

HIST
D. I.

BUS BUSINESS
L. A. M. T. A.

bus business....

back stage



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archives

THE "bus" in "BUSINESS"....

There may be *no business like show business*, but there is no tougher business than the bus business.

In most types of business, a bright and attractive package is filled and sold to a waiting public. The bus business has a bright and attractive package---the bus.

In the bus business the package is presented to the waiting public empty---very, very empty.

It must be filled by the purchaser.

It must be filled over and over and over as long as it remains *in service*.

Revenues and costs must be kept in balance. When the passenger doesn't ride, the balance is off.

The business is fraught with pitfalls. It is a frantic business of matching seats with seats, for there is no revenue from empty seats.

There are many things which affect the filling of seats. Commuters change job locations; the weather affects the movement of the masses; the appeal of a clearance sale and even the mood of the shoppers must be considered in these days of shifting shopping centers.

bus business....

Only those with long experience have the knowledge at their fingertips to cope with the many day-to-day changing situations.

The men and women of this organization are trained in dealing with time and motion; in balancing passengers against miles; and miles and passengers against time; in filling the seats each day of more than 1,500 bright, clean, safe packages.

For the past six years, these men and women of this organization have successfully operated one of the world's largest urban transit systems, which maintains an annual budget of \$45,000,000. And they welded the system from three different types of bus operations purchased by the MTA in 1958.

They meet the toughest of competition---the universal desire for personal automobile transportation which seems inherent in every person---by providing safe, courteous salesmen in clean, new vehicles at the proper place, at the proper time, day in and day out.



policy MAKERS

The board, serving without salary, determines the policies to be implemented by staff on activities covering the full gamut of the four-county transportation operation. It acts on engineering and planning proposals covering new lines, route changes, service improvements.

In financing, the Policymakers direct the setting of a fare structure and act on recommendations relative to capital improvement financing.

Transportation aspects directed by the Policymakers include the purchase of buses and other vehicles, property construction and building maintenance, purchasing policies, special agent activities, supply purchases, bus stop locations and transportation liability insurance.

Personnel activities range from salary and job classification to retirement and health and accident insurance program development.

In advertising, promotion and public relations directives acted upon by the Policymakers cover expenditures for various media used in advertising, special sales efforts such as the DreamLiner and the SilverLiner introductions, the Briefcase Special Service and the Royal Carpet Ticket promotion.

All actions of the Policymakers, as well as staff, follow accepted public agency practices, such as the provisions undertaken with respect to bidding.

AND THE STAFF....

An administrative staff of experts supervises the bus business.

The staff makes recommendations to the transit Policymakers and, on approval, implements the proposals into the total transit program. Transit operations, engineering and planning, accounting and fiscal management, and public relations are among the transit management areas represented in the administrative staff leadership.

CONSULTANTS....

Terms of the transit act and the bond indenture require retention of consulting engineers, who must approve certain actions of the Policymakers.

From time to time, other consultants are retained in connection with various transit projects.

highlights....

The log of the far-flung metropolitan bus system could fill pages which would spread over a large portion of the 2,000 miles of route operated in Los Angeles, Orange, Riverside and San Bernardino Counties.

To provide service at peak efficiency for the system's 700,000 daily passengers, it requires more than 4,000 men and women.

They maintain and operate 1,500 buses over 173,000 miles of streets daily and 55,000,000 miles annually; receive the nearly 7,000 telephone information requests recorded daily at the 24-hour switchboard center; develop the routes and schedule prompt travel at the more than 18,000 bus stops.

Some of the highlights of the vast operation are pictured on the following pages.

"WE'RE READY WHEN YOU ARE"





SMOG CONTROL....

TESTING
FUEL
INJECTOR

Top performance, premium fuel mileage and, most important, clean exhausts result from a continuous program of injector balancing---a major factor in Southern California's having the best maintained bus fleet in America.

In balancing the injectors for bus diesel engines, each cylinder in a given engine receives the same amount of fuel at each firing stroke. Consequently, every molecule is burned.

Air pollution control scientists have reported that our diesel buses create only four ten-thousands of the contaminants caused by motor vehicles in the county.

PURCHASING....

STORE INFORMATION	
ITEMS STOCKED	
AUTOMOTIVE	1250
MISCELLANEOUS	3500
REQUISITIONS PROCESSED PER MONTH	17000
VEHICLES SERVED	
COACHES	1339
AUTOS-TRUCKS	243
PLACES SERVED	
SOUTH PARK SHOPS	5
DIVISIONS	22
EMPLOYEES	
CENTRAL STORE	18
DIVISION STORES	25
MATERIAL CONTROL	5

The Purchasing & Stores Department provides centralized system-wide procurement service, with materiel storage and distribution in support of all departments. It aims at buying at the lowest cost considering quality and service required and in keeping inventory investment at the lowest level consistent with economic ordering quantities and market conditions. Commitments reach several million dollars annually.



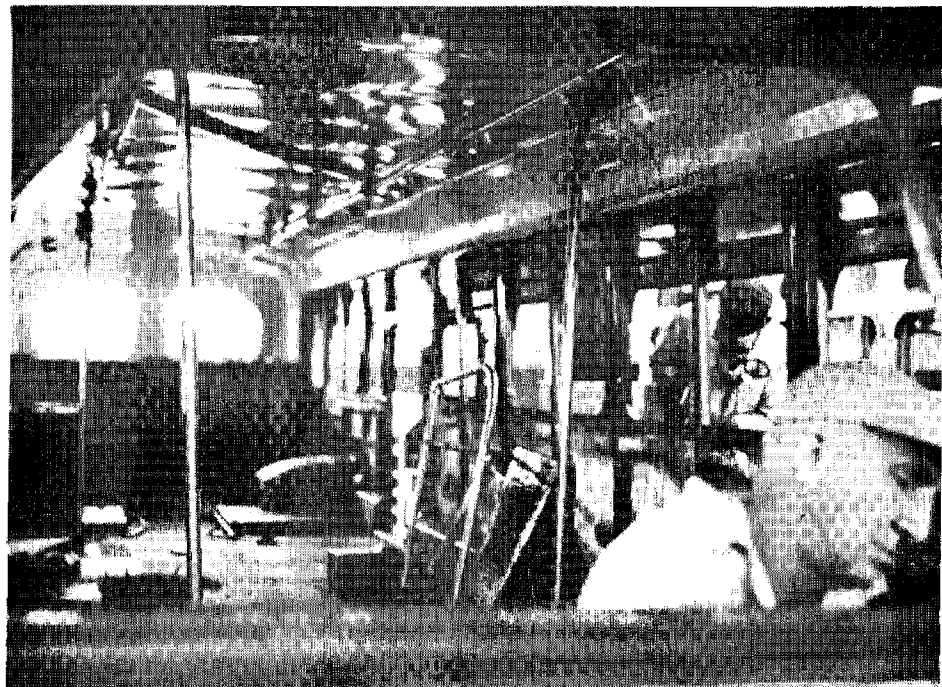
NEW BODIES FOR old faithfuls....

EVERY RUSTY RIVET, EVERY WORN BOLT AND EVERY PIECE OF DULL CHROME IS NOTED BY A LEADMAN WITH KEEN EYE AND WAX PENCIL.

Not only has the company purchased some 705 new buses, but this year a program of bringing up to date some 125 buses was launched.

From "air-ride" to roof, these vehicles, each with some 350,000 miles to its credit, are being strengthened, sanded, polished and painted to give them at least five more years of active service. The cost is in the neighborhood of \$3,000 per bus. Shown here and on the following page are random shots of a few of the body-building steps.

THE BUS IS STRIPPED OF SEATS, WINDOWS AND LIGHTS SO THE BODY BUILDERS MAY GO TO WORK.



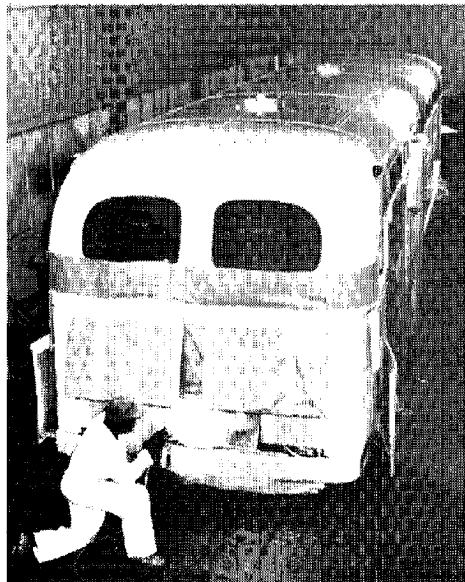
WELDER'S TORCH FILLS CAVITIES
IN WORN PARTS



RADIATOR IS REBUILT BY A SPECIALIST
WITH TINY FLAME AND SOLDER



WRINKLES IN BUMPERS ARE
IRONED AWAY



THE FINAL PAINT JOB IN A SPRAY
BOOTH AND A TOUCH UP. THE REBUILT
BUS IS READY FOR ANOTHER 175,000
MILES



AT NIGHT
THE WHITE TOPPED
"SHIPS OF THE CITY"
LINE UP TO AWAIT
THE DAWN



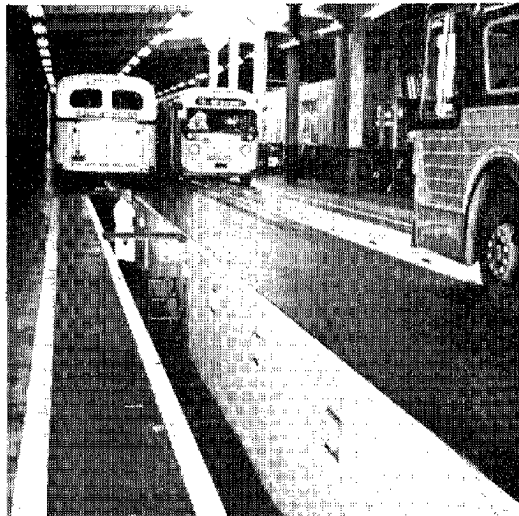
divisions AND STATIONS....

To serve the 180 communities in the four-county complex, nine transportation divisions and eleven maintenance divisions are spaced strategically throughout the area, as are 17 agencies and two stations, where tickets and information are available.



SUPERVISOR STARTS THEM ON THEIR JOURNEY

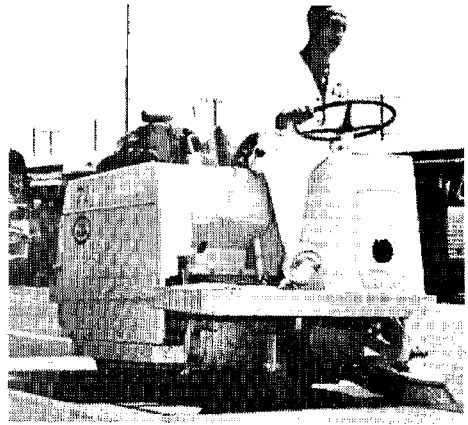
MECHANICAL DIVISIONS HAVE
GLEAMING WHITE PITS



AT EVERY DIVISION SAFETY
IS THE NUMBER ONE TOPIC



NOT A WITCH, BUT HE'S RIDING
A BROOM



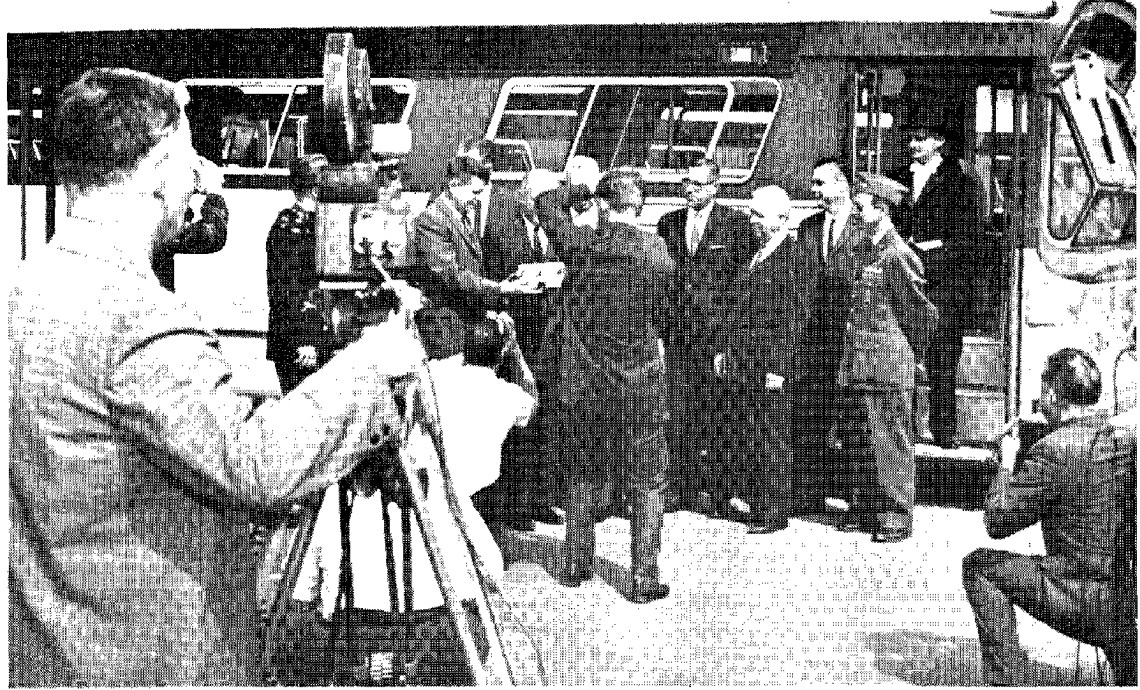
AUTOMATION SHOWERS THE NOSE
OF A DREAMLINER



AUTOMATION HAS COME TO THE
COUNTING ROOM

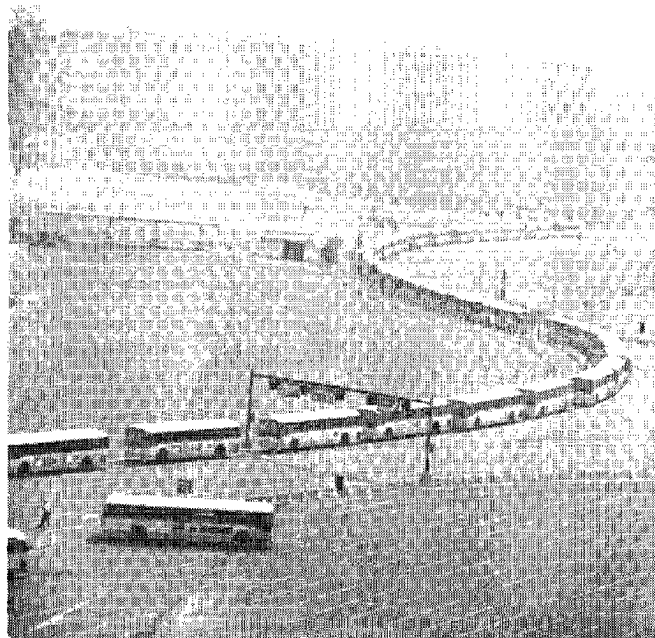
CAMARADERIE IS THE TEMPO OF THE TRAINROOM





HEADLINES....

The Press reflects the image of an organization, so headlines are an important part of a transit operation. Headlines are quite often created. New buses create headlines. Route changes create headlines and quite often gimmicks, promotions and painted buses create headlines which keep the transit story in full view of the public.



New
SilverLiners
snake into
Chavez Ravine
for
Parade Inspection
and a
Press Conference,
as shown
above



TYPICAL SUBURBAN STATION AT RIVERSIDE

CENTRAL city bus hub....

A ten million dollar bus hub (pictured below) is presently being constructed. This commuter center, to be located within walking distance of the Central City's retail, financial and governmental complex, will service local and interurban travelers and will provide an area connection for arriving and departing national bus passengers. Latest innovations in passenger facilities will be housed in the block-long station.



WELTON BECKET, ARCHITECT, (seated) explains mock-up to R. E. Thomas, Greyhound President and C. M. Gilliss.



SUPERVISOR FRANK G. BONELLI
CUTS A RIBBON



THREE VALLEYITES MEET
THE SILVERLINER: MARTIN
POLLARD, THE LONE RANGER
AND SILVER

BRIGHT, NEW SILVERLINERS AWAIT THE DAWN OF CONVERSION DAY AT CHAVEZ RAVINE



REGINALD
DENNY HELPED
TO CREATE
HEADLINES....



'Trolley Wake' Bids Farewell Passing Of Street Car Era Ceremony Held Last Week

Civic and governmental leaders, headed by Governor Edmund G. Brown, today were invited to participate in the Greater Los Angeles Press Club's salute to the streetcar era.

A "Trolley Wake" will be staged at the intersection of the Vermont Avenue and Main streets.

The Transportation Committee commemorated the "Passing of an Era" last week when they presented a plaque to Dewey E. Berri, streetcar motorman since 1918, as he drove the last Transit Authority streetcar into the barn on its final trip.

"This is undoubtedly a milestone in the mode of mass transportation in Los Angeles and should not pass unnoticed," said Chairman Nathanson (Security First National Bank), "and by commemorating the event we will focus the attention of the community on the passing of an era."

The gaily-bedecked streetcar will be the last of its kind in Los Angeles. The city's fleet of 300 silverliners will be replaced by a new fleet of 300 silverliners on March 31.

Trolley 'Wake' Scheduled By Los Angeles Press Club

Civic and governmental leaders have been invited to participate in the Greater Los Angeles Press Club's salute to the end of the streetcar era.

A "Trolley Wake" will be staged next Saturday at the Press Club, 600 N. Vermont street, as a tribute to the last of Metropolitan Transit Authority's 164 streetcars and trolley coaches.

"The Trolley Wake" will be the club's Vermont Avenue event during the "Trolley Wake" ceremony.

MTA STARTS NEW BUS ROUTE TODAY



TWO CITY
MAYORS
JOIN IN
MAKING
HEADLINES

Added Service for Burbank

The MTA will begin providing service over the two new routes in Glendale and Burbank today.



CONVERSION DAY WITH THE CRYING TROLLEY AND SLEEK SILVERLINERS MADE HUNDREDS OF HEADLINES

Farewell, Old Trolleys, You Served Southland Nobly

By DAVID FARMER

LOS ANGELES (AP) — A horse looked up in terror. And well it might. For there, clanging down the streetcar track, was something that doomed the horse as a streetcar puller without even hitting it.

It was an electric trolley. In 1888 the electric streetcar took to the Los Angeles thoroughfares as the forerunner of a network that soon sent shining metal tracks all over Southern California.

The start of a teardrop trolley will dis-

ing, twanging its power pole into the Metropolitan Transit Authority yards on Georgia Street in downtown Los Angeles.

Somebody will turn off the electricity in the overhead wires. The streetcar will feel its power ebbing away. And the day of the trolley in Southern California will be done.

The transit authority, in its wisdom, has decreed that the diesel bus will be its sole carrier of traffic.

Even the almost noiseless, harmless-seeming trolley buses that run on

THEY'LL Join, in aging memories, the Pacific Electric Railway's big red cars. The speedy red cars, which once aroused awe and admiration in four Southern California counties, succumbed to the inter-city bus in 1961.

The streetcar itself was the victor not only over the horse, but over cable cars.

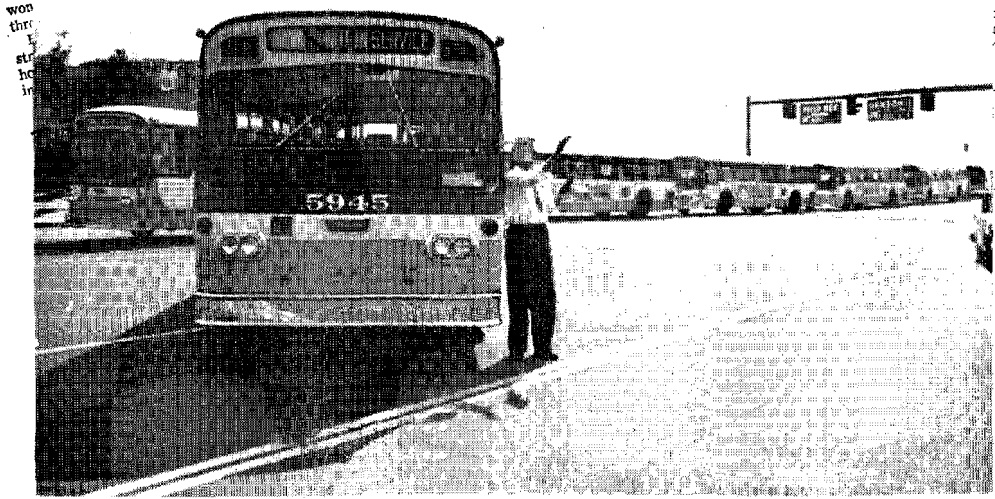
The in-bound Hollywood Freeway at Edgeware Road now crosses the site of the Temple Street Cable Railway Co.'s power house and cable car barns, built in 1855.

Los Angeles wasn't hilly enough for cable cars such as San Francisco's.

But it was ideal for trolleys. Their peak in 1925, streetcars



UN-JOLLY TROLLEY TAKES LAST LOS ANGELES RIDE



Teardrop Trolley Gives Way to Sleek SilverLiner

It won't thr...

also went to diesel became available. Streetcars started disappearing from Los Angeles and citizens in Latin America and South Korea.

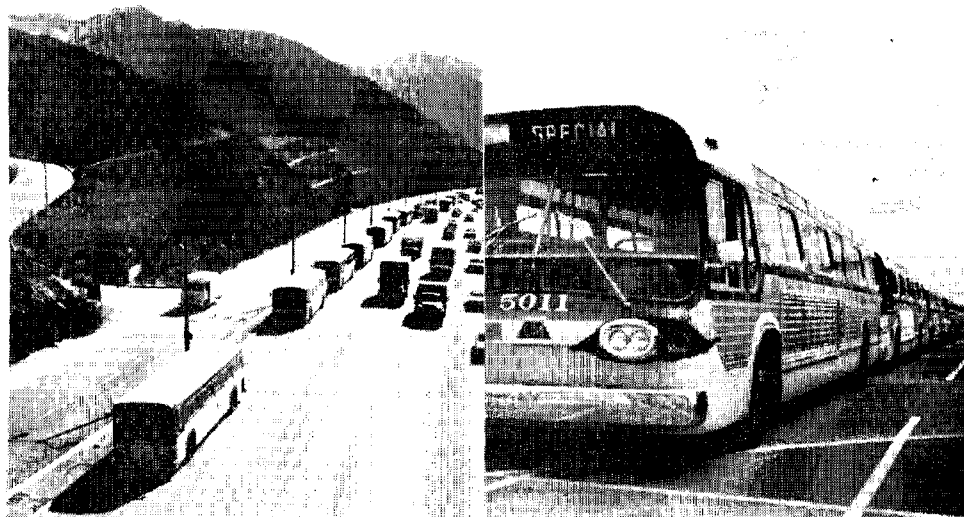
Today, on the eve of the death of the streetcar, only five trolley lines remain in Los Angeles, with less than 100 miles of track.

And after March 31, Southern California will be

retiring 164 streetcars and 89 trackless trolleys. A spokesman said that by law the Metropolitan Transit Authority, as a public corporation of the state, must put them up for bid.

The streetcars are narrow-gauge rather than standard, and only three places in the world have tracks that will accommodate them — Mexico

ain, don't buy, can said, sold as



SILVERLINERS BROUGHT HEADLINES
TO SAN FERNANDO VALLEY . .

35 MILES IN NEW BUS LINES DUE FOR VALLEY



Better Rush Hour Service Also to Start Nov. 18

(Map on A-20)

Metropolitan Transit Authority today announced an expanded public transit service for the San Fernando Valley beginning Nov. 18.

Thirty-five miles will be added in new routes and for line extensions, and schedules will be improved on existing lines.

The new service announcement was made at an MTA board meeting in Apartment Lodge, Studio City.

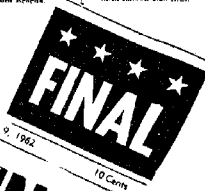
The Valley transit expansion, as the new service was called, will provide:

Twenty-four hour service on freeway lanes, instead of one-way service, plus extensions to Woodland Hills, along Ventura Boulevard, and Calzona Park, along Van Ness Street from Keweenaw.

Postponed

Rain Halts
5th Game
Of Series

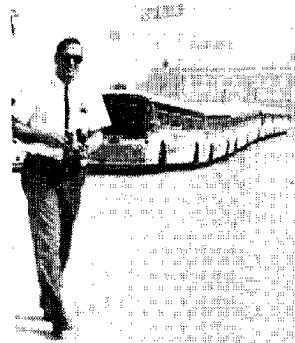
By RON STEVENS
Newspaper Staff Writer



TUESDAY, OCTOBER 9, 1962

All forms of media, press, television and radio, have been most helpful in publicizing our many service changes.

There is not room in this book to reprint the headlines for the "Candy Cane" bus, the Wilshire Zephyr, the Briefcase Special, the Freeway Flyers, the Downtown Loop, the Night Flyers to Long Beach and many, many more



Henry Coil, Jr., Mayor pro tem of Riverside, poses with "Swiftly" to help publicize the service changes in the Inland Empire.

Eastland Center Seen Focal In MTA Expanded Service Plan

Expansion of MTA bus service throughout the San Gabriel and Pomona Valleys has a focal point at Eastland Shopping Center in West Covina. Improved service to Covina, West Covina and Baldwin Park has been inaugurated by addition of a new line, as well as the bus local and through-land connection at East-

Line 60G trips on the Los Angeles-Pomona-Riverside-San Bernardino-Redlands run now leave the Freeway to service the shopping center. Service is now pro-

vided on a seven-day-a-week basis, instead of the former six.

A new link is provided for the Covina area, with line 53 (Los Angeles-El Monte-Pomona) connecting at Eastland.

A new line, 53A, originates in Los Angeles and serves in Covina, Baldwin Park, San Dimas and La Verne. Major time savings are being effected in Baldwin Park, along Ramona Boulevard, providing 60-minute, rather than 80-minute, service frequency for the trip to Los Angeles. Included in the expansion program is Freeway Flyer trips daily, made, seven days a week. The travel outfit was served on a four-

Complete details on the expansion, including schedules, are available in a Guide for Going Places in the Inland Empire, just published. Copies are available at MTA stations, or by writing to MTA, 1160 S. Broadway, Los Angeles, Calif., 90015.

Super Flyer Bus Service To L.A. Starts This Week

America's first Super Flyer bus operation was inaugurated this week for Riverside commuters to downtown Los Angeles. The new Super Flyer trips are part of area-wide transit improvements between Riverside Station, 3755 Market Street, in provided inbound in the morning and out-

bound from downtown Los Angeles in the

evening departs Riverside Beach on Super special line at 9:35 p.m., Beach MTA Ocean Boulevard in travel Riverside- Guide for Inland Empire at the by writing Room California.

