



The Switch Iron

MANITOBA
TRANSIT
HERITAGE
ASSOCIATION

Volume 4 Number 2

November 2010

Newsletter

re:Design

Corporate branding and new logo design highlights Transit Heritage

The Manitoba Transit Heritage Association recently enlisted students from the Creative Communications and Graphic Design Program at Red River College to assist in developing a new corporate identity.

Working with their professor Al Guzzi, and as part of their first year class, the students were given the challenge of re-making the Association's corporate image. After meeting with Alex Regiec and discussing the objective of the re-branding, the students submitted over forty different designs for review.

The successful design was produced by student Ron Zaballero. At a glance, his logo design effectively communicates "Transit Heritage". Congratulations to Ron for creating a vibrant new image for us!



The most famous bus in the Transit Heritage fleet, the 1937 Twin Coach, is prominently featured as part of the new logo.

Inside:

Association News 2

Bus Industry News 3

Collector's Photo 4

Museum Bus Project

Articulated coach acquisition and design work continues ...

Work continues on the Manitoba Transit Heritage Association's effort to convert a former 60-foot articulated transit bus into a rolling museum.

Plans have been drawn up and materials procured in advance of the acquisition of a used articulated transit bus for the museum project. Linley James is the project coordinator and has been actively recruiting volunteers.

The project has received funding from the Government of Canada's New Horizons Program for Seniors and the Winnipeg Foundation.

The Manitoba Transit Heritage Association plans to display the museum bus and various buses from its fleet at senior citizen facilities, schools and various special events in and around Winnipeg in 2011.

2011 Bus History Association Convention

Annual International Bus Convention to be held in Regina and Winnipeg

The Bus History Association will explore the Canadian Prairies in June 2011 by hosting its annual international conference in Regina and Winnipeg.

On Friday, June 10th and Saturday, June 11th, the convention will be headquartered in Regina, Saskatchewan. On Sunday, June 12th, convention delegates will make their way to Winnipeg, Manitoba.

In Winnipeg, the Manitoba Transit Heritage Association will play host delegates of the BHA 2011 Convention. A full day's activities will be planned for Monday, June 13th including a visit to Winnipeg Transit and Beaver Bus Lines. Delegates will also have a chance to view the Transit Heritage's historic fleet and Museum Bus.



Ross Smith, Secretary of the Transit Heritage Association, is very pleased that an international bus convention will be held in Winnipeg.

Manitoba Transit Heritage Association
P.O. Box 2388
Station Main
Winnipeg, Manitoba
Canada R3C 4A6

This newsletter is published four times per year and is distributed free to members.



It's not just **History...** it's a **Journey!**



**MANITOBA
TRANSIT
HERITAGE
ASSOCIATION**

P.O. Box 2388
Station Main
Winnipeg, Manitoba,
Canada R3C 4A6

Manitoba Transit Heritage Association Inc.

The Manitoba Transit Heritage Association Inc. is a non-profit charitable organization whose members volunteer to restore old transit vehicles for historical purposes, and provide the restored transit vehicles for public parades and displays.

2010 Executive & Board of Directors

Alex Regiec
President

Dennis Cavanagh
Vice-President

Guy Fontaine
Treasurer

Ross Smith
Secretary

Wade Razella
Membership & Communications

Phil Rawluk
Community Events

Linley James
Museum Bus Project Coordinator

Ron Alexander
Founding Member

John Kapusta
Founding Member

Terry Wark

Tom Dudych

John Panting

Pat Rogoski

Mike Kubas
Winnipeg Transit Social Committee Rep.

Randy Tonnellier
Winnipeg Transit Working Conditions Committee Rep.

Al Brunsel
Winnipeg Employees/Retirees Charitable Fund Rep.

Major Corporate & Community Partners:



Government
of Canada

Gouvernement
du Canada



Winnipeg Transit



**TRANSIT
HERITAGE**

Association News

New Flyer Open House

Antique Buses on Display at the Transcona Facility

The Manitoba Transit Heritage Association attended the New Flyer Open House on Saturday, October 16th, 2010. Volunteers Guy Fontaine, Dennis Cavanagh, David Wyatt, Linley James, Pat Rogoski and Alex Regiec brought the 1956 Western Flyer Scenic Cruiser and the 1984 Flyer transit bus for display at the Transcona plant. Many New Flyer employees enjoyed seeing the vintage machines.



Ciclovia and the Pony Corral

Vintage bus displayed on Broadway and at Grant Park

The Manitoba Transit Heritage Association, display the 1937 Twin Coach, bus 111, at this year's Ciclovia program on Broadway sponsored by the Downtown Winnipeg Business Improvement Zone.



The volunteers later took the bus over to the Pony Corral (Grant Park) for display in the Sunday night cruisin' event. Many car enthusiasts enjoyed seeing the bus among the vintage cars.

Lockport 100th Centennial

Historic buses roll across Lockport bridge once again

The Manitoba Transit Heritage Association joined in the celebration of Lockport's 100th Anniversary by bringing the 1956 Western Flyer Scenic Cruiser and 1963 GM Beaver Bus to the party.



Volunteers Dennis Cavanagh, David Wyatt, Alex Regiec, Pat and Elizabeth Rogoski, Ron Alexander and Murray Penner attended this event. More pictures on page 4.

Calgary Visitors

The Manitoba Transit Heritage Association welcomed visitors Andrew Gold and Peter McLaughlin from Calgary Transit on Tuesday, October 19th, 2010.

Volunteers Alex Regiec, David Wyatt and Linley James took Andrew and Peter on a tour of the Transit Heritage fleet including bus 107.



Brandon Transit

Manitoba's second city adds 11 new low-floor accessible buses built by New Flyer

At a press conference held on Friday, October 8th, 2010, the City of Brandon unveiled a fleet of 11 new accessible buses. Federal, provincial and municipal politicians along with civic administrators, local residents and invited guests had a chance to see the new low-floor accessible coaches built by New Flyer Industries of Winnipeg. The new coaches officially went into full service on Tuesday, October 12th, 2010.

Brandon Transit Manager Tim Sanderson takes a moment to show Travis Koch-Gensiorek the City's new buses. Travis is known as Brandon Transit's number one fan and is also a member of the Manitoba Transit Heritage Association.



Selkirk Transit

City service set to begin with 2 new buses

The City of Selkirk council recently approved a tender for two buses for the city's new transit service after years of speculation and study.

The city will be purchasing two low floor diesel transit buses from Crestline Coach of Saskatoon at a cost of \$336,000 – approx. \$65,000 less than the \$400,000 council had budgeted.

The Province of Manitoba committed to an initial start-up investment in the service of \$187,500, to be used to offset the cost of the purchase of the buses. The City has also established a reserve fund for the operation of the transit service.



End of the line

Jefferson Lines drops international bus route

Minneapolis-based Jefferson Bus Lines dropped its Winnipeg to Grand Forks, N.D., route, blaming long delays at the U.S.-Canada border which would throw off the bus schedule.

The route, which also made stops at Emerson and Morris, was discontinued as of Oct. 7th, 2010 ending service on a route that had been in continuous operation since 1935.



Ridership challenge

Beaver Bus Lines adjusts its Winnipeg-Selkirk service

Citing dwindling ridership Beaver Bus Lines pruned its Winnipeg-Selkirk service in January 2010 by reducing service to twelve daily weekday and seven Saturday trips, and eliminating its Sunday schedule altogether. By comparison, in 2001 Beaver Bus operated fourteen daily weekday, eight Saturday and five Sunday departures. A significant cause of passenger decline can be attributed to increased automobile usage.



If you have a photograph of a vintage transit vehicle from anywhere in Manitoba that you would like to share, please send it to the Manitoba Transit Heritage Association Inc. P.O. Box 2388 Winnipeg, Manitoba R3C 4A6

Collector's Photograph



Formed in 1936 and based in Portage La Prairie, Manitoba, Webb Bus Lines operated a handful of routes from Winnipeg (and Brandon) to Alonsa, Reston, Russell and Melita until its sale to Grey Goose Bus Lines in 1988. Still going strong in 1962 was a Western Flyer model T-32 seen westbound on Graham Avenue at Garry Street destined for the Bus Depot across from the Eaton's Department store.

Photograph Courtesy of Angus McIntyre, Vancouver, British Columbia

Summer 2010 Photographs

Lockport 100th Anniversary



Bus 20, the 1956 Western Flyer Scenic Cruiser, stops to take on fuel on its way to the Lockport 100th Anniversary.



Crossing the Lockport bridge.



Bus 33, a 1963 General Motors, ex-Beaver Bus Lines coach returns to Lockport for the 100th Anniversary.