Voters in Alameda and Contra Costa Counties returned three incumbent members of the transit board of directors to office this month by decisive majorities.

William E. Berk, Richmond business executive and civic leader, was re-elected as director of Ward II, defeating William F. McClure, Jr., a right-of-way agent for the California State Division of Highways.

Berk, retaining the seat he won four years ago, represents Albany, El Cerrito, Kensington, Richmond, San Pablo and adjacent unincorporated areas, including El Sobrante.

William H. Coburn, Jr., vice president of the board and a director since 1958, defeated his opponent, J. Howard Arnold, consulting engineer and one-time board member.

Coburn, a Berkeley attorney, has been active in the transit program during the district's planning stages and during its subsequent operation. He represents Ward I, including Berkeley, Emeryville and West Oakland.

Elected as Director at Large was Ray H. Rinehart, certified public accountant. He was appointed by the board in 1963 to fill out the unexpired term of Robert K. Barber, who resigned to accept a municipal judgeship.

Rinehart, who lives in Piedmont, was chosen from 15 candidates at the time because of his experience in financial matters and his contributions to community service. On the ballot he faced Hector Reyna, a political organizer.

A partner in the Timmons and Berk, Inc., plumbing contracting business for 25 years, Berk is a member of the Richmond Chamber of Commerce and Richmond Development Agency, as
Birthday on a Bus for Young Commuter

Already a veteran commuter at the age of one, Michael Michener, of 756 Sycamore Ave., Hayward, is the first passenger to have his birthday celebrated by AC Transit — on a bus.

Born with deformed feet, the tiny youngster has been riding on the same Line R Schedule with Operator Joe Ostle almost every week for over 10 months, making visits to Shriners' Hospital for Crippled Children in San Francisco.

When Ostle discovered his youngest commuter was to have his first birthday, he decided to give him a present of some playing blocks — and the district joined in with a gift of its own.

Although Mike may not remember he learned to "ride" before he could walk, he'll have a specially-made, one-of-its-kind model of a Transit Liner to remind him of his favorite ride.

Emeryville Painters

Obtained through a New York manufacturer, the model was painted in district colors by volunteer workers in the Emeryville shops, complete to AC Transit emblems on the sides.

What's more, it really rolls — a fact that Mike recognized as quickly as he recognized the toy was a copy of the real thing.

Ostle always saves the front seat for Mike, who makes his frequent trips with his great grandmother, Mrs. Etta Henderson, 73. His mother, Mrs. Theresa Michener, and his grandmother, Mrs. Thomas Jones, commute by an earlier bus to work in San Francisco. But on "hospital days," they meet Mike and Mrs. Henderson at the Transbay Transit Terminal with a car to take the wiggling, full-of-bounce boy to his doctor's appointment.

Four Generations

Also sharing the Hayward house are two other great grandparents, Mr. and Mrs. Evan Jones; his grandfather, Thomas Jones, and Theresa's brother, Tom Jones, Jr., giving Mike four generations of admiring "family."

The happy and friendly youngster is almost ready to emerge from the casts which have encased his legs to the hips since he was seven weeks old. Next month he is expected to get shoes and braces . . . and a look at feet and toes.

With his birthday party over, it was the deadline, though, for Mike to lose his curls and get a "real boy" haircut — if he can be kept still long enough for a barber to do the job.

OWN BUS — Michael Michener, who has been commuting for 10 months between his Hayward home and a San Francisco hospital, receives his own toy bus during a special birthday party arranged by Operator Joe Ostle. Mike, 1, rides almost weekly with his great grandmother, Mrs. Etta Henderson.

When it Rains -- it Rains Umbrellas

It's that time of the year again when Mrs. Martha Nielsen, lost property clerk, becomes a busy almanac — able to tell what the weather has been by the number of umbrellas left on district buses.

There's no mystery as to why it happens.

All women know that umbrellas, no matter what style, are awkward things to handle — especially if they're clammy, cold and wet.

If they have a handle with a crook, you try, of course, to hook them over the back of the seat in front of you. Or if not, you stick them alongside — consider your many problems, suddenly notice it's your stop — and the result is another lost umbrella.

During rainy weather, they trickle in at the rate of about 40 a day. The storms this month brought in over 250 umbrellas in two weeks — jamming all available containers in the lost property office in downtown Oakland at the Latham Square headquarters, 16th and Telegraph.

If the umbrellas are unclaimed after 30 days, the operators who turned them in can put in a claim. The rest are given to a charitable organization.

Martha can report, this year, a trend toward bright colors, including polka dots. And greater use, by women, of men's umbrellas — easier to handle, it seems, and harder to lose!
Riders Christen Newest Bus Shelter

Commuters' favorite "pick-me-up," coffee and doughnuts, was a welcome rainy morning treat when the district officially christened its newest passenger shelter in Washington Manor. The complimentary snack proved especially welcome, as did the shelter, in the face of the first rainy bout of the season.

Joining the riders in the now traditional toast to another passenger convenience was Robert Brooks, president of the Washington Manor Home Owners' Association; William J. Betten court, San Leandro's representative on AC Transit board of directors; and Robert Brooks, president of the Washington Manor Home Owners' Association.

William F. McClure, Jr. . . . . . . . 13,800
William E. Berk . . . . . . . . . . . . 36,478
William H. Coburn, Jr. . . . . . . . 38,898
William F. McClure, Jr. . . . . . . . 38,898
Ward II
William H. Coburn, Jr. . . . . . . . 38,898
J. Howard Arnold . . . . . . . . . . . 14,514
Director at Large
Ray H. Rinehart . . . . . . . . . . . 234,424
Hector Reyna . . . . . . . . . . . . . 78,342

Death Comes to Veterans

Frank P. Murphy, 65, veteran bus driver pensioned last December, died on Oct. 24. Mr. Murphy, who lived at 431-38th Ave., Oakland, entered service as an operator in 1935.

Gilbert C. Varey, 85, former rail operator, died on Sept. 13. He entered service in 1906 and retired in 1945. His home was in Modesto.

The outstanding results obtained in this year's drive were credited by Larson to hard work on the part of an increased number of district campaigners - and to the attitude of employees, who as men and women working with the public, have a keen understanding of the problems of the public.


Special Shuttle Carries Mormon Temple Visitors

Special bus service operated by the district to the new Mormon Temple gave 19,315 passengers the equivalent of an "air lift" to the structure on Lincoln Ave. near Mountain Blvd., during the four weeks it was open to public view.

Line 15A provided half-hour service to the temple from downtown Oakland, with a night shuttle operating from MacArthur Blvd. and Coolidge Ave.

The buses, which provided direct transit to the temple entrance and avoided traffic and parking congestion, were well used, with 1,505 carried on Saturday, Oct. 17 - the shuttle's busiest day. Biggest weekday operation was Oct. 21, when 1,128 riders used the special service.
Transbay Transit Terminal

Through These Portals Pass 900,000 Riders Each Month

Hustle, bustle, rush and roll —
Add a flurry of problems, coffee and doughnuts on the run, the scurry for tickets or information — and you have the district's busiest operation, the Transbay Transit Terminal in San Francisco.

District buses carry some 900,000 riders to and from the terminal each month — most of them commuters hurrying to work or hurrying home. And all have a common objective: the right bus, in the right place, at the right time.

Seeing that they get the right bus is the job of C. M. “Johnny” Walker, transportation superintendent for AC Transit at the San Francisco terminal.

With 39 years in transportation, Walker has moved trains, street cars and buses and seen millions of people come and go. And he still hasn’t lost his happy disposition, ready smile and his enthusiasm for his work.

The disposition he figures he comes by naturally. As to the work — he still puts in a 12-hour day by choice, and it’s a lot easier than the 16 hour, double shift of World War II days, when he worked at night on the bridge, taking down the wire to string a new line for the shipyard railway to Richmond.

With seven girls in the terminal ticket office, working eight-hour shifts around the clock, and the help of supervisors, Walker sees that the public gets tickets and commute books, all information services, and refunds on unused transit. He handles complaints and the many problems of a public building — frequently with the help of the nearby State police.

He sees that 50 passenger loading zone signs are uncovered for the great commuter rush — and covered again when it’s over. And like the conductor of a symphony, he takes his place on the loading platform each afternoon to be sure some 245 buses, which roll in and out between 4 and 6 p.m., move into the right place, load promptly and move right out again — one every 30 seconds.

It’s a job for veterans and veterans work at it. The girls in the ticket office are former bus operators, except for one — and she was hired in 1944.

Walker dates his experience to 1925, when he went to work on the street cars. He also worked on the trains — and still remembers the fun of a good toot on the air whistle. He was trainmaster at the Oakland pier — a busy place in an era of exciting, more personal commuter service.

In 1942, as assistant superintendent of Key Division, Walker handled the Richmond Shipyard railway — a job he recalls as hard, tough, but perhaps the best of all.

“It was a big job and a good job — I had a real good bunch of workers.”

In 1947, Walker became superintendent of Division 1 (trains) and Division 5 (street cars). It wasn’t until 1959, after the last street car had been replaced by buses and the last train rolled across the bridge, that Walker took his first vacation in 13 years.

He’s been taking his holidays since, enjoying hunting and fishing and a bit of traveling before he gets back to his favorite “hobby” of work.
Advertisers Probe Riding Habits

How many people in metropolitan areas make use of transit? Do they use transit for shopping or for work? How many cars do they own? What's their income bracket, their educational background, the size of their family?

In a first-of-its kind report, commissioned jointly by the Transit Advertising Association and the American Transit Association, a three-month study has disclosed that out of an adult population of 51,090,000 in 22 metropolitan areas — including the East Bay and San Francisco — 20,000,000 adults or 39 per cent, ride transit in an average month.

Some 11,498,000 women or 43.8 per cent of the metropolitan adult population use transit each month. Men riders account for 34 per cent of the total, or 8,444,000.

The figures are included in a detailed study, "The Transit Millions," made by Sindlinger & Company as a guide to the advantages of transit advertising.

The research disclosed that transit riders ride often — 25 times in one month. Average ride is 23 minutes.

Transit riders also are shopping conscious. Virtually half of the 20,000,000 monthly riders reported they use transit to go shopping. Among women riders, the proportion was nearly 56 per cent. Among men, 40 per cent used transit for employment; nearly 35 per cent for shopping.

Advertising recall was impressive, with virtually half recalling inside advertising; 75 per cent of whom named specific advertisers.

The survey also disclosed that more than 45 per cent of professional job-holders use transit; 61 per cent of transit riders are from households with three or more members; 31 per cent are in income brackets of $10,000 a year or more.

Welcome Extended to New Employees

New faces among AC Transit employees who went into service in October, include:

**General Offices**

Treasury: Donn Des Boine, 5505 Adeline St., Oakland.

**Emeryville Division**

Maintenance: Billy Reynolds, 540 28th St., Oakland and Mike V. Tuitasi, 2755-74th Ave., Oakland, service employees.


**Richmond Division**

Auto Maintenance: Anthony Perry, Jr., 2136 Foothill Blvd., Oakland, and Isaiah Page, 138 East 12th St., Oakland, service employees.


**Seminary Division**

Bus Operators: W. K. Miller, Jr., 26717 Newport St., Hayward; L. Caracchiolo, 6029 Tournaire Dr., Newark, and M. F. Sylvia, Jr., 554 Perkins Dr., Hayward.

Bus Driver Finds Teenagers Wonderful

Because he wanted to "give the kids a pat on the back," bus driver J. O. Perdue took "pen in hand" this month to write about the students who ride with him on AC Transit's San Jose Ave. line.

As a result, he made the front page of The Alameda Times Star and the editorial page of The Oakland Tribune with his conviction:

"There's nothing wrong with the kids today."

Perdue, of 2437-67th Ave., has been driving since 1945 and has had a lot of school runs. He thinks a lot of bad things are said about teenagers today, but few nice things.

"So I thought it was about time somebody wrote about the many fine students who ride my bus. They do a lot of yaking and have fun, which they should," Perdue wrote.

"But there is no swearing, no smokin', no screaming and no vulgar talkin'. In other words, they are just ladies and gentlemen . . ."

"They are always ready to give up a seat to an older person or someone that is infirm. These students must live in fine homes where discipline is practiced. There just isn't a rowdy in the bunch and much credit is due to all of them."

Perdue, who carries students on Line 64 to St. Joseph and Notre Dame Schools and to Encinal High School in Alameda, added he thought the kids deserved a "good cheer from the public" . . .

"I know because they ride with me."

Although he's a graduate minister, Perdue doesn't expect to take a pulpit until he retires. Meanwhile, he's active at Havenscourt Colonial Church.

Handy with tools, he's an expert locksmith, a fixer of television and radio sets and "really likes to fish."

He has one son, James, academic dean of the University of Denver, who just has been asked to serve as president of a college in New York . . . "another kid to be proud of."

**PAT ON THE BACK — Bus driver J. O. Perdue and some of the students who have kindled his enthusiasm for teenagers who ride with him on Line 64 (San Jose Ave.). Perdue has found "there's nothing wrong with the kids today."**
Business activity showed a healthy increase during September, as opening of schools and the end of summer vacation helped to boost passenger revenue. Passenger revenue for the month totaled $1,058,193, an increase of $34,896 or 3.41 per cent over September, 1963.

Transbay revenue continued to account for a majority of the revenue increase, with a total of $409,734 for the month, up 5.79 per cent over the same period a year ago. Commute book sales also were up, totaling $168,001, an increase of 5.6 per cent. East Bay revenue was $648,459, a boost of 1.96 per cent.

Number of passengers carried also indicated the increasing patronage on transbay lines, with a total of 923,488 transbay riders, as compared to the 873,973 who rode in September of 1963. A total of 4,348,442 passengers were carried on both East Bay and transbay lines, for a combined increase of 2.44 per cent.

The district operated 1,847,211 miles of scheduled service, an addition of 24,764 miles or a 1.36 per cent increase. The district's total income of $1,283,629 was sufficient to cover operational expenses of $1,076,256 - up $40,299 or 3.89 per cent over a year ago. Commute book sales also were up, totaling $168,001, an increase of 5.6 per cent. East Bay revenue was $648,459, a boost of 1.96 per cent.

Another bus was added this month to the freeway flier service operated over Line C between Piedmont and San Francisco. Another bus was added this month to the freeway flier service operated over Line C between Piedmont and San Francisco.

Another Bus Added to Piedmont Express

Three extra schedules have been provided for riders in the past five months, placing the express among the district's fastest growing lines.

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.

Mrs. Ethel G. Macquart
Albany

... I had occasion to phone your office for information regarding schedule on #7 bus to the Kensington district. A young lady answered and gave me the information I required. I was greatly impressed with the courteous and friendly manner in which she answered my questions... so often, when phoning various sources for information, we recognize a hint of impatience... It is, therefore, a pleasure to advise you that whenever I have had occasion to call your office, I have always found your employees and your methods for handling the public to be very gratifying...

Mrs. Arthur Lewis
Berkeley

It is with regret that we learn Bob Workman of the "H" bus has been removed from his run and placed on another... this is our loss and another's gain... he is a most conscientious driver, very courteous at all times, always looking out for the welfare of his passengers - yet never neglecting his duty...

Riders of the 7:33 a.m. "H" Bus
Emeryville

I want to compliment you on your service and particularly the courteous treatment of your drivers... we were too late to meet our connection for the last bus to Hegenberger Road. Your driver Ben Williams told us it was his last trip and volunteered to take us the rest of the way to the Inn in his car. It was indeed refreshing to enjoy this extra courtesy and thoughtfulness which is so sorely lacking in many of our day to day contacts.

K. D. Haines
Dayton, Ohio
At an adjourned regular meeting Oct. 28, 1964, the Board of Directors:

- Revised qualifications for membership in California Association of Publicly Owned Transit Systems, on motion of Vice President Coburn.
- Authorized Secretary to deputize assistants, on motion of Vice President Coburn.

* * *

At the regular meeting Nov. 11, 1964, the Board of Directors:

- Directed the General Manager to explore availability and cost of analytical services for periodic evaluation of claims department operations, on motion of Vice President Coburn.
- Authorized purchase of coin sorter and counting machine at an estimated cost of $5,350, on motion of Director McDonnell.

New Route Map Available to Public

New route maps—the district's most popular "publication"—were re-issued this month to bring bus riders up to date on the expanded service offered by AC Transit.

For the first time, the maps chart commute hour and special extended service, as well as East Bay intercity express service, local lines, and regular transbay operations to San Francisco.

Similar to previous issues, it includes a guide for "going places on AC Transit" and a separate map of bus service in the downtown Oakland area.

An exhibit, featuring the route map and photographs of points of interest that can be reached by bus, was displayed in a store window at 14th and Washington Sts. in downtown Oakland, to remind residents of additional uses of their bus network.

The free map can be obtained at the district information office, Latham Square Building, 16th and Telegraph, Oakland; at the Transbay Transit Terminal and at the Richmond ticket office, 21st St. and Macdonald Ave.

Copies may also be obtained by telephoning Transit Information.