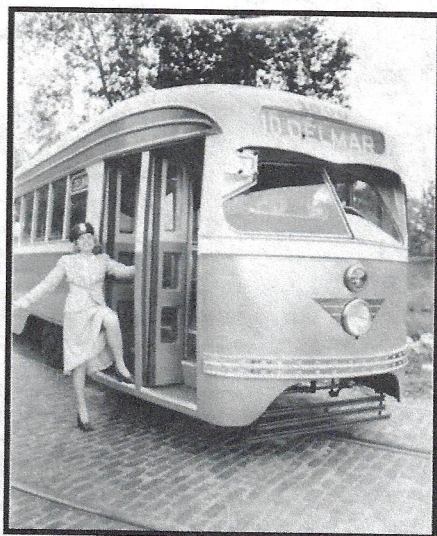


AROUND THE LOOP

A Publication of the National Museum of Transportation
Trolley Volunteers

MAY 2018

WELCOME ABOARD TO OUR NEW MEMBERS



- Richard Chenault.
- Rex Gooch.
- Paul Schroeder.

Returning Members:

- Harry Kelly (Restoration)
- David Morgan.

PLATFORM CONSTRUCTION BEGAN MARCH 1ST!



Pictured photo on left: (left to right): NMOTTV members Bob Keeler, Carl Horn and Bob Leight.



Pictured photo on right: (left to right): NMOTTV members: Andy Sisk, Bob Keeler, Carl Horn and Bob Leight.

Photo credit: Steve Binning – used with permission.

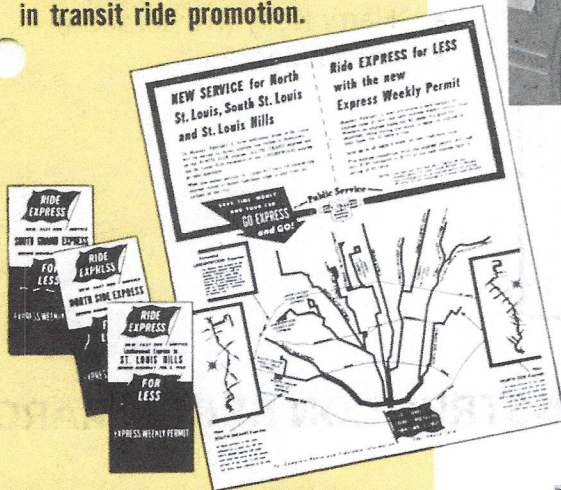
RAILS AND RUBBER – A NEW MONTHLY SERIES – PART 1

This picture story of the major events of 1953 for St. Louis Public Service Company has been developed because it illustrates so well three basic Company objectives:

1. To inaugurate service improvements whenever possible.
2. To maintain the Company's consistent program of improvement to plant and equipment.
3. To develop and use the most effective techniques in transit ride promotion.



President John C. Baine welcomes City of St. Louis officials who participated in the inauguration of two new express bus routes and the extension of a third, early in 1953. This expanded the Company's special time-saving express service network to 10 fast, direct routes to downtown St. Louis for rush-hour travel from all parts of the city. A reduced express fare also went into effect with the inauguration of an express weekly permit. The dual event was announced with large newspaper advertisements, take-one pamphlets, carcards, posters, and special mailings to St. Louis employers.

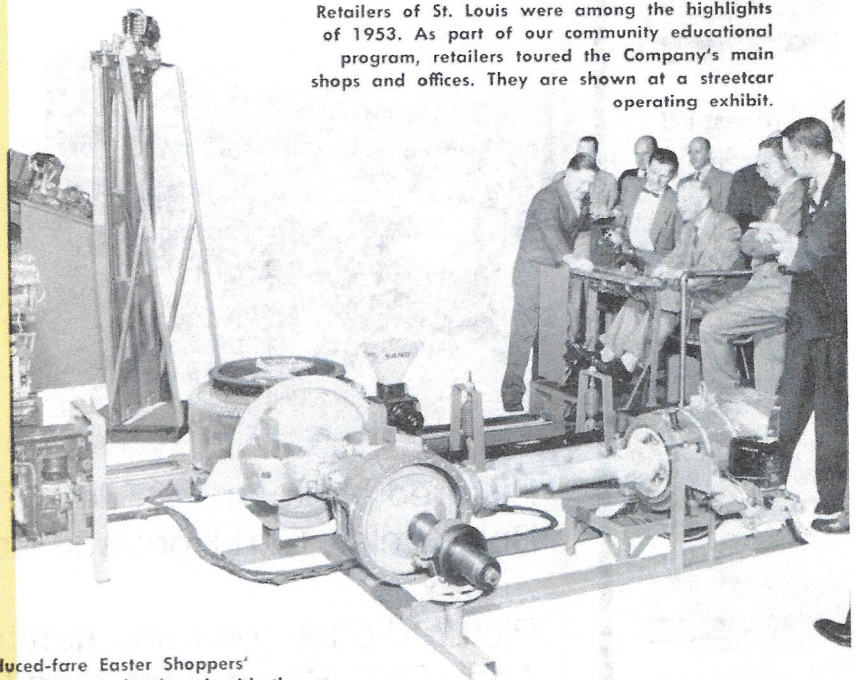


Below right . . . As an experiment in ride promotion techniques, an extensive information and fact-finding plan was used in the residential area served by the extension of the Lindenwood express bus. It included a series of home-delivered personalized letters, a pamphlet, a door-to-door survey of some 1,200 families, and a "ride home free" coupon offer (see illustration) from the Lindenwood operators.



Left . . . A reduced-fare Easter Shoppers' permit was a promotion developed with the Associated Retailers to stimulate both shopping and transit. It was given extensive newspaper and carcard publicity.

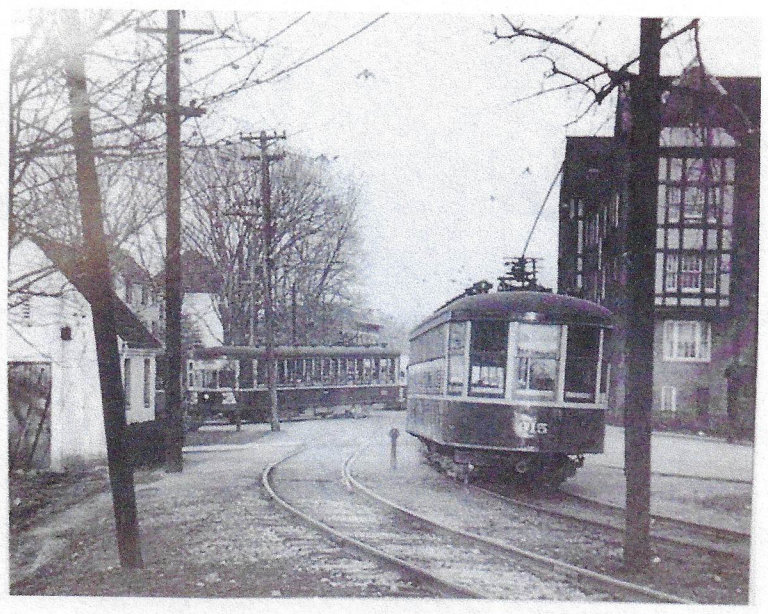
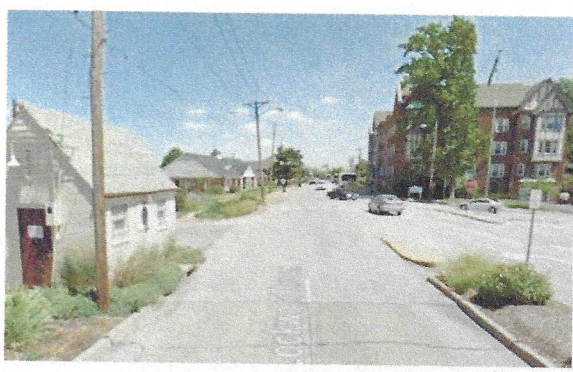
Cooperative transit-shopping promotion plans created by Public Service and the Associated Retailers of St. Louis were among the highlights of 1953. As part of our community educational program, retailers toured the Company's main shops and offices. They are shown at a streetcar operating exhibit.



Museum of Transportation Trolley Lines.
You can become a volunteer operator/
conductor on the Museum's Vintage
Street Car Line.
Minimum age is 18 years old. Volunteers
commit to two operating shifts per month.
Contact: Calvin Blackburn
smbbbaritone@charter.net
314-392-9275

New this season is the new Volunteer Information card which will be used in place of the old yellow cards we have been using in the past. A supply of these cards can be found in the brochure holder inside the cars. Thanks to member Vince Love for creating our new card.

Rock Hill Loop



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