1978

Bay Area Rapid Transit (BART) Advertisement, [circa 1978]

Bay Area Rapid Transit

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The campaign that drove 78,392 people underground.

Mayor Moscone: BART has elected to run on Saturdays 'til midnight. And I've been elected to tell you.

Monte Clark: BART now has Saturday service. That means the only day they're not working is Sunday. But, neither am I.

Rabbi Herbert Morris: BART's now running a Saturday service. We've been doing that for over 5,000 years.

These commercials started running the week of November 13. By the end of that week, BART had itself a 61% increase in Saturday riders. And Chiat/Day, San Francisco, had itself a little celebration.

Chiat/Day
LOS ANGELES  SAN FRANCISCO  SEATTLE
BART commercial wins top ad award

OAKLAND — As commercials go, BART has the best — at least in the 10-second category.

A commercial featuring a rabbi comparing his services with those of the Bay Area Rapid Transit District has been awarded the advertising industry's equivalent of an Oscar in Hollywood ceremonies.

The plug which won the prize showed Rabbi Herbert Morris stepping off a BART train with the observation, "BART is now offering Saturday services. We've been offering Saturday services for 5,000 years."

Morris, of Congregation Beth Israel-Judea in San Francisco, was one of four persons who appeared in television advertisements for BART's Saturday trains. The others were San Francisco Mayor George Moscone, attorney Melvin Belli and former San Francisco 49er coach Monte Clark.

BART's spokesman Mike Healy said the district was especially pleased with the prize presented at the International Broadcasting Awards because, "It was the first time we had ever run television commercials."

He said the television spots, which began running prior to the inauguration of Saturday train service Nov. 19, were "fairly successful, we think."

In November and December, during the strike by AC Transit bus drivers, BART had an average of 75,000 riders on Saturdays, he said.

After the end of the strike and the pre-Christmas shopping season, he said Saturday riders dropped off to an average of 52,000, but that's still "pretty good," he added.

"In past years when we've offered Saturday service we've had between 35,000 and 45,000 riders, so 52,000 is good. It's a seasonal thing," he explained.

Healy said the district's next advertising campaign probably will announce new Sunday service which will start this summer.