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[Metro History Fact]



THEN - 1954 Rose Queen Barbara Schmidt learns what it's like to operate a bus.



NOW - 2006 Rose Queen Camille Clark observes train operation with Metro Gold Line Operator David Singer. Photo by Juan Ocampo.

Rose Queen First Promoted Transit in 1954

- Tradition continues with today's Metro.

(Dec. 21, 2005) Working with the Tournament of Roses to promote transit service is a tradition that dates back to 1954.

That year, predecessor company Metropolitan Coach Lines (1953-1958) first issued press releases and publicity photos featuring Rose Queen Barbara Schmidt.

The tradition has continued over the years with the Los Angeles Metropolitan Transit Authority (1958-1964), the Southern California Rapid Transit District (1964-1993) and with today's Metro.

– Courtesy of Metro Research Center