

Two Bells

THE TRANSIT STORY

PUBLISHED MONTHLY
FOR THE EMPLOYEES
OF THE
LOS ANGELES TRANSIT LINES

OCTOBER, 1955

SUSAN HAYWARD CLOSES THE SHOW

When the first car rolled out of Division Five back in 1911 there was very little fanfare. We can find no record of any celebrity coming down in the wee hours of the morning to break a bottle of champagne over the headlight of this first car out and shout "God Speed." This seems rather strange to us living in this age of press agency when a gravel pit isn't opened without proper and much publicized ceremonies.

But a celebrity did show up and ride the last car to roll (in paid service) into Division Five.

And what a celebrity!

Beautiful, vivacious Susan Hayward.

The occasion was the filming of a scene for a picture soon to be released, titled: "I'll Cry Tomorrow." This is the story of Lillian Roth, famous entertainer, who went from the heights of stardom down to Skid Row and then climbed back up the ladder again. Susan Hayward, playing Miss Roth under the influence of alcohol, rode the car into the yards, stumbled down the steps, and staggered down the tracks, supposedly in the direction of Skid Row.

Although professional actors played
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TROLLEY COACH OVERHEAD ON MAIN STREET MOVED

Work is almost complete on the moving of the trolley coach overhead on Main Street, from Macy Street to Twelfth Street, to facilitate curb loading instead of loading in the safety zones as we have done in the past.

A great portion of this work had to be done during the night due to heavy traffic conditions during the daytime. Also, this had to be done while the overhead was energized to enable the coaches to continue operating during the progress of the work.

Petite Mary Guinn, on car steps gives Carol Davis refund check during kick-off publicity program of the Huntington Park Refund Plan.



A NEW PHILOSOPHY IN MERCHANDISING

Considerable national attention is focused on the city of Huntington Park, where a fare refund plan has been in operation since July 7. An article in Mass Transportation has the nation's transit leaders interested in this retail center; a story prepared by the Public Relations Department and published in the Women's Wear Daily is causing considerable comment among retailers, while an item printed in the United States Chamber of Commerce "News Letter" resulted in swamping the Huntington Park Chamber with requests for details of the fare refund plan.

The Huntington Park refund plan is an endeavor in which the Chamber, together with a group of merchants, entered into an agreement with the four transit companies serving the area to test a fare refund plan for a period of

six months. The merchants contributed substantial funds to a continuing advertising program. The transit companies printed and distributed fare refund coupons. They also publicized the effort through use of car cards and take-one folders. Pads of refund checks were given to all operators working routes which entered the Huntington
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BUS STOP PROGRAM NEARLY COMPLETE

With the exception of a section of route in the city of Hawthorne, the task of surveying locations and posting permanent bus stops along the five lines which were converted from rail to bus operation early this year has been completed. This was an enormous task as it entailed careful planning of each new stop to make certain that
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THE MEMO PAD

Recently an L.A.T.L. representative was speaker of the day at a luncheon of the All State Societies. Before getting down to the serious business of talking transit he asked his audience for a show of hands as to how many came to the meeting by streetcar or bus. It is a question he always asks of luncheon groups when he, himself, happens to have come by transit. Usually no one responds but this time . . .

He counted some twenty upraised hands.

Which was quite a showing of transit riders for any luncheon group.

So he made a darn good talk. He discussed the phases of transit in which he felt they might be interested.

He was quite thrilled to be talking to transit customers.

After his talk he offered to answer questions. He was loaded with all the answers regarding the possibilities for future rapid transit, the shift of population which necessitated rubber tired transit, the need for relaxation in regulation and the need for freedom from discriminatory taxation of transit companies.

Was he surprised!

Five persons—one after the other—came forward and produced transfers which had recently been turned down because of errors made by the issuing operator.

Five out of twenty! Twenty-five per cent of the first large group of customers this man had talked to all had beefs!

What a "revoltin' development" for a transit man to walk into. It happens that he has had many other problems to occupy his mind, so he'd missed the training given all operators on issuing transfers.

Two of the mistakes on the transfers were zone problems. Such as when a person pays a two-zone fare and receives a single-zone transfer. On a couple the proper "arrival point" was not punched and the transfer was turned down when presented.

On one not enough time was allowed.

All five of these people had paid additional fares after an embarrassing argument with the operator who refused to honor the transfers.

When our hero reached into his pocket to refund their fares they refused to take his money.

All they wanted was to be informed as to what to look for on their transfers in the future so they would suffer no further embarrassment.

The plain fact is that:

NO PASSENGER SHOULD HAVE TO CHECK HIS TRANSFER!

Any more than he should be required to read the serial number on every dollar bill he receives, or read the contract on his parking ticket, or attempt to figure out a train or airplane ticket.

Making sure that the transfer is punched correctly is the sole responsibility of the operator who issues it.

So, let's be careful.

When a passenger drops a fare in the box, look at it. If he has paid a two-zone fare, give him the proper transfer or zone check. Don't expect him to know what he needs.

When you reach an "arrival point," punch your transfers.

Be sure to allow the proper amount of time.

Every transfer improperly punched means trouble for the operator who receives it; an unpleasant experience for both him and the passenger.

WE SEE BY THE PAPERS

That they are working on a new type of auto with only two wheels and they'll be retractable—for parking. Now, we should have a retractable pedestrian. . . . Annual construction of super highways is now running at the rate of 350 billion dollars per year. Expressway construction around our major cities is costing as much as 15 million bucks per mile. No need to wait till we die to see those Golden Streets . . . Just in case you're interested, if you're a typical American, you're eating more than fifteen hundred pounds of food per year. Also, if you happen to be driving your own car every Smog day, you are contaminating the air by a pound of impurities. In case you still think the air is free, consider the fact that you are paying a portion of a three million dollar budget set up by the Air Pollution control to clean it. Also, if it means anything, the average American eats his weight in salt every seventeen years.

LET THE LADIES PICK 'EM

At the latest American Transit Association convention much attention was paid to new designs of busses. A gent named Breen produced some interesting sketches on how to improve the package in which transit is sold. We suggest that women be allowed to check any plans before these new busses are built because according to a recent survey, 79 per cent of new car purchases are selected by women. Maybe this is the reason for the two-toned effects . . . We like the new safety slogan, to wit: "Don't worry about whether the auto has fluid drive—watch the drip at the wheel" . . . And every person can give another pleasure in some way. Some people can bring pleasure by just coming into a room, while others bring pleasure by going out of it . . . The Los Angeles Subway is preserved on film. Day after the Metropolitan Coach Lines quit running cars through the old tunnel, a motion picture sequence was made there of

SUSAN HAYWARD

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the parts of conductor and switchman, the car was actually operated by E. E. Warheim of Division Four.

The scene was done at night; however, during the day M.G.M. crews set up lights, moved the vehicles about and into position. Lawrence E. Johnson, Division Five night shift foreman, helped in this task. Hundreds of on-lookers gathered to watch, which added much to the excitement.



LEASMANS HONORED
Sam Gray, Pr., Past Commander
17th District of the American
Legion presents citation to Leo
and Betty Leasman of L.A. Trans-
sit Lines post for spearheading
Berendo Junior School Awards
for seventeen years.

John Barrymore, Jr., and Dana Andrews running through the subway, zig-zagging between trains to escape through a vent leading to the old P.E. Fremont Street bus lot. Title of the picture is "While the City Sleeps." . . .

JOYS OF NOT DRIVING

Back in central New York businessmen along the Thruway which used to be known by the simple term "Route 20," are trying to recapture the traveling customers who don't stop at their motels, service stations and eating places any more. They're now incorporated as "Route 20 Freeway Assn." and they're publicizing (believe it or not) "The Joys of Not Driving on the Thruway" . . .

TOMORROW'S COMPETITION IS MADE TODAY

Ford Motor Company, in conjunction with its dealers, is spending seven million dollars this year on the sales and public relations effort on which it has been working in the nation's driver training curriculum in schools. Dealers will place three thousand Ford's at the disposal of the kids . . . And this represents only half of the cars in school driving programs. Remember when the kids used to ride the busses and cars?

SIGNING TICKETS NOW A PLEASURE

The Oklahoma City Police Department has picked six women to handle the parking meter patrols. These policewomen will not be armed, although they have taken established police training. Pittsburg is also toying with the idea of using policewomen to tag parking violators. We can expect a new song any day now, titled "When I Meet Her at the Meter."

A NEW PHILOSOPHY

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Park area. These are simple refund checks, perforated so an operator can tear off the coupon to show the amount of fare paid. This amount is refunded by the store when the passenger makes a purchase of two dollars or more at any of the participating stores.

The plan has entered its fourth month of operation and the only complaint received from the merchants is that they do not feel they are refunding enough fares.

From experience we have found that transit passengers are slow to take advantage of the fare refunds. The average person who never forgets to have his parking ticket validated seems to hesitate about asking for a fare refund. We noticed this reticence when Paramount Theater began refunding tokens on purchases of adult admis-

SAFE-T-COACH COMES TO TOWN



When the Safe-T-Coach first visited Los Angeles pretty Freda Nilson welcomed it to town.

During the month of November and part of December, Transit Casualty Company's Safe-T-Coach will tour the various L.A.T.L. Divisions. This will afford all operators an opportunity to test their safety ability and general safety knowledge.

The most popular equipment on the coach is the Transittometer. The operator sits at a conventional steering wheel and steps on a throttle. When a red light glows, he hits the brake pedal, and the Transittometer records, in feet, the distance the vehicle would have traveled while he was reacting to the danger. The reaction time in hundredths of a second, and the miles per hour at the time, are also clearly shown. The more complex traffic conditions may be simulated on this equipment by means of distracting lights and disturbances. Voluntary tests for bin-

ocular vision, visual acuity, depth perception, etc., may be made on another instrument.

An instrument known as the Audiometer tests the ability to identify sounds essential to safe driving.

A question board will be on display where the operator is given the choice of several safety and reaction answers and is able to check his accuracy by pressing buttons.

The Safe-T-Coach has received much fine publicity across the country. Besides its visits to transportation companies, it has been the main attraction at several county fairs and exhibitions. Traffic enforcement officers and driver education instructors have been keenly interested in the equipment.

Be sure to watch for its visit at your division.

sions. However, when the habit developed hundreds of people took advantage of the offer. Proof that the fare refund plan can develop business is shown in the fact that Paramount has refunded some 120,000 tokens since they began the plan.

It seems to be a desire in everyone to drive an automobile wherever one goes, so businessmen have appealed to this carriage trade, either by building costly parking lots or by validating parking tickets. It has become apparent, however, that important retail centers cannot depend on automobile trade alone to maintain an adequate volume of business, because of the parking and street traffic congestion problems involved.

Inasmuch as the fare refund plan is a new philosophy it is at present difficult to convince merchants that they will gain by refunding transit fares. The fact is that the refund plan can return great benefits. Although park-

ing lot capacities and street congestion limit the business which stores can attract by providing parking there are no such limits as to the number of customers which can be attracted by transit.

It is most important that we advise all our patrons about the fare refund plans. When you are working lines leading into Huntington Park be sure that your customers receive a fare refund check. Downtown there are many business houses refunding fares, Harris and Frank's, Times Furniture Co., Germain's, United Sporting Goods, Marrinello's Beauty School, Empire Beauty School. Hayden Music Co., Acousticon of L. A., Maternity Modes and at the Town and Country at Third and Fairfax some fifty merchants refund tokens on a purchase of one dollar or more.

Tell your patrons "To Spend Their Money With Merchants Who Pay Their Fare."

ARE YOU IN LINE FOR OPERATOR OF THE YEAR AWARD?

Sometime soon after the first of the year the Los Angeles Transit Lines will once again pick an Operator of the Year. This operator will receive a 500 dollar Savings Bond and all the honor and publicity which is a natural part of the award. Right now the committees responsible for picking the winner are carefully screening all personnel and this screening will continue until the year closes.

Last year this award, the highest honor paid to any person by the company, was presented to Robert E. Braum, a veteran of both bus and rail operation since 1939.

The Operator of the Year Award is a prestige award.

He who wins it symbolizes the best in all of us who are dedicated to provide the best in Transit for Los Angeles.

The winner must be one to whom the company, the public, and the employees can point with pride and say: "This is OUR Operator of the Year."

The impartial committee selects the winner on the basis of courtesy in the following categories:

1. COURTESY TO PASSENGERS AND PUBLIC IN GENERAL.

In this category the committee will consider not only the commendations received praising the operator, but other things, such as:

His Appearance.

A well groomed, neat appearance is part of courtesy toward our patrons and the public in general.

His Demeanor.

A pleasant and cheerful expression at all times is true silent courtesy. The judges in screening operators will consider these points: Is the Operator always easy to get along with? Is he or she helpful to others? How does

he talk? Can he express his ideas? Personality plays a large part in courtesy. The winning operator will have a personality which attracts people to him, will be the type people want to know and like, a person who sells himself and his company every hour of every day.

2. COURTESY IN HIS ATTITUDE TOWARD HIS JOB AND THE PERFORMANCE OF HIS DUTIES.

In this category the opinions of the foremen, the superintendent, the dispatchers, the supervisors and the checkers play an important part. The written record of the employee is also considered.

Taken into consideration are these factors: Is the operator alert? Is he always on the job and ever sincere in his dealings? Is he careful with his turn-ins? Too many "overs" and "shorts" or errors do not indicate a proper work attitude. Does he follow the rules as if he wanted to follow them—not because he is forced to?

3. ATTITUDE IN EVERY DAY CONTACT WITH HIS FELLOW WORKERS.

Members of the judging committee will check the operator being screened to see that he treats all others as he would wish to be treated.

Does the operator hit his time points on time or does he run "sharp" and thereby overload his follower? Is he friendly with all regardless of race, color or creed? Does he pause to let some other operator who is running late, to go ahead? Does he act at all times as though he loves being part of a team?

His safety record will also be considered and his "road courtesy" to other drivers will play a large part.

The screening of the operators for

the "Man of the Year" is done by committees. The first committee checks records of operators; work records, safety records, complaints and courtesy records. This committee picks a number of potentials from each Division. Then comes the task of interviewing and watching these people until a group of finalists has been named. These are also studied, their records compared, their work watched, and finally the judges pick one operator—

The Operator of the Year For 1956. It could be you.

BUS STOP PROGRAM

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busses would not tie up driveways, interfere with light standards, fireplugs or other structures, together with the detailed work necessary to secure approval for each stop by the regulatory bodies.

Temporary stop signs were posted until these groups had acted, then permanent stop signs were set. The City is now painting curbs at these locations, removing safety zone buttons and scraping the safety zone white lines from the pavement.

Although only 562 stop signs were erected it was necessary to get approval for 725 stops by lines.

Broadway between Pico and Santa Barbara is now being surveyed for stops for the new routing of Lines 5 and 6.

Operators can help secure and maintain suitable bus zones by proper operation at all stops—getting in to the curb with the vehicle and stopping at the designated location in the zone.

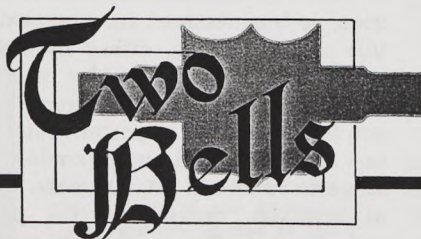
WELL, WHAT DO YOU KNOW?

From Wilkes Barre, Pa., comes the outstanding news that a jury awarded \$2,846 to the Perkiomen Bus Co. for damages resulting from a collision between one of their busses and a private car.

COULD IT BE THAT WE'RE OFF TO THE RACES?

We've been amazed at happenings down at Hollywood Park. Folks who run the Harness Races are actually urging the people to come by bus.

First they made it easy for us to run direct service into the Park, right up to the Grandstand. Then they published some 1500 inside car cards advertising this direct service, paid the posting charge to put them up. Next they made a special lane to simplify loading and to top all that, they are placing leaflets in all the autos parked there urging these auto drivers to try the bus service.



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