'Parade of Progress' Introduces 30 New 'Liners' to East Bay Residents

Another 30 new buses were in service on neighborhood lines this month after the longest bus parade in East Bay history introduced the latest AC Transit improvement to district residents.

The buses, along with two large portable sign-boards, made a half-mile long line of march as they serpentined through seven East Bay cities.

Paced by march music, the buses rolled briskly—and with military preciseness—along the main streets of Oakland, Alameda, San Leandro, Hayward, Berkeley, Albany, El Cerrito and Richmond.

The parade over, they returned to division yards to get ready for start of service on different lines.

$780,000 in Equipment

The signboards, pulled by trucks decorated with streamers and balloons, carried the message: "Parade of Progress—30 new Transit Liners join AC Transit fleet—$780,000 worth of smart riding."

The buses were escorted by motorcycle police, who blocked intersections so the caravan could keep its exact formation.

The new 45-passenger coaches raise the total of new buses to 280.

The new equipment was ordered by the board of directors to keep pace with the district's continued growth in patronage.

With the new arrivals, 15 of the gasoline-powered Mack buses, vintage of 1947, will be sent into retirement, leaving the district a total bus fleet of 645 coaches.
Buses Add to Airport Dedication Success

Air transportation was the theme, but bus transportation played a major role of its own in the dedication events at Metropolitan Oakland Airport during the month.

AC Transit provided two separate services in carrying thousands of viewers direct to the open house, air show and other attractions scheduled for the "grand opening."

A special express bus service was operated from downtown Oakland and Alameda direct to the terminal building.

Other buses, chartered by the Airport Dedication Committee, picked up car riders at 10 locations in parking areas and transported them to the terminal headquarters.

The special express service was routed from Grand Ave. and Broadway in Oakland, along Broadway and through Alameda, switching to an exclusive bus lane at Maitland Rd.

By using Maitland and then a private airport road—both blocked to auto traffic—buses were able to travel to and from the new airport in record time, avoiding congestion on regular approaches. Cards were posted on poles along the Oakland and Alameda portions of the route to remind riders where to catch the service.

Visitors using their own cars found free parking for 13,000 automobiles, plus the shuttle buses to take them from parking areas to the terminal.

Operating on a loop, the buses ran every minute, providing constant service to the activities. A flat fare of 10 cents was charged for the shuttle, with children under 5 riding free.

Duplicate Bus Service Held Unnecessary

AC Transit opposition to duplicate and competing bus service by Peerless Stages between Hayward and downtown Oakland was heard this month by the State Public Utilities Commission.

After hearing district testimony, commission examiner Martin J. Porter recessed the hearing for six weeks to allow attorneys to file additional briefs. A decision by the PUC is not expected for several months.

In appearing before the commission, district officials stressed that operation of duplicate local service would defeat one of the primary purposes of the publicly-owned transit district—a unified coordinated transportation network with system-wide service through transfers and feeder line connections.

They asked the commission to reconsider its recent decision which granted Peerless rights to run buses in one of the major AC Transit service areas.

A brief filed by Robert E. Nisbet, attorney for the district, contended the PUC decision is in conflict with a California Supreme Court ruling which states the commission cannot allow transit competition in areas actually served by a public bus company.

No Public Necessity

He also maintained the PUC authorized local service by Peerless even though no showing had been made that "public convenience and necessity" required the additional service.

Supporting the district's position that the region already is adequately served, testimony was given by E. Sam Davis, director of research and planning. He reported that the district presently operates six lines between Hayward and Oakland, with 49 schedules between the 7 a.m. and 9 a.m. commute hours and 62 schedules between 4 and 6 p.m. During midday, there are 20 schedules an hour.

IN MEMORIAM

Death has come to a group of pensioned transit workers, all of them pioneers in the early days of Key System operations.

C. F. Church, who entered service in 1913 as a street car operator, died Aug. 13. Mr. Church, who was 77, was pensioned in 1933. He lived at 2532 East 24th St., Oakland, and is survived by his widow, Mae.

Alfred H. Luther, 83, former train motorman, died Aug. 6. He went to work in 1922 and was pensioned in 1946. His home was at 1309 78th Ave.

Charles A. Jones, 79, a street car operator during his years of service from 1917 until 1948, died July 26. He lived with his wife, Pearl, at 2137 9th Ave., Oakland.

Delbert W. White, 63, was pensioned in 1958 after 36 years on the trains. Mr. White, who also died July 26, lived with his wife, Electa, in Auburn.

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John E. Hine, 77, of Cotati, was pensioned in 1951 after spending 35 years on the trains. He died July 25, His widow, Sada, survives.

Earl H. Mangum, who died July 29, worked as a motor coach operator from Nov. 1923, until he was pensioned in 1955. He lived at 1410 96th Ave.
District Patronage Growth Continues; Surmounts Industry-wide Summer Slump

JULY PASSENGERS
Percentage Change from Previous Year

-8% - 4% - 2% - 0% + 2% + 4% + 8%

AC TRANSIT
U. S. TRANSIT INDUSTRY

Growth in AC Transit patronage held strong in July, side-stepping the deep summer slump customary in the transit industry.

A total of 3,905,000 riders were carried during the month, an increase of 195,000 passengers or 5.3 per cent. The average gain represents an increase of 4.3 per cent on East Bay lines and 8.9 per cent on transbay lines.

Transbay commute book sales for the month were up 14.8 per cent over July of a year ago, showing an increase of $20,500 to $158,742 for total book sales. This was the largest single monthly increase in commute sales since an exclusive bus lane was established by the State on the Bay Bridge last January.

Growing use of the district's Sunday and Holiday Summer Fun Pass, which went on sale for the first time July 1, also contributed to the business increase.

Total district income for the month of $1,062,512 was adequate to meet all operational costs, which were up 10.3 per cent over July, 1961. Income also provided for amortization and depreciation, but was not sufficient for retirement of bonded debt and a portion of bond interest, leaving a deficit of $98,800 for the month.

The newly adopted 1962-63 budget anticipates a monthly deficit for the current fiscal year in anticipation of such time as passenger growth catches up with last year's sizeable service expansion. Surplus carry-over funds and anticipated savings from the district's new self-insurance program are expected to balance the budget.

Richmond division. Blatt, 62, lives at 23 Ramona Ave., Oakland. Now he and his wife will travel on their own.

Also retiring Nov. 1 is Wilburn C. Risman, 65, of 715 Talbot Ave., Albany, veteran street car operator and motor coach driver. He entered service in 1925.

Veterans Say Goodbye To East Bay Transit

Fred J. Blatt, who said the last farewells to both the ferry boats and the trains, now has a final goodbye—to the transit industry that has been his job for 35 years.

Blatt, who will be pensioned as of Nov. 1, left his first love, the sea, in 1927 to take a "temporary" job with the Key System. Ferry boats were his province for the next 13 years and in 1940, as manager of the marine department, he put the boats to bed, staying with the company until they were sold.

The experience was repeated in 1958, when he was superintendent of shop and electric railway equipment. Fred saw his shops sold, then the trains.

He switched to the bus division and has been maintenance foreman at the

Window Display Features 'Transit Liner'

Taking "something old and something new," the maintenance department has put an actual section of a bus together to make a "different" window display for department stores in the area.

To make the display, workers took a section of side panel and ceiling, plus seats, from an old bus. New body parts, including large picture and standee windows, were fitted into the old siding to resemble the "Transit Liner" look.

The seats were covered with new vinyl and the frames painted in chrome to match the district's modern buses. To further the illusion of an actual bus in transit, a photo mural was made of a scene—spotted through the window—appropriate to any section served by AC Transit.

The display, already featured in department stores in Oakland and Richmond, points up the district's theme: "It's Smart to Shop Downtown by Bus."
To Picnic in the Sun—and Watch the Elephant Wiggle—Ride the Bus to Knowland State Park

If you haven't seen Effie shimmy, you haven't seen anything yet.

Effie is Oakland's baby, and it's not sure if either Effie or the people who remember her riding around town in a car realize she's now a grown-up elephant.

Rightfully, she's the star at the Knowland State Arboretum and Park, but there's a bigger reason to plan a bus junket to the park.

It's one of the few ideal places, close by, to have an old-fashioned picnic, and to soak up some pleasant out-of-doors.

There you are, right in the middle of a city, with bus service to the gate and, on the other side, unspoiled, rolling countryside, dotted with the unusual trees that make up an arboretum.

If you want to climb the hills and walk through the woods, you can pretend you're hundreds of miles away, perhaps in the Mother Lode, and the world is yours.

NOW TAKE A BOW—Effie plods happily through her tricks for benefit of a Sunday audience at the Knowland State Arboretum and Park. She's big, but loveable.

Or you can enjoy the stretches of lawns, with picnic tables spotted here and there. The kids will find a multitude of interests, things to ride and to play on, animals to see.

Incidentally, the Oakland Park Department, which is operating and developing the State facility, has plans now in the making for an "Animaland" which will eventually put the park in a unique spotlight.

The animals will be able to see eye to eye with the spectators. The lions will roam free in their own compound and the people will be in cages—or at least, in little moving car-like cages.

There will be a tropical rain forest exhibit, where the wildlife will be contained only by light, with spectators safe in darkness.

A part of this already is under construction, so walk up the canyon from the picnic area for a preview of the primate cages and hospital area, Effie's compound and the spectacular gibbon's cage.

The spiral ramp around the gibbon's cage will help you watch the acrobats of the ape world swinging 40 feet at a whack. It also will lead through an aviary, part of the overall plan of having wild life and people in close affinity.

Effie is out to play from 9 a.m. to 3:30 p.m. daily and gives a show, including the shimmy, at 2:30 p.m. on Sundays and holidays.

To reach the park—and avoid Sunday parking problems—take Line 56 to Mountain Blvd. and Golf Links Rd.—and leave your troubles at home.

There's no admission and let your pocketbook be your guide when it comes to rides. Somehow, the sun always seems to shine warmly and it makes for a relaxing day. But don't forget some peanuts for Effie—and we'll let you in on a secret. She'll "blow a horn" for the tidbits, if you ask her.
Special Direct Bus Service Arranged For Area Football and Race Track Fans

AC Transit went sporty this month—one of its busiest-operating special service for those who follow the bangtails, the Raiders or the California Bears.

A "Race Track Special," Line 94, was operating from University and Shattuck Aves. in Berkeley, taking fans direct to the grandstand at Golden Gate Fields in Albany for the 44-day racing season which opened Sept. 10.

East Bay fans could connect with the Line 94 service, while race track goers from San Francisco had special non-stop service from the Transbay Transit Terminal. This express was delivering riders at the grandstand in 20 minutes.

New Shelter For San Pablo Station

"San Pablo Station," a busy and important transfer point for more than half a century, will get its first streamlining, as result of district plans for a new passenger shelter.

The shelter, to be built at 40th St. and Yerba Buena Ave., will be of open steel structure, with a "butterfly roof" design. It will be large enough for two buses.

Directors authorized general manager K. F. Hensel to use bond funds, already earmarked for terminals, for the construction. Cost of the 42-foot structure was estimated at $2,000.

Development of smaller neighborhood shelters at major transfer points elsewhere in the district also is under consideration.

The transfer point, long known as San Pablo Station, has been a well-used stop since the beginning of Key Route train-ferry service in 1903. It was the last in-town stop before the Key pier and was also the point where automatic block signals began.

Up-to-Date Route Maps Available to Public

New route maps, containing the latest AC Transit service improvements, were made available this month to the public.

The multi-colored maps include the routing of present AC Transit service, from El Sobrante and Richmond in the north to Alameda and Fairway Park at the southern boundary of the district.

Similar to previous route maps, points of interest are highlighted by informal drawings appropriate to various sites.

On the reverse side, the map has "a guide for going places on AC Transit," ranging from Alameda beaches to Woodminster Amphitheater, plus a detailed map of operations in downtown Oakland.

Some 30,000 maps were turned out in the new printing, to fulfill a steady demand set off by the recent free distribution of "Transit Trails" booklet and a list of "Things to Do for Summer Fun."

The new maps will be available at the Transbay Transit Terminal in San Francisco, at the general office, 1106 Broadway and at various Chambers of Commerce offices.

His Hobby Pays Off in Blooms and Prizes

By Virginia Dennison

Gaston Salles, who has been working as a stock clerk for AC Transit since 1945, is a very modest man.

He has compensated for a handicap by becoming a champion in a new field—and he has the trophies and ribbons to prove it.

He keeps the ribbons in a closet and he's shy about the trophies. But he blooms—just like his prize-winning roses—when he gets out in the garden that gave him new interest, and a measure of fame.

And this for a man who had never "even stuck a fork in the ground" until after he lost his right hand in an accident in 1941!

Salles, who picked up the nickname of "Cy" after he went to work for the district, is as happily French as his native land, but the accident was a mental shock, as well as a physical one.

"I had been a baker all my life. I didn't know what to do next. I was pretty depressed, but my neighbor, who was the keeper at the Berkeley Rose Garden, said 'Well, boy, you snap out of it and do something.' He got me to plant 3 or 4 rose bushes."

From that beginning, in his yard at 1624 Curtis St., Berkeley, Salles has expanded to more than 150 bushes, of some 80 varieties. And he has become a prize winner of note.

This year alone he had the best rose at the East Bay Rose Society Show, picking up four trophies, the gold medal certificate of the American Rose Society and the Crombie plaque, for his entries.

The Alameda County Fair added another 19 or so ribbons to a collection of well over 100.

How do you win prizes for roses?

You get the best varieties for the climate; prepare the ground right, and you keep working—pruning, spraying, watering.

"You have to live with the plants so you know how they perform. You learn from other people and try new ideas. Then you pick up a few tricks of your own."

For home gardens, he has these favorites: "First Love" in the pink, "Chrysler Imperial" in the reds, "King's Runsem," among the yellows; "White Night" for a white rose and the new "Tropicana" in orange.

He also has some advice: "Hard work."
**Signs Expand Bus Stop Information**

Initial results of a passenger information study were seen this month as new bus stop signs were posted in Berkeley, noting exceptions to hours of bus operation, along with other pertinent traveling data.

On lines where buses are not running a full seven days and seven nights, the period of non-operation was included, for the special benefit of new riders who otherwise might wait unnecessarily. The signs also list the route number of each line that observes the stop, its destination, and principal street of travel.

In line with the district's program of assisting riders, the special signs also will be posted along the route on Line W in Alameda, signifying that buses operate only during certain commute hours and in one direction-San Francisco-bound in the morning and Alameda-bound at night.

**Excursion Passes to Be Sold Year Around**

The Sunday and holiday pass, made available during the summer period, has proven so successful it will be continued on a year-round basis.

The board of directors decided to extend the pass as result of the steady increase in sales.

During the month between Sunday, August 5, and September 3, some 16,111 passes were sold. August 19 was the busiest day with 1187 passes purchased. August 19 was the busiest day with 1187 passes purchased.

The four Sundays in August accounted for 14,407 passes and the Labor Day weekend added sales of 1704.

An analysis of Sunday riding has indicated that a substantial portion of the yield from the passes represents new business.

The signs posted in the downtown area of Berkeley are similar to the ones erected in downtown Oakland, except for the addition of non-operating times.

The signs will be installed at downtown locations in other East Bay cities during the next several months.

**INFORMATIVE SIGNS** — Maintenance workers Dudley Williams, left, and John Cappa post new signs in Berkeley.

**New Employees Find Warm Welcome In Different District Departments**

It was welcome time again this month for a number of new employees. They include:

**General Offices**

Claims: Alan Harley Davidson, 4100 Greenwood Ave., Oakland, asst. trial attorney.

Treasury: Louis B. South, 3215 No. Main St., Pleasant Hill, junior typist clerk.

**Emeryville Division**

Transportation: Peter Mazuca, Jr., 6423 Bancroft Ave., Oakland, mail carrier.

Bus Operators: E. L. Bond, 421 Van Dyke Ave., A. A. Leonardo, 9956 6th St., Oakland; N. N. Gee, 2639 22nd Ave., Oakland; E. G. Brewster, 3806 Mission St., San Francisco; H. L. Kenner, 2270 Stanton Ave., Richmond; B. L. Bennings, 1508 Madison St., Oakland; M. M. McMillan, 1900-A Wooley St., Berkeley; R. E. Millhorn, 5355 James Ave., Oakland. Returned from military leave: G. T. Jacobs, 3018 E. 7th St., Oakland.

**Richmond Division**

Bus Operators: G. G. Norton, 707 Shields St., San Francisco; W. B. Rivers, 1593 N. Opal St., Richmond; R. H. Barnhill, 3149 Rollingwood Dr., San Pablo; J. M. Blackwell, 2513 Hinkley Ave., Richmond; W. S. Campbell, 2513 Hinkley Ave., Richmond.

**Seminary Division**

Maintenance: Charles D. Brearley, Seminary, 3808)~

**Central Dispatch; Not Even 95 Elks Out on the Town**

Central Dispatch, used to many problems, managed recently to expertly handle 95 celebrating Los Angeles Elks, but not without a few hectic moments.

Donald Bennett, on duty, got a phone call on a Sunday night from a man who said he was on a train at Davis, en route to Oakland. He wanted two chartered buses to meet the Elks 30 minutes later to take them to an Elks Club during an hour stopover.

Bennett, dubious, checked Elks clubs in the area, found they not only weren't expecting guests, they weren't even open. The Southern Pacific station master knew nothing of Elks, but confirmed the pending arrival of a train.

The dispatcher checked with AC transportation manager, D. J. Potter, who gave the go-ahead to have two buses waiting at the 16th St. station.

Bennett checked the three AC divisions for men and equipment: none available. The dispatcher asked a supervisor to intercept two schedules, due in at the Emeryville division. They kept rolling, arrived in time to meet the train—and sure enough—95 happy Elks.

The buses transported them to a local tavern, where they spent a happy hour and were driven back to their train and departed.

As one East Bay newspaper columnist reported: "You have to run an enterprising bus company to make money out of an Elks migration."
At an adjourned regular meeting August 22, 1962, the Board of Directors:

• Approved program for introduction to the public of 30 new Transit Liner buses, on motion of Vice President Copeland.

• Authorized operation of special express service to dedication of new facilities at Metropolitan Oakland International Airport, on motion of Director Barber.

• Approved cancellation of lease and purchase of six automobiles used by claims department personnel, on motion of Director Barber.

• Decided against renewing option on lease covering district headquarter offices at 1106 Broadway, Oakland, on motion of Director Barber.

• Levied tax of 2.9 cents per $100 of assessed valuation on property within Special Transit Service District No. 1, on motion of Director Coburn.

• Approved revised resolution calling election for four directors of the Transit District at the general election November 6, 1962, on motion of Director Coburn.

• Authorized members of Board of Directors and up to three staff personnel to attend annual meeting of American Transit Association, on motion of Vice President Copeland.

At the regular meeting September 12, 1962, the Board of Directors:

• Denied request of Fielder, Sorensen & Davis to install “king-size” advertising panels on 80 new 45-passenger buses, on motion of Director Barber.

• Denied request of National Transit Advertising Assn. to contribute 3 per cent of district transit advertising net revenue for purposes of promoting greater use of transit advertising, on motion of Director Coburn.