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LOS ANGELES MAPS

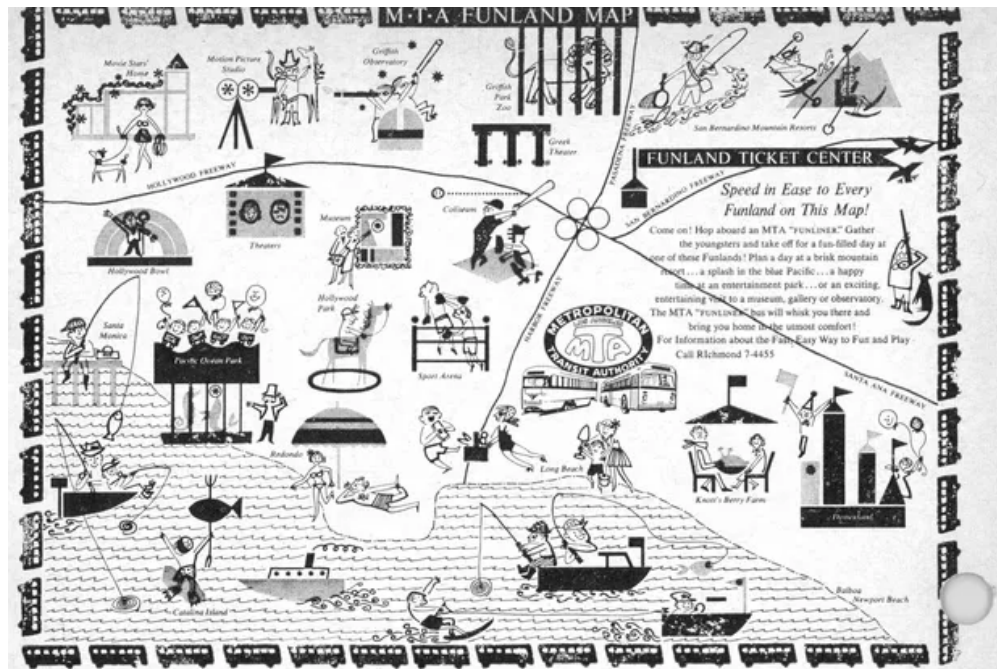
HISTORY

4

1959 ad shows where in LA you could get on a 'funliner' bus

Just in time for Fourth of July weekend

By **Elijah Chiland** | Jul 2, 2019, 9:05am PDT | **4 comments**



The advertisement appeared in 1959 prior to July Fourth weekend. | Metro Library and Archive

In the Los Angeles of 2019, buses don't get a lot of love.

Though Metro is now [reworking its entire bus system](#), giving routes and schedules a systemwide update for the first time in over two decades, the agency is [losing bus riders](#) at a rapid clip—and [proposed bus-only lanes](#) aimed at improving service are facing [vocal opposition from drivers](#).

Sixty years ago, things were a little different. This advertisement, which ran in advance of the Fourth of July weekend in 1959, emphasizes the strength of LA's bus system at a time when the city's [once-bustling streetcar lines](#) were being slowly taken out of service.

The ad celebrates Los Angeles's Metropolitan Transit Authority, an ancestor of Metro. Prior to the agency's formation in the 1950s, public transportation throughout the Southern California region had been privately operated—primarily by the Los Angeles and Pacific Electric railways.

By 1959, the MTA had taken over both companies, and was in the process of shutting down the iconic trolley lines that once served as LA's primary mode of transit.

At the time, agency leaders were planning a [futuristic monorail system](#) that would provide rapid connections between key parts of the urban area. But to attract riders in the meantime, the MTA had to sell them on buses.

That's probably why the agency evidently began referring to vehicles traveling on key routes as “funliner buses.”

Exciting New

Catalina

Freeway Flyer

Beautiful Santa Catalina Island, located some 22 miles off the Southern California Coast, is one of Southern California's outstanding places to visit. Completely removed from the mainland's activity, a whole new world of adventure and sight-seeing awaits the visitor. Famous glass-bottom boats offer trips over the Undersea Gardens and a look at submarine seaweed forests, rock and shell castles, giant ocean

(Continued on back)



goldfish and abalone. All summer sports can also be enjoyed here.

The Island is reached via the Big White Steamship Catalina, leaving Wilmington every morning. The fast, easy way to the steamship dock is on M-T-A's new Catalina Freeway Flyer. This new Flyer operates from the M-T-A Depot, 6th and Main Streets in Downtown Los Angeles. For specific departure time and complete M-T-A Information call Richmond 7-4455.



THE FAST, EASY WAY TO FUN AND PLAY

POP Pacific Ocean Park

FUNLINER SERVICE

Catalina

Freeway

Flyer



FUNLINER SERVICE ON LINE 75S AND LINE 75V FROM

• Los Angeles • Culver City • Beverly Hills • West Los Angeles

TO

Pacific Ocean Park



Exciting Pacific Ocean Park is one of Southern California's most colorful Funlands. Located where Los Angeles and Santa Monica meet at the beach, POP is easily reached on M-T-A Line 75S or Line 75V. There is direct service from Downtown Los Angeles, Culver City, Beverly Hills and West Los Angeles. Fun-seekers leave the bus at Main and Ashland in Santa Monica and walk a short distance to the main entrance. Many other M-T-A lines connect with the POP service making it possible to arrive in the utmost comfort from many parts of Southern California.

Make a special effort to visit POP, where you "Pay One Price" and enjoy the many fun-rides and attractions.

For all Funland Information call Richmond 7-4455 or your local M-T-A Agent



Flyers advertising funliner service to Catalina via the Wilmington ferry and Pacific Ocean Park. | [Metro Library and Archive](#)

According to the map, “funliner” routes traveled to other popular weekend destinations, including the Greek Theatre (and the [Old Zoo](#) at Griffith Park), the Hollywood Bowl (which the mapmakers appear to have placed in Sawtelle), the [Hollywood Park](#) racetrack, Santa Monica’s [long-lost Pacific Ocean Park](#), and, of course, [Disneyland](#).

The [Los Angeles Memorial Coliseum](#) is here listed as the place to go for baseball because in 1959, construction hadn’t yet started on [Dodger Stadium](#). Much like the Rams today, LA’s brand-new team played in the venerable Exposition Park stadium prior to moving into their state-of-the-art new home.

Another promotion from the summer of 1959 suggests that riders board “FUNLINER bus number 51” to the annual Neptune Days festival at Redondo Beach.

In the 1970s, a [private company](#) tried to resurrect the “Funliner” concept with express bus service from the San Fernando Valley to the beaches of Malibu. That project never materialized. A similar beach bus concept from MTA’s successor, the Southern California Rapid Transit District, ran for [one glorious summer](#) before funding for the program ran out.

Today, Metro is renewing efforts to ensure transit takes people to [parks, beaches, and hiking trails](#)—not just to job centers and commercial districts.

Meanwhile, the Expo Line stops within a few blocks of the Coliseum on its way to Santa Monica, and LA’s DASH buses will get you to the Greek Theatre. The Dodger Express provides free rides to Dodger Stadium on game days from Union Station. And Metro’s 460 bus offers express service from Downtown to Disneyland seven days a week—certainly worthy of “funliner” status.