

BC
Passenger Applauds Courtesy Of Transit Driver



Compliments were numerous for the fine job Transit drivers did during the January snow blizzard. The following editorial by Eleanor Bell which ran in the Seattle Post-Intelligencer is directed to one man but is typical of the praise due all Transit operators.

"If the forecast hadn't changed from warmer with rain to colder with snow I'd have missed a rewarding adventure via Seattle Transit.

"I'd been driving a car so long, I'd forgotten the patient courtesies which are exhibited daily by most of the trolley helmsmen.

"I'd forgotten how they make change, sell tokens, give directions, watch traffic, keep as nearly on schedule as possible.

"My driver on the trolley adventure from Queen Anne Hill to The Post-Intelligencer yesterday morning did all these

things—and more.

"You could tell the regular customers who boarded that trolley. They knew him. They smiled and said, 'Good Morning!' just as if it were a good morning. They dropped their tokens in the box, asked for transfers with experienced routine.

"The ride-the-trolley-only-when-you-can't-drive-your-car passengers were the recognizably insecure ones.

"How much is it?' or 'How much are tokens?' they'd ask.

"The driver quietly gave with the answers. Every rider got equal, friendly attention.

"But, here is where the beyond-the-call-duty action entered in:

"Along the way, five people in five different places were late for the bus. They came running from between houses, or from a block or so away, looking frantic.

"Our driver, never indicating he saw them, either slowed before he got to the next regular stop, or if that stop was too far away, he stopped at the nearest-to-runner site in mid-block. Gratitude shone in the eyes of the panting newcomers as they gasped, 'Thanks ever so much!' and meant it."

TRANSIT NEWS

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JANUARY, 1959

SOCIAL SECURITY DATA AVAILABLE

A limited supply of special cards are available in the payroll department for employees desiring a statement of the amounts recorded in their Federal Old-Age and Survivors Insurance Accounts.

If an employee cannot conveniently call in person, a written request should be sent to Atlantic payroll department.

The postcard forms must be filled in with employee's name and account number and mailed to Social Security headquarters. There is no charge for this service.

Information as to how the benefits added under the new Social Security law will effect each individual contributor is available through the Social Security Administration, Room 125, Federal Office Building.

Scrubby To Chairman Commission

Wilbur W. Scrubby was elected to chairmanship of the Transit Commission for 1959. The appointment was announced at the Jan. 20 commission meeting by Lloyd Graber.

The new chairman was appointed to the Transit commission in 1956 by the then Mayor Pomeroy. His term expires in 1962.

Scrubby retired from Seattle-First National Bank in 1948 after serving as vice-president for 19 years. He also represented Washington bankers in Olympia for some 32 years.



W. W. Scrubby

Lockheed Monorail Would Resemble Futuristic Aircraft

Lockheed Aircraft Corp. officials early this week revealed a 21st century design for a high-speed, airliner-like monorail system for the projected Century 21 Exposition, and as a possible future mode of transportation for Seattle's growing population.

Growing out of a two-year Lockheed investigation into improved methods for speeding air passengers to metropolitan centers, the futuristic design for the 1961 exposition calls for a wingless airtrain which would "fly" passengers nonstop between a Fifth and Westlake terminal and the fairgrounds, more than a mile away, in 93 seconds.

Differing from the suspension-type monorail design, the Lockheed concept has cars sitting astraddle a single rail

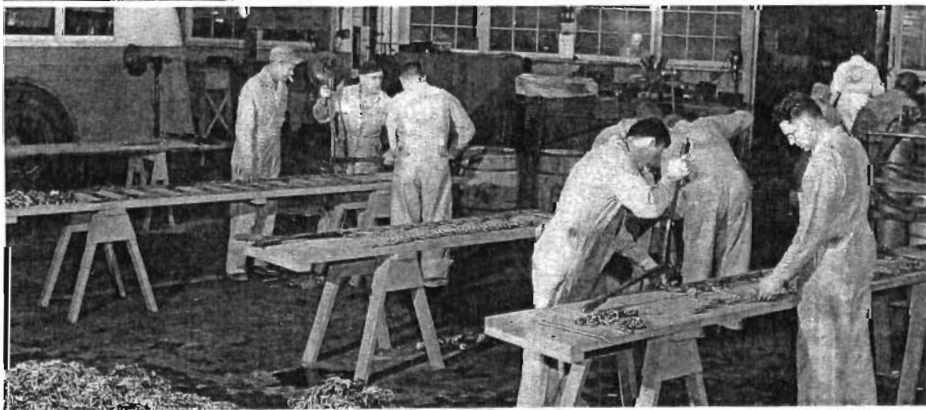
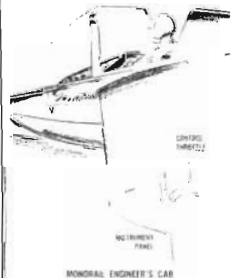
TAX RELIEF TO BE ASKED

The bill which has, for a two-year period, created tax relief for all Washington transit systems will expire by its terms in June, 1959. Seattle Transit System, in conjunction with all other transit systems in the state, will introduce legislation at the current session of the State Legislature to continue this exemption for another two years. The tax is \$.06 1/2 per gallon.

During 1958, Seattle Transit used a total of 1,609,110 gallons of gasoline, thus realizing a saving of \$104,592.15 in taxes.

mounted on a horizontal steel beam. T-shaped steel structures spaced about 85 feet apart would support the track beams, with one track riding on each arm of the T. One track would be for out-bound trains, one for inbound.

Cars would accommodate 24 passengers, would have six rows of double seats on each side of a housing down the center. Seats would be high enough above the housing to give an unobstructed view in all directions through panoramic win-



'Chain Gang'

The day after the big snow began, some ten shop men took over a large area of the Atlantic shop and did full-time chain repair. Damaged chains were repaired as fast as they could be brought in from the buses. Although a snowstorm can, and often does, put Transit in the red, the January blizzard luckily lasted only two days. Estimated money taken in over-and-above

average revenue amounted to \$8,520 for Jan. 5 and 6. Overtime wages, chain repair and other additional expenses were estimated at \$6,880. Winter preparations begin in the summer when prices are down. Purchases of cross chain links (by the barrel) and anti-freeze are pooled with other city needs through City Purchasing Department for added price advantage.

dows and a tinted vistadome—designed to add to the sensation of flight.

For entrance and exit, side panels would be swung up. Passengers would step directly to their seats from loading platforms on each side of the track.

The train's "pilot," using jetliner-like throttles and instruments, would ride in a streamlined, high-forward "cockpit" (see picture) with a hinged canopy similar to those of supersonic aircraft.

Each car would have radiant heating, indirect lighting, sound-proofing, air-conditioning and a built-in public address system.

Lockheed engineers reported their aim was to make the system self-supporting. Accurate cost estimates will depend upon further studies, they said.

Leon Kirkpatrick Ends 30-Year Career Feb. 1

Leon Kirkpatrick, Jefferson operator, retires on Feb. 1. This ends a driving career of almost 30 years, a career that has included operating street cars, motor buses and trolleys.



Leon Kirkpatrick, who was educated as a horticulturist, will probably give wife Audrey a helping hand with her collection of potted plants when he retires.

A former farmer, Kirkpatrick will spend much of his free time clearing a portion of his 20 acres in Stanwood, Wash., where he hopes to some day build a home and maintain a farm of some kind. He once owned 300 acres in the San Juan Islands where he raised livestock, and has long hoped

for the opportunity to return to country living.

"I don't think anyone should work and work as long as they can," Kirkpatrick said. "A man should quit when he's able and pursue a hobby or travel or at least do something different."

Kirkpatrick has received a 9-year safe driver award.

Wesley Cassel Dies On Job At Atlantic Station

Transit mechanic Wesley Cassel, 47, died of a heart attack at Atlantic station Tuesday morning, Jan. 6. He was found lying near a parked trolley coach and a Fire Department inhalator squad was unable to revive him.

A Transit employee since 1941, Cassel worked at all three stations as mechanic assistant and was last year pro-

moted to trolley coach mechanic. According to his supervisor, Cassel was a quiet, methodical man who never got flustered and never quit until a job was done well.

During the past several years Wesley and his wife, Kate, found tremendous enjoyment in bringing foster children into their home. Last year two foster children accompanied the Cassels on a vacation trip through Colorado and to Disneyland.

Cassel was a native Seattleite and served with the Army in the Philippine Islands during World War II.

A brother, James Cassell, is a mechanic at Atlantic station.



Wesley Cassel

Wesley Cassel raised his German Police dog (above) from a pup. She died of cancer last summer; Cassel died of heart failure January 6.

TRANSIT NEWS

Published monthly for all employees of the Seattle Transit System.

Editor, LELLA DUNPHY
 MAin 4-2233, Ext. 223;
 1333 Airport Way,
 Seattle 4, Washington

\$15 REWARD

For information about car which hit 1953 4-door sea-green Chevrolet in Transit parking lot. Time was between 1:00 and 2:30 a.m., Jan. 16 or 17, Chevrolet was third car facing west in center section. Car from far-east row evidently backed into Chevrolet, damaging left rear fender and trunk lid. Phone information to Blanchette, Atlantic night hostler, or phone EA 4-6212.

ANNUAL CREDIT UNION REPORT

by B. B. Patterson, Publicity Chairman

The annual meeting of the Street Car Men's Credit Union was held in the Pilgrim room of the Mayflower Hotel on Jan. 13. After reports of operation by the officers and directors, three board members were elected for three-year terms. Incumbents Paul Ohlander and Cliff Eidemiller were re-elected. George Sheehan was elected to fill the vacancy left by Jess Elder, deceased.

Officers and directors for the coming year will be:

E. Neuhoth President
 Roger McNamee Vice-President
 Paul Ohlander Secretary
 E. L. Raffer Recording Sec.
 Audit Committee: Chairman George Sheehan, Glenn Lambert and Robert K. Bailey.

Credit Committee: Chairman Roger McNamee, Paul Ohlander and B. B. Patterson.

Investment Committee: Chairman Cliff Eidemiller, Paul Ohlander and Roger McNamee.

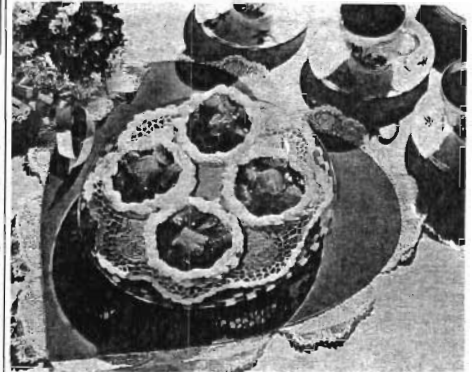
Publicity Chairman: B. B. Patterson.
 Remaining board member is Hank Strippling.

The credit union grew to a net worth of \$1,584,020.64 during 1958. Dividends on shares for the last six months were 5-percent and a 10-percent patronage dividend was returned to borrowers.

VALENTINE FRUIT TARTS

- 1 Can No. 2 1/2 pineapple chunks
- 1/2 Cup sugar
- 3 Tablespoons cornstarch
- 1 Teaspoon grated lemon peel
- 1/2 Teaspoon red food coloring
- 1 Package (3-oz.) cream cheese
- 6 Pre-baked tart shells

Drain pineapple chunks and add enough water to the syrup to make 1 1/2 cups. Mix sugar and cornstarch, stir into pineapple syrup and water, add lemon peel. Bring to boil and cook over low heat until thickened and clear. Stir in red coloring and pineapple chunks. Cool. Spread thin layer of cream cheese in bottom of tart shells and spoon in above mixture. Chill about 2 hours. Serves 6.



To make tart shells: Shape pie dough over back of muffin tins or tart pans. Pinch edges and prick dough with fork tines all over. Chill. Bake at 450 degrees 10-15 minutes.

New To Seattle Transit ... During November

JAMES YANDA, #1499, Quinter Kans. Woodcraft is one hobby. MARIE OLSON, Information, Exeter, Mo. Whiz on dance floor.

... During December

CALVIN MODISSETT, #889, Eldorado, Ark. Is happy with good book. PAUL NELSON, #891, Tacoma, Wn. Basketball is favorite pastime. ROY SCHUE, #893, Seattle. Hikes mountain trails on weekends. CHAS. HALL, #894, Rusk, Texas. Likes greenhouse work, gardening. DONALD SLICK, #895, Lewiston, Id. Thinks good pool game is fine. JAMES MARCHIORO, #897, Butte, Mont. Bowls, golfs and hunts.



BOWLING

TRANSIT LEAGUE
 SECOND HALF OF SEASON
 AS OF JANUARY 15

Fender Benders . . . 8 won . . . 4 lost
 Old Crows . . . 7 won . . . 5 lost
 Pole Benders . . . 7 won . . . 5 lost
 Mitey Five . . . 7 won . . . 5 lost
 Lucky Strikers . . . 7 won . . . 5 lost

FIRST HALF WINNERS

Retravers . . . 41 won . . . 23 lost
 Jim Lush, team captain
 Bill Patterson Bert Marrioth
 Morris Romanick Walt Mitchell
 Estelle Mitchell



\$150's Worth

During Seattle's recent snowstorm a chain link snapped on coach #248. In spite of the driver's attempt to fix it and drive with as much caution as possible, damage occurred. The result was the above dam-

aged wheel housing, a 6" x 6" hole through the coach floor and a smashed section of heater pipe which had to be replaced. The tab for labor and materials came to a total of \$149.72.

550 Safe Driver Awards During 1958

A total of 550 Seattle Transit operators received National Safety Council safe driver awards during 1958 for driving 3,954 years and 75 million miles without a preventable accident. Quite a record? One of the best. And to pay special tribute to these professional drivers, attractive Miss Green Cross of the Seattle-King County Safety Council presented awards to several top Transit men during the December shakeup. The men represented the entire Transit group.

Safe driver awards, earned as of August 31, 1958, were presented to the following 222 operators during December shakeup:

- 18 YEARS
Ed Finch.
- 17 YEARS
Wallace Crichton, Urban Dray, George Olson and Reuben Olson.
- 16 YEARS
Richard Danully, Charles Farwell, Charles Nelson and Vernon Sibley.
- 15 YEARS
Harvey Coolen, George Halvor and Roy Hamman.
- 14 YEARS
Frederick Barteld, William Brown, Malcolm Graham, Rodney Gwin, Richard Harrison, William Isaminger (truck driver), W. P. Knight, William O'Hara, Howard Ogden and Clifford Tabb.
- 13 YEARS
George W. Bryant, Bill O. Church, Frank F. Gulon, Charles L. Harmon, Sam C. J. Hankle, E. Hammond, Virgil V. Jantz and William E. Johnston.
- 12 YEARS
Wilbur E. Kimball, John C. Lundstrom, Sander A. Mill, George B. Ruland, Katie A. Terhune, Gifford Ryan and Harvey Westberg.
- 11 YEARS
Franklin L. Baker, John S. Canfield, Paul E. Herdrick, Clyde W. Kinney, Monte C. McDaniel, Tom C. Merrow, Truman R. Peterson, Bennie J. Smith, Virgil W. Terhune, Robert M. Torrens and Harry E. Wright.
- 10 YEARS
George W. Briggs, Henry De Goojer, Donald M. Dentler, Fred A. Fongolo, George M. Gagnon, Cecil Hume, Wilbur N. James, Harlan R. Jensen, Lloyd H. King, Ted R. Lamaris and Delmer L. Larson. Howard R. Lindsay, Alfred A. Mammosi, Arnold C. Nichols, Chester H. Peterson, Melvin L. Ross, Clyde E. Roebler, Gus Siegle, Leo C. Soltie and Earl C. Wilmot.
- 9 YEARS
Wesley K. Aestson, Robert C. Baker, Michael C. Berry, Edward C. Casady, Howard H. Fets, Donald L. Gove, Richard Hordian, Byron L. Komrade, L. E. Kirkpatrick, Raymond L. Maus, Alden W. Sautler, Dale Sweet and Karl C. Wouters.
- 8 YEARS
Harold A. Brisson, Leonard G. Brooks, Archie A. Calson, James S. Flynn, Joseph W. Hall, Odie H. Hite, George F. Junkin, Oliver H. Taach, Harry F. Myers, Erwin C. Neffer, Melvin D. Plumb, John S. Shumaker, Charles D. Taulbee and Don Zier.
- 7 YEARS
Earl Best, John G. Daupert, Hector Ferristi, Laverne H. Greenstein, Arthur H. Kuder, Clarence W. Locklin, Donald G.

- Murray, John M. Shale and Joseph G. Ure.
- 6 YEARS
William E. Algar, Clarence J. Berg, William W. Clark, Walter L. Croft, Floyd W. Deahl, J. O. Dowell, John M. Grove and Clyde M. Hedrick.
- 5 YEARS
Le Roy M. Janke, William A. McDaniel, Herbert Patterson, Joseph Sandhofer, Jr., Vernon G. Sirels, Frank S. Stuth, George H. Warrick, Hooker T. Williams and William J. Yakovich.
- 4 YEARS
Michael J. Carrig, Dorothy B. Castagno, Harold E. Hartz, A. F. Hulton, John R. Thompson, Robert D. Vanberg, Malcolm J. West and Paul W. Westlund.
- 3 YEARS
Robert E. Freier, Jack C. Kellogg, Robert F. Krebs, Marley Layton, Jr., Leroy Longworth, Melvin E. Luther, Kenneth R. Okins and John W. Sisk.
- 2 YEARS
George Chuba, Theodore A. Clark, Roy G. Eckert, Duane E. Finch, Robert H. Kahler, Rudolph Keller, G. W. Linnett, Jr., Chris W. Mays, Robert C. Paulson and Austin E. Riley.
- 1 YEAR
Donald G. Barker, Clifford T. Bourassa, Jerry G. Caldwell, Thomas P. Cimney, Fred D. Crow, Louis B. England and Howard F. Galloway.
- 1 YEAR
John V. Goodwin, James R. Hoalo, Roger I. Holterborg, Willis D. Irwin, Robert V. Johnston, Harry L. Keller, M. W. Knight and Howard L. Lyon.
- 1 YEAR
Omer M. McDaniel, Francis J. McMahon, David L. Miller, Roy K. Menninger, Dorsey D. Moffett, Jr., Wallace N. Nash, William H. Noyes and Walter Russell.
- 1 YEAR
Louis A. Badgley, Lyman J. Dunney, Richard D. Bushnell, James E. Carter, Lloyd T. Coatsney, Claude P. Cooke, James H. Craig and Lawrence A. Fishel, Carl W. Gagnon, Robert S. Hogeman, Marvin W. Hansen, Edwin J. Hordien, Clifford B. Hoffa, Harry C. Hollingshead, William Jackson and Alphonso D. Johnson, Lawrence D. Johnson, Lewis B. Jones, Clifford W. Koster, Jr., Eugene A. Kautzman, James R. Leggett, Ernest C. Marlow, Elsie L. Mitchell and George D. Morse, Kenneth E. Munson, J. Terry Owen, Walter D. Peterson, Jr., Frank G. Hess, Francis C. Hiley, Teddy R. Robinson, Allan D. Sexton and John H. F. Sharp, Wayne L. Sheiborn, Vernon L. Simpson, Carroll M. Sipes, Gordon R. Smith, Phoebe A. Sparrow, Thomas U. Sullivan, Russell W. Jernaby, James B. Van Tassel and Oscar E. Wimbrenner.



Busiest Shakeup

December's shakeup was one of the busiest ever when, beside picking runs and safe driver awards, and brought their punches in for a special check. Left to right are Gwen Kennedy (personnel), Duane Stevens (instruction), and operators Dewey old riding passes for new, were handed Walker and Les Huber.

No Accidents For Driver In First Year

Ask John Hollimon for directions to the safety director's office and chances are he couldn't tell you. He's never been there. Hollimon is the only Transit operator with a minimum of one year's service (according to our records) who



John Hollimon

has never made out an accident report of any kind.

John has driven some 18,000 miles for the Transit System without experiencing a preventable accident. That takes skill and alertness. He has never had a non-preventable accident to report either, and that takes a little something extra. You might call it "Hollimon Luck" but he creates his own luck through good, defensive driving.

SAFE DRIVER AWARDS GIVEN ON DRIVING TIME ONLY

Questions have come from several operators as to just how the safe driver program works. Some may have arisen from the fact that a man with 20 years service and an excellent driving record may only be wearing a 13-year safe driver badge. Part of this is because National Safety Council rules only allowed Seattle Transit to go back to 1940 when the award program was started. Other reasons contribute too.

Generally, here's the procedure: Awards are figured on each year's service with up to 30 days non-driving time allowable during any one-year period. After that deductions are made for any time off for such things as vacations, sick leave and special detail to loading, cashing, scheduling or supervisory duties. Time is deducted for service leave also, which for many present operators might have been several years during World War II or the Korean War.

Once an award is earned, three to six months may elapse before the pin and badge are actually received. Safety department personnel must scan the entire roster of operators three times yearly before ordering awards through Chicago headquarters of the National Safety Council.

Safe driving awards presented at the December shakeup had been earned as of August 31, 1958.



550 Honored

Miss Green Cross, representing Seattle-King County Safety Council, presented driver awards to several top Transit men as tribute to 550 drivers who received safe driver awards during 1958. L to R: Vern Sibley (16 years), Reuben Olson (17 years), Dean Dray (17 years), Miss Green Cross (Carol Wentlandt), Robert Hamlin (17 years) and Fred Frangilla (11 years).

SWAP-N-SHOP

LIGHT METER, Weston Jr. #50. Costs \$25, will sell \$10. and
PLAYER PIANO ROLLS, have about 30-40. Make offer. For both above items, contact Ray Nyquist, evenings, SU- set 4-4721.

Ads for Feb. issue should be in Public Relations office by Feb. 13.



5 Generations

When William Byron Marshall arrived at the Swedish Hospital on Halloween night, Oct. 31, he established the fifth generation of the Carlé Hahne family. Left to right are baby Bill on mother Roberto Marshall's lap (Carlé Hahne's daughter), grandmother Mrs. Carlé Hahne, great grandmother Mrs. Emily Brain and great, great grandfather Joseph Hunt. Little Bill will have to fight to stay unspoiled for he has 11 living grandparents in all. Carlé Hahne is a trolley coach mechanic.



Party Preparations

It was a busy Saturday on Dec. 21 for ladies of the Local 587 Women's Auxiliary, for it was the day before the annual Christmas party for transit children. In assembly line fashion they filled gift bags with apples, oranges, candy and Cracker Jack. Busy ladies above are (left to right around the table): Miss Betty Russell, Mrs. Bernice Hoskyn, Mrs. Maye Spaulding, Mrs. Marilyn Nimard, Mrs. Seena Schogren, Mrs. Batty Lommen, Mrs. Lois Curtis and Mrs. Tiny Lyman.

Evelyn Daniel



... at 3 years



... at 4 years



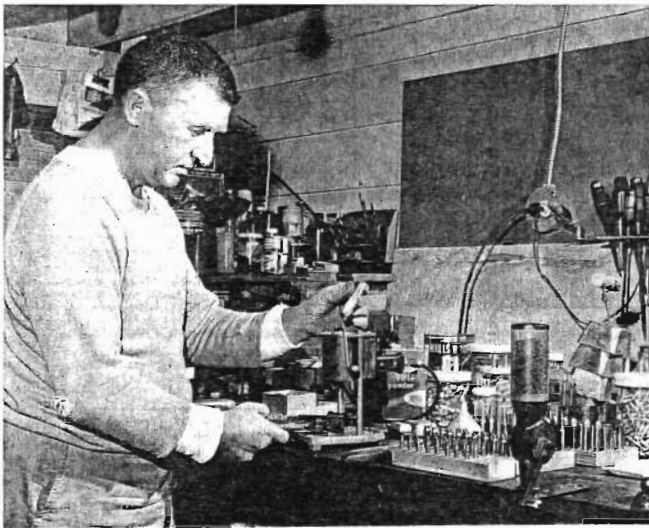
... at 5 years



... at 6 years

4-Time Winner

Evelyn Daniel has won honorable mention for 4 straight years in a children's national photo contest. Needless to say, she's the apple of driver Dad Clarence Daniel's eye.



Ammunition Expert

During his spare time, Bill Bartyllo can be found in his basement making bullets or out using his home-made ammunition on the range or in the woods. Above, he melts alloy of lead, tin and antimony into an electric lead furnace. The molten metal passes into a bullet former. Other equipment sets the primer and places the bullet into the case. Bill has several shelves filled with various sized bullets. He keeps only a pound or two of powder on hand because of City Fire Department rules.



Busy Boy

When John Hoverson, Jr., 11, received a stamp album for Christmas he immediately sent for the free stamps offered by Larry Sumner in December Transit News. But collecting will have to be wedged in between his other activities: football, baseball, basketball, Scouting, being school patrol captain and president of his 6th grade class. John, Sr. is N. S. operator.



Clean Sweep

Wm. Morgan, Jr. operates the new Tennant 40 motor-driven brush that was purchased for Atlantic shops to replace the "man-driven" broom. The sweeper operates much the same as a vacuum, saves considerable time and does a much better job of cleaning than it was possible to do by hand.

Advertising: Public Informed By Transit Ads

Twice a month in *The Seattle Post-Intelligencer*, and *The Seattle Times*, every month in your community newspaper and twice a day on major radio stations. . . .

Transit tells the people of Seattle about the system and those who supply them with what is considered the best service in the country. Why?

There was a time when this city's transportation system as well as that of other cities was a favorite scapegoat. In those days all a politician had to do to get votes was to promise a five-cent fare. Uninformed voters were quick to rally around the flag of these orators.

Over the years, it has been shown that an informed public is more inclined to understand the problems of a transit system. They can appreciate that mounting costs and dwindling revenue must result in either fare increases or service curtailments. Perhaps even more important, advertisements give Seattle Transit an opportunity to gain support for badly needed studies that will result in better mass transportation in the Seattle of tomorrow and tax relief to help keep fares down.

AGENCY STAFF

Since December 1, 1941, Seattle Transit's advertising has been directed by Cole & Weber's Seattle office. This is a Pacific Northwest advertising agency with offices in Seattle, Tacoma and Portland. There are 33 people in Cole & Weber's offices in the Republic Bldg. at 3rd and Pike. This staff of highly competent men and women include account executives, writers, artists, media, radio, television and production specialists and stenographers.

George H. Weber, vice president of the firm, is manager of the Seattle office. Besides Se-



Cole & Weber plans board discusses Seattle Transit's advertising campaign. Sid Copeland, account manager, is standing. From his left are Robert H. Woolson, Transit public relations director; Edna Erickson, media

director; Niles E. Kelley Jr., art director; Irwin Caplan, artist whose cartoons are currently featured in our advertising. George H. Weber, Seattle manager of the advertising agency, is to the far left.

attle Transit, the agency's accounts here include Washington State Apple Commission, The Seattle Times, Weyerhaeuser Timber Company, Canned Salmon Institute, General Insurance Company of America and National Bank of Commerce.

The account executive . . . the man who directs the agency's activities on the account . . . is Sid Copeland. He has been with the firm 11 years and is one of the stockholder-partners of the corporation which is headed by A. E. Cole,

manager of the Portland operation.

Before joining the agency, Copeland was a reporter and city desk man on newspapers in Spokane and Seattle. Immediately prior to his entry into the advertising field, he was Pacific Northwest bureau chief for Time, Life and Fortune Magazines.

Many have asked why it is necessary to employ an advertising agency. Probably the most important reason is that it gives an opportunity to utilize the services of outside experts

who can make objective studies of our problems and opportunities. Adding writers, media specialists, artists etc. to the Transit payroll would be tremendously expensive.

Actually, Cole & Weber's compensation comes not from Seattle Transit but from the medium in which the advertising is placed. In other words, if Transit placed a \$1,000 advertisement in a newspaper, they could receive no discount. When the same \$1,000 advertisement is placed by a recognized agency, the newspaper it-

self pays the agency 15% or \$150.

A great deal of work goes into the preparation of an advertisement. First the situation must be studied carefully, approaches tested and then come the painstaking steps that range from writing, and drawing to the setting of type and the production of plates.

Cole & Weber's activities for Seattle Transit are directed by the public relations department headed by Robert H. Woolson, himself a professional advertising man.



Robert Willey, agency copy writer, discusses safe driving with Mel Olson and Virgil Bird. Getting the slant of Transit employees is important in producing an ad.



Niles E. Kelley Jr., art director, and Irwin Caplan, nationally noted cartoonist, check details of a drawing that will be used in a future Transit advertisement.



Bob Hurd, radio and television director, and his assistant, Colleen Mattice, listen to a recording of a radio transcription that will be used on a disc jockey show.



Betty Rowley checks rates before sending space orders for a Transit advertisement.



Hal Higgins, right, production chief for the agency, examines type faces with Al Jensen, superintendent of Acme Press. Ads must be easily read to be effective.

... and here is the finished product as it will be seen by readers of The Seattle Post-Intelligencer and The Seattle Times on February 11. It quickly and easily tells people that good Transit service requires hard work on the part of many employees.



"Here's what makes Transit shopping so convenient!"

It's no happenstance that your Transit ride is safe, smooth and sure — we planned it that way!

Your driver's velvet touch, for example, was inspired by Transit's expert six-man teaching staff. Keeping your coach on time is the minute-by-minute task of the schedule man, dispatcher and

inspector. And a busy battery of skilled mechanics — one man for every four drivers — gives loving care to the safety and ride of your coach.

It takes all of these Transit employees and many more to provide the service you need — when you need it.

SEATTLE TRANSIT



at your service

Ad No. 1C-278 — 5 col. x 9 1/2"
 Seattle Post-Intelligencer — February 11, 1959
 Seattle Times — February 11, 1959

Prepared by
 COLE & WEBER, INC.
 Portland • Seattle • Tacoma

Ex-Transit Personnel Are Busy With Travel, Hobbies

"Out of sight, out of mind" is rarely the case for former employees of Seattle Transit. Some have members of their family still at the System and for others, friendship ties are still close. Many keep track of old friends through Transit News and hardly a week goes by at any of the three Transit stations that some oldtimer doesn't drop in to chew the fat and express amazement at the sea of new faces.

EMANUEL NEUHARTH, shop man, retired May, 1958. Although Neuharth said he would spend retirement "doing nothing," he spent two months touring much of the United States this fall. The trip included a visit to hometown Emery, S. D., where he visited with old friends he left some 48 years ago. He also took in the sights of Yellowstone National Park, South Dakota Badlands, Niagara Falls, New York, Washington D. C. and the Carlsbad Caverns of New Mexico. One day his group had breakfast in North Carolina and dined in South Carolina and dined in Georgia. Back in Seattle now, Neuharth is serving his 22nd term as president of the Street Car Men's Credit Union.

GUS GUTMAN, cashier, retired Oct. 1, 1957. Gus often stops in at Atlantic to lunch with cashier friends. He's also done a substantial bit of traveling since retirement. Gus drove some 8,796 miles in 18 days last spring, traveling through Salt Lake City, Phoenix and Yuma on his way to Mexico City. There he visited a rum distillery (which gave samples) and on the second day a bull ran into his car. Damage was over \$200 but Gus and the bull were both able to walk away. Gus says he's had his fill of Mexican food for a while.

BERT GEIGER, who left Transit in 1944, is running a florist business in Seattle. The name of the shop is Sonia, 1921 East Madison. Bert says he'll always be glad to give Transit customers a special discount.

HOWARD STEVENS, who left Transit recently, has established a growing insurance business in Kenmore. Many of his customers are Transit friends.

KEN BABINGTON, another entrepreneur, has been operating the Alki Lunch with his wife. It's at 2716 Alki Ave. and Ken is always happy to have Transit friends drop in. Ken was a Transit operator for about 15 years.

BART WADLINGTON, retired 1957, was assistant superintendent of transportation. Waddie visited home town in Kentucky last year on extended tour of the U. S. with wife, Edna, after

which Edna made a trip to Norway while Waddie was entertained by their many friends in Seattle. Although Waddie ate his Thanksgiving turkey in the hospital with a foot ailment, he was out, chipper and ready to travel again, by Christmas. The Wadlingtons are making the Kentucky junket again this winter.

WALTER LEE COCHRAN, retired shop foreman, Feb. 15, 1941. Cochran has lived with son-in-law, Colonel Millson, since retirement. Travel with his Army family has included two years in Japan, a stay in Egypt; he's moved six times in past eight years. Present plans are for a three-year stay in Virginia as son-in-law was recently appointed to Joint Chief of Staff in the nation's capitol. Address: 5954 Ermine Crt., McLean, Va.



Enjoys Retirement

Frank Cleland, who retired as assistant station master at Jefferson in 1945, has made some of the finest violins in the Northwest. Many have been distributed around the world and some are still being played by Transit employees and their children. It used to take Frank about a month to shape, sand, smooth and finish each violin. Today only two remain from his once large collection. The Clelands, who reside at 418 North 59th, celebrated their 54th wedding anniversary in Sept.

Former Union Officer Dies

Jess Elder, retired Transit operator and former secretary-treasurer of both Local #587 and the Seattle Street Car Men's Credit Union, died Dec. 19 after an extended illness.

Elder began his transportation career in Minnesota as a street car operator before joining the Seattle Street Railway in 1919. He was given a leave of absence in 1928



to serve as secretary-treasurer of Local #587, a job which lasted 18 years.

With Emil Neuharth, Elder helped establish the Seattle Street Car Men's Credit Union and was the first elected secretary-treasurer, serving from 1936 until his retirement from Seattle Transit in 1954. Elder maintained his interest in the credit union and was a director at the time of his death.

Topically Transit

Leroy Sargent's two sons, Carl, 9, and Paul, 11, have been conducting a campaign for the past several years for some pet goldfish. Dad said no. Carl and Paul did their own Christmas shopping this year, without parental supervision, and guess what Mom and Dad Sargent got: Four tiny gold fish named Eenie, Meenie, Minnie and Mo.

Dr. Edward Kilbourne, pioneer Seattle dentist and developer of Seattle's first electric railway, was honored at his 103rd birthday this month. Dr. Kilbourne was a frequent visitor at Seattle Transit before his advancing age made it difficult to get around alone. . . . Leonard Elliott joined Seattle Transit in 1942 as a trainman at Fremont barn. He's worked as driver, loader and junior inspector. He retires Feb. 1, plans to do a lot of square dancing. . . . Mrs. Dorothy Louise Pierce died on Jan. 10 after a short illness. She was the wife of Albert E. Pierce, former superintendent of Municipal Street Railway.

Transit bowling leaguers who got birds in the December turkey shoot are: Ray Minard (697 series), Bob Barley (674), Bill Patterson (669), Les Newhall (662), Stan Radford (659), Oscar Mylott (640), Ken Harcourt (639), Jim Lush (629), Paul Lane (628) and Lee Poletti (626). . . . Before Marie Lasinsky left accounting to take an Accountant I position with City Light, she offered to take over all the preparations for the department's Christmas party. She planned the menu, took up a collection and generally worked like a beaver for what turned out to be her own farewell party. One of her gifts was a roll of nickels. She had to give up her Transit pass and the nickels were to keep her in zone fares.

In case you are wondering who the operator was that inspired the wonderful page 1 editorial of this issue, the man is Madison Tyler who joined Transit a little over a year ago. . . . Operator James Hulslander has traded his teaching skill for use of facilities of the Cap Aires Flying Club of Kent. The group is trying to promote flying in this area and are looking for interested members. . . . At last report, Dan Morasch, 2nd & Pike loader, is doing fine after his recent hospital visit. . . . Mrs. John Sarro was in for an emergency operation during the holiday season, is doing well. . . . Ernest Marion was rushed to the hospital last month after what was thought to be a heart attack. Luckily, it was a false alarm. . . . Mrs. Garnet James spent a short time in the hospital.

When John Sarro returned to his office on his birthday to find a candle burning atop his desk, he saved the remnants. The same candle was inserted in a fillet of Italian lutefish on Sven Engstrom's desk to celebrate his birth date, Dec. 6. The burning candle warmed the not-too-fresh fish, which in turn scented the furnishings in the scheduling department, all of which subsequently led to a desk change between boss Sven and assistant Larry Sumner. . . . Leta Sandborg was the victim of a night burglary. \$60 cash was taken, but Leta was reimbursed through insurance. . . . Virgil and Helen Bird celebrated their 23rd wedding anniversary Dec. 21. . . . The death of Paul Hardwick's mother and step-father was the subject of an inspiring article in the Seattle P. I. Mrs. Hardwick Kenyon died in November and a few weeks later, Ralph Kenyon, not wanting to continue without the woman he loved, followed.

Here 'n there: Lloyd Davis with a new cookie duster. . . . Three new grandfathers at Transit: Jim Day whose grandson, James Leslie Day III arrived Oct. 27; Ken Whiteley's new grandson is named Dennis (after the Monsee?); and Chris Thorson, whose daughter adopted a 2-year-old girl. Name is Noelle and her birthday is on Christmas day. . . . John Hollimon, operator, was one of 23 persons injured when a Rock Island Railroad train hit a truck near Houston, Texas. He was on a vacation trip.

Thanks to a little extra effort by accounting department personnel, W-2 forms for 1958 were attached to Jan. 2 paychecks. They wanted to give everyone a chance to get income tax returns in nice and early. . . . 'Superman' Ray Human made the sports headlines in the Seattle P. I. the other day when he rolled a 685 series for the Transit's Public Service League team. A new season record! . . . For any Transit youngster who hasn't yet sent for his supply of free stamps as offered by Larry Sumner (see December Transit News), he still has a good supply. Just send a self-addressed, stamped envelope to: Larry Sumner, 5559-33rd Ave. NE, Seattle 5, Wn.

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