Campaign Tells Public of New Transfer Plan for ‘Stop-off and Go-again’ Riding

With Sept. 7 as “go date” for the district’s new transfer plan, a thorough campaign was launched this month to acquaint the public fully with “Stop-off and Go-again” bus riding advantages.

The expanded transfer system will allow passengers to get off buses for stop-overs, board a later bus on the same line or another line, as long as they do not reverse direction and keep within a reasonable, over-all time limit. Total “stop-off” time will vary from one to two hours, depending on the line.

To inform residents of the convenience, offered “for the first time anywhere,” the district will make use of another innovation.

“Take-one” hooks will be installed on all coaches, to hold flyers which will explain “Stop-off and Go-again” riding.

Buses also will carry special cards, explaining advantages of the plan. Of special interest to midday riders, it will allow passengers to go on errands or a bit of shopping—at no additional cost to the rider or the district.

Transbay commuters will enjoy the same privileges on homebound trips. The system also will enable patrons to transfer at more convenient points and permit them to complete rides on buses having a one-way terminal loop. One hundred queen-sized panels will announce the plan on the outside of buses. Announcements similarly will be carried on four radio stations and a television station, and in advertising in daily and weekly newspapers. Signs will be posted at bus stops at major intersections to further explain the new concept.

Expansion of privileges under the current transfer rule reflects the district’s philosophy that transferring is an inconvenience at best and should be as pleasant and functional as possible—to encourage riders to use district service, rather than to deter them as potential passengers.

District Honored for Maintenance Efficiency

For the fourth year in a row, AC Transit has been given national recognition for excellence of equipment maintenance. The district has been chosen to receive the 1964 Fleet Owner Maintenance Efficiency Award for its high level of maintenance performance at a cost consistent with type of service performed in the area, according to notice received by General Manager K. F. Hensel and E. A. Towers, maintenance superintendent.

Hensel will receive an award plaque during the American Transit Association annual meeting in New Orleans in October.
The Fleet's In

CHARTER buses line up in snappy, military precision to provide land-based service for men aboard the aircraft carrier Kitty Hawk after its arrival at Alameda Naval Air Station. A check after the long liberty weekend showed 10,000 "white hats" were shuttled on the buses.

A liberty weekend for some 3,800 sailors off the aircraft carrier Kitty Hawk turned district charter buses into landing craft this month - hitting beachheads in Oakland and San Francisco in a 'round the clock pattern of invasion.

When the dust settled and the last sailor returned to dockside at the Alameda Naval Air Station, a traffic check showed that 10,000 passengers had made use of the earthbound, diesel-powered transportation, riding a total of 60 chartered buses.

Hitting the air station 12 hours earlier than expected, the men got leave on a Friday night - rolling out supervisory personnel and an extra Sunday, Holiday Pass

Sales Exceed 200,000

Sale of AC Transit's Sunday and Holiday Fun Pass zoomed past the 200,000 mark on July 18, appropriately marking a third anniversary for the popular special-rate tickets.

The pass, sold for 60 cents, permits unlimited, all-day riding on East Bay lines. It consistently has boosted Sunday-holiday revenue since it was introduced in July, 1962.

For the time being, at least, you can delete "traveling" after the name of L. O. Alward and idle those itching feet.

After nearly five months of wandering around the world, the retired AC Transit scheduling expert has returned to Oakland to hover for a while in home port. Something new has been added, though - a Russian hat to give him a "comrade" look.

Alward, who officially put away his schedules and pencils on Feb. 1 after 39 years of service, has a bundle of experiences to assimilate.

He visited 15 countries, but for a man who knew the "where-of" of every AC Transit line, he has a confession or two.

He doesn't know how many miles he traveled.

And he found a timetable he couldn't read - an Egyptian production, written in Hindi.

Alward did the tour bit in each country, but also met and talked with the people, on an eye to eye and smile to smile basis.

He can tick off these highlights:

Riding the "beautiful train from Tokyo to Osaka - fast, air conditioned, each seat reserved - train travel like an airplane . . ."

The new capital of Kuala Lumpur in Malaysia - futuristic aluminum and glass in the vastness of the subtropics.

Bangkok - sticky hot, but unforgettable with its temples, its priests and their orange robes and shaved heads - "real Arabian Nights."

The "first big thrill - seeing the sun go down on the face of Taj Mahal - descriptions can't do it justice."

The "second big thrill" - at Cairo, under the stars on the desert, watching colored lights play on the face of the sphinx, giving an illusion of life, while the "History of the Nile" unfolds in song and tale.

Alward had many other high spots - including attending the opera at La Scala, at Vienna and in Moscow.

He found the people of Russia friendly; tourist arrangements excellent; Moscow beautiful, with wide, clean streets; everybody working and excellent transportation, including a modern subway where you can ride all day for six cents. Each station is painted a different color, making it the simplest thing in the world to know where to get off.

Filled with experiences, Alward has been touched by moonbeams and after he rests a while - well, who knows - there's still Spain to see - and Africa.

L. O. Alward returns from world trip with unreadable schedule . . . and new hat.
Buses and Kids Orbit off to Circus

It might have looked like 44 buses to most people, but to 2,000 youngsters, AC Transit coaches were silver chariots which transported them to the wonder-land of a circus.

The recent mass pick-up and delivery to the Children's Hospital of the East Bay circus at Oakland Auditorium hit a new high in unusual-and fun-charter operations.

Coaches traveled to all parts of Alameda and Contra Costa counties to gather kids who otherwise wouldn't have expected to see the "greatest show on earth."

They were guests of Edward J. Daly, president of World Airways, who took over the main floor to give deprived children a free day at the circus. When they arrived at the auditorium, each child was handed an envelope containing two $1 bills to spend on sideshows, cotton candy and the souvenirs which put icing on a young circus cake.

Drivers were as pleased as the gleeful and excited children, wheeling them up to the auditorium for a grand entrance. Members of the Oakland Rotary Club helped to care for the youngsters-some of them in wheelchairs— ushering them to their seats after handing each the $2 treat money.

Only one mishap occurred during the mass movement—and it was turned into a special, starry-eyed experience for a bus load of guests from the Neglected Child Cottage at Martinez.

Because of a delay at the cottage, Operator M. S. Fulton was unable to get his passengers to the auditorium until after the matinee had started and seats were filled.

A coach full of grief switched to all smiles as Fulton was directed to take the kids for a tour and to dinner at Kaiser Center, returning in time for the evening show. Fulton, with five children of his own, is used to "wall to wall confusion" at his own home, 1441 Portland Ave., Albany.

Undaunted by 42 young riders, he herded the youngsters and four counselors to Children's Fairyland, where "we traipsed around and had a real good time."

"I was kind of concerned about dinner, but those kids were just fascinated with the chance to pick out their own salad, dessert, drink and something hot. They were really well behaved. They even got to pick out some songs—one of them was 'Take Me Out to the Ball Game.' When we left they were given balloons."

Back at the circus, the children were ushered to ring-side seats while Fulton pitched in again, to help convey the boys to restrooms and get the kids washed up.

"They were pretty quiet and tired by the time we got back a little before midnight, but they sure had a good time. It makes you feel real good yourself . . . ."
The ‘Safety Coach’ Rolls
Again in East Bay Memory

Without the glamour of seagulls, a whistle or apparently even a historian to drape a tradition, buses have become an intrinsic part of East Bay transportation — with one name, particularly, linked to much that rolled for a quarter of a century.

Frank R. Fageol, who died this month, was an inventive, visionary producer, who gave the Key System its major bus fleet. He also helped to give AC Transit a pattern of operations which it has picked up, dusted off and moved into fields imaginative enough to have delighted the pioneer motor coach manufacturer.

Owner of the Fageol Motor Company in East Oakland, he had ideas which still arouse interest. A double-ended, articulated bus was one of his early developments, double deckers were another. Periphery parking lots outside of the city core and unique parking structures were among his designs.

Ill and in retirement in Orinda before his death, Fageol, 82, was unable to add details to his career. It reached a peak, as far as East Bay transit was concerned, in 1942, when the Key Systems fleet of 248 buses was made up of Twin Coaches — a development of Fageol and his brother, William. But from onetime associates can be pieced together a chronology.

Moving to Oakland after the 1906 San Francisco fire and earthquake, Fageol and his brother had a car agency at 3420 Telegraph Ave. Intrigued in public transportation, they gave up the agency to build the “Fadgl” auto trains that furnished transportation at the World’s Fair in San Francisco in 1915.

That success was followed by the formation of the Fageol Motors Company and the building of the Oakland factory to manufacture an expensive passenger car. Before the car could be put on the production line, World War I became an actuality and the company, instead, produced the first multi-speed truck. In later years, Fageol also introduced quick drying enamel, pneumatic tires, air brakes, dual drive six-wheelers, aluminum frames and castings for light weight and other features now standard.

In 1922, Fageol again turned his genius toward passenger vehicles, presenting the first Safety Coach — a low slung highway bus with the unheard of guarantee of 100,000 miles.

It became an immediate success and in 1924 — the same year the Key System purchased its first “fleet” of Fageol Safety Coaches — the company opened a plant in Kent, Ohio.

The advantages of a rubber tired vehicle to replace the street car continued to occupy Fageol and his brother and in 1927, they organized the Twin Coach Company in Kent to build one of the nation’s most famous transit vehicles.

Designed like a street car, it eliminated the hood and utilized all body space for passengers. The name was derived from the two motors set under the long center seat. Electric models later followed the same design, except propulsion equipment was located under the rear seat.

The Twin Coach, gasoline and electric, had revolutionized the industry! Gasoline models made up the Key System fleet until World War II brought a halt to production. Trackless trolleys” later were ordered though they never actually rolled on East Bay streets.

BY the 1950’s, the once famous Twin Coaches had disappeared from the East Bay, although they currently operate in San Francisco and other west coast communities.

But for a number of years, they were well “polished” by thousands, who paid, rode, sat and therefore were a part of bus history.
At an adjourned regular meeting July 21, 1965, the Board of Directors:

- Approved service changes on Lines 40, 63, 64, 72, 80 and W, and liberalized transfer privileges, on motion of Director Bettencourt.
- Established fares for special express bus service between San Francisco and Memorial Stadium in Berkeley and Oakland-Alameda County Coliseum at 85 cents one-way, and $1.50 roundtrip, on motion of Director Bettencourt.
- Authorized General Manager to execute contract with U.S. Housing and Home Finance Agency for installation of two-way radio system, on motion of Director Rinehart.
- Established special school fare to Skyline High School at 10 cents inbound and 20 cents outbound, on motion of Director Copeland.
- Approved $1,500 annual increase to the General Manager’s deferred compensation plan, on motion of Vice President McDonnell.

**New Service to Meet Alameda Growth**

An expanded network of bus service in Alameda is among improvements scheduled by the district early in September.

Crosstown service extensions and reroutings, planned for Lines 63 (South Shore) and 64 (San Jose Ave.), will connect Alameda’s three main business and shopping areas with residential districts, and developments now underway.

At the same time, direct, frequent transfer connections will be provided to Oakland and main trunk lines.

Peak hour transbay service in the South Shore district will be extended into a new area, with Line W-1 inaugurated to replace Line W-G. The W-1 buses will terminate at High St. and Otis Dr., picking up riders from that area and the new Bayview Estates development.

At the same time, an additional bus will be added to Line W, to handle increased patronage and better cover the discontinued portion of the former W-G parallel route on Encinal Ave., between Grant and 8th Streets.