Peter Pan Bus Lines celebrates its 80th Anniversary in 2013. The story behind Peter Pan Bus Lines is both interesting and impressive. It starts with an Italian immigrant family and today is one of the largest and best-known family-owned bus companies in the United States. The Peter Pan name and Peter Pan buses are well known in the major population centers of the Northeast states. In addition, Peter Pan partners with Greyhound in various ways including the newer BoltBus and Yo!Bus operations.

Over the years the Picknelly family has diversified into other business enterprises. However, Peter Pan Bus Lines continues to be one of the best known and most respected bus operations in the nation and a leader in the bus industry.

The Early Years

The story behind Peter Pan Bus Lines actually starts in Picarelli, Italy, in the province of Avellino, a small community of 4,000 located in the south about 30 miles northeast of Naples. Carmine Picariello, the son of a subsistence farmer, was drafted into military service in 1885 where he learned road construction and utility work. When he returned from the military, he discovered that economic conditions were poor and that many were jobless. In order to support his family, Carmine went to the United States where his military experience landed him a position with the Department of Public Works in East Orange, New Jersey.

His wife and two sons joined him in the United States in 1899. Three more children were born and Carmine changed the family name to Picknelly to sound more American. The names of the children were Americanized at this same time. A couple of the children later changed the spelling of their last name to “Picknally,” which appeared more Irish. It was easier to obtain employment with an Irish, not an Italian-sounding, surname at that time.

Carmine died unexpectedly in 1907 and Peter C., then only 15 and the second-born son, took over responsibility for the family. Family tradition holds that Peter C. got involved with motor transportation because of his father’s background with roads. For several years he was employed as a chauffeur. In 1919, Peter C. was able to buy into the association running a route along Central Avenue from East Orange to Newark. Peter C., along with three other Italian bus operators, sold their vehicles and route medallions to Public Service of New Jersey in late 1925 and then moved to Springfield, Massachusetts to start a new bus company.

Interstate Busses Corp. was formed in 1926 with operating authority for an initial route from Hartford, Connecticut to Providence, Rhode Island. Peter C. served as president of the company and secured operating rights for an additional route to Albany, New York. In spite of the fact that the United States was in the midst of the Great Depression, Peter C. sold out his share
of the partnership at the end of 1932 to strike out on his own. Interstate Busses continued to operate and was eventually merged into Bonanza Bus Lines. It is somewhat coincidental that in later years (2003) Peter Pan Bus Lines acquired Bonanza.

In 1933, Peter C. purchased the Yellow Cab Air Line. Based in Springfield, Massachusetts, the company operated four seven-passenger limousines on a route from Northampton and Springfield, Massachusetts to Boston via a somewhat roundabout route through Stafford Springs, Connecticut. The company has remained headquartered in Springfield ever since.

Peter C. named the new company Peter Pan Bus Lines after the main character in the Sir James Matthew Barrie classic about the boy who lived in Neverland and refused to grow up. Family tradition holds that two of Peter’s children, Janet and Peter L. Jr., bore a resemblance to the characters of Wendy and Peter Pan in the book.

Those early years were somewhat of a struggle because of the circuitous route through Connecticut. Peter Pan charged a round trip fare of $3.50 but the out-of-the-way routing required travel time of more than three-and-a-half hours, making the company less competitive. Following years of battling with the State of Massachusetts, the company won authority to operate directly from Springfield to Boston via Route 20. This reduced travel time to less than two-and-a-half hours and made the company competitive.

In the following years, Peter C. expanded the company that made Peter Pan the dominant player on the Springfield-Boston route and secured more operating rights. Other members of the Picknelly family joined the bus company, making it a true family operation. Peter’s younger brother Bill Picknally joined the company in 1942. His son Carmen took over management of Peter Pan’s maintenance department and eventually became somewhat of a legend in that area. Carmen’s son Tom later became the senior vice president of maintenance and his son Joe, representing the fourth generation of the Picknally branch of the family, became manager of inventory control and fleet maintenance.

The new Massachusetts Turnpike opened in 1957 and Peter Pan Bus Lines obtained operating authority over this new express route. Travel time between Springfield and Boston was reduced to less than two hours – equivalent to auto travel time and faster than the train. By 1963 the company operated a fleet of 28 buses and had expanded to operate additional routes. This was also a milestone year for the company because annual sales exceeded $1 million for the first time.

**Peter L. Picknelly And Diversification**

Peter C. passed away in January of 1964 at the age of 72. His wife, Jennie, assumed the title of chairman while their 33-year-old son, Peter Louis Picknelly, became president and CEO. Generally known as Peter L., he would lead the company for three decades in an era of both expansion of bus operations and expanding the family interests in other areas including real estate and other companies.

Fortunately for all concerned, Peter L. was not a newcomer and had already been involved with the bus company for about 15 years. Bill Picknally served as operations manager and his untimely death in 1948 caused a serious gap in the administration of the bus line. At this time Peter L., the son of Peter C., was 18 years old and attending his first year at Northwestern University. Peter L. “temporarily” left school and returned to Springfield to fill this void. He never did return to college but had several years of experience when he was forced to step in and take over management. This marked the start of the second generation of the Picknelly family in management of the bus company.

Young Peter L. was immediately put to the test because of the 1964-65 World’s Fair in New York City. Peter Pan offered tours to the New York World’s Fair from western Massachusetts and Connecticut. Not only were the tours a success but they also spawned the Peter Pan World Travel Service, a new and profitable division for the company.

In a move to both support Springfield and move towards multi-modal operation, a new terminal was built at 1776 Main Street in Springfield in 1969. In addition to providing a terminal for scheduled service it also provided an office for the bus company and had a nearby maintenance center.

This terminal was considered to be a state-of-the-art facility, primarily due to the fact that it marked the very first time Greyhound and the then-Continental Trailways were housed under the same roof in any city throughout the United States. Up until that time, and for many years later, Greyhound and Trailways had their own individual offices and agencies in major cities.

The company experienced its only strike in 1971 on the Wednesday prior to Thanksgiving, the company’s busiest day of the week.
Peter L. shut down the company rather than try to operate with management personnel. The strike was settled in three days, but it prompted the Peter Pan management to think about diversification into ventures other than the bus line.

One of the more interesting sidelights to the Peter Pan story is the old Trolley Barn that was built in 1897 when the Springfield Street Railway changed over from horse cars to electric trolley cars. Peter Pan bought the building in 1958, at a time when its fleet consisted of 27 buses and it had outgrown its previous facility.

For many years the building was used as both a bus garage and as a corporate office. Eventually, Peter Pan outgrew the building because of ongoing expansion and was forced to move to larger facilities (hence, the new terminal constructed in 1969). In 1980-82 the Trolley Barn was renovated. It was then turned over to a new Peter Pan affiliate, Coach Builders, Inc., a company that specialized in rebuilding and refurbishing buses.

At one time or another, the Picknelly family has been involved in several other bus operations. Travel Time operated school bus service in the Springfield area and eventually grew to own 600 buses and transported 17,000 students daily. U.S. Bus was a coach operation in Washington, D.C. in the late 1970s and early 1980s. Peter L. Picknelly was also involved with Sunshine Bus Lines in Florida and VIP Coach Line in Atlantic City.

During these years, there were several investments, diversifying beyond intercity motorcoach operations. One of the more interesting is Camfour, one of the largest firearms distributors in the country with office locations in Massachusetts and Texas, which is owned by Peter A. Picknelly. In addition, another acquisition is Belt Technologies, a leading manufacturer of metal belts used in high-tech machinery. Through Peter L. Picknelly, in the 1970s and 1980s, the family also became involved with insurance as well as bus leasing through a company called Eastern Leasing. In addition, they acquired, constructed and operated hotels in western Massachusetts.

While there have been several investments in real estate, the most noteworthy was the 1993 acquisition of Monarch Place in downtown Springfield by Peter L. Picknelly. Built in 1986 at a cost of $110 million, Monarch Place is a 25-story office tower with a 324-room Sheraton hotel, and as of this writing, is the tallest free-standing building between Boston, Massachusetts and Albany, New York. It became a major factor in the renaissance of downtown Springfield. An interesting piece of trivia is that Monarch Place is located on the site that was used for the very first Springfield service operated by Peter Pan Bus Lines between Springfield and Boston when Peter C. Picknelly purchased the company in 1933. At the time, Peter L. quipped that he “hadn’t really gotten very far in business – just four blocks down the street and 25 stories up from where he started.”

Peter L. Picknelly coined the phrase “The People Professionals,” which was later incorporated into a campaign that in 1987 received a first-place award from the Travel Industry Association of America. Peter Pan has won this award twice and is the only bus line to have done so.

In addition to having an excellent reputation as an astute businessman, he was extremely active in local affairs and invested heavily in his local community, primarily benefiting the youth in his area. It is inter-
esting that, at his 70th birthday celebration, when the family asked Peter L. to look back and name what he considered to be his major accomplishments, the first two items he mentioned were serving in the Army during the Korean War and becoming the youngest counselor and voted “Best Counselor” by his peers at the Boy’s Club summer camp when he was only 15½.

Peter L. Picknelly unexpectedly passed away on October 4, 2004 while on a vacation trip to Portugal. Long acknowledged as an industry leader, Peter L. had been honored over the years with countless appointments, directorships and chairmanships in transportation. He served as a director of the American Bus Association and president for the New England Bus Association. In addition, he was active in and supported numerous civic and charitable organizations in the Springfield area. He was past president of the Springfield Chamber of Commerce, the Springfield Convention and Visitor’s Bureau and the Springfield Boy’s Club, to name a few. Posthumously, he was honored with the American Bus Association’s 2007 Lifetime Achievement Award “for his outstanding contributions and dedication to the industry, company and community.” A memorial scholarship was established by ABA to benefit the college-bound children of employees within our industry to further their education, in keeping with Peter L.’s philosophy of giving back to the youth in our society.

### Peter A. Picknelly and Expansion

Remembering his own early involvement with the bus company, Peter L. began moving his own son, Peter A., into the business at an early date. On his 21st birthday in 1980, Peter A. was named vice president of Peter Pan Bus Lines. He then became president in 1984 at 25 years old when his grandmother, Jennie, who had served as chairman and CEO since 1964, passed away. In 1991, Peter A. became president and CEO when his father, Peter L., assumed the title of chairman.

To his credit, Peter L. Picknelly moved his office to Monarch Place after its acquisition. This left Peter A. to run bus operations while Peter L. concentrated on other family businesses and diversification into real estate construction and development. Peter A. made a name for himself in scheduled service expansion at Peter Pan. By 1988, the company was already operating 134 coaches. Since that time, Peter A. has expanded the company throughout much of New England and it has grown in size to more than 300 coaches.

The company’s first major expansion came in 1985 when it acquired the assets and route authority of Trailways of New England. This acquisition brought Peter Pan from its traditional New England routes into New York City for the first time, doubling the number of cities served as well as the number of employees. With this new service the company also acquired Chestnut Hill Bus Lines and established its first Connecticut division and garage location in Milford, Connecticut. New York City soon became a major center for Peter Pan regular route operations.

Shown here is a Peter Pan PD4106. Note the white wall tires. In common with many other major bus operations, Peter Pan ran both PD4104 and PD4106 GM coaches.

Peter Pan purchased its last new GM coach in 1973 and began buying MCI coaches in 1974. Here is one of the first MC-8 coaches that joined the Peter Pan fleet.

The old Trolley Barn in Springfield served as the Peter Pan garage and office for years. It was later turned over to Coach Builders Inc. and used for doing bus work.

The new Springfield Bus Terminal at 1776 Main Street opened in 1969. In addition to a terminal for scheduled service it also became the corporate office of the company.
A second major expansion came in 1992 when Peter Pan Bus Lines acquired a terminal in Washington, D.C. and began operating scheduled service to New York City. What resulted was a major fare war between Peter Pan and Greyhound that brought the one-way Washington-New York fare down to $5. Peter Pan was eventually successful in expanding service to other major cities including Baltimore and Philadelphia.

In 1998, 82 percent of Peter Pan’s revenue came from scheduled service, 13 percent came from charters and tours while the last five percent came from other sources. Even today, scheduled service continues to account for approximately three-fourths of all Peter Pan operations.

Peter Pan’s third major expansion came about in conjunction with Coach USA, a subsidiary of Stagecoach Holdings in Great Britain. Coach USA had acquired several bus operations in the New England area in 1998 and 1999. In early 2003, it was announced that Peter Pan had reached an agreement with Coach USA to purchase five of these affiliates. Companies included were Bonanza Bus Lines and Pawtuxet Valley Lines, both based in Rhode Island. Arrow Lines was based in East Hartford, Milford and Waterford, Connecticut. Coach USA Boston was based in Boston, while Maine Line was located in Portland, Maine.

This acquisition became official in June of 2003 and effectively doubled the size of Peter Pan Bus Lines. It added approximately 175 buses to the fleet and effectively doubled the size of the work force from approximately 750 to 1,500. In early 2004, Peter Pan sold the Maine Line operation in Portland to another local operator.

In more recent years, Peter Pan Bus Lines has partnered with Greyhound in different new scheduled bus operations. Peter Pan and Greyhound jointly launched the new BoltBus service on March 27, 2008. Operating from New York City to various major northeast cities, BoltBus is a high quality operation in the “curbside carrier” genre. Although offering fares as low as one dollar (Bolt for a Buck), BoltBus offers unmatched amenities including Wi-Fi and power outlets.

Another innovative idea was Northeast Express that operates express service between specific city pairs. Tickets are offered on the Greyhound Web site. The latest Peter Pan-Greyhound joint venture is called YO! Bus. It operates from New York City’s Chinatown to Philadelphia’s Greyhound Terminal. Operations began on December 18, 2012. Eight round trips are operated daily, shared equally by Peter Pan and Greyhound.

In what was obviously a landmark decision, on May 15, 2012, Brian R. Stefano was appointed as the new president and chief financial officer of Peter Pan Bus Lines. Stefano will oversee the day-to-day operations of Peter Pan Bus Lines and affiliated bus services and facilities. Stefano is an alumnus of Western New England College, an accounting major, and earned a degree in Business Administration. He originally joined Peter Pan 23 years earlier as controller.

This marks a radical change for Peter Pan Bus Lines as it is the first time since the founding of the company that someone other than a Picknelly is at the helm. With Stefano’s appointment, Peter A. Picknelly assumed the title of chairman and chief executive officer, a position that remained vacant since the passing of his father in 2004. While Peter A. will remain involved with the bus company, this will allow him to spend more time with Camfour and Belts Technologies. In addition, Picknelly plans to further the advancement of OPAL,
the real estate development arm of his business, with particular emphasis on projects benefiting the revitalization of Springfield.

**Bus Bash Events**

A total of four different Bus Bash events were either hosted or co-hosted by Peter Pan Bus Lines and affiliates. Your editor thoroughly enjoyed working with Peter L. Picknelly on these events. While he was an outstanding businessman, it was obvious that he went out of his way for buses and bus people. Until today, this list of four Bus Bash events stands as the all-time record for one sponsor.

The fourth Bus Bash was held in May of 1982 at the U.S. Bus facility in Tuxedo, Maryland just outside of Washington, D.C. Peter Pan Bus Lines hosted the 14th Bus Bash in Springfield, Massachusetts in 1987. In 1996, Peter Pan Bus Lines joined with Gold Line to host a Bus Bash in Tuxedo, Maryland that included a tour of Washington, D.C. May of 2001 saw Peter Pan Bus Lines host a Bus Bash in its home town of Springfield, Massachusetts. This included a look at some of the first J4500 coaches in regular service and a ride on the new *Tinker Belle* boat.

I think it is appropriate to mention that over the years, Peter L. Picknelly was responsible for preserving and restoring some historical vehicles that were displayed at Bus Bashes and other community events. Noteworthy was a historical Buick that carried the early company paint scheme and represented the fleet when the company was founded in 1933. Next came a 1949 GM PD2903 that was beautifully restored and carried the post-war black and white paint scheme of Peter Pan Bus Lines. More recently, Coach Builders restored a 1939 GM Futurliner that was originally used for a mobile GM show in that era.

**The Peter Pan Fleet**

Peter Pan Bus Lines has operated a wide range of equipment over its 80-year history. The original fleet of 1933 consisted of two 1930 Buicks, one 1929 Packard and one 1929 Pierce Arrow, all seven-passenger limousines. Chevrolets that were stretched by Fitzjohn to seat 11 passengers were soon added to expand the fleet. They operated more economically than the original fleet. As the number of passengers increased, the company switched to buying smaller Becks until about 1940.

While the War years brought an increasing number of passengers, the number of new buses available was reduced because of the War effort. As a result, Peter Pan Bus Lines expanded their fleet wherever they could find buses. Buses added to the fleet at this time included three gas-powered Yellow Coaches, a pair of Fitzjohns, three Becks, two Aerocoaches and a ubiquitous Ford Transit that presumably only saw local service.

The company’s first diesel-powered bus was a GM PDA3702 acquired in 1944. Records indicated that the company had grown to operate approximately 13 vehicles at this time.

This resulted in a rather diverse fleet in the mid-1940s and earned Peter Pan Bus Lines the sobriquet “Pots and Pans” from detractors, particularly Trailways and Greyhound drivers. When normalcy returned in the post-war years and buses became available again, Peter Pan began moving to a more standardized fleet. With very few exceptions, the company purchased GM coaches almost exclusively for the next 25 years. In common with most major bus operators, the Peter Pan fleet included the PD4103, PD4104 and PD4106 models.

At about the mid-century mark in 1950, Peter Pan Bus Lines began outfitting its
buses with white wall tires, a rather unusual procedure for bus operators. As a result, Peter Pan became known as the company “with the white wall tire fleet.” In 1958, the company celebrated its 25th anniversary. Two Flxible Starliners were purchased in 1958 and became the only Flxibles purchased new by the company. By that time the fleet had grown to 27 coaches.

Peter Pan continued to rely on GM coaches for several more years. Typically, the company placed orders once each year for at least three to five coaches. The first of the PD4107 coaches arrived in 1966. Peter Pan moved up to 40-foot coaches when the PD4903 became available in 1968. From there, the company embraced the PD4905 and P8M4905A models until 1973.

MCI coaches began showing up in the United States in serious numbers in the mid-1960s. They first appeared in Greyhound’s fleet but soon were seen in the fleets of other operators. MCI introduced their MC-7 model in 1968 and numerous operators purchased the MC-7 to move up to the 40-foot length. Watching these developments, Peter Pan made a similar decision as many other bus operators and began to look at switching from GM to MCI coaches.

In 1974, Peter Pan purchased its first MCI coaches, a pair of the new MC-8 model coaches. The staff at Peter Pan was pleased with them and additional MCI coaches were soon added to the fleet. Today Peter Pan continues to be an MCI customer and they dominate the Peter Pan fleet. Peter Pan has also been the first customer for new MCI models on occasion.

In 1977, Peter Pan introduced its first billboard bus, which had some of its exterior covered with special lettering and graphics. This first billboard bus was a 1975 MC-8 that advertised Canadian tourism destinations. Subsequent billboard buses took advantage of improved graphics and promoted various areas, celebrated a company anniversary, or highlighted the Peter Pan storybook characters. Many were both colorful and eye-catching.

In 1978, Peter Pan put the first wheelchair-assisted coach in service. This was a 1975 MC-8 that was equipped with a wheelchair lift by the Peter Pan staff. The company celebrated its 50th anniversary in 1983. By that time the fleet had grown to 65 coaches.

In recent years, Peter Pan has continued to buy regular orders of MCI coaches. In
some cases, Peter Pan was the first company to order a new model. After the MC-8 model, Peter Pan purchased the MC-9, 96A3, 102A3 and 102B3 models. In 1993, Peter Pan became one of the first operators to purchase the new 45-foot 102DL3 model. Purchases of the 102DL3 model continued for the next eight years when it made up the majority of the Peter Pan fleet.

The Peter Pan fleet sometimes included more than buses. A 49-seat sightseeing riverboat appropriately named *Tinker Belle* was launched in 1997. It offered cruises on the Connecticut River from Springfield’s Riverfront Park. What may have been the most unusual vehicles in the fleet came in 1998 when Peter Pan introduced its Pirate Ship land and water tours. Passengers rode in British Stalwart amphibious vehicles.

In 2001, Peter Pan Bus Lines took delivery of the first new MCI J4500 models and then continued to purchase more of this same model on a regular basis. When MCI introduced the newly improved J4500 for 2013, Peter Pan Bus Lines again was the first company in line to take delivery of these coaches.

**Peter Pan Today**

In spite of the changes and improvements over the years, Peter Pan Bus Lines continues to be a prominent and respected member of the bus industry and a leader in scheduled service in the Northeast states. Peter Pan Bus Lines employs more than 700 people and transports more than four million passengers annually. The company generates 18,000,000 travel miles each year, the equivalent of approximately 725 times around the world.

Peter Pan now has four drivers who have achieved more than three million accident-free miles over 36 years of safe driving. Along with Edward Hope and
retiree Robert Guistimbelli, two of these gentlemen, Everett and Joseph Anderson, are brothers. Peter Pan has consistently been awarded the highest safety ratings of the US Department of Defense and the US Department of Transportation, and now has achieved the highest safety rating from the Transportation Safety Exchange, which is the ultimate safety standard for motorcoach operators wishing to transport NCAA teams.

Peter Pan Bus Lines and the Picknelly family have been very supportive of their native Springfield, Massachusetts. Each of the Peter Pan management generations has served with civic groups including the Springfield Chamber of Commerce and they have supported numerous charitable organizations. Particularly noteworthy is the fact that the company and the family have been active in investing in Springfield and revitalizing the downtown area. Current major projects in the works include the Holyoke Multimodal Transportation Center and Peter L. Picknelly Literacy Center, the first facility of its kind, housing intercity and local bus transportation, as well as a HEADStart Learning and Day Care Center and Adult Basic Education programs, in conjunction with a local community college. There is also work underway to revitalize Springfield’s Union Station, which will eventually serve all train, intercity motorcoach and transit buses, along with taxi service in the City of Springfield.

Now, as always throughout Peter Pan’s rich 80-year history, it appears that, just like the young boy that is its symbol, Peter Pan will continue to foster fresh ideas, remain young in spirit, as well as an innovative leader in the intercity motorcoach industry for many more years to come.

Although now several years old, this interesting photo provides an interesting review of Peter Pan vehicles over the years. From right to left we see the Peter Pan Buick followed by the GM PD2903, a GM PD4103, an MCI “D” model and an MCI J4500. The astute observer will note Monarch Place peeking through the trees in the background.