District Ends Fiscal Year on Firm Basis, Maintains Growth

Despite increased costs, AC Transit ended the past fiscal year “in the black,” continuing its program of providing better transportation — on a financially sound and efficient basis. Virtually alone, among all the transit properties in the nation, the district again recorded an increase in passenger business while constantly changing and improving the system to meet the needs of its riders.

At the same time, operations were kept firmly within the budget. By holding expenditures safely below projected expenses, the district ended the 1963-64 fiscal year with an excess of operating revenue over operating expenses.

In the district’s annual report, issued this month, the 1963-1964 fiscal year is recorded as a period of special significance, of change and challenge and new thinking.

Operational Costs

As service was improved, new equipment added and wages increased, overall expense of operating the transportation system grew beyond passenger revenue. But by trimming costs, and with skillful control of mileage, improved practices of maintenance and extremely high achievement of (Continued on Page 10)

Maintenance Award Won for Third Year

AC Transit equipment maintenance received national recognition for the third year in a row this month when the district won the Fleet Owner Maintenance Efficiency Award for 1964. The award, a mounted plaque, was accepted by A. R. “Tony” Lucchesi, assistant general superintendent of maintenance, at the annual National Fleet Owner Conference.

In selecting winners for the 35th annual awards, judges considered the balance between low maintenance costs and reliable, trouble-free operation.

Factors included miles logged per vehicle failure, percentage of vehicles available at all times and cost of maintenance per mile of operation. Special attention was given to excellence of repair and maintenance shop facilities.

All truck and bus properties in the United States and Canada are eligible.
BEST IN WEST — Award for AC Transit's advertising campaign is presented to Robert M. Copeland, transit board president, by Thomas W. Herbert, representing Advertising Association of the West.

Rider Promotion
Campaign Cited

AC Transit’s advertising campaign during the past fiscal year has been judged one of the “Best in the West” in the annual craft competition of the Advertising Association of the West.

A certificate of special merit was presented to the district for “creative ingenuity and achievement of objectives in a complete campaign.”

Present for the award presentation at a meeting of the Oakland Advertising Club were Robert M. Copeland, president of the AC Transit board of directors; William H. Coburn, Jr., vice president of the board; Director John L. McDonnell; General Manager K. F. Hensel; Alan L. Bingham, advertising manager for the district, and Harvey Scott of Harvey Scott Advertising, the district’s advertising agency.

District Salutes United Nations Week With Own Roll of Nationalities

With well over 30 nationalities en-joined under the district’s banner, AC Transit could well participate this month in a world-wide salute to the United Nations.

An informal check disclosed that the district is something of a United Nations on its own — at least as far as representation is concerned from major and older countries.

It also has an extra dividend — workers from countries and areas not included among the 112 member nations. And, another asset is the number of American Indians who are employed by the district at its various divisions.

Because nationalities are not considered or listed in connection with employment, an effort to determine “United Nations” heritage of employees was sketchy and incomplete.

A survey did disclose, however, that the district has workers from such member UN nations as Austria, Canada, China, Denmark, Finland, France, Greece, Hungary, Indonesia, Czechoslovakia, Mexico, Argentina, Ireland, Israel, Italy, Japan, the Netherlands, Norway, Philippines, Poland, Portugal, Sweden, Russia, the United Kingdom, Yugoslavia — and of course, the United States.

Added “dividends” included Germany, Switzerland, Puerto Rico, Guam, Hawaii, and Malta.

But there was “nobody here,” for instance, from such UN nations as Burundi, Byelorussia, Cameroon, Chad, Dahomey, Gabon, Kuwait, Mali, Mauritania, Senegal and Togo.

Buses Help Blind Boy Find ‘New Vision’

By Virginia Dennison

Of the many blind people who use AC Transit buses as their wheels, Harry Cordellos, 26, probably makes the longest trip — but it’s hardly a “journey of darkness.”

A friend of drivers on the transbay Hayward line and the local 91A route, Harry makes the round trip from his home at 827 47th Ave. in San Francisco, to the California State College at Hayward by choice.

He likes the school and he likes the ride.

Born blind, a victim of glaucoma, Harry underwent 14 operations and years of on and off again seeing until he became totally sightless in 1958 — and discovered “real vision.”

Always afraid “of sports and to do anything,” Harry found his feelings of being sorry for himself “went out the window” when he entered the Orientation Center for the Adult Blind in Oakland.

He also found he could relax while commuting by bus and it is this ability, along with the “open-minded and friendly attitude” at the new State college, which has led Cordellos to his daily long jaunt.

Harry usually rides with one of his special friends, Joe Ostle. But he also has made friends with a number of operators, including Shirley Gaylord, C. L. McAdams, Steve Stathis, Howard Wales and Sue Dodge.

With the aid of his cane — and a quick ear for sound — Cordellos not only gets himself to college with no problems, he’s acquired additional skills — including proficiency at sports.

He plays golf, he water skis, bowls and swims, and is majoring in recreation and playground management, as part of plans for a teaching career. He’s also a skilled photographer.

At his studies, Harry relies upon notes taken in Braille, his memory and books recorded on tape. His studies aren’t easy for him, but he has — with blindness — found humor, confidence, pride, a goal — and bus-riding friends.

DRIVER AND FRIEND — Operator Joe Ostle is one of many drivers who have helped Harry Cordellos enjoy five-hour commute to Hayward College.
A general slackening of business activity during August — the public’s most popular vacation period — was illustrated in the district’s financial records as passenger revenue and the number of riders carried showed a decrease for the month. Fewer weekdays in the month also contributed to the loss of revenue. Passenger revenue totaled $1,014,567, a decrease of 1.28 per cent below the $1,027,718 collected in August of 1963. Miles of scheduled service showed a 3.59 per cent decrease, with 1,836,932 miles operated, as compared to 1,905,376 miles operated the same month a year ago.

A series of commendations were in order this month for Abel R. Vasconcellos, who has found that driving on Line 72 in Richmond has involved some harrowing experiences — and some grateful results.

Within one week, Vasconcellos fought off three youths trying to assault a young mother; stopped to assist another woman in trouble and then, on his own time, took over the delivery of diapers and baby food to help out one of his passengers. The operator, who lives at 2001-A Stanton Ave., San Pablo, went to work at the Richmond Division last December and still goes by the nickname of “Lucky,” despite his unusual experiences.

He particularly was commended for his bravery on September 2 when he stopped his bus on Garrard Blvd. to go to the aid of a screaming woman. Stalled by a flat tire at 3:20 a.m. while driving to Los Angeles, the woman had remained in the family car with a child while her husband looked for a phone.

When Vasconcellos arrived, he found three youths had hit the child and were attempting to attack the mother.

When the teenagers jumped Vasconcellos, he knocked all three down and was holding them until the woman’s hysterical efforts to hang on to him — and the frantic arrival of the husband — resulted in a tangling that let the youths escape.

In a letter of gratitude, the husband praised the operator’s courage and added “he must be quite a man”.

Two mornings later, Vasconcellos stopped again to aid a woman who ran into the street, crying she was being chased. After trying unsuccessfully to locate a policeman, Vasconcellos drove her to a well-lighted corner and then proceeded to 23rd and Macdonald Ave. to notify police.

During the same week, another mother, Mrs. W. O. Anderson of 212 Castro St., Point Richmond, wrote her thanks for Vasconcellos's help in getting her baby’s diaper bag to her baby sitter.

Mrs. Anderson boarded the bus with the bag by mistake, on her way to work. While she was trying to decide what to do, Vasconcellos offered to take the bag and when he got off duty at 9:15 a.m. personally delivered it to the baby sitter.

Carrying through with his promise, he had the baby food and diapers at the baby sitter’s home a few minutes after he finished his shift.

“Till now I believe a person would go so far out of their way like this,” Mrs. Anderson wrote. “At times like this, you realize that there are still some pretty wonderful people left in this world.”

Seminary, Emeryville Drivers Collect on Treat

Seminary division operators again basked in a treat of coffee and doughnuts in September, by topping their safety goal with a record of 14,446 miles per accident — second month in a row to beat the “bogey” of 12,450 miles per accident.

Drivers at Emeryville also skimmed into free coffee and doughnuts by turning in 12,901 miles per accident.

Retirements Scheduled

Retirements are scheduled November 1 for three veteran employees, including James B. Oates, 2350 109th Ave., Oakland, who started as a street car operator in 1923 and has been driving buses since 1929. Oates is retiring from Seminary division.

Also leaving the same division will be Richard Gapa, 3611 Quigley St., Oakland, mechanic class A. He entered service as a painter in 1936.

Ben T. Toro, 2040 Coolidge Ave., Oakland, mechanic class A, will take his pension from Emeryville division. He went to work as a trackman in 1941 and has been a mechanic since 1943.
Salute to 'Grandpappy'

It Never Got Where It Was Headed, But it Gave Start to Today's Transit

When AC Transit celebrated its fourth birthday in operation this month, it might have tooted a salute to "grandpappy," the cinder-splashing, bumpety little railroad which 70 years ago started a family tree for today's East Bay and transbay transportation.

The wood-burning, narrow-gauge California and Nevada Railroad never fulfilled its grandiose plans of rolling from 40th St. and San Pablo Ave., via San Pablo valley and Orinda to the San Joaquin Valley, "through" the Sierra Nevada range, on to Nevada and an eventual meeting with the Denver and Rio Grande railroad.

But it did leave a heritage in the memories of families who used the line to ride to and from Orinda.

Though it never made it past the picnic grounds at Bryant Station - the creekside willow grove near Orinda Crossroads - it became the first transit acquisition of F. M. "Borax" Smith, furnishing the all-important right-of-way to Emeryville waterfront.

THE FAMILY TREE - California and Nevada Railroad terminal at 40th St. and San Pablo Ave., in 1894, the year it became the important "ancestor" of today's transit network by furnishing F. M. "Borax" Smith with right-of-way to Emeryville waterfront.

The rollicking railroad was started in 1884, when Capt. John "Denver" Smith got together with J. S. Emery, founder of Emeryville and principal owner of the San Pablo Ave. horse car line, in plans as expansive as the times.

They planned to lay track out San Pablo Ave., up "Cat Creek" much in the manner of today's San Pablo Dam Road through Orinda and a "dream city of "Glorietta," on around the base of Mt. Diablo to Modesto, up the San Joaquin River and so on, to Bodie.

Like other builders, they had problems from the beginning. It rained. Rails sagged. Trestles washed out. But by 1891, the railroad reached Bryant Station - and that's as far as it got.

From the family of the railroad's conductor, the late Elmer W. Barnes, comes a photographic record, though, of the line's brief history.

Barnes, uncle of Fred E. Clarrage of 729 Stannage Ave., Albany, senior investigator for AC Transit's claims department, went to work on the railroad in 1892, remaining until 1894 or '95, after it was acquired by "Borax" Smith.

Although he left railroading to become an engraver, Barnes recalled his work as "fun," when you never knew what the train might do - from rolling off the tracks to setting fire to hayfields or the hats of women passengers.

He is survived by five children, including Mrs. August Brandes of Albany, Mrs. Louis Wood of Vallejo, Mrs. Elmer Mayne of San Jose, Howard, of Ontario, Calif., and Elmer Barnes of Sacramento. But only Clarrage carried on the transit tradition.

DEBONAIR - Elmer W. Barnes, popular conductor as he looked in 1895, near end of railroad career.

From the tiny engine house and small wharf used by the railroad on the bay front, Smith began the fill and the trestle which, in October, 1903, put the Key Route into business - the start of an area-wide, coordinated train, street car and bus network which evolved into today's transit system.

FIREBALL EXPRESS - Train of the short-lived California and Nevada Railroad in San Pablo Canyon in 1891, the year it finally reached Bryant Station - the Orinda of today - and end of line.
Restored 'A' Train Rolls Again — Briefly

A bright and shining "A" train, sparkling in a new coat of "Key System" orange and silver, made a last run over Oakland streets this month before going into storage until it can be displayed at the State's transportation museum in San Francisco.

Restoration of the train, well remembered by thousands of commuters, was a project of the Pacific Coast chapter, Railway and Locomotive Historical Society.

The project also marked extensive cooperation on the part of AC Transit workers, who volunteered their help in putting the well-used unit 187 back in good-looking condition.

The train was acquired by the historical group when the trains made their last trips over the Bay Bridge in 1958, rolling to oblivion in the face of more versatile bus operation.

After it was repainted, it was moved by a Western Pacific engine over part of the route it once traveled — but at 2 o'clock in the morning, when its ghostly passage went unnoticed.

It will remain at the old Division One terminal building until the museum has been completed.

New Employees Join AC Transit

New employees who joined the district in September, include:

**Emeryville Division**

PBX — Information: Beverly Malone, 6720 Moore Dr., Oakland, part-time clerk.


**Richmond Division**

Auto Maintenance: Charles Hinton, 574 Wasatch Dr., Fremont, service employee.

Bus Operators: D. L. Yacovetti, 624 Port St., Crockett; W. L. Tyler, Jr., 1936 Powell St., Apt. 3, San Pablo; Clayton McGowan, 2031 Mason St., San Pablo, and H. H. Senst, 926 Ramona Ave., Albany.

**Seminole Division**

Auto Maintenance: Walter Hubbell, 18435 Watters Dr., Castro Valley, service employee.

Bus Operators: J. A. LaBrenz, 25877 Margaret Dr., Hayward, and M. L. White, 25816 Franklin Ave., Hayward.

**Our 'Stockholders' Write...**

AC Transit is proud to reprint below a few of the many letters of commendation received during the month — letters unsolicited from residents of the East Bay who are owners of the transit system. Letters were selected at random to represent the quality of courtesy, service and safety demonstrated by AC personnel in their most important relationship with our customers.

The driver on the 78 bus (M. J. DUBE) deserves two pats on his back. First, on the way to Macdonald Ave., he was helpful and very courteous to an elderly lady ... On the trip from Macdonald, it was thoughtfulness and courtesy to a young, very pregnant lady. Having worked with the public most of my life, I appreciated this young man's courtesy ....

Marie Lee Kelly
San Pablo

There is a driver on the 33 express (C. B. MILLER) that I have been riding with for some time ... he is a most courteous and careful person — always the same . . . regardless of annoying incidents. Several other people have expressed the same to me ... so I am taking this opportunity to express my feelings, and others for a very excellent driver.

Mrs. Charles W. Davis
Berkeley

I would like to convey my thanks to one of your kind and considerate drivers (J. C. COLN) . . . My almost 8 year-old caught his bus to go to a day camp . . . he couldn't find the bus money in his pockets. Your very nice driver let him ride anyway and gave him a dime with which to come home!

Virginia Kerber
Berkeley

... For the past eight months . . . I have observed your driver (J. L. Finch) . . . to be as courteous and considerate of his passengers as he is a careful driver . . . all passengers receive equal treatment . . . I have used your service on other lines and find your schedules convenient and recommend AC at all times to the many transients we move through our office.

Mrs. L. Prentice
Alameda

AC Transit

Bus Operators: J. A. LaBrenz, 25877 Margaret Dr., Hayward, and M. L. White, 25816 Franklin Ave., Hayward.

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traffic and passenger safety, expenses were held down to provide a healthy balance with revenues.

The year ended with passenger and charter revenue totaling $13,072,444, an increase of 3.5 per cent over the $12,625,979 collected the previous year.

Operating expenses were $12,900,288, an increase of $530,751, or 4.3 per cent for the year.

"But by attentive management in the fiscal year, expenses were held to 1.7 per cent below original estimates,"

A copy of the 1963-64 annual report may be obtained at the general offices, Latham Square Building, Room 415, Oakland, or through the mail by telephoning Oakland 654-7878. This year's report features the City of Berkeley on the cover.

according to Robert M. Copeland, president of the board of directors. During the past year, the district carried 52,721,215 passengers, a growth of nearly two per cent. Nationwide, transit patronage reflected an average two per cent decline.

Transbay travel continued to grow, with 10,243,263 riders carried, a boost of 2.94 per cent. Commute book sales, which have shown a steady increase, were up 3.9 per cent over the previous year.

Montclair Added to Free Ride Welcome

Montclair has been added to areas of the East Bay where new residents receive free round-trip bus tickets as a "welcome aboard" introduction to AC Transit's network of service.

The special tickets are good for transportation over the system anywhere in the East Bay and are given to newcomers along with a district route map, timetables and a tour booklet, "Sunshine Trails." In Montclair, the distribution is handled by the Welcome Wagon, which represents merchants in the local business area.

The plan already has been inaugurated in Berkeley, Albany, El Cerrito, Kensington, Richmond, San Leandro, Alameda, San Pablo and El Sobrante.

Express lines also continued to draw increased patronage, with express service accounting for $553,505 of the $7,796,162 in revenue tallied on East Bay lines. Sunday and holiday pass sales added $41,266.

In his review of the year, General Manager K. F. Hensel stressed that the practical knowledge of running a conscientious, efficient transportation system has given the district a solid foundation and intensified its conviction of looking ahead to new ideas and further developments to meet the most idealistic concepts of public transportation at realistic costs.

Making the best use of the flexibility of motor coach operations, the district has proceeded with a carefully studied plan of reducing non-productive miles and adding more productive service, "tailoring" operations to reduce unnecessary costs, while providing numerous extensions, better routings, new lines and more frequent and faster transportation, including additional express service, Hensel reported.

Among major accomplishments of the past year, he listed:

- Inauguration of new limited-stop commute service for benefit of East Bay and transbay passengers extended express service, on both East Bay and transbay lines; increased service for commuters and for local passengers, through line extensions, frequency changes, rerouting and in some cases, by consolidations of existing routes to provide a better pattern of operation.
- Along with additional express service, the district inaugurated two new lines, to provide service to California State College in Hayward and between University Village in Albany and the Berkeley campus of University of California. The U.S. Coast Guard Station on Government Island also received its first public bus service through extension of schedules on Line A.
- Increased use of freeways and conversion of decks on the San Francisco-Oakland Bay Bridge to one-way traffic combined to give commuters the fastest transbay service in history.
- Total local mileage increased from 15,577,203 to 15,725,037, a boost of .95 per cent. Transbay mileage increased from 6,901,584 to 7,186,401, a growth of 4.13 per cent. In all, the district operated 22,911,438 miles of scheduled service during the year.
- Another 30 new motor coaches in operation, bringing the total of new buses in service to 310 - approximately half of the district's total fleet of 639 coaches.
- A "Shop-a-Round" pass, which offers greater service frequency than the usual "shopper's shuttle" - at virtually no cost to the district - introduced in downtown Oakland with promising results as a customer service.
- Plans finalized for distribution of free round-trip bus tickets to new residents, as a means of acquainting them with the system's network.
- Sales of Sunday and holiday excursion passes continued to grow, passing the 100,000 mark in March.
- Development continued on erection of passenger shelters at main transfer points, with dedication set for structure at Davis St. and Douglas Dr. in San Leandro.
- "Driver of the Year" chosen after operators competed in a unique "Bus-rama" contest, based on simulated driving problems encountered in regular work.
- A special citation of the American Transit Association received for the greatest achievement in safety improvement of any transit operation serving an urban population of 1,000,000 or more persons. Traffic accident frequency reduced 9.2 per cent in 1963; passenger accident frequency reduced 18.8 per cent; number of miles operated per accident increased 14.2 per cent.
- The district's excellent equipment maintenance performance again resulted in special recognition - the Fleet Owner Maintenance Efficiency Award for 1963.

'Park-N-Ride' Center in Berkeley Closed to Make Way for Arterial

The district's popular "Park-N-Ride" Center in Berkeley was closed this month, to make way for the widening of Henry St. into a four-lane thoroughfare.

The highly-successful parking lot was located at Henry and Berryman Streets, on property which reverted to the City of Berkeley after it was abandoned by a former rail operation.

Widening and landscaping of Henry and Sutter Sts. is the last link in developing a major four-lane arterial between downtown Berkeley, the Thousand Oaks district and Albany.

AC Transit had been using the location since May, 1962, for a 57-car parking facility for convenience of North Berkeley residents who drove to the center, parked their automobiles for free, then took the bus to town Center in Berkeley was closed this month, to make way for the widening of Henry St. into a four-lane thoroughfare.

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At an adjourned regular meeting Sept. 29, 1964, the Board of Directors:

• Authorized A. R. Lucchesi, assistant general superintendent of maintenance, to accept Maintenance Achievement Award in Chicago, on motion of Director Bettencourt.

• Approved minor route changes on Line 83B (98th Ave.), on motion of Vice President Coburn.

• Extended authorized boundaries of Shop-a-Round Pass in downtown Oakland, on motion of Director McDonnell.

• Sanctioned payment to transit advertising and promotional project jointly sponsored by American Transit Association and Transit Advertising Association, on motion of Director Bettencourt.

At the regular meeting Oct. 14, 1964, the Board of Directors:

• Authorized night and Saturday service on Line 92 (Calaroga Ave.) on motion of Director Bettencourt.

New Night, Saturday Service in Hayward

Night and Saturday bus service for the southwest section of Hayward was inaugurated on an experimental basis this month through extension to transit already provided by Line 92.

Service which has been operating 6 a.m. to 7 p.m. on weekdays, was extended to approximately 9:20 p.m. at night and from 8:45 a.m. to 9:20 p.m. on Saturdays.

The improvement was scheduled to coincide with opening of additional stores at the new Southland Shopping Center, which already is served by Line 92 (Calaroga Ave.). When completed, the center is expected to be the largest west of Chicago.

The extension also gives night and Saturday service to and from downtown Hayward, the Southgate Shopping area, St. Rose Hospital, Kaiser Hospital, Palma Ceia Village, Palma Ceia Plaza and adjacent residential areas.

An additional bus was added to the line, leaving B and Main Sts. in Hayward at 8:45 a.m., as a convenience to the hundreds of employees working at Southland. Additional stops are being made in the center by Line 92.