



THE TRANSIT STORY

PUBLISHED MONTHLY
FOR THE EMPLOYEES
OF THE
LOS ANGELES TRANSIT LINES

OCTOBER, 1953

SUCCESS STORY

The Freeway Express service which was introduced on August 3, on the Beverly Line will become known some day as a "Transit Success Story." First, because it offers a hope to business men now suffering from traffic strangulation that here is a new, modern type of rapid transit suitable for this community.

Secondly, because it offers our patrons an opportunity to get some benefit from monies they have expended in the form of taxes to build the Freeway.

Perhaps fast busses on Freeways will cause new business centers to grow close to the Freeway entrances just as the heavily traveled street railway lines helped to build business centers at major intersections when Los Angeles was young.

Although the Freeway Express reduces the running time from Beverly and Western to downtown by about seven minutes, a few satisfied patrons with whom we have talked insist that they "get to town a half-hour quicker" than they did via the

old local. Perhaps the fast trip over the Freeway has a psychological effect of making the trip seem faster, and seven minutes seems like on half hour. We know that is true in case of delays.

The overall changes in travel levels under varying conditions sometimes make it difficult to get a direct measure of the travel on a new service such as this. However, we can compare it by checking revenues with a paralleling operation, the Melrose line, which serves a comparable territory. Using the average number of revenue passengers carried prior to August 3 as a base figure of 100, we find that the Beverly line is above the base some 5 or 6 points, while the Melrose line has dropped to 94, or 6 points below the same base.

There is one thing of which we are certain. The Freeway Express has brought better rush hour service to patrons on both portions of the line. Because the line

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TWO WAYS TO DO THINGS

In every human effort there are two ways of doing things—the hard way or the easy way.

Watch an individual work, who has found success in life, and you will see a man completely relaxed as he goes about his chores. He does everything so easily. He automatically thinks, "Which way is the easy way?" He balances time and effort quickly. If something has been planned to make his effort easier, he follows the plan, the line of least resistance.

Why all this buildup?

Well, frankly, it stems from a complaint in which a storekeeper, whose place of business is at a bus stop and who has been fighting to have the bus stop shortened so he can get one more automobile in front of his store. The man stated: "There is a telephone pole in front of

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OLD TIMERS TO GET SERVICE PINS

When the Old Timers gather next month for their Retired Men's Association meeting they will be awarded numbered service pins, done in Gold and green. The number of service years on each pin is denominated in figures of Five. For instance, a man having 48 years of service will get the 50 year pin, 42, the 40 year pin, etc. These lapel pins are similar in design to the present Safety pins which are awarded employees each year for achievements in the science of Safety.

Five hundred and two employees on pension will be honored. However, not all Old Timers will be at the luncheon, for many members reside in other communities, some are on extended fishing trips, or just loafing at some mountain resort or beach.

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LET'S HOLD THAT THREE PER CENT

In presenting our application to the Board of Public Utilities asking for the elimination of the reduced rates in fares, a portion of our testimony dealt with declining patronage, for it is necessary in making revenue estimates to give weight to trends in patronage. Spot comparisons of the past year's business indicated that the downtrend currently being experienced was in excess of 3 per cent. In fact, the comparison between the first 26 days of August, 1953 with the same period in August 1952 shows even after adjustment for the effect of an intervening fare change that patronage was down 4.6 per cent.

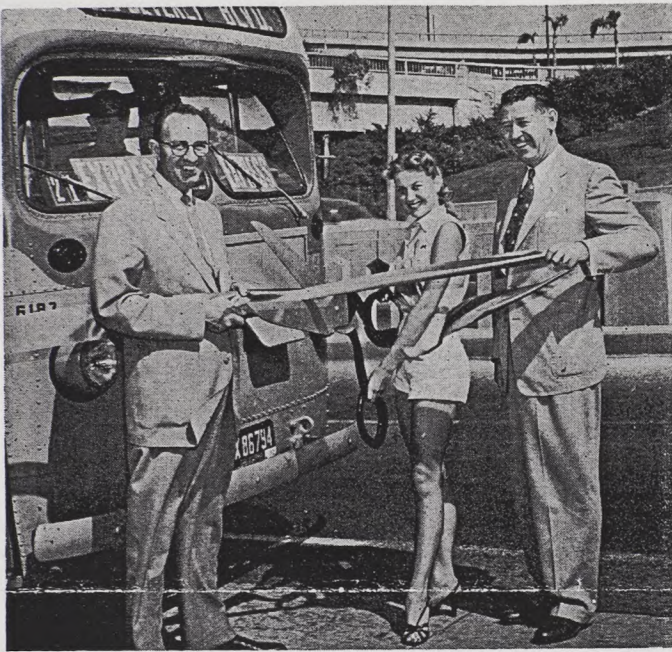
In projecting the coming year's revenue the Planning Department estimated a 3 per cent revenue passenger downtrend in the coming year.

Experience also proves that there is an immediate decline in business when a fare increase becomes effective. It is for that reason we are publishing the following factors which make it necessary for us to apply once more for the establishment of a basic single zone fare of 15c. It is our hope that you can explain our position to your neighbors, friends and passengers and if possible reverse the downtrend which traditionally comes with a fare change.

First point out to your friends and patrons that our service is still the most economical commodity they can purchase. Compare the 15c cash fare with the costs inherent in travelling by the private automobile. You might refer to a recent national survey made by the American Automobile Association which shows that running a private car is as expensive as maintaining a sizable mortgage on an average house and the cost for personal automobile transportation is 6% higher today than it was last year.

Fact is, the average car owner pays out \$559.92 a year for fixed charges, whether he drives twice a day or not at all. These

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Ribbon is snipped for first Freeway Express bus by Miss California in Miss Universe contest, Marcella Roulette. Harry Morrison, left, General Manager Downtown Business Men's Association and John S. Gibson, Jr., President City Council hold ribbon.

TWO WAYS TO DO THINGS

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my shop and I'd like to know what kind of chalk marks your bus drivers make on the curb so they can tell just how far they must pull their bus into the crosswalk so they can place their rear door in line with a large telephone pole which blocks the exit of the passengers.

Of course, we explained that the buses were not supposed to pull into a crosswalk and then we detailed for him the rules governing designated bus stops.

First, seventy feet of street space parallel with the curb is allotted for buses. A bus is thirty-five feet in length and it is considered necessary to allow two bus lengths for a vehicle to pull into a stop and be in a proper position to unload.

Second, bus stops are carefully designed so that if an operator stops with his front door just past the Bus Stop sign, he will be five feet back of the crosswalk, his rear door will be clear of any pole, driveway or other obstruction, and he will be doing his job the easy way, for all stops have been carefully surveyed and installed to expedite the free movement of people boarding or alighting from vehicles.

Some of the hard work in loading and unloading your bus has been done. Ever

wonder what it takes to establish a bus stop?

First, when it becomes necessary to establish a bus stop at a certain point, we file an application with the City Board of Public Utilities.

Our engineers go out, study the area, measure the curb, spot the fireplugs, the driveways, the light poles and any other obstruction. They make sketches and from these, a detailed map is presented to the Board.

A hearing date is set and notices are posted so that anyone having cause to object may attend and be heard.

The Board may act favorably and if so, the whole thing is turned over to the Traffic Engineering Department, and after careful scrutiny by the engineers in this department a detailed report is handed to the Traffic Engineering Commission.

If we are lucky all the way, the curb is ordered to be painted restricting other vehicles from using that portion of the street. A simple, easy procedure is all that is necessary to load and discharge our patrons.

So let's do it the easy way. Let's stay back five feet from the crosswalk, pull in close enough to the curb so that our passengers can board or alight a bit quicker and relax as we work.

TRANSIT - WORLD WIDE

REVISION in automobile insurance rates will be made effective by insurance companies as soon as rate schedules have been filed in the various states. The adjustment in premiums will depend upon the use made of the automobile and will give lower rates to those who drive to outlying rapid transit or bus terminals and who use public transportation through congested areas. In effect, the new rates will penalize the auto driver who insists on driving to work each day.

New Orleans Public Service is able to hold its fare at seven cents because it operates a combined transit, electric and gas public utility under a single franchise from the city. In fixing rates for services, the City of New Orleans regards the operations of the public service company as a unit. The rate of return to investors is allowed on the combined operations of the company rather than on each service separately.

SUCCESS STORY

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is now divided into two segments, local and Express, better scheduling is possible. Patrons east of Western find more seats on the locals for they are nearer the local terminal at Western. The loaded busses are those which have picked up their passengers in the second zone and are bound for the Freeway.

Soon our planning will take form, we hope, in the utilization of the Harbor Freeway which has now been opened to Wilshire southbound and Fifth Street northbound. The next segment will see Eighth and Ninth Streets go into one-way operation, as a part of the over-all Freeway program.

There are presently conversations which indicate that an effort will be made to make Eleventh, Twelfth, Figueroa and Flower Streets one-way arteries. Many affected business men, together with your company, are opposed to this proposal. Our experience in operating on Fifth and Sixth Streets has proved our patrons suffer because coach running time is actually slowed down, and more miles are added because of congestion in the right hand turning lane. About twice as many people travel by bus as by automobile on these streets.

Since their inception, the Freeways have been known as "By passes" and they are designed so that through traffic can by-pass congested areas. Consequently, there is no need to establish "race tracks" through the center of our city to speed vehicles which are only going *through* the area. By the time the Harbor Freeway reaches Twelfth Street a number of vehicles will be able to by pass the downtown district via Santa Ana and Ramona Freeways.

The tremendous cost to the company in rerouting major street car lines operating on Eleventh into Division Four is a most important factor for these costs reflect in fares paid by our patrons, who would derive no benefits from these one way streets. There is no necessity for Figueroa and Flower Streets to be made into one-way streets as the Harbor Freeway which parallels these streets will handle most of the through traffic.

No business man ever made a sale to a vehicle—his customers are people. Hundreds of business men would lose money; their property would devaluate if the streets on which they are situated are made into race tracks to expedite the movement of vehicles *through* the downtown district. More effort should be expended on bringing more customers—people—*into* the district. This can be done by streetcars and busses if more attention is given to expediting their movement through traffic.

OPERATION COURTESY

Twenty-two L.A.T.L. Operators have been rewarded since the "Operator of the Month" contest came into being in November of 1951. Eleven Hundred Dollars, at \$50 per each winner, has been awarded to these outstanding employees. Twenty-two Thousand posters have been posted in all the vehicles during this period showing a photo and the name of each monthly award winner.

Because community leaders, members of the Press and Civic leaders are invited to act as judges we can safely say that more than half a hundred important Angelenos are well acquainted with the fact that the L.A.T.L. operators concentrate on Courtesy.

For instance the judges for the August "Operator of the Month" contest were Don Perkins, Public Relations Director of the National Safety Council; Helen Brush, noted News Photographer and member of the Board of the Greater Los Angeles Press Club; (Mrs. Brush received additional national fame recently when Life Magazine published photographs which she made during the birth of her baby); and F. J. Donnelly, President of Division 1277.

Perhaps it is in the make-up of the contest and the method of judging which has made it so successful. For the benefit of employees who have joined our ranks since 1951, perhaps we should review the rules.

When a letter is received at our Courtesy Department it is copied immediately. On this copy the number of the bus, or streetcar, the Operator's number or name, the line and any street names or street intersections, are omitted. This is done



SIMPLE ARITHMETIC

You don't need to be an Einstein to figure out these two equations!

so that none of the judges will know the names of the operators whose letters are being considered.

This copy receives a code number which is placed on the original and filed in the courtesy Department, so that, after a winning letter has been selected, the identity of the winning operator may be determined.

It is then dispatched to the Public Relations Department to be judged.

Each month's contest officially closes on the 21st of that month.

Patrons who telephone a commendation to the Courtesy Department are asked to send in a letter or card. Approximately 50 per cent comply.

Judges are carefully briefed. The object in scanning letters is to pick three which tend to show by a reported incident or series of incidents that the operators reported are inherently courteous. The three letters are carefully analyzed and marked, "First, second and third."

Three letters are chosen just in case the winner might have left service. In that case number two is selected. However, thus far, this has never happened.

"The proof of the pudding is in the eating" and to date the judges have not missed in their selection. Quite often members of the Public Relations Department make it a point to ride with the operator who has won the Operator of

the Month Award and find to their satisfaction that he or she is most deserving of the honor.

Interesting, too, is the fact that with one exception, all winners have worn the Courtesy Club shoulder patch which denotes that each has received at least three letters of commendation.

And as proof that courtesy and safety go hand in hand, the safety records show that twenty of the winners (two have left the services) total to 92 safe years. An average record of 4½ years without an avoidable accident, per operator.

Since November 1, 1951 and through August 26, 1953 we have received 3468 commendation letters. This is an average of 157 letters per month. We like to believe, in fact we feel safe in assuming, that for every letter received there are another 99 acts of courtesy not reported.

This gives us a grand total of 346,800 acts of courtesy, which brings us to the conclusion that Los Angeles Transit Lines' operators are a very nice bunch of guys and gals.

TRANSIT-WORLD WIDE

Fare Boost in London! The 7,800,000 regular riders on London Transport buses and subway trains will pay from an extra fraction of a penny to two pennies more for their rides (six British pennies equal seven American cents) beginning August 16—an eight per cent increase in fares.

A doubling of the fare appears to have caused a five per cent drop in Buenos Aires subway passengers, but may have produced a one-third rise in revenue. A two cent increase in Stockholm's former seven-cent fare is still leaving the subway and surface system there running at a deficit. On the thirty-eight-mile Buenos Aires subway network, whose fare doubled last year to 40 centavos (three cents at the free-market rate of exchange and eight cents at the official rate), it was reported that this increase caused an approximate five per cent decline of passengers for the first six months of 1952.

Embarrassing - Moments Department: "We've got a missing bus," reported the Baltimore and Annapolis Railroad Company to police. Officers located it shortly thereafter in a string of vehicles several miles long—backed up at a railroad crossing where a B&A freight train had blocked traffic for fifty-three minutes.

OPERATOR OF THE MONTH WINNERS

Name	Division	Safety Record	Month Award Was Won
J. E. Weaver	8		Nov. 1951
Out of Service at Present			
H. E. Flanigan	2	7-Yr. Pin	Dec. 1951
Miss L. G. Hartford	3	2-Yr. "	Jan. 1952
E. L. Bagwell	7		Febr. 1952
Out of Service at Present			
J. Brownfield	1	4-Yr. "	March 1952
E. L. Mullin	8	7-Yr. "	April 1952
D. H. C. Farris	1	7-Yr. "	May 1952
G. D. Tripp	8	3-Yr. "	June 1952
S. R. Siegel	5	6-Yr. "	July 1952
Walter Howell, Jr.	4	4-Yr. "	Aug. 1952
Sally A. Mackin	4	2-Yr. "	Sept. 1952
L. F. Mueller	6	4-Yr. "	Oct. 1952
W. L. Degeere	6	6-Yr. "	Nov. 1952
V. C. Swindell	8	4-Yr. "	Dec. 1952
C. B. Thompson	6	4-Yr. "	Jan. 1953
J. A. Wear	5	8-Yr. "	Febr. 1953
R. C. Johanson	8	8-Yr. "	March 1953
F. J. Donnelly	6	1-Yr. "	April 1953
E. A. Sorenson	6	6-Yr. "	May 1953
Edith P. Swanson	4	4-Yr. "	June 1953
K. G. Burnett	6	5-Yr. "	July 1953
M. E. Jenkins	3	4-Yr. "	Aug. 1953

LET'S HOLD THAT THREE PER CENT

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charges cover insurance, license fees and depreciation, the latter referring to the fact that a car loses much of its market value with every year of its age.

The expenses for gasoline, oil, tires and maintenance are 3.48 cents per mile—increased from 3.28 cents last year. The most careful owner of a car using it to drive to work plus a few longer trips can easily average 10,000 miles a year and his bill for "variable costs" plus fixed charges would be at least \$17.00 per week; or \$2.71 a day. His price for transportation is 8½ cents per mile!

This same amount put in a piggy bank would pay the carrying charges of a \$17,000 mortgage.

And — we haven't included anything for parking!

Secondly, you might wish to discuss the factors which make this fare increase necessary. They are the *immediate* and *impending* increases in our operating costs.

Under the first item we have:

(a) \$80,000 per year, increases in costs of gasoline and diesel fuel.

(b) \$115,000 per year, increases on gasoline; diesel fuel and other Highway User's Taxes for the purpose of expediting Freeway and other major Highway construction.

(c) \$210,000 per year—Increased costs of electrical power if the supplier utility is granted full increase they have requested.

(d) \$659,600 increase in wages (including payroll taxes and insurance) to contract employees as of June 1, 1953 and non contract employees as of September 1, 1953.

Under the heading "Impending Costs" we need only to note the Harbor Freeway which noses close to the area served by the present route of the "5", "9", "F", "7" and "8" rail lines. This Freeway will not only remove supporting population in the Grand to Santa Barbara Avenue

proximity and along the complete "7" line to its terminus at 116th Street, but it will necessitate changes in our facilities which the Division of Highways insists are necessary. As a case in point it will be necessary to remove the tracks used by the "5", "9" and "F" lines on Grand Avenue between Santa Barbara and Jefferson.

In fact there is pending in Superior Court a suit brought by the Division of Highways to eject us from Grand Avenue and we have filed an application with the State Public Utilities Commission asking that alternate routes be designated and the financial obligations be determined. We don't think the street car and bus patrons should have to pay this bill.

Point out to your patrons that we believe the time has come when something positive can be done toward improving transportation through utilization of the Freeway network. In order to do this the company must be kept in a stable financial position so that necessary credit can be received to meet down payments on equipment, abandonment costs and related expenditures.

It might be interesting to point out that this is the third time we have applied for a basic 15c cash fare. The first in April 1951 with a decision handed down on January 24, 1953 establishing the rate at 15c but allowing for tokens to be sold at two for 25c. Then on November 3, 1953 after we had renewed our efforts to have a 15c base cash fare established, the Commission authorized a token fare rate at three for 40c.

The 15c fare is not unreasonable, when compared to cities such as Chicago, Detroit, St. Louis, Cincinnati, Minneapolis, Seattle, Kansas City, Missouri, St. Paul, Dearborn, all of which have 20c cash fares. In our application we listed 30 cities where the fare is higher than our average fare—the average paid by one,

two, three and four zone riders — which is 15.49 cents.

Point out to your patrons that the company sometime ago requested the City to eliminate franchise taxes which last year totaled \$468,000 and to be relieved of the obligation of maintaining pavement between streetcar tracks on about 100 miles of city thoroughfares. Franchise taxes when imposed in early days were done so because streetcar companies were monopolies, and occupied the center portion of the street to the practical exclusion of everyone else. This is no longer true because of automobile competition. Maintaining of pavement on city streets which is worn out by automobiles is a burden, as are the Franchise taxes upon the streetcar patron.

We are extending every effort to gain more customers, and you can help by enlightening those who request information as to the real reasons for the fare adjustment.

OLD TIMERS

(Cont. from Page 1)

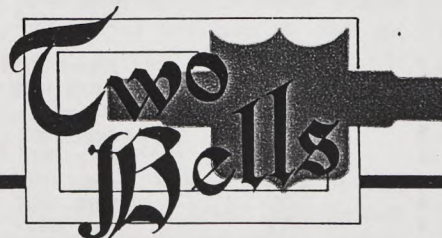
The newest group of those on Retired Roll was welcomed into the "Old Timers' Order" last September 10th when the Women's Club gave a luncheon party for their benefit in the Club rooms at Division Three.

The affair was handled by Herbert E. Gaskell, the Secretary of the Retired Men's Association, and the turkey dinner was prepared and served by the ladies under the direction of Mrs. E. Mitchell, the Club's President. J. Zubor, President of the Retired Men's Association, was unable to attend.

Members of the management joining in the festivities were: Stanley M. Lanham, Vice President and Director of Planning; C. A. Tengblad, Director of Personnel, and Si Watts, Superintendent of South Park Shops.

ST. LOUIS SURVEY

A SURVEY of St. Louis housewives by the Public Service Company's continuing study of riding habits shows that 87% of all downtown shopping trips were made by transit. One of the most significant results was that only 27% of those who shopped by auto went into the downtown area. It was also found that two-thirds of the women surveyed averaged only one trip a week by either transit or auto. (Trips for food buying were excluded from the survey). The survey is being made by an independent research firm and results will be used as a guide for off-peak ride promotion.



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