

Wife: "At five o'clock."



When the Antista family thought of a picnic, L. Antista, Asst. Trainmaster, Southern Division, decided they would use P. E. transportation. They did, thanks to "Andy," 132 of them.

Public Appreciation Expressed Service and Courtesy Bring Their Reward.

W. K. McPheely, Hollywood line:

"I rode in on car in charge of Conductor 2856 this morning and noticed how interested he was in the welfare of the passengers and their comfort. I saw him go to the front section and tell several people there were seats in the rear and I noticed a Daily News had been given to him which he gave to a lady to read. He seemed to be on the look-out for things to do to help people and made us feel that he was interested not only in his work, but in us.

"When we notice others being kind and thoughtful it cannot help but make us all desire to be more that way.

C. Bennett, Pasadena Motor Coach:

"Last night your Conductor C. Bennett on a new motor coach of N. Los Robles Avenue, probably saved the lives of a few people, and incidentally what might have proved a serious smash-up by his quick presence of mind.

"A car was parked on the avenue and Bennett naturally pulled out towards the middle of street to drive around it. Just as the bus turned out the driver of the parked car suddenly put out his hand and started his car. It required a sharp jerk and a quick swerve for the bus to swing against that sudden move of the car. We all got a startling shake-up and realized the seriousness of the situation."

G. W. Booth, Newport:

"I wish to bring to your attention the action of the Motorman in charge of a three car train leaving Newport at 5:30 July 4th, arriving near Huntington Beach about 6:00 o'clock.

"A little girl about six years of age, carrying a suitcase was walking between the tracks. I was crossing the road and shouted loudly for her to get out of the way and the Motorman was blowing the whistle, but he could see that the child was not taking any notice.

"If it hadn't been for the Motorman's keen look-out and presence of mind, nothing could have saved the child's life. All who witnessed the

sudden stop of the train and the child's predicament thought it a miraculous escape.

"Loud praise was given the Motorman, although he went on his way as cool and collected as though nothing had happened."

C. B. Arnold, Hollywood:

"Last Wednesday I was a passenger on a Hollywood car. The car was in charge of Conductor 2202 and I wish to commend him for the manner in which he handled a very embarrassing situation.

"A woman refused to pay the extra fare necessary to carry her to her destination and though the Conductor tried to persuade her in a very courteous manner, she was extremely rude in her

Here's Business Building Service!

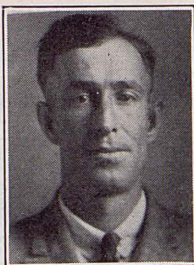
"I would like to call to your particular attention a man who is employed by you as a Conductor on the Santa Monica Blvd.-West Hollywood line. I most always catch the car he is on.

"I cannot say in such few words how much I appreciate the service which is rendered me by this man. I have lived in this city for 15 years and have ridden many street cars, but never have I seen a man put himself out so much to be of service to the passengers.

I am not speaking of any personal service he has done for me; this man is just the same to everyone.

He always has a smile, and says 'good evening' or 'good morning.' Many times when I have had to run and catch my train, forgetting to get my evening paper, he notices it and tells me when we are approaching an intersection where I might buy one from the newsboy. Or if he has my kind of paper, he gives it to me, always saying, 'You might not be able to find a newsboy on the way; I can get one later.'

"I could go on for many pages telling of the many things this man does that makes my trips back and forth from work so pleasant.



H. L. Miller

"My work calls for meeting and handling of the general public every day, so I believe I am in a position to judge a man in the way he does his work. I do not know this man's name, but his number is 2716. I know I am voicing the opinion of many others when I write these things."

language and attitude.

"During the argument, she was carried past her destination and she left the car in a rage saying she was going to report him.

"The burst of laughter from the passengers as she left the car manifested the approval of the method employed and exonerated the Conductor from all blame."

J. R. Stevenson, Hollywood-Venice:

"Standing in a Santa Monica City car No. 684 last night after a crowding mob had filled the street car, I being tired and enthused after hearing the wonderful orchestra at the Hollywood Bowl, took note of the people and

remarks made in the car.

"Many did not know which way or what car took them home and hence a bevy of questions almost in chorus were forced upon the Conductor.

"In all that time he answered each one courteously, called streets several times for accommodation to passengers and was kind and cheerful through it all.

"I have seen other Conductors under lesser strain showing terrific dispositions."

A. P. Baker, Sierra Vista Local:

"Just a line of thanks to one of your Sierra Vista Local Conductors.

"I visit from 30 to 75 sick people every week and do a lot of riding on the P. E. cars and I want to thank Conductor No. 18 on the Sierra Vista Line for the very fine way he helped me on a mission of mercy last Wednesday. His kindness kept me from a long walk."

W. J. McCormick, Torrance:

"W. J. McCormick, No. 1060, should be commended for his presence of mind.

"The car he was operating was an inbound from Torrance leaving at 5:29 P. M., Tuesday, June 23.

"When the car was somewhere around 67th Street a woman got off a Watts local inbound. The car and an inbound Watts local were passing at that stop and the woman waited to let these two cars by, but did not see a Long Beach train, outbound, coming.

"Motorman McCormick sized up the situation, stopped his car and made her pass in front of it. If he had not, the Long Beach train would surely have hit her."

M. P. Hendricks, Long Beach:

"I have traveled many times on your trains, but have never undertaken before to take my wife and babies with me for the reason that my wife has always been nervous about traveling with the children on account of getting on and off the trains.

"We went to Long Beach on the Fourth of July and the Conductor was very nice going down, but when returning, your Conductor No. 1098 was unusually courteous in helping us on and off in all the crowd with our babies and luggage.

"I wish to compliment you on having such a man in your employ, for it has eliminated all the fear in my wife's

mind of traveling on your trains with the babies."

D. G. King, Venice Short Line:

"I want to commend Conductor No. 2764 of your Railroad. Last Sunday I observed this Conductor's exceptional politeness, especially to old people; his quick efficient work on the train; his pleasant and friendly manner.

"Today we came on a train 30 minutes earlier than last week and it was our good fortune to get the same Conductor. I made it my business to watch him and found him just the same as last time—efficient, careful and polite."

O. R. Lyons, Sierra Vista Motor

Coach:

"As a patron of the Sierra Vista Bus Line, I wish to express my appreciation for the courteous treatment of passengers by your driver, No. 638."

J. H. Fish, Hollywood Blvd. Line:

"Just a line about Conductor No. 2114.

"I think you are very fortunate in securing this young man's services. I have never encountered a more polite Conductor. I just can't say it in words. Not that he is being polite as a matter of courtesy. I believe it is natural. This young man deserves honorable mention and I hope he may be on your line for some time to come."

J. Horne, Pasadena Short Line:

"When riding on the Pasadena Short Line from Pasadena to Los Angeles July 14, I noted the extreme care and excellent efficiency of Motorman No. 357. I do not know his name, but his care as an operator and his courtesy in dealing with people when the train was not in motion caught my attention and I would like to commend him to you."

R. T. Field, Western Division:

"Your Conductor No. 2414 is a very courteous gentleman."

W. T. Gryder, Alhambra-San Gabriel:

"I wish to commend Mr. W. T. Gryder for permitting me to ride the car from Alhambra to Los Angeles after I had lost my return ticket and did not have sufficient funds to pay my fare.

"Mr. Gryder paid my fare and I have mailed the money to him. It was very embarrassing to me and I assure you I appreciate it very much."

Courage

My message to you is, be courageous. I have lived a long time. I have seen history repeat itself again and again. I have seen many depressions in business. Always America has come out stronger and more prosperous. Be as brave as your fathers before you. Have faith. Go forward.

—Thomas A. Edison.

Host: It's beginning to rain; you'd better stop for dinner.

Motoring Visitor: Oh, thanks very much, but it's not bad enough for that.

Why More Revenue for Carriers Whole Nation Would Immeasurably Suffer Should Railroads Become Unable to Prosper

All of us are acquainted with the fact that the railroads of the nation have applied to the Interstate Commerce Commission to increase their revenues by raising freight rates 15%. The conditions which brought about the necessity for this application for adjustment are of general interest to all engaged in railroading as a vocation.

The following is a condensed statement embodying the pertinent facts, issued by the Western Railways' Committee on Public Relations and reprinted from the Southern Pacific Bulletin.

THE railways have applied to the Interstate Commerce Commission for permission to increase their revenues by raising freight rates 15 per cent. Losses of railway traffic have been so great in recent months that an emergency has arisen which not only threatens the continuance of efficient rail service, but also even endangers the financial stability of the steam lines. The facts regarding the present railway situation are as follows:

1. The return earned on railway property value amounted to only 3½ per cent in 1930. In the first four months of 1931 the railways were earning a return running at the annual rate of only 2¼ per cent.

2. Even these earnings were made possible only by the most drastic economy, including the postponement of maintenance work which must be made up in the future. Had it not been for this deferred maintenance, railway net returns would have been even lower than the figures shown above.

Economies Forced

3. These drastic economies, which the roads have been forced to make, have resulted in the furlough of many thousands of railway employes, with the consequent loss to agriculture and industry in general of the purchasing power of these men. These forced economies have also materially reduced railway purchases of materials and supplies, with a consequent decrease in employment in those industries which normally sell much of their output to the railways.

4. Present low earnings threaten to destroy the ability of the railways to secure new capital for investment in their properties to increase efficiency and economy of operation.

5. If the railways were permitted to participate in periods of prosperity equally with other business, they should make equal sacrifices in times of depression, but they are denied such participation by law. Even in periods of prosperity, the return earned on railway property has been small and inadequate.

6. According to the Transportation Act of 1920 the railways are entitled to a fair return upon the value of their transportation property. For the past

nine years this fair return rate has been set at 5¾ per cent. In no year since the law was passed, however, have the railways been allowed to earn this fair return, and their total shortage below this amount, in the period 1920-1930, was \$2,575,000,000.

Financial Support Threatened

7. The theory of the law is that the railways represent private property devoted to public use. Because of this public use, they are required to forego chances for high profits in prosperous times in return for the supposed assurance of fair earnings. If, however, a fair return is never received, even in the most prosperous years, and the railways are then expected to stand heavy reductions in earnings in poor years, our railway system cannot be maintained. Funds will not be invested in an industry which suffers all the evil effects of hard times and enjoys none of the benefits of good times.

In brief, the railways must have higher revenues because their business has suffered such losses, both through the depression and through subsidized and unregulated competition on highways and waterways, that present earnings are not sufficiently high to maintain efficient railway service and railway credit. A freight rate increase is the only way in which the existing emergency can be speedily met.

The railways are not now seeking to obtain the fair return to which they are legally entitled. Even with a 15 per cent increase in freight rates, they would earn, under present traffic conditions, an annual return of less than 4 per cent on the value of their properties. They are asking only for such an increase as is absolutely essential if they are to maintain their service and their credit. The 15 per cent advance in freight rates now sought by the railways is far less than the losses which the public will sustain, both now and in the future, if railway service breaks down and railway credit is destroyed.

Hopeless

A minister went into a negro barber shop to get a shave. The barber being under the influence of liquor, made several bad cuts on the minister's face, whereupon the minister, ever alert to call attention to the evils of drink, said: "Now do you see what booze does?"

"Yessah," replied the negro, "it shore do make de skin tendah."

The Inquiring Reporter

Reporter—And in what state were you born, professor?

Professor—Unless my recollection fails me, in the state of ignorance.

Reporter (scribbling)—Yes, to be sure. And how long have you lived there?

WHEN COLOR AND BEAUTY RIVALED RAINBOW



A GAIN transforming our Club's ball room into a dream floral garden the second Annual Flower Show, held early in June, will be remembered pleasantly by some thousand visitors who thoroughly enjoyed the colorful display of about every specie of bloom that blesses our Southland. While there were a few less individual exhibitors, there were more displays in which were exhibited 49 different kinds of flowers of many varieties. Having gained the experience from the initial show, arrangement of displays this year showed a marked improvement over the 1930 layout.

Unquestionably the outstanding feature of the show was the sterling exhibit of Mr. and Mrs. I. Brearley, whose splendid artistry won for them the Club Cup, Grand Sweepstake Cup, donated by A. G. Owen, and 12 ribbons, all of which were well deserved awards. Their exhibit consisted of 14 varieties of flowers, 4 species of foliage and among their Gladiolus were 29 varieties. The colors were beautifully blended and artistically displayed, the honors being due Mrs. Brearley who conceived and carried out the novel display setting.

Second honors were rightfully awarded to Mrs. Gordon Akerson whose riot of color baskets were about as perfect as would be possible to assemble. In addition Mrs. Akerson displayed two tables of Cacti and flowers, the former containing species that the average persons did not know existed. A cup donated by Mr. Mercier and 12 ribbons were the awards of which Mrs. Akerson may proudly boast.

P. E. Club Ball Room was the recent scene of the 2nd Annual Employees' Flower Show, again proving an outstanding success. Thirty-seven exhibitors entered 247 exhibits.

The winner of the third prize, a cup, donated by Jean Adams of the V. A. Corrigan Company, was L. E. Brown of Torrance, first prize winner at last year's show. Mr. Brown's entry also merited the winning of a bronze medal, two of which were given by the California Gladiolus Society, Earle Moyer of the Accounting Department being named winner of the other one.

Space does not permit publication of names of winner of ribbon awards of which there were 92; also there were 12 awards of merit and 13 special awards kindly offered by F. E. Loucks; Carleton B. Bell; L. E. Brown, O. O. Collins, and Earl Moyer.

A very splendid spirit of sportsmanship was again manifested by the contestants and all co-operated to make the show the success it proved to be. Exemplifying one example of helpfulness which Manager Earl Moyer and his committee received, A. G. Owen, unable to enter his own flowers, nevertheless, at his own expense, bought enough Gladiolus to make a huge exhibit that rivaled any displayed. While not eligible for an award, his interest was commendable.

The judges this year were Dr. H. N. Hammes, Supervisor of Judges (he is a member of the board of directors of the California Gladiolus Society); C. A. Brazee, Dutch Iris Specialist from Torrance; R. A. Hallett and H. C. Epperson from Angeles and Musser

Seed Company of Los Angeles. Dr. Hammes and Mr. Hallett were on the judges staff last year and their praise together with the other judges as to the way the show was arranged and the quality of bloom of the flowers was well worth the work and effort necessary to put the show over.

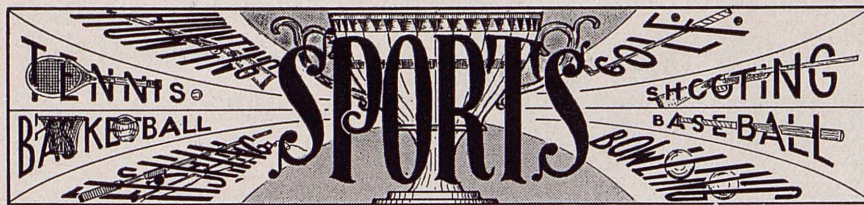
MOTORMAN SAVES A CHILD FROM TRAGIC DEATH

An ambition to see the world nearly came to a tragic climax last month in the case of young David Fair, 18 months of age, residing at 1136 No. Columbus Street, Glendale.

Young Dave remembered the pleasant rides he had previously had via the Big Red Cars, and when mother was not looking, decided to take a trip to New York. He wandered the several blocks from his home, crossed Glendale Blvd. and chose to take a rest between the two outbound rails until his train came.

Motorman P. D. White saw a small object between the rails as he left Arden Junction, blew his whistle and cut off the power. The little fellow gleefully started toward the train that was to take him on his dream journey. The train was stopped in time to avert the tragedy that inevitably would have happened had not Mr. White been keenly alert.

No one in the immediate neighborhood knew the little fellow and he was turned over to the Police Department at Broadway and Brand on the inbound trip, who restored him unharmed to a frantic, but tearfully grateful mother.



M. LEVIN WINS TOURNAMENT CHAMPIONSHIP IN SNOOKER

After three weeks of matched play, the Club's first Snooker Tournament has become history and the champion has been crowned. Having survived two rounds of elimination games, a round-robin which resulted in a triple tie for first place and a play-off round-robin, Mike Levin, Accounting Department, won first honors. L. H. Covell, Dispatcher, Southern Division, won second place and W. M. Brooks, Mechanical Department, took third. Fourth and fifth places went to Dr. A. M. Scholz, Medical Department, and Bob Towers, Motor Transit, in the order named.

For his winning first honors, M. Levin received a merchandise order in amount of \$6. The second and third place winners received merchandise orders for \$3 and \$1, respectively.

The closeness of the competition during the latter stages of the tournament is shown by the fact that at the completion of the five-man round-robin there were three of the participants tied for first place. This necessitated the playing of a three-man round-robin playoff to decide a winner.

A total of twenty players signed up for the tournament, which started on June 19. A special interpretation of rules, adhering closely to the American game, was worked out and governed the playing throughout the tournament.

It is planned to stage a billiard tournament in the near future and as soon as that is completed to have another snooker tournament conducted under a new plan of dividing the players into "A" and "B" groups so that all will have a more equal opportunity of winning.

W. HOLLYWOOD IN PLAY-OFF FOR LEAGUE LEADERSHIP

Winning five of eight games played since the last issue of the Magazine, and also the privilege of playing off Reseda for the championship of the League, the West Hollywood baseball team again has given an account of itself.

While the entire team has fielded well and hit timely, the outstanding feature of the team's play has been the sterling pitching of Carroll, who has done the bulk of the mound hurling. In the past two months Carroll has pitched one one-hit game, two three-hit games and two five-hit games, which is sufficient in any man's league.

For the championship play-off between Reseda and W. Hollywood the first game will be contested in West Hollywood on August 9th; the second at Reseda the following Sunday and

the third at grounds later to be announced if one of the two teams does not win both games.

The following shows box scores beginning June 7th and each Sunday up to and including August 2nd:

	R	H
West Hollywood Trainmen ...	13	18
Tarzana	0	5
Batteries: Oster, Carroll, Dewese; Carr, Micley, Meridian, Bothwell.		

	R	H
Reseda	0	1
West Hollywood Trainmen ...	4	10
Batteries: Brown, Mann; Carroll, Dewese, Carr.		

	R	H
Van Nuys	7	5
West Hollywood Trainmen ...	12	15
Batteries: McVicken, Arand; Carroll, Dewese.		

	R	H
West Hollywood Trainmen ...	3	13
Ocean Park Trainmen	6	10
Batteries: Carroll, Dewese, Carr; La Barge, Morgan.		

	R	H
Newhall Saugus	3	6
West Hollywood Trainmen ...	6	12
Batteries: Bowan, Willis; D. Bowman, Carroll, Dewese.		

	R	H
Canoga Park	2	3
West Hollywood Trainmen ...	1	3
Batteries: Smith, K. Lopez; Carroll, Dewese.		

	R	H
S. M. American Legion	10	10
West Hollywood Trainmen ...	4	10
Batteries: Forney, Beckley; Williams, Dewese, Nicholls, Dewese, McKee.		

	R	H
Canoga Park	0	3
West Hollywood Trainmen ...	3	6
Batteries: Thomas, Lopez; Carroll, Dewese.		

P. E. CLUB WINS FIVE OF ITS LAST EIGHT GAMES PLAYED

The Pacific Electric Club baseball team won five of the eight games played since the last issue of the Magazine. All of the scores were very close and games played were with teams rated as the very best in semi-pro ranks of Southern California. In four of the eight games played it was necessary to go extra innings to decide the issue, three being 10 inning and one a 12 inning affair.

The pitching of Bob Drysdale has been superb, he having pitched all games and if the support given him had been errorless he would have turned in a victory in every game. Fans are missing a real treat if they are not coming out to witness the pitching of Bob Drysdale, as well as

the good team play of the entire club. Scores as follows:

Sunday, June 7, at San Bernardino

	R.	H.
Pacific Electric Club	5	8
Acme Brews	4	7
Batteries: Drysdale, Spencer, Daley; Rowe, De Weese, Borden.		

Sunday, June 14, at Pasadena

Pacific Electric Club	5	10
Sportland Club	3	4
Batteries: Drysdale, Daley; Cosby, Elcox, Summers.		

Sunday, June 21, at San Bernardino

Pacific Electric Club	9	14
Acme Brew	6	10
Batteries: Drysdale, Daley, De Weese; Rowe, Borden.		

Sunday, June 28, at Lomita, 10 innings

Pacific Electric Club	12	16
Lomita Merchants	13	16
Batteries: Drysdale, Spencer, Daley; D. Downs, Lillis, L. Downs.		

Sunday, July 5, at White Sox Park, Los Angeles

Pacific Electric Club	5	14
El Mexico-El Paso	6	10
Batteries: Drysdale, Daley; Carrizoza, Sanchez.		

Sunday, July 12, at Pasadena, 10 innings

Pacific Electric Club	4	9
Sportland Club	5	9
Batteries: Drysdale, Daley; Oster, Summers.		

Sunday, July 19, at Monterey Park, 10 innings

Pacific Electric Club	4	15
Monterey Park	3	13
Batteries: Drysdale, Galloway; Rojas, Blondie.		

Sunday, July 26, at 62nd and Western, Los Angeles, 12 innings

Pacific Electric Club	7	13
Star Truck & Whse. Co.	6	9
Batteries: Drysdale, Galloway; L. Portman, Dunn, Brayton.		

GOOD PROGRAM SCHEDULED AT ROD & GUN CLUB MEET

A large attendance is requested at the forthcoming meeting of the P. E. Rod & Gun Club to be held August 12 at 8 p.m. in the P. E. Club. In addition to a business and sport planning program, a five reel film entitled "Fishing Across Canada," through the courtesy of the Winchester Repeating Arms Company, will be shown, following which ice cream and cake will be served.

The Rod & Gun Club, desiring further publicity of a bulletin issued to members last month, the same is reprinted in part herewith:

On display in the big show cases of the Rod & Gun Club Room at the Pacific Electric Club is the finest collection of prizes which the members have ever had the opportunity to compete for.

The Club rules in regard to registration of fish are very simple and are based on the creed that **Honesty** is the standard of every true sportsman.

There have been registrations in the past upon which considerable controversy and criticism have arisen, as to the truthfulness of the registration; all of which has led to a tendency of some of the members turning in reg-

istration cards that are properly filled out and witnessed but bear the unmistakable evidence of "Horse Play".

There is too much value attached to the prizes, which are to be awarded, to continue any such acts by any members of this Club, and hereafter the Field Captain of the Fishing Section will carefully scrutinize all registrations and any questionable ones will be turned over to the Executive Committee for verification.

The burden of proof in regard to registrations is going to be on the member who makes same and any violation of the rules governing will subject all registrations made by this member to disbarment and a further penalty of suspension from the Club.

Various other violations of privileges granted to Rod & Gun Club members, such as abusing rates on fishing barges, etc., have come to the attention of the Club officers. Such infractions are very embarrassing and must be discontinued or the guilty members will be expelled for the Club.

WHAT BOWLERS ARE DOING

The summer league brought its activities to an end July 3rd with the Giants, composed of Covell, Gonzales and Cobb in first place by a margin of one point over the Senators, Smith, Jones and Miller.

Welch of the Robins led the individuals with an average of 182, with Covell next with 177; followed by Gowanlock with 176. Nack, Walton and Spencer, newcomers to our ranks, showed great progress and we look for some fine bowling on their part next winter.

Among the team performances, that of the Yankees stands out. This team composed of Gilbert, Brenchley and Skemp rolled high series, 1631 and high game, 593, in one evening. The boys were sure "hot." The next high series, 1558, was rolled by the Stars, composed of Wooley, Winslow and Nelson. The Giants rolled the next high game, 579. These scores show that some very fine bowling was done and everyone had a good time. We are all looking forward to our winter season which will start early in October.

The final standing for the summer league follows:

Giants23	13	12653	579
Senators22	14	12212	553
Robins21	15	12565	571
Athletics20	16	12353	528
Yankees19	17	12495	593
Indians19	17	12372	547
Cubs17	19	12015	539
Angels17	19	11988	519
Stars13	23	12248	558
Braves9	27	11091	538

The organization meeting for election of officers, entry of teams and other important business will be held in the P. E. Club at 8:00 P.M., Friday, September 11th, 1931. All interested bowlers are requested to be present.

The L.A.B.A. entries from our league fared very well in the doubles

Many Sell-Outs Recorded at P. E. Camp. Better Make Reservations

WITH mid-season just past, the Pacific Electric Camp in the San Bernardino Mountains is enjoying one of its best summers in all the fifteen years that employees and their families have been vacationing there. Many Motor Transit employees have helped to keep attendance at near-record figures.

Attendance at the Camp for July was above that of previous seasons and the first week of August was practically a sell-out, with reservations for the balance of the month, indicating that there will be a large crowd at camp all during the month. Week-end crowds have been especially large, with practically every Saturday night bringing to camp more than could be furnished with sleeping accommodations.

To insure being taken care of at the Camp upon arrival, Manager Vickrey informs that reservations should be made at the Club Office. On certain occasions it has been necessary to turn people away from the Camp due to their having no reservation and the Camp being filled to capacity. The motto should be, "Make reservations in advance and avoid being disappointed."

Between now and September 15, the end of the summer season, the beauty of the mountains is unsurpassed. Days are warm, but nights have that zestful, chilly "zip."

Although the summer season closes on September 15, it is planned to keep the Camp open during the entire year in continuance of the plan made effective at the close of last season.

and singles. Covell and Gowanlock won prize money in the doubles with 1156; Covell with 580 and Gonzales with 522 placed in their respective classes in the singles. For information as to the five-men team event, please ask one of the participants, as the details are too painful to write. They headed the list all right, but you had to look at the list upside down to locate them. Better luck next year, boys, when we expect the biggest tournament ever held in the United States to take place right here in Los Angeles in connection with the Olympiad.

Remember our organization meeting, 8:00 P.M., September 11th in the Club.

Vacations and Vacationists

By Max Schuring

D'ye ever try to get any information out of a returned vacationist? Try it . . . and then compare the dope you want with the dope you get . . . you make inquiries about the scenery . . . and you get the exact (maybe) number of miles he got to the gallon . . . you ask about camps, accommodations, and what not . . . and the answer is a series of lamentations about detours, having-to-go-in-low, blow-outs, radiator ailments and near-accidents (always the fault of some fool driver, not your informant). You seek to learn the points of interest, historical and otherwise and your vocabulary is enlarged (if your memory holds out) with fourteen new names for traffic cops. You also get a list of beaneries and barbeque stands to steer clear of . . . service stations that "bear watching" . . . short-changing soft-drink stands . . . and never-changing auto-camps. By the time you have all the dope that your oracle has to spill, you decide to go some place else . . . the beauties of Nature seem to be like a lot of other stuff to some people . . . they can take it or leave it alone. Some motorists could take a drive through Glacier National Park, Yellowstone, Yosemite, and the Sequoias, with sidetrips to the Garden of the Gods, Niagara and the Grand Canyon . . . and come home and say: "Well, we made darn good time, didn't we? I bet our neighbors couldn't have done that in their new 8-cylinder "Hoopeneiser" . . . Yes, siree, she's a good old boat yet, but I'll have to have that oilpump fixed and those brakes re-lined. You know that oil-station feller told me about some new kind of dope to fix the top with . . . now, let's see . . . where was that, Maggie, do you remember the name of that place . . . it was where we got those big hot dogs for a nickel. No, not Grand View . . . that's where our tire blew out and that guy tried to gyp me out of my change. Oh, well, what's the diff . . ."

Of course there are several ways of enjoying a vacation. If some fellows had to work as hard for the company as they do during their vacation, they'd resign. Some of the big he-men of the great outdoors will hike 30 or 40 miles a day in hopes of seeing a jack-rabbit or a deer or what have you . . . when in town they stagger from one car into another . . . or in the office drape themselves over two chairs with their feet on a desk. Then there are the boys who'll have a rousing good time, if they can just sit and shiver all night in the rain or fog, waiting for a measly duck or mackerel. Just to be in the same room with one of those birds, when it's chilly and bad weather down town and try to get near the stove or radiator . . . yeah, just try it. Then we have the beach and bath enthusiasts . . . they'll go to some

(Continued on Page 20)

THE PACIFIC ELECTRIC



MAGAZINE



Published Monthly by the Bureau of News (Executive Department) in the interest of Employees of the Pacific Electric Railway.

E. C. THOMAS... Gen'l. Agt. Executive Dept.
PAUL T. PORTER Editor

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- R. M. Cobb Elec. Dept.
- Edmund C. Fox Trans. Dept.
- W. H. Jenkinson Hill St. Station
- Reed Christiansen P. E. Club
- Daniel Sanchez L. A. Freight Terminal
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- H. H. Williams Gen'l Agt., Ocean Park
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- R. C. Vanderpool Trans. Dept.

Contributions of Items of Interest by all employees solicited. Address all communications to the Magazine, to Bureau of News, Room 708, Pacific Electric Building, Los Angeles.

HAVE you read Mr. Pontius' statement on Page 2 of this issue? You should.

If every employee of this railway could be brought to a full realization as to just how far courtesy will go toward increasing good-will and result in greater patronage, certainly all of us would practice it constantly.

Wanted: Business Getters

When we render service in a pleasing, courteous manner it not only holds present patrons, but causes them to talk to their friends, and induces others to use Pacific Electric service.

How true is Mr. Pontius' statement that none of us patronize stores where the clerks fail to measure to a standard of courtesy. Many of us can recall of having discontinued patronizing a merchant because we were offended by the actions or attitude of a subordinate. We did not consult the owner or manager of the institution, who undoubtedly would have dealt severely with the offending one.

The same analogy applies to our patrons who resent curtness, the lack of a complete reply, or many of the other little services to which they are entitled. Not one per cent of those who



A. T. Mercier (right), congratulating Jas. S. Neuman, Pasadena line, upon his record of 12 consecutive years without a chargeable accident. In accomplishing this feat it is estimated that Mr. Neuman has operated trains a total of 820,000 miles, or approximately 33 times around the world, without being responsible for an accident. In a radio address recently Mr. Mercier called upon Mr. Neuman to collaborate with him upon the subject of "As a Motorman Seeing the Motoring Public." Our executive asked some very pertinent questions the answers to which made by Mr. Neuman brought out many of the shortcomings of motorists. Mr. Mercier is a member of the Highway Safety Committee of the California State Chamber of Commerce and has frequently broadcast messages designed to educate motorists of state to use greater care and obey existing laws.

are offended write and report the incident and individual to the management. They simply change to other modes of transportation, just as we changed stores when offended.

Just as the public deprecates discourtesy, it applauds and praises those who earnestly seek to serve it well. The many letters quoted in part elsewhere in the Magazine give evidence that the public is observant and appreciates the efforts of those who go beyond the usual point of pleasing.

The surest way of gaining more business, so pressingly needed, is to please the public!

The "I'll Get By" Boys

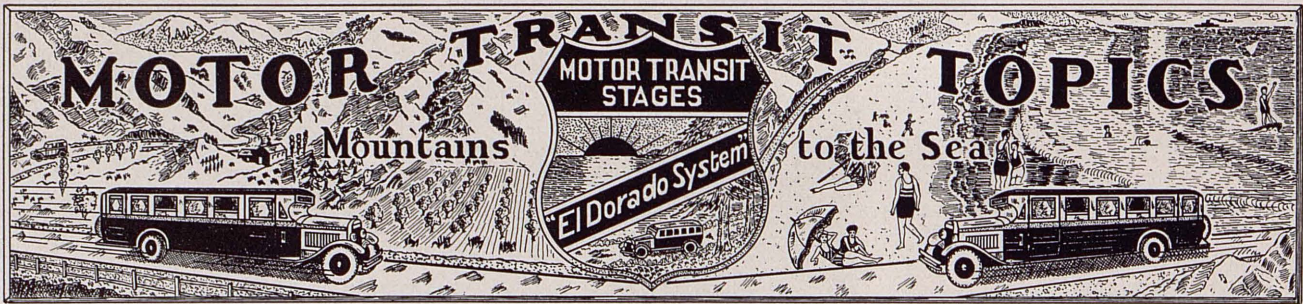
That was the theme song of a certain chap. He was not particularly interested in his job. Rather inclined to look down on it. Felt he was entitled to a better and more responsible place. "I'll get by all right," he said—and he settled down to do just that.

He was only fooling himself. He picked a sure way of turning his work into drudgery. Instead of improving his chances for advancement he was killing them.

Just trying to "get by" represents an unfortunate frame of mind. When a man decides his work does not merit any particular interest or effort he makes his lot just that much harder.

The "just get by" boys don't last very long anywhere.—*The Safe Worker.*

Confidence is the companion of success.



SELLING THE MOUNTAINS

"Selling the Mountains" sounds like a large order, but we are doing it, and in a big way.

We have made a great beginning by selling ourselves first, and judging by the great number of Motor Transit and Pacific Electric employees who have spent their vacations there this year we have done just that.

I was impressed by a phrase in a speech made to a convention in Long Beach a short time ago, "Getting more eyes and ears for our dollar." There's a slogan we might well adopt, for I believe the Agents of the Motor Transit Co. and the Pacific Electric contact enough eyes and ears to double this mountain business.

There is a lot of enthusiasm in the Mountain Division about this thing, and I have on my desk a note from Claude Allen, Superintendent of the Division, "that the operators held a meeting to discuss ways and means to increase freight and passenger traffic in their district, each operator arranging to solicit business on his run." This is the spirit that gets things done and if we can instill it into the heart of every employee of our Company, we can knock this depression talk galley west.

Let every agent and operator talk to at least one every day about the advantages of the mountains for the vacation or the week-end trip, and the depression will end so far as our revenues are concerned.

SMITHSONIAN BIDS ON RELIC

For several weeks there has been much mystery as to who the men were that have been following Lem (Scotty) Sommerville every time he stepped out in his Dodge.

They would examine and inspect very minutely and microscopically every part of that vehicle, and, especially the appendage at the rear which protruded about eighteen inches, and which proved to be the license plates used since date of manufacture of the chariot.

The mystery has been solved, however, for Lem has announced that he has accepted the offer of the Smithsonian Institute and the old rattler will take its place alongside the other famous relics of history that the generations of the future may not be cheated of seeing the original of the species. The experts have placed the origin as the second year of King Toothandcumin's reign.

TRAFFIC MEN MAKE WEEK-END VISIT TO MOUNTAINS

The following gentlemen made a trip through the mountains as guests of the Motor Transit Co. and the Rim of the World League on June 24: A. E. Norrbom, M. D. Rosenberger, G. P. Billhardt, W. W. Fisher, E. H. Jyon, C. C. Dickson, C. H. Jones, of the Pacific Electric Traffic Dept., and Walter Kruckman, Mr. Blake, Long Beach publicity, and Claude Allen, Supt., Mountain Division.

The party stopped at Camp Seeley for lunch as guests of the Crest Forest Club, and after a sightseeing trip went to Lake Arrowhead for a trip around the lake, then to Bear Valley to Pan Hot Springs, where they spent the night as guests of the All Year Club of Bear Valley. They also attended the Rim of the World League dinner held at Stillwell's Camp.

Mr. MacIlveen "Elected"

The June Motor Transit page, and also this month's material, was assembled by J. L. MacIlveen, Traffic Dept. The work has been so interestingly prepared that it has been suggested that he be permanently appointed, which, of course, calls for an election.

"Any other nominations?" (Silence). "All those wishing Mr. MacIlveen to assume this duty regularly signify by saying 'Aye.' (roars of 'Ayes'). Contrary? (very deep silence). Mr. MacIlveen is elected."

PICK-UPS ALONG THE ROUTE

A large number of Motor Transit employees have spent their vacations at the P. E. Camp.

Over this last week-end, registered at the Camp were: Mr. and Mrs. Max H. Green, Mr. and Mrs. L. O. Ballou; Mrs. Sands of the Statistical Dept.; Operator Smith and family; Operator O. W. Brown and family of the Sunland Division. We are pleased to see Mrs. Green is able again to be in the mountains she loves so well.

We claim this was a rather colorful aggregation, the Greens, Ballous (Blues) and the Browns. Eh, wot!

Mr. and Mrs. C. L. Heflin, Joint Agents for the Motor Transit and Pacific Electric at Redlands, took a trip to Camp Radford a few days ago.

We understand that Mr. Heflin got caught in a thunderstorm and now understands why they sell umbrellas in

California. Heflin says the next time he makes this trip, he is going to install an aerial and ground for protection.

Our depot at Pomona looks like a new place since the committee of five finally got busy. We calls it a mighty good paint job. The walls are green and tan with the woodwork a light grey. You wouldn't know the old home, boys, looks so different. All the boys had a hand in it, Charlie Miller, Doc Beckett, Charlie Rhinard, Dick McCoy, and Hester. We do not know where Beckett got that "Doc" fastened to his name, but he sure is a master with that paint dofficker.

Mr. Hester, Expressman at Pomona, is on his vacation, and Operator Honor is taking his place until his return.

Agent Gentry, Santa Ana, has returned to his duties after a trip east on account of the death of his father. We wish to extend Mr. Gentry our deepest sympathy.

Agent Harrington, Santa Ana, is on his vacation. Have a good time, old boy, and we hope the rumors we hear are true.

Ole Swanson has resigned from the Motor Transit Co. and has taken a position with the Century Pacific Air Lines. We were hoping that when Ole was checked out at Whittier he would be short, if it was only a dime. How he could find them was nobody's business. Good luck, Swanson.

W. M. Burns, Timekeeper at the Union Depot, is on his vacation. W. E. Turner of the baggage room is holding forth until his return.

Mr. Peters, of the check room, has returned from a three weeks' vacation.

F. E. Billhardt, General Agent, and Archie Fidel of the Pacific Electric, with Mr. Allen of the Motor Transit Co., made a two-day trip through the Barton Flats district the latter part of June, inspecting the Boys' Camps.

Mr. Allen reports a large increase in freight shipments into the Barton Flats and Seven Oaks districts during June and July.

Agent Patterson of San Bernardino has in addition to his own station taken over six commission agents in the mountains. Pat only works from

6:30 a.m. to 2:30 a.m. and a commission has been appointed to find out where he spends the other four hours of the day.

Relief Agent Ray Hough returned from a two weeks' vacation on July 13. Ray spent his vacation at Vista trying to grow avocados??

A great deal of mail has been coming to San Bernardino addressed to Walter Randig, Shop Foreman. The boys have been very much concerned about Walter lately on account of his sorrowful countenance, and sad eyes. Things will soon be all right for rumor has it that Walter is going to spend his vacation in Texas and bring back with him a bride.

Remember the Alamo, Walter.

Friends of Bill Kennedy, formerly at Alhambra Station, will be glad to know that he is now in San Bernardino as assistant to Agent Joe Patterson.

Some additions to the Motor Transit family in the last month: To Mr. and Mrs. Whittaker of El Monte, a daughter, 8¾ pounds. To Mr. and Mrs. J. F. Knapp of Sunland, a daughter, 7½ pounds. Congratulations; hope the cigars are not all gone.

Don't forget your Railroad Stops, boys.

An Operator sends a list of some things he would like to see before he passes over:

Walter Deal with a package of cigarettes.

Someone stick Lem Sommerville for lunch.

Ed Netzley and Tiny Long in an Austin.

Hank Faulkner telling Bible stories.

L. O. Ballou getting 10,000 DEMERITS.

MacDonald check him when he had Five Dollars.

Operator Ross trying to put on a number twelve shoe.

Seymour Hastings with a permanent wave.

K. De Brawere in a Prince Albert coat.

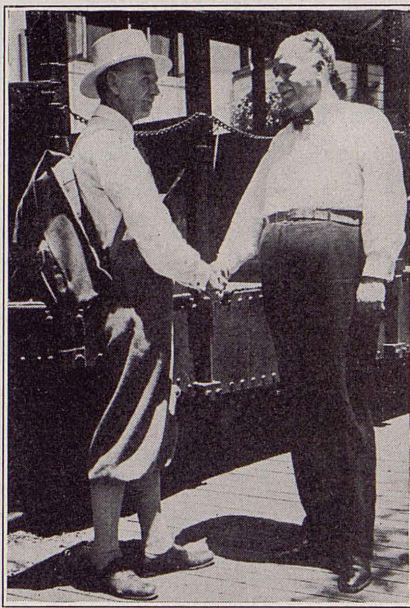
"Bob" Holcomb Answers Call

Many of the older employees of the Accounting and Passenger Traffic Departments were grieved last month to learn of the passing of R. M. Holcomb at his home in Stephenville, Texas, the cause of his demise being acute indigestion.

Mr. Holcomb came into the employ of the Pacific Electric in August 1911 and four years later was transferred to the Passenger Traffic Department where he later became Chief Clerk. He resigned in December, 1931 to return to his former home in Texas where he connected with the First State Bank in Stephenville, being Asst. Cashier during the past few years.

"Bob", as he was known to his friends, was highly esteemed and news of his passing was received with profound sorrow.

Nature Lover Sets Mark in Visiting Mt. Lowe



Only Trainmen make more trips to Mt. Lowe than does Mr. C. J. Martin (left), who has visited our resort 102 times in the past three years. Tavern Manager Clark is saying, "Thank you, Mr. Martin."

IF WE were to name a champion Mt. Lowe visitor the palm would have to go to C. J. Martin of Wilmington, whose frequent visits to our famous mountain resort are well worth recording.

During the past three years ending July 12 Mr. Martin has journeyed to Mt. Lowe no less than 102 week-ends, which means that out of every three Sundays two of them have been spent on trails leading from our Mt. Lowe Tavern. Neither snow nor cold have dampened the ardor of this hardy outdoor lover, for regardless of weather conditions he has answered the call to commune with Nature whenever the urge asserted itself.

Choosing to leave on the 7:10 p.m. Saturday evening train Mr. Martin's delight has been a midnight hike from the Tavern to Barley Flats, 6000 feet above sea level, and a distance of twelve miles, which he leisurely takes, arriving at his destination at about 2 a.m. He goes unarmed, carries a small grub stake, builds a camp fire and sleeps under the stars upon a blanket roll which he has "staked out." He generally is unaccompanied upon his journeys, although so great a booster is he for our resort that he says no one who has ever visited him has failed to make the trip.

After about ten hours' sleep, a hearty breakfast cooked upon the coals of his camp fire, an hour or so of reading and Mr. Martin starts his trek to the Tavern, where his idea of a "perfect day" ends.

The observations on mountain animal life of this authority are interesting. The fact that he invariably goes

ABOUT BAD NEWS SPREADERS

The Better Business Bureau, an organization having the approval and cooperation of the Chamber of Commerce and other public advancement and protective interests, continues to carry on its campaign of education designed to awaken the public against those who misrepresent investments and take advantage of people not well informed.

The Bureau's recent broadcast, entitled "Bad News Spreaders," contains thoughts particularly timely and worthy of serious consideration. Says the Bureau on this subject:

"Occasionally a salesman of doubtful reputation attempts to 'feather his own nest' by spreading bad news about certain securities or security dealers. He volunteers the information that certain stocks which he knows you own are due for a bad 'break,' or that a certain security dealer with whom you are doing business is about to 'fail,' and that you had better get out while you can.

"The real facts concerning such stocks or security dealers are frequently the opposite of those reported by the bad news spreader. His purpose may be to get you to transfer your account from a reliable dealer to his firm, which probably isn't as good.

"This spreader of bad news victimizes bona fide owners of bona fide securities doing business with legitimate firms.

"Legitimate brokers and salesmen—and this type is happily in the great majority—discourage such methods and co-operate with the Bureau in exposing them.

"Legitimate houses aim to keep their regular customers informed of impending 'breaks' or rises; they do not spread 'bad news' through the medium of salesmen making unsolicited calls upon strangers.

"Get the facts first, do not be stampeded into hasty, ill-advised action."

unarmed is evidence that he has no fears. "Bluff is the law of the mountains and if one shows no fear he is entirely safe," he says. "The mountain lion, popularly thought to be treacherous, is the biggest coward of all. One war whoop, a rush toward them and they are soon in the next county." Rattlesnakes are fewer in our mountains than anywhere he has ever visited, only two having been encountered in his many trips.

Mr. Martin was born and raised in the mountains of Colorado and despite the fact that he is now engaged in a city life vocation he has never lost his desire to commune with Nature as found in mountain heights.

We are happy to be able to render a service to a location which brings so much in joy to a fellow man and our only regret is that there are not at least another hundred thousand who love Nature quite as well as Mr. Martin.

Mrs. Newlywed: "You were right, dear, and I was wrong."

Mr. N.: "Forgive me, darling."



Why We Should Boost More Business for P. M. T. Co.

The following letter, addressed by L. B. Young, Vice President and Manager of the Pacific Motor Transport Co., to all Agents, contains a thought which should be of vital interest to every railroad employee and it is with the thought that all may profit from it that reproduction is made:

"This letter is to explain the purpose of the Pacific Motor Transport Company and how the success of its operation concerns you personally, as well as the others employed at your station.

"During the past few years enormous quantities of freight, both carload and less than carload, have been taken away from the railroads by the motor trucks; and the situation is growing worse every year. The purpose of the Pacific Motor Transport Company is to recover this tonnage from the trucks and get it back on the railroads.

"To do all we can to accomplish this, is, of course, our duty; but I am asking you now to remind the employees of your station that they ought to look upon it also from a purely personal and selfish point of view. The amount of freight tonnage moving by truck is enormous. We all know that if this tonnage could be returned to the rails, there would be more jobs for railroad men in every branch of the service, and especially in station service. It also is logical to conclude that if the trucks continue to take traffic away from the railroads, there are going to be in the future, even fewer station jobs than there are at present.

"Therefore, whatever we can do to prevent the trucks from making any further inroads upon the tonnage of the railroads certainly will be a step toward protecting railroad jobs that now exist; and if we can recover a substantial portion of the tonnage that is now moving by truck, there is a good likelihood that additional station jobs will have to be created to handle the increased business.

"Looking at it from this point of view, as well as from a sense of loyalty to our parent company, I feel certain that every employee of your station will use his best efforts to secure for us business that is now moving by motor truck.

"Traffic that is now moving by rail we do not wish to solicit; but if you and your staff will ask the merchants and industries of your town who are now shipping by truck, hereafter, when ordering their stocks and supplies, to specify routing by Pacific Motor

Transport Company, it will help materially.

"It is only with the indispensable assistance of you and your staff that we can hope to recover this traffic from the trucks."

Transportation Yet Needed

By H. H. Williams,
General Agent, Ocean Park

HOW'S business? The old familiar phrase! It is almost the first question with which we greet "John Merchant" as we make the rounds of our communities each day. And how frequently those gentlemen have replied "rotten"! Being only human, we immediately decide that if it is rotten with the merchant it must be rotten with us.

But IS business really as bad as that? The newspapers stated a few days ago that there is five per cent of the population of the country unemployed. If this be true, then there must be ninety-five per cent employed and these folks must live—they must have food and clothing, and other necessities.

Let us not get discouraged but keep plugging away and some day the tide will turn. Call upon your merchants every day, greet them with a smile and a pleasant "Good morning," be optimistic—it's catching—let them know that your business is transportation.

Each man requires a different ap-

The Real Salesman

HE LIVES and he lives right. He has Character, Personality, Resourcefulness, Ambition and Aggressiveness.

He has a steady eye, a steady nerve, a steady tongue and steady habits.

He keeps his work, his temper and his friends.

He turns up with a smile and still smiles if he is turned down.

He strives to out-think the buyer, not to out-talk him.

He is silent when he has nothing to say, and especially so, when the buyer has something to say.

He wins respect by being respectable and respectful.

He can be courteous in the face of discourtesy.

He has self-confidence, but does not flaunt it.

He understands men and can make himself understood by men.

All of these characteristics are required and may be acquired.

—Exchange.

proach and our job is to know your man, cultivate his acquaintance and friendship.

When making a purchase see that the "boss" knows of it. If you spend your money with him you have a right to expect him to spend with you. Your purchases need not be large but as you must buy some place why not buy where it will do our employer the most good.

Our employer pays us the money we are spending and unless his business increases over what it is just now we may have to join the ranks of that five per cent the newspapers are talking about.

Andy Dorrell says "the only sure way is to call on 'em every day."

FAST STORE DOOR SERVICE BETWEEN S. F. AND L. A.

By Clarence Hottle, Traveling Agent

Pacific Motor Transport Company now has in effect through rates and service between San Francisco, Oakland, Alameda and Berkeley, on the one hand and the following points in Southern California:

Alhambra, Alta Loma, Arlington, Artesia, Azusa, Bellflower, Beverly Hills, Burbank, Claremont, Colton, Compton, Corona, Covina, Culver City, El Monte, Fontana, Fullerton, Garden Grove, Glendale, Glendora, Hollywood, Inglewood, Long Beach, Los Angeles, Monrovia, North Hollywood, Ocean Park, Ontario, Orange, Palms, Pasadena, Pomona, Redlands, Redondo Beach, Riverside, San Bernardino, San Fernando, Santa Ana, Santa Monica, Torrance, Upland, Van Nuys, Venice, West Hollywood, West Los Angeles, Whittier.

Rates governing are published in Pacific Motor Transport Company's Local Express Tariff No. 6.

Service is daily in both directions and shipments from Bay District points to Los Angeles or vice versa are delivered early the second morning after departure from point of origin. Second afternoon delivery is provided on shipments from the Bay District to Long Beach and Pasadena. To all other points in Southern California connection is made with Pacific Motor Transport Company's regular merchandise service from Los Angeles, making, in the case of most of the stations, third morning delivery from the Bay District.

Tonnage moved via this new service since its inauguration has shown a gradual increase, and Agents and employees are urgently requested constantly to be on the alert to secure routing via P.M.T. Co. on shipments moving from or to merchants and industries in their respective cities.

NEWS OF THE AGENCIES

Indications in the grape shipping district is for early shipments this year. In some locations a month in advance of last year. It is believed that the grape movement will be equal to or greater than 1930. The hot days of June and July hastened the ripening to a marked degree.

In the citrus industry only a few carloads of grapefruit remain to be shipped, and lemons will be our chief source of income until around Christmas time, when early fruit is shipped to supply the holiday trade.

Highland, with Agent George Brown in charge, has the record for early shipments of Navel oranges each season. The climatic condition seems conducive to early ripening of the fruit and they always have fruit on the holiday markets, thereby getting the good early season price. The first few weeks of constantly testing the fruit to find if it contains the necessary 8 per cent sugar content is a real job.

Glenn Hasse, Relief Agent, has been relieving Eastern Division Agents while on their annual vacations. Gordon Gould, Freight Agent, Riverside, figured he'd steal a march and get away when we had to suffer from the heat, but it was hotter yet when he came back.

Glenn had an idea Alta Loma was a soft spot, but Harry Wright fixed him first night off. Four carloads of lemons were shipped.

George Winslow is "enjoying" (?) the heat at the San Bernardino Freight Agency, while C. O. Stephens, Agent, with a party of friends, including T. G. Appel, Floor Manager, Etiwanda Citrus Fruit Association, are driving north enjoying fishing and hunting en route.

George Winslow's mother is confined to a Los Angeles hospital account sickness. All are sorry to hear of her illness and hope for a speedy recovery.

Clyde DeLong, Asst. Agent, Claremont, has had his annual leave last month. Relief Clerk Brasskamp is doing duty in his place.

During September and October "Bill" Frost, one time Agent on P. E., will be relieving the boys at San Bernardino ticket office.

Everyone probably has heard about the Freight Agency at San Bernardino. Agent C. O. Stephens has been given the S. P. Company work also, making a combined agency of S. P. and P. E. freight, with the attendant work and reports of both companies to handle.

The P. E. Railway Company business at Colton is handled by the Southern Pacific Co., thus leaving Agent C. A. Bruce a bump. He has now taken over the Agency of West Alhambra.

—H. C. Hall.

Money

"It's a good thing to have money and the things that money can buy, but it is also a good thing to be able to look back and discover that you haven't lost some of the things that money can't buy."—George Horace Lorimer.

La Fiesta to be Colorful Event Plans Completed for the Gayest Festival City Has Ever Staged. Carriers Participate

LOS ANGELES and other parts of the country too are gradually awakening to a realization of how really great an event will be staged here early next month when La Fiesta de Los Angeles gets under way.

While it is true that we have had numerous celebrations heretofore commemorating the birth of this city, the event this year is in honor of the city's 150th birthday. To say that none previously held will in any manner compare in beauty, pretentiousness and scope with the one now approaching is a true statement of fact. The dates are September 4th to 13th inclusive.

Included in the plans made for the pageantry are several parades, miles in length, fiestas of the air, special concerts and operas, the founding of the city re-enacted and other events later told in detail. Those in charge of decorating the city state that it will be done on a scale never previously attempted in any American city so colorful and numerous will be the decorative objects. This is made possible owing to practically all of the decorations being available for the Olympic Games the following year, the incident expense being jointly borne.

To Build Old Town

Work is just now about to begin upon building a replica of the early town around the four sides of Pershing Square, right in the heart of the city. It will be a quaint old town with architecture of Spanish and Mexican design that prevailed in the very early days of the city. Shops will make and sell products of the early settlers and throngs will be attracted not only because of the novelty and expanse of the entire old village, but because of entertainments consisting of band concerts, singing and dancing.

As an opening feature will be re-enacted the impressive scene of the founding of the city 150 years ago. When this is concluded, the merry-making and the sights of fiesta will begin.

First will come a grand historical parade, with hundreds of caballeros, mounted on black and white horses, and floats depicting the history and the progress of the city.

Contrasting with these revivals of events from the past, a two-day international air meet, in which 600 flyers from all parts of the world and 350 aircraft of all types, old and new, will be entered, has been arranged to close the fiesta.

In between these two interesting affairs, there will be events of interest almost every minute, including an all-nations tournament of riders in Olympic Stadium, scene of California's Olympic games next year; a musical fiesta at Hollywood Bowl; a special early Los Angeles opera in the city's new Greek theatre, presenting 500 Spanish, Mexican and American ar-

tists, singers and dancers; a brilliant "Shower of Stars" parade and a moving picture ball contributed by Hollywood's studios; water carnivals at nearby beaches; a grand review and night illumination of the United States fleet in the harbor, and parades, pageants, barbecues, and impromptu entertainment galore.

The "All-Nations Tournament of Riders" on Labor Day will constitute perhaps the largest gathering of champion horsemen to be found in any one spot in the world. Having as its nucleus the star riders lured here by the film studios, the performers will include representative troupes from every nation and the star American cowboys and cowgirls of the West.

Musical Events

One of the leading bands of Mexico City will furnish the musical background for the musical fiesta at Hollywood Bowl, it is planned, and stars of the Spanish and the American concert stage will be presented in an unique and colorful program.

"Los Rubios," a specially written opera depicting in song and story the romance and glamour of early Los Angeles days, will be another outstanding musical event of national importance on La Fiesta's schedule.

Speed-boat and yacht races, canoe tilts, athletic events and all sorts of aquatic sports will feature the water carnivals at the beaches, with an illuminated regatta at night, in which the fleet inside the breakwater at the harbor will join.

Seven huge parades in all are named in the list, including the "Shower of Stars" procession and a "Cavalcade of Riders," a prelude to the horsemen's tournament. "California the Golden," in which all counties of the state have been invited to enter floats stressing the state's infinite variety of beauty, and in which more than five miles of entries have already been listed, will stand as the official statewide observance of Admission Day by the Native Sons and Daughters of the Golden West.

Ceremonious affairs will be held at the missions, for old San Gabriel, "mother of the city of Los Angeles," celebrates her 160th anniversary, and Mission San Fernando Rey de Espana will have her 134th birthday, both on September 8.

The fiesta period includes five full holidays — Anniversary Day, proclaimed a civic holiday; Labor Day, Admission Day, two Sundays—and two Saturday half-holidays, leaving only three full working days in which business will interfere with pleasure. Even the calendar co-operates.

Quick Grower

A little girl who had been left to watch the soup was presently heard to sing out, "Oh, mother, come quick, the soup is getting bigger than the pot."



Due to bi-monthly publication of the Magazine it is necessary to condense minutes of Executive Committee meetings and publish only the more important happenings. The full text of these meetings are on file in the P. E. Club offices and may be seen there by anyone upon application.

Executive Committee of the Pacific Electric Club met in Room 201 of the Club Building on Wednesday, June 3, 1931, at 2 p.m., with President E. L. Young presiding.

The following financial report was submitted:

Relief Fund	
Balance, 5-1-31	\$1,324.11
Receipts	2,041.91
<hr/>	
Total	\$3,366.02
Disbursements	1,690.00
<hr/>	
Balance, 5-31-31	\$1,676.02
Club Fund	
Balance, 4-1-31	\$2,387.30
Receipts	1,386.00
<hr/>	
Total	\$3,773.30
Disbursements	1,778.61
<hr/>	
Balance, 4-30-31	\$1,994.69

Owing to his transfer to Rondo Beach, resignation of Treasurer W. A. McCammond, who had served faithfully and well in that capacity for eleven years, was regretfully received. Club Manager Vickrey introduced a resolution praising Mr. McCammond for his splendid work over a long period as Treasurer. M. S. Wade, by a unanimous vote, was elected to fill the unexpired term vacancy.

There being vacancies in both general offices committees due to E. H. Heckert leaving service and the resignation of W. A. McCammond, and in accordance with Article II, Section 4, of the amended Club constitution, O. D. Harris and E. C. Thomas were named General Offices Committeemen for the balance of the present term.

Mr. Vickrey called attention to the very successful opening of the Pacific Electric Camp for the summer season on May 29, 30, 31, informing that the largest opening day crowd was on hand in the history of the camp and that all facilities were completely sold out for that occasion. B. F. Manley, in continuance of Mr. Vickrey's remarks, spoke very highly of the camp and stated that there is no place he would rather go to enjoy an outing than our mountain resort. All committeemen were urged to boost for the camp in order to induce as many employees and their families as possible to visit the camp during the present summer.

President Young brought up the subject of the Club sponsoring a "Hobby Week" among employees and their families. He pointed out that a surprisingly large number of employees had hobbies and that an exhibit of "hobby products" would be a most interesting one.

Several members of the committee spoke highly in favor of a "hobby week" and expressed the opinion that such an event would be a splendid addition to club activities. The subject will be brought to attention at a later meeting.

G. R. Attride inquired as to the present status of employees who do not stay at camp with regard to securing the use of camp rowboats on Lake Arrowhead. Mr. Vickrey informed that under the present ruling the boats are a part of the camp equipment and are for use by those staying at the camp only. To clarify the connection between the camp and club, Mr. Vickrey stated that although he was manager of both and that the affairs of the camp were handled in the club office, they were two separate departments and the finances of the two were handled entirely separately. No portion of club dues goes to the support of the camp.

Mr. Vickrey said matter of using the boats on the lake by employees who come up for the day only, was now under consideration and that some ruling would be forthcoming.

July 1st Meeting

Executive Committee of the Pacific Electric Club met in regular session in Room 201 of the Club Building on Wednesday, July 1, 1931, at 2 p.m., with President E. L. Young presiding.

The following financial report was submitted:

Relief Fund	
Balance, 6-1-31	\$1,676.02
Receipts	1,848.35
<hr/>	
Total	\$3,524.37
Disbursements	1,636.00
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Balance, 6-30-31	\$1,888.37
Club Fund	
Balance, 5-1-31	\$1,994.69
Receipts	1,450.65
<hr/>	
Total	\$3,445.34
Disbursements	1,723.21
<hr/>	
Balance, 5-31-31	\$1,722.13

Venn Botts, Committeeman, Mechanical Department, San Bernardino, having left the service, his place on the Executive Committee will be taken by R. L. Rinehart, Mechanical Department, San Bernardino, who received the second highest number of votes at

the last regular club election from the Eastern Division, Mechanical Department.

E. C. Thomas moved that the Pacific Electric Club Executive Committee recommend to the Management that, due to present conditions, no employees' picnic be held this year. The motion was duly seconded by F. E. Geibel and unanimously approved.

G. R. Attride brought to attention certain passenger traffic problems that have come to his attention through experiences in the conduct of duty. The practices mentioned were of such a nature that they are a detriment to our service, according to Mr. Attride, and should be corrected, if possible.

A general discussion of traffic problems was participated in by members of the committee. On motion of E. C. Thomas these matters were referred to the Passenger Traffic Department and Mr. Attride was nominated to present them to the proper party in person.

Election of Club Committee Scheduled for Aug. 19th

GIVE a thought, fellow employees, to the person who will represent you on the Pacific Electric Club Executive Committee during the next twelve months.

Election instructions and ballots have been mailed to all Club members for use in connection with the annual club election to be held during the week prior to Wednesday, August 19. All qualified voters are urged to study the instructions carefully and vote in accordance with the distribution of representatives set forth therein.

If the person who has represented you on the Club Executive Committee during the last year has, in your estimation, served you well and fulfilled the duties of that office in satisfactory manner, vote for him. Should you be of the opinion, however, that another will better represent your department, then vote accordingly.

The thing is, every qualified voter should cast a ballot and that vote should be cast for a person who is or will become interested in the club and its activities to the extent of devoting a little time to its advancement. Vote for a man who will represent you well. If you know of a man who will make a good committeeman, boost for him, do a little campaigning among your fellow employees.

There are 36 committeemen to be elected. They will represent all departments and divisions, as well as affiliated companies whose employees are eligible to club membership. The Harbor Belt Line Railroad will have one representative, while the Motor Transit employees will be represented by two committeemen.

"Look here, waiter, is this peach or apple pie?"

"Can't you tell from the taste?"

"No, I can't."

"Well, then, what difference does it make?"

TWO CARD PARTIES FEATURE WOMEN'S CLUB IN JULY

The officers of the Club journeyed over to Riverside June 2 to offer felicitations to that live little auxiliary on the occasion of their third anniversary.

The birthday party was held in Riverside's lovely park and with a delicious luncheon served under the big trees, games, etc., the day was most enjoyable.

The regular afternoon card party of the Club which is being held throughout the summer, was well attended on June 18. Mrs. Straub won first prize in 500; Mrs. Abraham, second. Mrs. Dyer carried honors in the bridge game and Mrs. Page won second; Mrs. Brittie Gilmore was high in bunko.

We were very happy and proud to have had the privilege of extending the use of our Auditorium (through the courtesy of Mr. Vickrey) to the Women's Participation Committee of La Fiesta de Los Angeles.

Mrs. Workman, Chairman, was greatly impressed with the cordiality shown and we feel sure the "Big Red Cars" have won some new friends.

On July 16 another afternoon card party was held and another enjoyable afternoon was spent by the players at the eleven tables. Mrs. Tradennick and Mrs. Trask held high scores in bridge; Mrs. Harry Pierce and Mrs. McKee were lucky in 500, with Mrs. Ashcroft first in bunko.

Attention is called to our first regular meeting, September 10.

The annual President's luncheon will be held in the Club Cafe at 1:30 p.m. Plate luncheon will be served for 50 cents. Reservations must be in by September 7 and mailed to Mrs. Alfred Smith, 1718 Third avenue, Los Angeles. Kindly co-operate.

The program chairman, Mrs. A. C. Smith, has outlined a very pleasing program for the Club year and the members will help so materially if they consistently attend these meetings.

Second meeting of the month, September 24.

The Women's Participation Committee of La Fiesta de Los Angeles will hold their next meeting Wednesday, August 12, at 2 p.m. in the Pacific Electric Club Theater, thanks again to our genial Manager.

Everybody invited.

Mrs. Lon Bishop.

Something Wrong

The absent-minded professor called his biology class to order shortly after the lunch hour.

"Our special work this afternoon," he said, "will be cutting up and inspecting the inward workings of a frog. I have a frog here in my pocket to be used as a specimen."

He reached into his pocket and pulled out a paper sack, shook its contents on the table, and out rolled a nice looking ham sandwich. The professor looked at it, perplexed, scratched his head and muttered:

"That's funny; I distinctly remember eating my lunch."

Bulletin of Club Events

August 10 to October 10, 1931

Wednesday, August 12:

Rod & Gun Club Meeting in Club Theatre—8:00 P. M.

Friday, August 14:

Motion Picture Show—AFRICA SPEAKS—a strange romance from the heart of the jungle—7:45 P. M.

Saturday, August 15:

Motion Picture Show—AFRICA SPEAKS—8:00 P. M.

Thursday, August 20:

Pacific Electric Women's Club Afternoon Card Party in Club Ballroom—1:30 P. M.

Friday, August 21:

Motion Picture Show—THE DRAKE CASE—with Gladys Brockwell and Forrest Stanley—7:45 P. M.

Saturday, August 22:

Motion Picture Show—THE DRAKE CASE—8:00 P. M.

Friday, August 28:

Motion Picture Show—THE FIGHTING LEGION—featuring Ken Maynard—7:45 P. M.

Saturday, August 29:

Motion Picture Show—THE FIGHTING LEGION—8:00 P. M.

Monday, August 31:

Fall term of Pacific Electric School Commences.

Wednesday, September 2:

Pacific Electric Club Executive Committee Meeting—2:00 P. M.

Friday, September 5:

Motion Picture Show—THE GIRL ON THE BARGE—with Jean Hersholt, Sally O'Neil and Malcolm MacGregor—7:30 P. M.

Saturday, September 5:

Motion Picture Show—THE GIRL ON THE BARGE—8:00 P. M.

Wednesday, September 9:

Rod & Gun Club Meeting at Club Building—8:00 P. M.

Thursday, September 10:

Pacific Electric Women's Club President's Luncheon at Club Building—1:30 P. M.

Friday, September 11:

Motion Picture Show—IT CAN BE DONE—featuring Glenn Tryon and Sue Carol—7:30 P. M.

Saturday, September 12:

Motion Picture Show—IT CAN BE DONE—8:00 P. M.

Thursday, September 17:

Pacific Electric Women's Club Afternoon Card Party in Club Ballroom—1:30 P. M.

Friday, September 18:

Motion Picture Show—ONE HYSTERICAL NIGHT—featuring Reginald Denny and Nora Lane—7:30 P. M.

Saturday, September 19:

Motion Picture Show—ONE HYSTERICAL NIGHT—8:00 P. M.

Thursday, September 24:

Afternoon Meeting of P. E. Women's Club in Ballroom—1:30 P. M.

Grand Opening of Pacific Electric Club Dancing Season in Club Ballroom—8:00 P. M.

Friday, September 25:

Motion Picture Show—SKINNER STEPS OUT—with Glenn Tryon and Merna Kennedy—7:30 P. M.

Saturday, September 26:

Motion Picture Show—SKINNER STEPS OUT—8:00 P. M.

Friday, October 2:

Motion Picture Show—COLLEGE LOVE—George Lewis and Dorothy Gulliver—7:30 P. M.

Saturday, October 3:

Motion Picture Show—COLLEGE LOVE—8:00 P. M.

Wednesday, October 7:

Pacific Electric Club Executive Committee Meeting at Club Building—2:00 P. M.

Thursday, October 8:

P. E. Women's Club Afternoon

Meeting at Club Ballroom—1:30 P. M.

Pacific Electric Club Dance in Club Ballroom—8:00 P. M.

DANCE SEASON NEXT MONTH

It won't be long now, folks, hold your feet in readiness for the opening of the Pacific Electric Club Dancing Season on the evening of Thursday, September 24.

Following the practice that has proven so popular during the last two seasons, dances will be held in the Club Ballroom on the second and fourth Thursday evenings of each month, with special dances being held on other dates as occasions may warrant.

Having established itself as one of the best dance orchestras in Southern California by its splendid dance music last season, Club patrons are assured of the best with the announcement that the P. E. Club Dance Orchestra with practically the same personnel will again be on the job during the coming dance season.

Remember this—the first dance of the 1931-32 season will be held in the

WANTED: TWO TRUMPETERS

Are you a trumpet player or do you know of such a musician within the ranks of the Company who would like to become associated with the Pacific Electric Club Dance Orchestra?

There are two openings in our orchestra for first and second trumpet players, which it is desired to fill with Pacific Electric Club members, informs Club Manager N. B. Vickrey. The fact that this musical organization made an enviable record for good, peppy dance music last season and that those qualifying for the openings will receive liberal compensation should make this a real opportunity for two experienced trumpet players.

Those interested in affiliating with the Club Dance Orchestra should get in touch with the Club Office as soon as possible and arrange for a tryout with the Orchestra Director.

Club Ballroom on the evening of Thursday, September 24.



HILL ST. STATION

W. H. Jenkinson

R. Ratliff, W. L. Blakely and M. C. Meyers enjoyed a fishing trip last month on the barge off Santa Monica. Barracuda was plentiful, is the report.

T. H. Coffman, who went fishing last month, landed a 40-pound halibut.

C. I. Hood, who was confined to the hospital for several months with an injured spine, is now out and is visiting relatives in the east.

Motorman H. G. Edwards has returned to work after a thirty-day vacation. Many eastern states were visited with stopover at Denver. Edwards' father resides there.

Motorman J. E. Davis of the San Fernando line and Night Terminal Foreman J. Hanselman were visitors at the P. E. Camp. Mr. Davis spent the first part of his vacation in the hospital, where his tonsils were removed; then journeyed to camp with his family.

I. E. Black is back to work doing light duty. Black has been confined to the hospital for several weeks. We hope his recovery will be complete in a short time.

Conductor W. P. Lynch of the Glendale Line has returned to work after spending thirty days touring the Northwest.

W. B. Dixon of the Redondo line enjoyed his vacation at the P. E. Camp last month.

F. G. Watson of the Echo Park line is still convalescing, but expects to return to work soon.

Conductor H. B. Anderson is the proud father of an eight pound baby boy. Both mother and baby are doing nicely.

Mrs. Newport and son Harrison, wife and son of Motorman L. H. Newport, have left for an extended visit in El Paso, Texas.



NORTHERN DIVISION

Eastern Lines

Ruth Thompson

Dispatcher L. M. Hatch and wife are vacationing at Redondo Beach. Their daughter and son-in-law, Conductor DuSan, are visiting them for several days.

One of the most pitiful things we have heard in a long time is about Operator B. F. Moore forgetting that the Sunday schedule was in effect on the 4th of July and coming down to work at 5:35 a.m. when he need not have reported until 8:50. No fireworks needed in the family.

Dispatcher W. G. Bodwin and wife have just returned from several weeks' stay in Albuquerque, visiting their daughter. Mr. Bodwin reports that he found that fair city to be even a little warmer than San Bernardino.

Conductor B. G. Jones and family are visiting relatives in Texas. Another nice place to go in the summer!

Conductor D. J. Finley and wife have just

returned from a trip to Texas and New Mexico. More of it!

Frt. Cond. Geo. Keeley has been on the sick list. Spent several days with his family at the P. E. Camp, recuperating.

We suppose that some of us will be needing asbestos suits in the next world, but certain ones out here need them now. Take Motorman Geo. Miller, for instance, who crams his lighted pipe in his pocket and makes it necessary to call out the fire department.

Speaking of fire departments, Motorman Hanover had quite a fire over in Colton yesterday when his garage, car and part of his house burned.

Motorman J. A. Severance is taking a trip all by himself to Niagara Falls. Will go on to Boston later for a visit.

Conductor J. A. Livingston, who has been on the sick list for quite some time, has been vacationing with his family at the P. E. Camp. We know all of his friends will be glad to hear that he is improving.



ACCOUNTING DEPT.

George Perry

We wish to extend our congratulations and best wishes to "Sam" Taylor and his bride, who were married July 3rd. The ceremony took place at the home of the bride in Willowbrook. A set of silverware was presented to the happy pair as token of friendship from their many friends of the Accounting Department.

No doubt there are many from the P. E. Ry. who visit Catalina Island on the 4th of July, but we feel there are none who enjoy themselves more thoroughly than the following, who have made this trip each year and for several past: Albert Eurich, Anna Smith, George Chrystal, Herman Grenke and wife, and Ivan Malin. The more the merrier they say, so why not join the fun and make it a real party next year?

It is with deep regret that we write of the death of Mrs. Louise Labbe, mother of our friend R. E. Labbe, Special Accountant. To "Bob" and his family we extend our sincerest sympathy.

We wish to announce that Laura Dewberry is now Mrs. Laura Barber, therefore best wishes are in order, and these are from your best friends—the employees of the Accounting Department.

The Conductors Accounts Bureau received a visit from a young man last month, Harry Elliott, Jr., age 8 months. You might say there was nothing surprising in that, but there is when you learn that Harry's visit was expressedly to see his grandma—Mrs. Alice Elliott, upon whom the years rest so lightly that you could hardly believe that one of so youthful appearance was a "granny."

Last Minute News

Here's some real news for your scrap book. We have another proud father in our midst, none other than "Eddie" (What-A-Man) Uecker. The happy event of his daughter's birth occurred at 6 o'clock August 3rd, and we are pleased to report that mother and baby are doing nicely.

It is with great pleasure that we congratulate "Eddie" and Elsie on this happy occasion.



NORTHERN DIVISION POMONA

Walter R. Bloom

Conductor C. M. Hall and family have returned from a trip to San Francisco, going up the coast route and returning inland. They made a stop-over in Fresno where C. M. says they found it "plenty hot."

Walter Leigh of the line car, and wife, are spending several days at Laguna Beach.

Conductor Dorsey of Macy Street has been helping out on the Pomona board this week.

Last week-end several of the P. E. employees and their families went to Newport Beach, the guests of Mrs. W. B. Foote and children, who are spending the summer at their cottage there. Included were Conductors O. Jensen, Lee Bashore, Bert Perry and Motorman W. E. Smith, and families.

Conductor O. Jensen is back on the job again after a month spent in Kansas and Oklahoma. He says the best part of his trip was getting back to California.

Roy Herr, Conductor on the line car, with Mrs. Herr, is vacationing at the various beaches.

Conductor Lawrence Woodruff and wife are planning a trip to West Virginia in the near future.

The fire which last month destroyed the packing house just south of the S. P. Depot, San Dimas, caused considerable damage to the P. E. line and a four and one-half hour delay in service. Until repaired, the passengers were taken from North Pomona to Baldwin Park by bus.



ENGINEERING DEPT.

Thelma Meighan

'Svacation time and various "Engineering-ites" have heeded the call to the mountains or sea-shore as the case may be (or the wife prefers.) Mrs. Dornor and Mrs. Sein prefer the mountains, so Bob and Charley spent their vacation at the P. E. Camp. Fay Compton, Harry Gorman and their families are also vacationing at the Camp. Helen Rapp and Suzanne Durmerin included Lake Tahoe in their itinerary. "Grandpa" Brown spent his vacation mostly at the beaches—by the look of his sunburn. Leon Perry and wife took a fishing trip to Colorado, and "believe it or not" they caught some fish. George Raidt went to San Francisco and as a result Southern California has another ardent booster. Jim Flathers and family paid a visit to Marshalltown, Iowa, "out where the tall corn grows" and no foolin' says Jim.

Earl Haskell of Washington Street is now a little sensitive on the subject of boats—gasoline boats in particular. Next time he takes to the briny he's going equipped with water wings—and fire extinguishers.

Fred Spencer of the Field Dept. has gone to San Diego (?) ostensibly on legal business.

All we have heard from him is a request for more money!

Roadmaster Radcliff is on the same trip and we haven't heard a word from him?

Our deepest sympathy is extended to Mr. Gould of the Field Dept. who has, upon his doctor's advice, gone to a sanatorium for a rest. We all join in wishing him a speedy recovery.

These new sun-back bathing suits are "tuff" on Fred Bixenstein. Spending his week-ends at the beaches as he does, he now finds it necessary to get a new lense for his glasses and is taking treatments for his eyes.

Charley Hunt of the Field Dept. had the misfortune of wrecking his car on his vacation. He did it pretty thoroughly too, and had to sell it for salvage. Fortunately neither he nor Mrs. Hunt were seriously injured.

Wotta' break for us girls! There have been at least three summer bachelors in circulation so far, and the summer is but a pup!

George McClure picked Sunday the 26th (The hottest day of the year) to go to San Bernardino—of all places. George says that he and the pavement were both boiling.

This hot weather has brought to light many strange sights. Take Leonard Biehler's RED suspenders for instance. He says he wears 'em for the same reason firemen wear 'em. Leonard is a pessimist—if you know what I mean.

Seems as though the Signal Dept. also takes vacations. Towerman Al Manning spent his at Yosemite and reports the fishing runs true to form. Great in the pamphlets and rotten in the fact. Dick Poshman is taking one week of his vacation to be with his brother from Philadelphia whom he has not seen in years. Maintainer Felix Brac spent one week in the mountains and one week at the seashore. (Looks like a compromise, don't it.) The week at the sea-shore left him as brown as a badger.

Towerman Raymond Hurt now holding down the daylight shift at Dominguez reports quite a muscle development from handling the mechanical levers at that point.

William McNeill, father of S. R. McNeill of the Signal Dept., is spending a few weeks with his relatives in Detroit, Michigan. He advises he will soon return to California to cool off (?). It has been suggested he take a ferry across the river to Windsor where many cooling beverages can be procured.

We would like to know why Lee Cash is finishing off another room upstairs. The new cupola can be plainly seen from the train.

Al Smith of the Bonding Dept. recently tried out the new police head on his Ford by making a trip to June Lake. It is reported he made the going trip in one hour and ten minutes flat and the return trip in nothing flat—but the tires.



**FREIGHT DEPARTMENT
SOUTHERN DIVISION**

By P. G. Winters

Walter Polson is back to work again after a long vacation on account of an injury. Lindsay Britt has also returned after a much needed rest.

Bob Beal has surely held some high positions in his life. He was relating some of his adventures the other night to the boys on 912 crew and the thing that impressed most was when Bob was a General and also the youngest General in the Civil War. He led his men to a great victory which was never recorded in history.

Engineer McCreary of El Segundo states that his fireman has just patented an invention called a Universal Apron, which can be used as an apron or as overalls.

Well, the bald-headed crew 946 have at last found a friend in Victor Hemphill. Victor has the boys—"Willie" Nolan, "Jay" Jacot, "Per-cival" McConnell, using the mineral compound he secures from his mine and Victor says it will grow hair on anything.

The boys at Butte Street surely hope and pray the government hurries and finishes the Boulder Dam as the water supply at Butte Street Yard office is getting low according to Mr. Roberts, Clerk at this office, and he knows.

Chas. Coutts and family spent their vacation at the Camp and report a fine time. The writer agrees that the royal treatment received at our Camp cannot be duplicated. Boys, give it a whirl and see for yourselves.

Was surely surprised to run into a very bad case of static on my radio the other day. I looked the radio over to try to locate the trouble and listened again. The reception was still very bad, but I gathered from the announcer that the public was about to hear something that it would long remember.

Paul Porter, Editor of the P. E. Magazine, and three other old rails would render a very heart rendering selection entitled "We are working on the railroad." Well, to really appreciate the harmony one would have to see and not hear.

Editor's note: "Ain't that a pal!" The only reason the above paragraph appears is because we keep our promises, even if it hurts. Winters called up and said he was submitting an item about a quartet (mentioning no names) and would I promise to run it. Innocently, I promised. And I repeat: "Ain't that a pal!"



MACY ST. TERMINAL

D. B. Van Fleet

It is with pleasure that we announce the marriage of Conductor Lee O. Goodwin, San Bernardino Line, to Miss Frances M. Hoffman of El Monte, on the morning of June 28, last, in Pomona. Shortly after the ceremony the newlyweds left on their honeymoon trip, which took them to Kansas City and other Middle Western points. On their return they made their home at El Monte. Congratulations and best wishes!

Last month Conductors B. L. Copeland and L. D. Jenkins left the service of the Company, while Conductors E. O. Holt, C. A. Keller, J. F. Mason, I. E. Nicholson, A. R. Picking, J. Purvis and R. A. Yost transferred to Pasadena Terminal. We wish them all well.

June 29, last, was truly eventful for C. Pearce, Switchtender at Sierra Vista, for on that date he became the proud father of a 7-pound baby boy. Congratulations, Mr. and Mrs. Pearce!

Further proof that baby boys were in the majority the last few weeks, as far as Macy Terminal was concerned, was the arrival at the home of Conductor A. P. Baker, Sierra Vista Line, of a 9-pound baby boy, on July 9, last. Congratulations, Mr. and Mrs. Baker!

Ocean fishing this year is far more popular with Macy Street Trainmen than stream and lake fishing, due possibly to the excellent luck so many are having in the sea. Not only do the old-timers bring home a goodly number of the denizens of the deep but many novices have had fair luck also. Nearly every fishing party includes some Trainman who either hasn't fished for a long time or else has never been ocean fishing with the result that prospective members for other fishing parties are not lacking. Some enthusiasts have gone so far as to go out to the barge for all night fishing.

The recently established plan, whereby extra Trainmen are to be qualified for both front and rear end duty, may seem pretty severe to some, but eventually it will be proven that the board will be benefited immensely by the plan—consequently the individual is bound to profit. At times terminal business conditions fluctuate so that the so-called "double-end" or "2 end" man can be used on the side of the board that is most in need, thusly a man so qualified is sure of a fair average return.

The Grim Reaper with his ever dreaded message of sadness visited three of our members' families during the past few weeks. The first to succumb was the young daughter of Conductor W. C. Thomas, San Gabriel Line, a victim of pneumonia. A few days later C. C. Kennedy, former Macy Street Conductor and brother of Motorman W. C. Kennedy, San Gabriel Line, passed away after a long and lingering illness. Then it wasn't long before Conductor A. E. Amos' mother was called across the great divide following a long illness. Truly heartfelt sympathy is extended to their bereaved fellow workers by the Macy Street Trainmen.



**NORTHERN DIVISION
PASADENA**

Edmund C. Fox

A token of appreciation was presented to E. C. Cox by the Trainmen members of the Masonic Fraternity upon his relinquishment from the office of Terminal Foreman, which position he has held for the past four years. H. E. Rodenhouse, Assistant Superintendent, and spokesman for the Committee, expressed the sentiments of all, and presented the gift, a Demuth Italian Bruyere Pipe.

To the Trainmen members of the Masonic Fraternity and to all Trainmen of the Pasadena Terminal: "I cannot tell you how deeply I appreciate the gift that you have presented to me. Nothing, for years, has pleased me more. The work that you have mentioned so kindly, must not be ascribed wholly to me. It could not have been done without your co-operation and willing effort. The beautiful gift will always remind me, not of my own efforts, but of your loyalty, your support, and your good spirit. I thank you for the gift and for all that it brings; your good spirit and the memory of friendship.

"E. C. FOX."

We take great pleasure in announcing that Laura May Harris, formerly of our Los Angeles office is now associated with us, serving as stenographer and clerk to Asst. Supt. H. E. Rodenhouse.

Additional business to our Mt. Lowe Resort was secured recently by Robt. H. Dorman. On the evening of July 21st, through Mr. Dorman's efforts, the San Pasqual Lodge of the Masonic Order journeyed forth—110 strong.

It is encouraging to reflect that the inter-line business over the Motor Transit and Pacific Greyhound lines shows a large increase through our Pasadena office. G. A. Schmitt, Agent, and his Assistant, Mr. Kennedy, were warmly commended upon their excellent work. It was pointed out that the business for the first fifteen days of July showed a fifty per cent increase over the previous two months.

A. J. Palach and family have recently returned from Chicago, where they have spent the past month visiting relatives.

L. A. Cutler, E. A. Paul, and C. E. Tompkinson, together with their families, are back from a 750-mile motor trip and report having a wonderful time. They fished in Mammoth Lake and in the upper waters of the San Joaquin River.

This will introduce to you the Trainmen from Macy Terminal who are breaking in on the Pasadena Lines: E. O. Holt, C. A. Keller, J. F. Mason, H. R. Metcalf, I. E. Nicholson, A. R. Picking, Jay Purves and R. A. Yost. We can best expedite the work by helping them all we can.

F. K. Beard, better known as the Sheriff, is in the hospital, having undergone an operation for appendicitis. Create an atmosphere of geniality by paying him a visit. It will be appreciated.

A number of Trainmen have vacationed at the P. E. Camp this summer and all are very enthusiastic about their trip there. P. J. McKee and G. Fielder and families have reservations for twelve days beginning August fifth.



7th ST. WAREHOUSE

Daniel Sanchez

Assistant Agent O. W. Orr has been doctoring a broken wrist and at present can be found at the P. E. Camp. Some vacation!

Andy Moreno, Yard Clerk, of State Street Yards, at the old historical church of La Plaza was married to Miss Mary C. Valle last month. A short honeymoon trip to Catalina Island was made by the happy couple. We extend our congratulations.

It was a surprise to us to learn that Wm. Odell, our Flagman at 8th Street, has also taken a wife. No wonder that smile on his face was so full of mystery.

Thomas D. Walker, Bill Clerk, is the proud father of a baby boy. That makes a girl and a boy for Thomas.

Your humble scribe is proud to relate that he is the father of a fine baby girl. The poet was right when he said—"Just a little bit of Heaven."

Advice to pinochle players is given by Robert W. McElhenny and Wm. Minyard; that is—when you get mad don't fight—just throw the cards away and call it a day.

Mrs. Helen Semnacher, daughter of H. M. Boehme, deceased Timekeeper, Transportation Department, will ride on first car in Los Angeles during the fiesta held in Los Angeles.

The dress she will wear was made in the early '80s in Los Angeles by Coulter Dry Goods Store.

The Pioneer Pageant Parade recently held in Santa Monica, June 18, 19, 20 was originated by H. C. Boehme, Advertising Manager, Santa Monica Outlook and brother of our friend J. W. Boehme.

We would like to say hello to our old friend and co-workers now retired: John Zimmers, Pat Keys, John Stanton, Sam Bradford, Thad Phelps and H. L. Perry. We think of you often and would appreciate a visit from you.

Those who had their vacation and are ready for the next one are as follows:

Vacations spent at home by: Seymour Lipschultz, Bill Clerk; Fred B. Spencer, Accountant; Louis Lipschultz, Correction Clerk; Checkers, Earl Lowe, Samuel Tellechea, Isidro Tellechea, Arthur Bailey, Wallace Lighty; Frank Reynolds, Foreman Shed 3; Stevedores, Harry Holland, Gilbert Horcasitas, Richard Chavez; Truckers, Wm. Turner, Wm. C. Ditmar, and James Jasmanka;

Albert H. Ingold, Correspondent Clerk, who is also a Major in the Reserve Army, took his vacation at Del Monte Camp.

Wm. Hernandez, Stevedore, vacationed in Tennessee and Texas.

Cyril H. McCance, Stevedore, enjoyed a trip to Nebraska and J. W. Boehme, Messenger, viewed the beauties of Grand Canyon.

Cyril F. Albright, Abstract Clerk, visited Bishop and spent most of his time fishing.

Charles Sausele, our day Special Officer, is back on the job after two weeks' vacation in the northern part of the State.

OCEAN PARK CAR HOUSE

W. P. Williams

The event of outstanding importance at O. P. C. H. since the last issue of the Magazine was the presentation of a radio to Motorman Horace Clark upon his retirement after 30 years of service with the Company.

The presentation was made by Terminal Foreman A. W. Day, on behalf of the O. P. C. H. with the following words:

"The time arrives for all of us when it is considered that we have done our share and are entitled to a well earned rest.

"In your case it must give great satisfaction to be able to look back over the years and see only records of work well done. Always dependable, always cheerful and courteous, a

real asset to your employer, and a real friend to your fellow Trainmen.

"There isn't a man working out of O. P. C. H. hasn't benefited by being associated with you and there isn't a man who doesn't regret seeing you go; but we have the satisfaction of knowing that you are leaving in first class health, and will undoubtedly enjoy recreation and rest."

Mr. Clark's reply was as follows:

"I wish to thank you collectively and individually, the part each of you had in making me this beautiful present, and particularly I wish to thank you for the loyal comradeship that has been mine over a long period of years. No man could wish for a better group of men to work with and associate with, and this association will be a rich legacy in my memory during the coming years.

"Mrs. Clark joins me in thanking you for the beautiful radio."

SOUTHERN DIVISION

R. C. Vanderpool

Seeing that Jack Henry had been training with his home-town team of Sheridan, Wyo., for a month, we thought that we were going to see some startling baseball, but it seems that he only learned the finer points of bridge. Evidently, Jack likes to fix flats rather than travel by rail, as he loaded the folks in the family bus and drove the round trip.

When W. C. Scholl came back from his vacation, he looked as if he had had several good nights sleep. On inquiry, it was learned that he had taken advantage of the P. E. Camp. "Bill" didn't exactly say so, but from the way he talked, I think that his youngster caught more fish than he did.

For all embellishment and complete detail, get Clyde Young to tell you about that "Wonderful Boy" from Santa Ana. Maybe Ray Jones will help him out.

Robert Simpson, more commonly known as Bill Sampson, the pride of the surface track, has revealed his secret life-long ambition at last. After years of hard study, he has decided to write single track, so that he will be able to bid in a run on the "Angel's Flight." You had better not, Bill, as the City Council is still talking about tearing down the hill and you might have to go back to work again.

All stops are just a block apart on the Whittier Line. If you don't believe me, just ask J. K. Walton.

L. O. Moore arrived safely back from his vacation in Texas with a happy look on his face. He didn't say what put it there, and I'm just wondering maybe if the old sheriff isn't dead. How about it, L. O.?

It must be a terrible blow to one's vanity, after a sixty-day leave of absence, to have to work the front end of an Edendale "jigger" when the temperature stands around 90 in the shade, eh, Jake?

Frank Epp was telling the boys what an easy tripper he had on Edendale one morning. It proved out, upon investigation, that Silverman was his leader.

E. B. Jackson either believes in the coming of prosperity, or has a goodly sock, as he invested in about \$15.00 worth of high-class fishing tackle. It looks as if the poor little fish are going to suffer on his next vacation.

If you don't think that going to work at 4:30 a. m. spoils a man's disposition, just try to lay off about 5:00 a. m. some bright day.

If size counts for anything, Topp and Haney ought to go a long ways in holding down things on run 24. Boy! That's a combination that is only equalled by Andrus and Moon.

Just what is the attraction in New York, that the boys have to travel all that way just to spend their vacation. First, it was Jake Osterhoudt, then Tommy Lyons, who has just recently returned, and Motorman Messler of Long Beach has been talking of it for a long time. Tommy says that it is only warm here in Los Angeles, but that it is sure enough hot back East.

Overheard on an Edendale car: "Look! We have a Western Division Conductor tonight. The first one I have seen in months."

Jake Osterhoudt has returned from an extended trip back to Poughkeepsie, N. Y. Jake reports that the girls at Vassar College are as sweet as ever.

Moto Zumwalt has gone and done it again—the nuptials were performed a few weeks ago.

Pat O'Dell is in the Lutheran Hospital at 1414 So. Hope St. Drop around, fellows, and give him a call.

The greatest parade California has ever seen will be held at Long Beach on August 31, the day the American Legion Convention opens in that city. Many P. E. Trainmen will be in the parade.

The Trainmen's baseball team is putting up some nice games. They should be supported and it's worth your while to go out some Sunday. Ask "Mac" where the game is to be played. It's worth the trip to see Silverman's north and south feet.

The gang on the Watts line were all fozzeled up. But it's O. K. now. (See you in the big league.)

Vacations and Vacationists

(Continued from Page 10)

nearby beach and try to get an "all-summer tourist-tan" in about 3 or 4 hours . . . the result is a very rare and tender finish . . . they won't even talk a decent word to themselves for a week after . . . and did you ever pat one of them on the back . . . why, that's a whole lot quicker way of committing suicide than stepping in front of a limited. Then to some other, no matter, how they spend their vacation, the first day is best of all . . . that blessed awakening on that first morning when you raise your tired, sleepy dome from the pillow . . . and can thumb your nose at the old alarm-clock and fall back . . . Oh, boy . . . ain't it a grand and glorious feeling?

EXCURSION BUSINESS SHOWS GOOD INCREASE IN JULY

Worthy of more than passing encouragement that times are slowly but surely improving, was the revival of special excursion business from Pasadena and Long Beach last month.

Agent G. A. Schmidt at Pasadena had a particularly good month, there being no less than nine special movements, involving the chartering of 19 special cars. The Y.M.C.A., Boy Scouts, San Pasqual Masonic Lodge and the Alpha Gamma Delta Sorority were among the organizations who traveled via our lines.

From Long Beach six well patronized excursion movements originated, three of which were destined to the Hollywood Bowl, two to the Pilgrimage Play and one to Mt. Lowe. The six parties chartered eleven cars and 575 passengers helped to swell the month's traffic. Mr. Layne advises that four movements have already been arranged for next month and that he hopes to show a still better improvement in August. A number of agencies arranged one and two chartered parties last month and from inquiries made August looms as a material improvement over July.



Fritz—"Dad, you are a lucky man."
 Father—"How is that?"
 Fritz—"You won't have to buy me any school books this year. I have been left in the same class."

Customer (indignantly): That parrot you sold me hadn't been in the house a day before it began to swear dreadfully."

Dealer: "Well, madam, you asked me for one that would be quick to learn."

Husband (to wife in front of hat shop)—"My dear, it's no use your looking at those hats. I've only 50 cents in my pocket."

Wife—"You might have known that I'd want to buy a few things when we left the house."

Hubby—"I did."

Magic Hose

Testimonial for sporting good dealer: "Fifteen minutes after I put on a pair of your golf hose I made a hole in one."

"So Oakie's been speculating in the stock market. Was he a bear operator?"

"Well, he was practically bare when they got through with him."

A naval officer fell overboard. He was rescued by a deck hand. The officer asked his preserver how he could reward him.

"The best way, sir," said Jack, "is to say nothing about it. If the other fellows knew I'd pulled you out, they'd chuck me in."

A minister, learning to play golf, suddenly remarked: "I must give it up. I must give it up!"

"Give up what?" he was asked. "Golfing?"

"No, the ministry."

Gone to Join the Angels

"Sam, Ah jes' seen a alligator eatin' our younges' chile!"

"Umm-uh! Sho' nuff? You know, Ah thought sump'n been gittin' our chillun!"

Don't question your wife's judgment—look whom she married.

Authority on Finance

Hubby: "I can't raise \$100—that's all there is to it. I received a notice this morning from my bank about being overdrawn."

Wife: "Well, can't you try some other bank? They can't all be overdrawn."

Willie—Take off your hat, please.
 Big Sister's Suitor—Sure, but why?
 Willie—I wanta see if it's so; sis says you're cracked in the head!

Answer This One

Why do they put so many holes in Swiss cheese when it is Limburger that needs the ventilation?

Gumbo: "I'm the happiest man alive. I've got the finest wife in the country."

Mudd: "Yeah, that does make a man happy, having his wife in the country."

Misread His Hand

A shoe store advertised in its windows with a sign, "Shoes sold on poker terms," and below the sign was a plate containing three silver dollars with a sign, "Three of a Kind Take Any Pair."

A customer asked for a pair of shoes, size nine, and after being fitted, told the clerk to wrap up two pairs, and then tendered him three dollars in payment.

The clerk politely informed him that the charge would be \$6 for the two pairs.

The customer called for the owner of the store and demanded, "Are you going to live up to your terms as stated in the window?"

"Certainly," said the owner.

"Well," said the customer, "any poker player knows that three of a kind always take two pairs."

"Yes," said the owner, "but not four nines."

Burned His Bridges

A charming wife of a French diplomat had never thoroughly mastered the English language.

She was urging an American officer to attend a dinner, the invitation to which he had already declined. The lady insisted that he must go, but the young officer said that he had burned his bridge behind him.

The lady misunderstood the word, "That will be all right," she explained, "I'll lend you a pair of my husband's."

Wrong Place for Drink

The prison visitor was going round the cells, and was asking rather fatuous questions. "Was it your love of drink that brought you here, my good man?" she asked of a prisoner.

"Lor', no, miss," replied the man, "you can't get nothin' here!"

Ann—Why did you buy that referee's whistle?

Doris—I have a date with a football player tonight.

Mrs. Sloser heard a man ascending the stairs of the tenement house late at night and, supposing it to be her husband, quickly opened the door and administered a severe thrashing.

After it was all over she looked at the man's face.

"Good gracious!" she cried in shocked tones. "You're not my husband. You're the tenant on the next floor. I'm awfully sorry."

The victim picked himself up.

"And so you ought to be," he moaned. "Now I'll have to go through all that again."

1st Prof.: "I hear Rastus was expelled for calling the dean a fish."

2nd Prof.: "Yes, he kept saying to him: 'Yes, sah, dean, Yes, sah, dean.'"

Cruel and Unusual

Father—"Did mother punish you today, Tommie?"

"Yes, dad."

"What did she do?"

"Made me stay in the house while she was taking her singing lesson."

The Radio Age

Bachelor: "Come in and tell me what you think of my loud-speaker."

Much-wed: "Would love to, old man, but I promised to meet mine at 7 o'clock sharp."

Suitor: "Jimmy, how would you like to earn a quarter?"

Jimmy: "Fine; how?"

Suitor: "Get me a lock of your sister's hair."

Jimmy: "If you'll give me 50 cents I'll get you the whole wig."

Matrimoney

"Marriage brings a lot of change into a man's life," says a novelist. And it takes a lot out, too.

Not Up-to-Date

A traveling salesman found himself in a village hotel dining room when a heavy downpour of rain set in. Addressing the waitress, he remarked: "It looks like the Flood."

"Like what?" the girl inquired.

"Like the Flood. You've read of the Flood and how the ark landed on Mount Ararat, haven't you?"

"No, sir, I haven't seen a newspaper for three days," confessed the waitress.

Born for Big Business

Tommy—"Nurse, did you say you would kiss me if I were good all day?"

Handsome Nurse—"Yes, dear, and so I will now."

Tommy—"No, nurse. I have sold the kiss to my big brother for a shilling."

Public Nuisance

A man went to see his physician for advice as to how to be cured of the habit of snoring.

"Does your snoring disturb your wife?" asked the M. D.

"Does it disturb my wife?" echoed the patient. "Why, it disturbs the whole congregation."

All Records Broken in Tips Resulting in Business

EXCEEDING the passenger business developed for the Southern Pacific Company over any previous two month period, travel tips by employees resulted in the sale of 51 round trip and 27 one way tickets to various points in the United States. Whether this is an indication of "better times ahead," or more interest by the employee mass is indefinite. In any event the results were very gratifying, as a very considerable amount of revenue was produced for our parent company, much of which no doubt would have gone to competing carriers except for the kind interest of those concerned.

For the benefit of other employees who may have overlooked this medium of developing business for the Southern Pacific, the method by which this business is obtained will bear repeating. If you have a friend, relative or learn of anyone contemplating a journey, all that is necessary is to drop a note or telephone the Passenger Department of the Southern Pacific. Your name may or may not be used, as you desire.

Very shortly a representative from the Southern Pacific will call upon the prospective traveler. He is an expert in this work and can give prices, arrange routings, connections, care for checking of baggage, deliver rail and berth ticket. There is no obligation for the service, and, of course, no charge is made. Many details incident to mak-

ing a train journey are thoroughly planned and the traveler relieved of the burden. The service is so complete and worthwhile that you will confer a favor upon causing a representative to call upon the intending traveler.

Publication of names of those who turned in traffic tips that resulted in business will have to be eliminated this month, owing to lack of space brought about by alternate month publication of the Magazine. Names will appear in the next issue, however.

Boss to Porter: "Sam, I hear you're father of triplets. You should be thankful. God surely smiled on your family."

Porter: "Boss, I is thankful. I'se thankful that He didn't laugh out loud."

Partial List of Claims Recently Paid to Pacific Electric Railway Employees by the Wm. L. Thomas Agency of the Pacific Mutual Life Ins. Co.

PARTIAL LIST

Name	Kind of Disability	Amt. Paid	Name	Kind of Disability	Amt. Paid	Name	Kind of Disability	Amt. Paid
Blair, Claude C.	Appendicitis	\$ 46.00	Fuller, Frederick A.	Sprained ankle	11.00	Moore, Geo. B.	Diarrhoea	5.33
Bonney, Carl F.	Fractured knee	180.00	Goodwin, Lee O.	La Grippe	8.00	Moore, Leonard A.	Flue	12.00
Boswell, Thos. E.	Tonsils removed	24.00	Gorton, Ernest G.	Broken arm	700.00	Peach, John S.	Sprain	50.66
Brooks, John W.	Broken heel	120.00	Greco, Merle	Cold	8.00	Peterson, Vera	Dizziness	40.00
Cain, David A.	Burns	44.00	Hernandez, Joe M.	Influenza	10.00	Schimelman, Louis	Gastritis	46.00
Cash, Arvin F.	La Grippe	8.00	Hood, Clinton I.	Fractured back	120.00	Trine, Darrell O.	Sickness	3310.00
Cole, Ralph C.	Cold	6.00	Huettner, Chris. S.	Gastritis	22.00	Vidano, Frank A.	Gastritis	12.00
Damewood, Isaac B.	Influenza	28.00	Jensen, Ove	Tonsilitis	32.00	Ward, Raymon H.	Contusion of shoulder	12.00
Elmer, Jos. A.	Influenza	24.00	Madill, Cyrus A.	Influenza	10.00	Watson, Jason	La Grippe	14.00
Fox, Wm. L.	Flu	5.33	McCauley, Sopha L.	Nervousness	16.66	Williamson, Guy H.	Influenza	18.00
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