

Decision No. 20268

BEFORE THE RAILROAD COMMISSION OF THE STATE OF CALIFORNIA.

In the Matter of the application
of WEST SIDE TRANSIT CO., a corpor-
ation, for a certificate that pub-
lic convenience or necessity will
require applicant to extend its
"Long Beach to Davidson City to
Manchester Avenue Line" to Hollywood
Boulevard in Hollywood, Los Angeles,
California.

APPLICATION NO. 14528.

Todd, Pawson & Watkins, by Newton M. Todd,
for applicant.

R. E. Wedekind and H. O. Marler, for Pacific
Electric Railway Company, Protestant.

R. E. Wedekind, for Los Angeles Motor Coach
Company, Protestant.

F. F. Ball, for Board of Public Utilities,
City of Los Angeles, Interested Party.

Chas. A. Bland, for Long Beach Chamber of Com-
merce and City of Long Beach, Interested Par-
ties.

H. G. Weeks, for Los Angeles Railway Corpor-
ation, Protestant.

E. G. Bogardus and Carl Bush, for Hollywood
Chamber of Commerce, Interested Party.

BY THE COMMISSION:

O P I N I O N

Applicant corporation herein seeks an extension of
its service between Long Beach and the intersection of Manches-
ter and Western Avenues, Los Angeles, as granted by Decision
No. 17581 on application No. 11812, dated November 8, 1926.
The proposed extension would enable applicant to render service
to the intersection of Hollywood Boulevard and Highland Avenue

in the city of Los Angeles, thus establishing through bus service between Long Beach and the business and amusement center of Hollywood, a section of Los Angeles.

A public hearing herein was conducted by Examiner Williams at Los Angeles.

In application No. 11812, applicant herein sought a similar operation following Western Avenue between Manchester Avenue and Hollywood Boulevard and paralleling the previously established local service of the Los Angeles Motor Bus Company, (now Los Angeles Motor Coach Company) for the entire distance. Applicant now proposes to divert from Western Avenue at Florence Avenue, turning westwardly to Van Ness Avenue, thence north to 54th Street, thence west to Arlington Avenue, thence north to 10th Street, thence east on 10th Street to Wilton Place, thence north on Wilton Place to Hollywood Boulevard, and west on Hollywood Boulevard to Highland Avenue. Applicant also stipulates that it will not do any local business north of Manchester Avenue, but will receive passengers south of Manchester Avenue destined to all points north of Manchester Avenue and vice versa.

The reasons urged by applicant for the establishment of the service are, lack of direct transportation without transfer between Long Beach and Hollywood; that a great many residents of Long Beach are employed in Hollywood; that many tourists desire to visit the Hollywood moving picture studios and theaters, or travel on journeys of social intercourse.

Fred Rife, secretary and treasurer of applicant corporation, testified that the present service was begun under

authority of this Commission on November 15, 1926. Since that time the operation has been conducted unprofitably. Mr. Rife alleged that the necessity of transfer to another bus system at Manchester, and a further transfer from the bus to Pacific Electric rail line at Hollywood Boulevard, deterred travel. The service was originally established with five schedules, but is now operating seven. It is proposed by applicant to continue these schedules and extend the operation to Hollywood without the necessity of further equipment, but the witness testified the corporation was able to invest \$15,000 in additional equipment, if necessary. While this line of applicant's is not profitable, the witness testified that the entire operations of applicant are profitable, although no dividends have been paid stockholders. According to distance figures submitted by applicant, the route between the terminal in Long Beach and the terminal at Hollywood Boulevard and Highland Avenue would cover 32.9 miles. Of this distance, applicant now operates ^{over} 20.7 miles. The extension, therefore, would add 12.2 miles to the operation. Applicant is using, and proposes to use, 21-passenger standard busses, and to add such schedules as may be necessary to care for the traffic.

Mr. Rife testified that he personally receives from one to six requests daily for through service to Hollywood, and that other calls in the office of the corporation bring the total each month to approximately 250.

W. E. Krackman, general agent of the Motor Transit Company at Long Beach, testified that he has contact with all sources of traffic in Long Beach, and that he, individually, and the Motor Transit office have daily calls from hotels and the

public generally for through tickets to Hollywood, particularly to the Hollywood theaters. He further testified that a 30-day check of such calls was made in the month of April, and that 210 such inquiries were recorded. Witness testified that he had referred inquirers to both Pacific Electric service and to service by way of applicant and Los Angeles Motor Coach Company, but that some of those who had used the service complained of the double transfer and the wait incident thereto. One traveler, the witness testified, reported a wait of fifteen minutes at Manchester Avenue for a vehicle.

Carl L. Hyde, secretary of the Torrance Chamber of Commerce and also secretary of the Harbor District Chamber of Commerce, composed of all coastwise communities between Long Beach and Santa Monica, testified in behalf of applicant. The substance of his testimony was that Torrance has a population of approximately 6,000; that 5,500 persons are employed in the industries at Torrance, and of this number, 1638 live outside the corporate limits of Torrance. The witness produced a map (Exhibit No. 3) showing that 106 of the non-resident employees live north of Manchester Avenue and in a zone two miles wide, of which the proposed operation of applicant would be the center. Through this witness also a resolution adopted by the Torrance Chamber of Commerce, urging the granting of the application (Exhibit No. 2), was presented. On cross-examination, witness stated that the main industries in Torrance are the Columbia Steel Company, National Supply Company (Union Tool Works), the International Derrick & Equipment Company, the California Glass Company and the Pacific Electric shops. He also stated that of the non-resident employees in these industries, approximately 22% were employed

by the Pacific Electric Railway. While not all of these industries are running full time, witness testified many new small industries, employing from forty to sixty men, had been established and thus maintained the general industrial status. A check of inquiries made by the Chamber, the witness testified, indicates that ticket agencies in Torrance sell approximately 45 tickets weekly for use at Hollywood theaters. At the present time most persons purchasing tickets at Torrance use their own conveyances to reach Hollywood. He also testified that there is an average of one inquiry daily at the Chamber's office for transportation direct to Hollywood, and that these inquiries usually include a group of persons. Witness also produced a series of six quadrangle maps showing the territory through which the operation would pass, and indicating somewhat compact settlement in residence districts.

William H. Kellegher, president of the Long Beach Apartment House Owners Association, testified that the need for transportation between Long Beach and Hollywood, was discussed frequently at meetings of this organization, and that the membership was unanimous in the belief that the service proposed by applicant was a public necessity and would receive abundant patronage.

R. M. Bills, representing the Western City Improvement Association, a community of approximately 1200 persons now served by applicant, testified that the community needs a direct line to Hollywood, and that the organization supported the applicant. Witness testified he had talked to approximately 100 persons, all of whom approved the application. Many of them, he said, would use the proposed service to reach the

lines of the Los Angeles Railway in the city of Los Angeles, in order to reach the business portion of that city, and could do with only one transfer. Otherwise, such travelers must walk from a mile to a mile and a half to the Pacific Electric line and transfer or take another local car when reaching the city. The witness testified that he has used the present service in connection with the Los Angeles Motor Bus service, but that the transfer at Manchester Avenue one time required eighteen minutes.

Similar testimony was given by Irving Weislitz, a merchant of Keystone, who testified that the 2,500 inhabitants of this community had either to use the transfer service now established or walk a mile and a half to one line of the Pacific Electric, or 3.9 miles to the San Pedro line. The witness is secretary and treasurer of the Keystone Improvement Association and testified that this organization of 100 members unanimously endorsed the proposed service. The witness also testified that he has made frequent use of the combined service to Hollywood and that the busses of the Los Angeles Motor Coach Company are very crowded. The witness said that on one occasion 118 passengers boarded the bus between Manchester Avenue and Hollywood Boulevard, and that the coach was full of standers almost the entire distance.

H. N. Richards, president and manager of the Motor Coach Company, a public carrier operating between Torrance and Long Beach and Long Beach and Santa Monica, testified that there were almost daily inquiries at the office of the Company in Lomita, although Lomita is two miles south of Torrance and applicant does not propose to serve this point.

The witness expressed the belief, as an operator of public transportation for many years (seven years in the present field) that the service is needed by the public and would ultimately prove profitable. He testified that he had investigated this field of operation three years ago and had decided that it could be established and made profitable, but at that time he did not feel free to invest the necessary money.

Carl Bush, secretary of the Hollywood Chamber of Commerce, testified that the directors of this organization had endorsed the transportation committee's report favoring the proposed operation. He also testified that the office of the Hollywood Chamber of Commerce has many inquiries for through service, and expressed the belief that the business between termini alone would eventually make the service profitable. He based the need on the present necessity for transferring twice to make a journey. Hollywood, he testified, is an attraction for all the region in and about Los Angeles and for tourists, because of the presence of three important moving picture theaters, five spoken drama theaters, the Hollywood Bowl with a capacity of 20,000, and many other features that cause traffic flow to and from Hollywood.

By stipulation, the testimony of Mrs. J. A. Oderlin, Mrs. E. C. Eastman, Joseph Berry, J. L. George, Mrs. Goodwill and Mrs. Reed, all of Western City, was received without calling the witnesses to the stand, under an agreement that their testimony as to need of service would be the same as that of witness Bills.

Mrs. Ida Glenn Miller, 621 North Wilton Place, Los Angeles, an employee of the M-G-M Studios, testified that her

family lives in Long Beach and she makes frequent use of the bus service on Western Avenue and by transfer at Manchester Avenue to the service of applicant. She also testified that she had used the Los Angeles Railway's service to the Pacific Electric station, which required 45 minutes, and that the journey via Pacific Electric to Long Beach took an hour additional.

Charles A. Bland, manager of the Transportation Bureau of the Long Beach Chamber of Commerce, testified that the information bureau at the Chamber has daily calls for bus service to Hollywood. Mr. Bland estimated that the population of Long Beach is approximately 150,000 and that similar population, or more, is in the Hollywood district. He testified that in his judgment the traffic that would move by applicant's line would not detract from that of any other carrier, for the reason that it would be largely a new business created by applicant and would consist almost wholly of persons who now use their own vehicles or who refrain from going because of the difficulties of travel. He expressed the belief that the establishment of this service would stimulate all travel and not injure any other carrier. He further testified that there was some movement from Hollywood to the ocean resorts at Long Beach, but that this had been small because of the lack of direct transportation. He also pointed out that the Pacific-Southwest Exposition is to open at Long Beach on July 27 and that this would be a big attraction in addition to many others to induce return travel. He testified that the City Council of Long Beach had unanimously endorsed the application.

In behalf of protestant Pacific Electric Railway Company, H.O. Marler, assistant passenger traffic manager, testified that this carrier handles large parties direct from Long Beach to Hollywood via a connection at Park Avenue on the Edendale line, without transfer, and that small parties are transported in leased auto busses; that there is no regular operation by rail or bus by this protestant between terminals; that all service between Long Beach and Hollywood is via the Long Beach line to the terminal of the Pacific Electric at Sixth and Main Streets, and travelers must walk a distance of approximately 2,000 feet from this terminal to the new Subway Terminal at Fourth and Hill Streets, in order to board the Hollywood cars. The service from Long Beach is every 20 minutes or oftener. Service from Los Angeles to Hollywood is every 10 minutes or less. This protestant is now operating from its Subway Terminal to Hollywood a special theater train, but the experience of the last seven months with this operation has not shown public use of this special feature. Special service on important occasions is maintained from many points to the Hollywood Bowl.

H.G. Weeks, assistant to the president of the Los Angeles Railway, which, with the Pacific Electric Railway, is joint owner of the Los Angeles Motor Coach Company, testified that this service now maintains 81 schedules in each direction between Manchester Avenue and Hollywood Boulevard over Western Avenue, and that 27 coaches of 25-passenger capacity, with six or seven cars held in reserve, are used in this one operation. The witness testified that the Company is now pro-

posing to install twin coaches of 40-passenger capacity in order to provide more adequately in individual units for the flow of traffic. The running time varies, according to peak hours and traffic conditions, from 35 to 48 minutes, and the fare charged is 10 cents. At Hollywood Boulevard it is necessary to pay another 5-cent fare on the Pacific Electric local line in order to reach the Hollywood theater district. Witness produced a map drawn to scale (Exhibit No. 9), showing that about one-half of the proposed operation of applicant is one-half mile distant from the Los Angeles Motor Coach operations, while the other half is about one-quarter of a mile distant, and also that the proposed service of applicant on Hollywood Boulevard between Wilton Place and Highland Avenue would parallel the Pacific Electric local service for one and one-half miles. Mr. Weeks also testified that he did not believe the applicant could operate between Manchester Avenue and Hollywood Boulevard over the route proposed in the schedule time of 40 minutes, and that any such operation would be dangerous, due to the fact that there is not the same protection to traffic on that line that there is on Western Avenue.

The service proposed by applicant herein involves an extension of 12.2 miles, for which an additional charge of 10 cents would be made. Applicant now receives, for a distance of 20.7 miles, a rate of 50 cents. The distance would be increased about 60 per cent, and the only additional revenue provided would be the enlarged business between Long Beach and Manchester Avenue, plus the through traffic to Hollywood. In Application No. 11812 of this applicant, providing for a similar service, but using Western Avenue as its route, applicant

proposed a fare of 75 cents one way. The present rate structure provides a base rate 20 per cent lower than originally sought. Assuming the service in operation with the class of vehicles proposed by applicant and the schedules being maintained, and accepting applicant's own testimony as to the cost per mile of such operation (22 cents), the entire operation would cost \$116.16 daily and would require the transportation of 200 passengers daily in both directions at a maximum fare of 60 cents per passenger, to put the operation on a slightly profitable basis. The record does not disclose the probability of any such patronage now or in the future, and if it did, such patronage undoubtedly would not be distributed throughout the eight schedules, but would be peak-load movements, for which additional equipment would be required. In addition to this calculation based upon maximum income, applicant proposes round trip and commutation fares, greatly reducing the opportunity to earn revenue.

The application, so far as the operation generally is concerned, presents only two differences between itself and the previous application, namely, the use of Wilton Place and other streets rather than Western Avenue, and a lesser fare. The new route chosen is through a residence district and is not capable of the fast operation permitted on Western Avenue, where the entire street is under traffic control.

The service of the Los Angeles Motor Coach Company on Western Avenue between Manchester Avenue and Hollywood Boulevard consists of 81 schedules in each direction daily, and its running time is from 35 to 48 minutes. Applicant proposes a running time of 40 minutes for the same distance, plus over a

mile on Hollywood Boulevard to the terminal. This route is from a quarter- to a half-mile distant from the existing route. To add eight additional schedules to this service between Manchester Avenue and Hollywood Boulevard over a near-residence street seems to us unnecessary, when the schedules of applicant between Long Beach and Manchester Avenue may be easily adjusted to make prompt connection with the Los Angeles Motor Bus service, giving ten times the number of schedules applicant proposes to give. It is urged that applicant's service will eliminate transfer at Manchester Avenue and also at Hollywood Boulevard, and the payment of an additional fare on the Pacific Electric in Hollywood, but this is made possible only by the reduction of the additional fare between Manchester Avenue and Hollywood Boulevard to a point so low that it appears imprudent to establish such a fare.

We have considered the entire record in this application and cannot find from the showing that the extension proposed by applicant is in any way going to materially improve the transportation for the public, over existing conditions. It is our belief that improvement may be made by both the applicant and Los Angeles Motor Coach Company by co-operation in dovetailing the schedules at Manchester Avenue so that the connections will be met and involve no delay. Los Angeles Motor Coach Company is preparing to augment and enlarge its service on this street, with new, larger vehicles, and we believe it should exercise all vigilance in caring for the passengers delivered to it at Manchester Avenue by applicant herein.

We therefore find as a fact that public necessity and convenience do not require the extension of service as sought by applicant herein, and an order to that effect will be entered.

O R D E R

West Side Transit Company, a corporation, having made application to the Railroad Commission for a certificate of public convenience and necessity authorizing the extension of applicant's service between Long Beach and the intersection of Manchester and Western Avenues, to Hollywood Boulevard, in Hollywood, a public hearing herein having been held, the matter having been duly submitted and being now ready for decision,

THE RAILROAD COMMISSION OF THE STATE OF CALIFORNIA HEREBY DECLARES that public convenience and necessity do not require the extension of service proposed by applicant herein, and

IT IS HEREBY ORDERED that the application herein be and the same hereby is denied.

The effective date of this order shall be twenty (20) days from and after the date hereof.

Dated at San Francisco, California, this 6th day of September 1928.

Leon Whitely

C. Seaver

Thos. J. Lott

COMMISSIONERS.