

Two Bells

THE TRANSIT STORY

PUBLISHED MONTHLY
FOR THE EMPLOYEES
OF THE
LOS ANGELES TRANSIT LINES

SEPTEMBER, 1952

Operation Safety L.A. Transit Style

National Safety Council's famous "Operations Safety" Program. Born in Los Angeles, went International. Now L. A. Transit begins its own "Operations Safety" Campaign. Object: Accident Elimination.

"Accident Prevention is a medication which cannot be taken in occasional, small doses. It must be applied constantly every moment of every working day to be successful."

This was the idea behind the new "Operations Safety" program which was introduced August 1, at Division One.

"Operation Safety" can be called a calendar of safety promotion, for it is a calendar, with every month of the year dedicated to a different type or classification of an accident. To our knowledge Los Angeles Transit Lines is the first organization to develop its own intra-company program.

Operation Pedestrian

The first month, August, was "Operation Pedestrian" month, dedicated to the safety of the fellow who must be watched over as he darts across the street or ambles carelessly in front of our vehicles. Every month thereafter will offer an opportunity to us to concentrate all our safety skill on one type of accident without neglecting any of the other types of accidents, of course.

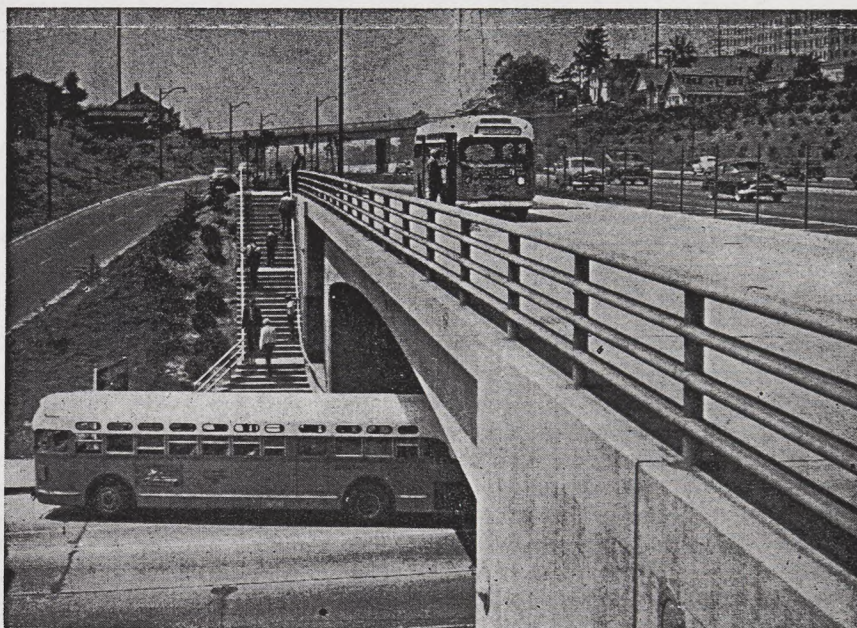
Oftentimes the month itself will have a bearing on the "Operation Safety" for that period. September is naturally "Operation School Kids," with every lad and lass in the land heading back to the halls of learning, and, of course, Christmas time automatically becomes "Operation Holiday."

Safety Lessons Will Remain

It's a proven fact that lessons learned under heavy or long concentration are never forgotten. The thesis which a graduating college student prepares in his last month of college is never forgotten because of the hours of research he must

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Rubber Tired Rapid Transit



Tomorrow at Alvarado and the Hollywood Freeway. Here is a picture of the future showing passengers transferring between a "Freeway Flyer" and the local Alvarado bus. The bus turnout makes transferring possible with safety for all patrons, and without interfering with the flow of traffic on the Freeway.

Rubber-tired Rapid Transit is just around the corner, and before another year is past "Freeway Flyers" may begin whirling patrons between outlying communities and downtown Los Angeles over the completed portions of the Freeway network.

When Los Angeles Transit Lines applied for permission to operate busses on Freeways, many responsible community organizations came forward to support our contention that busses belonged on Freeways if these great thoroughfares are ever going to carry great numbers of people. For the transit patrons have paid their share of the construction costs through the media of fuel taxes, bus weight taxes and other highway users taxes, thus they are entitled to use the Freeways.

Moreover, a bus tends to lessen, rather

than add to traffic congestion, for it carries as many people as 40 private automobiles carrying an average load.

Originally the Hollywood Freeway, as designed by the State, was not provided with special turnout facilities where bus passengers could board and alight without interrupting the flow of traffic in freeway lanes. It became necessary for the Los Angeles City Council to appropriate moneys with which to build such facilities.

After lengthy hearings before the City Board of Public Utilities and Transportation that body recommended to the Los Angeles City Council that franchises be offered for sale. The Council a few weeks ago followed this recommendation, stipulating a franchise tax of 2½ per cent which would eventually return to the city the money which had been advanced.

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OPERATION SAFETY

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put in. So we felt that this super effort to save the pedestrian (from his absentminded, careless self) during the ensuing month will teach us safety lessons that will remain with us until it comes time for another "Operations Pedestrian" period, along about next August.

Division One took the initial step in getting the program off to a fine start, with every man whipping up considerable interest in the endeavor. In September Division Two will have charge of the Safety Promotion. Each Superintendent and each Division will have an opportunity to organize and promote safety in a campaign of their own.

The Safety Department will hold constant "Operations Pedestrian" meetings and when an operator is involved in an accident with a pedestrian his Superintendent will call him in to discuss the accident. A member of the Instruction staff will ride with every operator reporting a pedestrian accident. The Safety Department hopes that this concentration on pedestrians during August will drive home the fact to every employee that, "Every Pedestrian is a Caution Sign."

Accident Calendars At All Divisions

Every Division will be supplied with an accident calendar and each day that a pedestrian accident occurs involving a vehicle out of that Division a red star will be placed on the calendar. Every day which the Division goes without a pedestrian accident a blue star will be displayed.

It is hoped that every Division can make August a "Blue Star" month. For Pedestrian Accidents are the most costly of all incidents, for even though a pedestrian who encounters a bus or streetcar may be entirely to blame, juries quite often favor the person who has suffered bodily injuries. A broken arm or leg can

be dramatized more emphatically in court than can a bent fender.

Already August is proving to be a "Safe Pedestrian" month.

Here are suggestions for making "Operation Pedestrian" successful every month of the year:

1. Consider every pedestrian wherever he is as a Caution sign.
2. Expect every pedestrian to be a careless pedestrian and one whom you must protect, if possible.
3. Watch out for Crosswalk Traps where a pedestrian may step into the patch of your vehicle without looking or thinking. When approaching crosswalks reduce your speed and proceed cautiously.
4. Keep an eye peeled for jaywalkers.
5. Watch the pedestrians when making right or left turns. It's easier and faster to yield the right-of-way than to gather witness cards.
6. Caution your patrons as they alight against rushing from Safety Zone to curb. It's easier to say "Watch Traffic" than to tell an ambulance driver how it happened.
7. Consider every pedestrian on the street to be deaf and blind and drive accordingly.

Are You Good On Gimmicks?

"Gimmicks" are needed to help publicize the "Operations Safety" program. Put on your "Gimmick Helmet" and come up with an idea which will help put over this month's "Operation School Kids".

The gimmick can be a trick blackboard, a child sitting on an eight ball, or any idea which can put over "Safety" for our tiny charges — school kids.

Slogans, too! Slogans are needed to sell each month's campaign. Send your ideas to the Safety Department.

(Note we've already had the slogan, "Look out, for the teachers pet," a couple of times).

OPERATIONS SAFETY CALENDAR

AUGUST	<p>"Operations Pedestrian" Every Pedestrian is a caution sign. Help to keep him walking.</p>	Div. One
SEPTEMBER	<p>"Operations School Kids" Every school kid is a potential customer. Let's not let anyone kill off our business.</p>	Div. Two
OCTOBER	<p>"Operation Following Distance" Only in Scotland is it permissible to get close.</p>	Div. Three
NOVEMBER	<p>"Operation Boarding and Alighting" Never tell anyone where to get off, But you can tell them How-carefully.</p>	Div. Four
DECEMBER	<p>"Operation Holiday" The merriest of Christmas' is the safest of Christmas'.</p>	Divs. Five and Six
JANUARY	<p>"Operation Weather" Let's have a safety record to blow about when the month is passed.</p>	Divs. Seven and Eight

RUBBER TIRED

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When Bus operation begins on Freeways express busses or "Freeway Flyers" will enter bus turnouts, where patrons may board or leave the vehicles via specially built loading platforms, well out of the stream of motor traffic.

The experienced men who bear the executive burden of planning, building and operating transit systems have contended all along that the rapid transit system best suited to the needs of Los Angeles, with its vast area, thinly distributed population and the highest registration of private passenger automobiles of any city in the world, was a fast and flexible system of busses on freeways.

Express busses can pick up passengers near their points of origin off the freeways, make fast time for the longer part of their trips over the freeways and then swing off to discharge passengers near their destinations, a measure of flexibility that could not be matched by any system of fixed rails. Transit experts believe that a transit system that is to give maximum service to Los Angeles must be able to go wherever the automobile goes, since community development in this city follows a pattern established by the motor-ing public and this pattern frequently results in large retail, industrial and residential development in areas remote from the rail system.

The "Freeway Flyer" emerges from bus turnout into right lane of Freeway. This shows the ease with which mass transit vehicles can re-enter the traffic lanes without impeding traffic.



KEEP YOUR EYES ON THE TOKEN, MEN!

It's the little things in life that count. But little things are quite often overlooked. There are so many glamorous distractions. Take the glamorous distraction in this picture, for instance. At first glance would you guess that she is modeling a token (between thumb and forefinger) for the artist to sketch?

This photograph was prepared to call to the attention of all retail merchants in the area that the token is an available medium which might help solve their business problems, might act as a buffer against further decentralization of our city.

A folder was prepared and is being mailed to one-thousand leading merchants, urging them to consider adopting the token refund plan which Paramount Theatre and the United Sporting Goods store are pioneering. As you know Milliron's Department store made a test by setting up a "Token Bar" and refunding a token with every three dollar purchase. This was done for four days — each Wednesday of May.

Merchants Subsidizing Own Traffic Jams

Retail merchants for years have been providing free parking for their customers either in their own lots (and this represents a cost not only for the capital investment but for maintenance) or by validating parking tickets from commercial lots.

They say in effect: "Bring your automobile when you come to shop, we'll pay the cost of parking, even if that means adding one more car to the traffic jam that already is keeping business from our door."

Every merchant does it because his competitor does it.

To us it doesn't make sense.

Here's What People Want

In our mailbag we receive letters from time to time asking if we don't think it would be fair if merchants offered the same type of courtesy to both types of



At first glance it's hard to see the little token held up by Actress Gloria Maxwell, for Artist, Frank Grundeen, to paint, but it's there. Picture was used to publicize token refund plan to merchants.

patrons, those who drive their own cars and those who prefer to ride transit. If one group is offered free parking privileges, why not offer to refund a transit token with every purchase made by transit riders? That's the question people are asking today and we hope the merchants find a satisfactory answer for it.

There is a direct relationship between the ability of any transit system to provide proper transit service and the general level of community prosperity, particularly with reference to maintaining the value of downtown real property and the volume of sales.

The degree to which downtown business relies upon transit patrons was illustrated dramatically during the 5-day work stoppage on Los Angeles Transit Lines in 1950. On this occasion the volume of business transacted fell far below estimates. Responsible merchants informed us after the strike was concluded that their business was off sub-

stantially, with the average being in the neighborhood of 40 per cent.

Automobile Becomes a Frankenstein

Ever since the first horseless carriage appeared upon the horizon, community and civic leaders, engineers and designers research experts and city planners have been paving the way for the movement of this vehicle.

The automobile has now become a Frankenstein.

There are enough automobiles in Los Angeles to carry everyone at one time in the front seat according to an article in Life Magazine, entitled, significantly, "City Versus Automobile."

And if everyone in Los Angeles attempted to do this at the same time *no one could move.*

Our downtown streets, like the downtown streets of all large American cities, were designed for horses and buggies.

So, it is a fact and beyond argument that private vehicles simply cannot move enough people through our downtown streets to maintain retail volume at a desirable level.

Many Glamorous Solutions

There have been City Planners who have noted the relationship of transit patrons to sales levels and community property values. And there have been many glamorous solutions to solve the downtown traffic problem. A whole glittering parade of them. To name a few: The Babcock electrically coordinated subway, the Davino suspended Duo-Rail, the Roberts suspended Monorail, the

Drop-in advertisements, shown here, have been prepared and are being mailed to leading merchants. Merchants are urged to use them as a part of their own newspaper advertisements.

BE WISE!
**SHOP BY BUS
 AND STREET CAR**

 PR 7211
 FOR INFORMATION

BE WISE!
**SHOP BY BUS
 AND STREET CAR**
 IT'S SAFER
 IT'S EASIER
 IT'S CHEAPER

For
**CONVENIENCE
 ECONOMY
 SAFETY**
**SHOP BY BUS
 AND STREET CAR**
 PR 7211
 FOR INFORMATION


**ENJOY YOUR
 SHOPPING
 TRIPS MORE**
**TAKE A CAR
 OR BUS DIRECT
 TO OUR STORE**

Wenner-Gren rail plane, all designed to whisk the transit patron under, over or around the monstrous traffic jams that grow larger and larger with each passing year.

And all costing hundreds of millions of dollars and requiring many years to build.

Talk the Token Refund Plan to Everyone

We do not believe that these fanciful dreams are the solution to our city's transit problems. We think the solution lies in the development and perpetuation of our present system.

There is nothing wrong with the present transit system that added patronage couldn't cure and just around the corner is Rubber-tired Rapid Transit on the Freeways which, with proper application can relieve traffic congestion, offer fast service and bring a greater number of people to the merchants in congested areas.

If you talk about the token refund plan to your riders, you will find that most of them think it fair and reasonable that streetcar and bus riders should be treated with the same consideration as shoppers who drive their own cars. Their letters to us indicate that they would welcome the refund of a token with every purchase in an adequate amount.

And as for the merchant?

He doesn't want a full parking lot. He wants a full store.

After all, he never made a sale to a vehicle.

Our Medical Plan Unparalleled

The health of all the employees of Los Angeles Transit Lines is one of Management's prime concerns, and the Medical Plan provided and administered by your company is considered one of the best in the United States. When compared with plans offered by most insurance companies it provides the best in insurance at a lower cost to employees. If your plan was carried by an insurance company there would be administration costs plus taxes added to what we both pay.

The employee and the company share the cost of the plan.

Just what did the Plan accomplish in 1951: Here is the fact record:

	Number	Cost
New cases treated	4653	\$
Prescriptions issued	8442	\$25,225
Hospital Confinements.....	255	\$50,353
Total days of Hospital Confinement.....	1869	

To maintain our standard of medical requirements a panel of twenty doctors has been carefully chosen. These doctors have offices scattered about the Los Angeles area, thus providing medical service close to employees' homes.

In addition we have available to our members the services of eighteen specialists. One major problem which confronts the administration of our Plan is the continuing upward spiral in costs of hospitalization, prescriptions, etc.

Vitamins:

After a study of vitamin and mineral formulas by numerous manufacturers the Plan has now made available to all employees and members of their family, vitamins at almost 50% discount. These are available at Division or Department offices or Industrial Relations Department.

Dependents Medical Plan Is Offered

A new dependents medical program, requiring participation by 75 percent or more of Los Angeles Transit Lines employees has been announced by the company. It will be designed to replace the existing plan in which less than five percent are participating.

The new program will be handled through California Western Life Insurance company. Monthly premiums will be only \$3.98 for employees with one dependent and \$7.28 for employees with two or more dependents. Benefits are liberal, for example, \$8.00 per day toward hospital room and board, \$160.00 basic benefit for extra hospital charges and 75% of charges exceeding \$160.00 up to the first \$1000.00 of such charges, \$250.00 for surgical charges, \$300.00 additional accident expense, \$2500.00 for polio cases, \$50.00 maternity benefits and for employees themselves, \$1000.00 for non-occupational death and dismemberment.

Those who sign up prior to October 1 will not be obliged to prove insurability. After that they will be required to make such a showing, so there is every sound reason to hurry and apply.

Full details will be given employees by special bulletins and other means.

GOT A FRIEND

or a neighbor, who is looking for a job offering security, paid vacations, best in welfare benefits, good wages for work that is not seasonal?

Send him to:

1056 S. BROADWAY

"Whaddayul mean, hat check? I ain't even got a hat!"



Two Bells

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U.S. POSTAGE

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