

# Two Bells

## THE TRANSIT STORY

PUBLISHED MONTHLY  
FOR THE EMPLOYEES  
OF THE  
LOS ANGELES TRANSIT LINES

FEBRUARY, 1955

### OPERATION COOPERATION

All-out cooperation between various merchants, singly and in groups, and this company became an actuality with the new year. The announcement that Harris & Frank would be the first large department store in some time to go into the token refund plan is a milestone in this effort to bring more people—not automobiles—into our downtown business district. This downtown store is refunding a token with a purchase of One Dollar or more upon presentation of a transfer. The Downtown Paramount Theatre has refunded tokens on adult admissions when transfers are presented since June of 1952. Another firm to make use of the plan to develop business is the Acousticon Hearing Aid Company. And, of course, a few others have used the plan to promote business for special sales events.

Also some 46 Van Nuys merchants have joined with the Metropolitan Coach Lines to refund fares to shoppers riding buses into their business district.

### WHAT IF EVERYONE DID IT?

Should all of the merchants in our congested areas decide to refund fares, just as they validate parking tickets, traffic congestion would be materially

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### SAFETY SHOW SET

Twenty valuable door prizes, a top-flight vaudeville show featuring top-notch Television artists and a full evening of dancing promises to make the coming 10th annual Safety Show an event long to be remembered.

The date is Saturday, March 19th, and the place—Embassy Auditorium, 847 So. Grand Avenue. Show will start promptly at 8:30 p.m.

High tribute will be paid to some sixty operators, first members of the 250,000 Safe Miles Club, each having ten years of operation without a

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### ROBERT E. BRAUM

### OPERATOR OF THE YEAR

Vice President, Cone T. Bass, presents Robert E. Braum with Five Hundred Dollar Savings Bond, as the award for being chosen Operator of the Year.



HIGHEST honor ever paid to an operator of Los Angeles Transit Lines was bestowed upon Robert E. Braum recently when he was named Operator Of The Year For 1955, after a year-long contest, in which all operators were judged by impartial committees.

Braum, 39 years old, joined the company on May 19, 1939, working first on rails at Division Five then switching to buses and Division Eight (now Division Six). For the past five years he has piloted a "curbliner" on West Adams-Temple Street line. Braum wears the nine year Safety Award pin and if he keeps up his driving record until May he will become a member of the 250,000 Safe Miles Club.

He, his three sons, Ronald, 14, Robert, 12, Phillip, 6, with his wife, Frantz are active members of the Los Angeles Transit Lines Rifle Club. During the hunting seasons the whole family, each with his or her own rifle take off to the high Sierras, or Lancaster.

Braum received as his prize a Five

Hundred Dollar Savings Bond, which he says he is putting away for a rainy day, because "There may come a time when I won't be able to work a Wilshire tripper to buy ammunition for the boys." He was also guest of honor at a luncheon sponsored by the Los Angeles Chapter of the National Safety Council.

Braum was chosen first in the following respects:

1. Courtesy to passengers and public in general.
2. Attitude towards his job and the performance of his duties.
3. Attitude in every day contact with his fellow workers.

Perhaps it was Braum's personality which won for him over the other finalists, when the committee began interviewing and talking to each; perhaps it was his infectious smile, or perhaps it was his humility, for when he was advised that he had won he said: "Me? Operator of the Year? You're kidding! Gosh, I know a hundred guys who deserve it."





Housewife's greatest thrill came to Mrs. Charles Watts (Center) and son Douglas as she stepped off streetcar in South Gate. Robert Shillito, General Manager Downtown Business Men's Association, handed her Fifty Dollars for a shopping spree, entering her in the Dollar Day shopping contest. L.A.T.L. presented her with tokens so she could shop with ease. Results transit wise for the Dollar Days showed a system increase Friday 11th of 4% and Saturday 12th, 6%.

## OPERATION COOPERATION

(Continued from Page 1)

diminished and riders would pay less for their transportation.

We should also add, in passing, that if all the merchants refunded tokens, their customer lists would increase.

Merchants Associations throughout the Greater Los Angeles area have become aware of the part transit plays in moving people. During the recent hearings to convert some of our lines to rubber-tired service instead of a fixed rail operation, many of these groups appeared and pointed out to the Commissioners their own particular needs in regard to better transit.

### DOWNTOWN BUSINESS MEN'S ASSOCIATION DEVELOPES AMBITIOUS PROGRAM

Of importance to our patrons is a report just received from the Downtown Business Men's Association describing a statement of policy regarding mass transportation as adopted by the Association's Executive Committee. They advise us that soon a Transportation Committee will be appointed to study, in cooperation with the two major transit companies, the following items affecting transit:

(1) Member stores to give emphasis to transit and parking in their ads. (This trend has already been started.)

(2) Association to do the same.

(For Downtown Dollar Day the Association released a transit ad prepared by us which was published in some of the metropolitan newspapers).

(3) Study of changes in turning movements, with emphasis on improvement of mass transit speed.

(4) Elimination of every possible mid-block crosswalk.

(The mid-block crosswalk has long been recognized as a potential accident hazard. There is also a material loss in travel time to all traffic on the street. Because the crosswalk is not controlled by signals as are intersections, pedestrians string out and at certain points a dozen strolling across the street, one behind the other, may hold up two or three streetcars. The little time saved by one pedestrian who wishes to cross midblock should be weighed against the time lost by some forty passengers on a transit vehicle.

(5) Elimination of left turns out of parking lots.

(6) Lengthening of bus stops on arterials.

(7) Study of lane use on arterials.

(8) Joint study between transit representatives and Downtown Business Men's Associations toward elimination of the franchise tax, with additional study of the 3% State Gross receipts tax.

(The franchise tax is collected as a percentage of gross revenues and is discriminatory, inasmuch as other users of the thoroughfares do not have to pay such a tax. Such taxes were levied originally when transit was a monopoly and since transit was then used by the great majority of people, the burden

was evenly distributed. Today it is a tax upon a minority and a minority composed of those least able to pay—the transit riders, for this tax is passed along to the rider as part of operating expenses when the regulatory authority establishes the rate of fare. The franchise tax paid by this company as shown in the latest Annual Report (1953) was \$483,178.05).

(9) Study of the mutual advantages of staggered hours to Downtown retail business, transit speed and use, and the automobile driver.

(10) Active support of Downtown Business Men's Association to speed decisions of regulatory bodies, along with any necessary support for increased budget of these bodies if found necessary.

(Delays in decision affecting transit companies work a hardship to an industry already crippled by declining patronage due to popular preference to automobile transportation. This makes the job of planning future improvements difficult.)

(11) Support of legislation to permit transit companies to make trials of service changes without Commission approval, and which can be dropped without Commission approval.

We feel that the Downtown Business Men's Association should be highly commended for embarking upon such an ambitious program.

## THERE'LL BE SOME CHANGES MADE

Effective May 22, 1955 the telephone number of Los Angeles Transit Lines will be changed from PProspect 7211 to Richmond 9-7211, and, thereafter for several months, a great number of us will dial twice to reach L. A. Transit—the first call is for the recording.

Recent surveys of our telephone department where fourteen information and switchboard operators answer all queries showed that we received an average of 3200 calls each day, of which 1442 were requests for transit information. The Public Relations Department, together with all other persons who have anything to do with posting, printing or publicizing the 'phone number are busy preparing material with which to advise the public of the new number.

At present the company has approximately 212 separate 'phones. Other 'phones with a PProspect prefix such as the Dispatcher (PR. 7229) will also be changed to the Richmond 9 prefix.

Last prefix change was made in our number on November 29, 1931, from Westmore 7211 to PProspect 7211.



## INCREASE IN D.B.F. CONTRIBUTIONS

Letters were mailed to all members of the Death Benefit Fund Plan in an effort to ascertain if it is the will of the membership to double the contribution of each member in order to increase the amount of payment to an employee in case of the death of his or her spouse.

The D.B.F. is a voluntary plan for employees wherein members contribute 25c each when the spouse of another member passes away. This money is available at a time when it is needed the most. The company collects and disburses the funds at no cost to the members.

From the replies already received we feel that the majority will vote for an increase. If you have not answered your letter, do so as quickly as possible and if you are not a member and desire to join, may we suggest that you contact your superintendent.

## QUICK DELIVERY

On Monday, February 14, a new type of running time was put into effect as a test on Lines P, 9 and 49. This change is for the primary purpose of eliminating any unnecessary dragging by vehicles after they have passed the point where free running time will not affect the passenger loading.

Controlled running time, though necessary for proper spacing of vehicles on a line to satisfy passenger demand, is sometimes aggravating to a passenger homeward bound on a vehicle after a hard day's work, especially if he knows the vehicle has passed the point where few, if any, passengers will be picked up.

For instance, in the morning on Line P, controlled running time will be used from the Rimpau terminal to Pico and Union. From there to the easterly terminal the car will operate on free running time. In the afternoon, west-bound cars on the P line will use controlled running time from the east terminals to Pico and Grand. From there free running time to Pico and Rimpau will be used.

We believe our patrons will appreciate their time being saved through this quick delivery procedure. Although the movement of bus or streetcar is controlled by flow of other street traffic, number of passengers alighting and the traffic signal cycle control, the fact that no operator drags up to a time point and waits will make their trip seem faster.

## SMOKE GETS IN OUR EYES



Can you imagine sitting back in a dental chair, opening up your mouth very, very wide, then looking up at a cigarette dangling from the molar master's lips? You'd probably wonder which you will get first—the drill or the hot ashes. Ten to one it doesn't make any difference what brand of cigarette this dentist uses—you won't go back!

And, can you imagine a surgeon puffing on a cigarette just before he begins to carve your appendix, or remove a troubled tonsil? Bet you'd snap right out of the ether, if you heard this surgeon call for implements from his nurse in this manner, "Scalpel, cigarette, scissors, lighter, sutures, ash tray, forceps . . ."

For the rest of your days you'd probably wonder if part of a Camel got sewed up somewhere inside of you. Your tonsils would twitch every time you heard the "Call for Phil-1-lup-Mor-rees."

Ten to one the next time you need surgery you'd find a non-smoking surgeon or buy a "Do it yourself" book on the subject.

How often do you see waitresses serve coffee while they smoke a cigarette? There isn't a hash house or a high priced cafe in the city which permits such a practice.

## SMOKING AND WAITING ON CUSTOMERS IS NOT IN GOOD TASTE

Recently we've had reports telling of operators lighting a cigarette just before reaching a terminal, or when operating a vehicle not in service.

This practice is against the rules, but definitely!

We've also had reports of our employees, off-duty although in uniform, smoking on the rear of streetcars. There is a City ordinance against this and although we realize that passengers quite often disobey this law, and we may never be able to stop them, we shouldn't set a bad example.

We'll admit that a cigarette at the terminal is sometimes necessary after a hard trip through tough traffic—but let's not offend our passengers.

Remember the guy you're waiting on may be the passenger who has a down-payment for another car. And a part of the fare he quits putting in the box may be a part of your salary.

## BUSINESS PROFILE

### Transit riding continues on the downtrend

	December			
	1954	1953	Decrease	Per Cent Decrease
Revenue Passengers .....	13,247,319	13,931,942	684,623	4.91%
Total Revenue .....	\$ 2,148,225	\$ 2,238,716	\$ 90,491	4.04%
Vehicle Miles .....	2,876,958	2,929,485	52,527	1.79%



## THUMBING INTO THE PAST

From a TWO BELLS issue of 1922, we note the following item:

### **"Imagine Shooting Radio Orders To Emergency Truck."**

'Radio Engineering Principles' is a new and interesting book in the company library. It is largely devoted to highly technical radio research, but there are three other books dealing with wireless which are excellent for beginners. One tells of experiments in the east in the use of radio phone to communicate with terminal points in street railway work. Perhaps many of us will live to see orders flashed to emergency tower trucks by radio."

We also noted a heading on a Safety article which reads:

### **"In Rain, Avoid your Leader as if you Owed Him Money."**

Though some of us might not appreciate that type of a heading the article, regarding road space, and the need to observe it at all times, especially during rain or foggy weather, was very well done.

A heading dealing with the travel on July 4, 1922, reads, "33,000 Ride to Lincoln Park for Holiday."

Yes, in those days Lincoln Park was the place to go, especially when Wm. G. MacAdoo was making a speech, and evidently most of his audience came by streetcar.

Back in 1922 they had a Service Suggestion Award contest and we note a winning suggestion in June with a prize of \$7.50 went to a motorman who suggested that efforts be made to broadcast some ideas on streetcar service and safety by radio phone.

## NAMES THE SAME

Policemen will tell you that the most popular alias used by people when they want to avoid giving their right name is "Smith." This, of course, is because America is up to its ears in Smiths. If you don't believe that, count the Smiths in your telephone book.

Certain names are more popular than others because in the beginning a man was known by the work he did—and there were many Smiths (blacksmiths). There were Hunters—Carpenters—Shoemakers—Tailors—Masons—etc., and these trades have become names.

Just out of curiosity we checked our own records and found the following facts. There are on the payroll 47 Smiths; 32 Johnsons; 22 Joneses; 14 Andersons and 18 Williams.

## HERE AND THERE IN TRANSIT

The police in San Francisco made a checkup and discovered that old autos are abandoned on city streets at the rate of 150 per month. The total for 1954 was over 2000. Wonder if their owners took to riding streetcars and buses?

### THEY ALSO PUT OUT FIRES . . .

Fortunately for the Fire Department in Hartford, Conn., a bus happened by when flames broke out in the engine of a fire truck. They were able to borrow a fire extinguisher from the bus driver and be on their way.

### SPEAKING OF PARADOXES . . .

Down in Memphis, Tennessee the police installed a radar device to discourage speeding in a school zone. First man they caught was the driver of a school bus.

### CONVERSION TO BUSES IS WORLD WIDE . . .

We note with much interest that the city of Edinburgh, Scotland, is changing the whole transit system from trams to buses, and the job is expected to be finished next year. The city has just placed an order for 100 double-decked buses; each seating 63 Highlanders. The Scots, being thrifty, took up 1500 tons of rails last year and thus qualified for a special subsidy by the British Iron and Steel Federation.

The Philadelphia Transportation Company has just purchased 300 GM diesels in order to re-equip five existing bus lines and to convert four streetcar routes to rubber tired service.

### CALL THEM "COMIC BUSES" . . .

The pupils of Kansas City's Rock Creek school never miss a bus and though they are in the lower grades, unable to read destination signs, they know which vehicle to take by matching pictures. Upon each school bus is

a picture of an animal—a lion, a tiger, a dog, etc.—and the small fry wear a shiny button with a picture on it which matches the one on their bus.

This thing could develop and become a boon to bus operators. There are lots of adults who never worry about the destination signs until they board a vehicle and after paying their fare they ask where the bus goes. Matching animal pictures would help.

### IN PASSING . . .

About the age of 16 most boy scouts start girl scouting.

### OUR LEGAL EAGLES TELL US . . .

Legally a husband is the head of a household. Likewise a pedestrian has the right of way. Both are fairly safe unless they decide to exercise their "rights."

### EASY LIVING . . .

The electric companies are pointing out that such is our rising standard of living that in the next 10 years the average home will have electric products and appliances worth \$5000. Today the average household investment is \$1300.

### REGARDLESS . . .

. . . of all the thousands of accidents in this country it's still true that more people are run down by gossip than by automobiles.

## SAFETY SHOW SET

(Continued from Page 1)

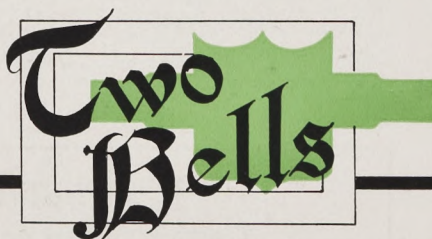
chargeable accident. They will receive a new shoulder patch and a ten-year Safety Award tie bar. The tie bar replaces the lapel pin of the past awards, and is not only most attractive but also serviceable.

Nineteen plaque awards will be presented to the winning divisions and departments in the 1954 Safety Contest.

All employees, their families and friends are urged to attend this event.

Remember the date: March 19.

The Place: Embassy Auditorium.



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