Two Amtrak trains, the James Whitcomb Riley and the Floridian, continue to be rerouted through the state of Indiana. Their rerouting was necessitated by Federal Railroad Administrator John W. Ingram's termination, effective August 2 at 8:00 a.m., of all passenger and freight services on Penn Central Railroad track between Chicago IL and Jeffersonville IN.

The track specified had failed to meet Federal Railroad Administration minimum safety standards which call for a top speed of 10 miles per hour. In his Emergency Order terminating passenger and freight operations, Ingram said that "the segments of substandard track are in an unsafe condition and thereby create an emergency situation involving a hazard of death or injury."

Without waiting for the official deadline, Amtrak suspended all train operations over the Indiana track on August 1.

Louisville & Nashville (L&N) complied with Amtrak’s immediate request to reroute the Floridian over L&N’s Evansville-Terra Haute-Chicago tracks. Bus service to and from Nashville is being provided for Logansport, Indianapolis and Louisville passengers.

Chesapeake & Ohio Railroad (C&O) is operating the James Whitcomb Riley over its Cincinnati-Muncie-Chicago tracks. During the rerouting, alternate bus service has been arranged for Indianapolis and LaFayette passengers.

This is the second rerouting of the James Whitcomb Riley due to deteriorated track conditions. Last October 16, FRA ruled that the train's original Cincinnati-Indianapolis-LaFayette-Kankakee-Chicago route failed to meet minimum safety standards. Subsequently the Riley was rerouted onto the Penn Central track through Logansport which was in turn declared unsafe August 2. Ironically, this latest

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Clerk Receives Special Thanks

Kathy Clark has received quite a few “thank you” telephone calls and letters from grateful passengers in her fifteen months as a Ticket Accounting Clerk. However, one passenger for whom Kathy obtained a ticket refund recently decided to show his appreciation in a more dramatic fashion.

On July 31, a large bouquet of red and white carnations was delivered to Kathy at her desk in Amtrak headquarters, Washington DC. The card read “from your grateful passenger in Tucson, William B. Franklin.”

Kathy remembers Mr. Franklin because it took several telephone calls to straighten out the small error on his refund application form which had prevented him from receiving his check. Ironically, it is technicalities like that—minor mistakes in spelling or a wrong address on the Form 38 refund application—which cause most refund problems, Kathy said.

Kathy and fourteen other employees of Revenue Accounting’s Redemption section handle all standard Amtrak ticket refunds. This year, Marvin Liebow, Redemption Supervisor, estimates that they will process over 100,000 refunds. He hopes to achieve a 10-day refund “turnaround schedule” by September.

“People don’t realize how personalized the refund process is,” A. H. Revermann, Redemption Supervisor said. Accounting Clerks like Kathy Clark handle each passenger’s refund from the initial refund request to a personal letter if required.

Kathy enjoys the public contact and chance to help people solve their problems. “Sometimes large amounts of money are involved,” she said, “and to many people even $50 is a great deal of money.”

Kathy has a second Amtrak career. She manages the newly formed Amtrak softball team which has a fifteen to two record. One of the two defeats was to AutoTrain but Kathy is confident about the outcome of an upcoming rematch.

Penn Central Forms NE Corridor Region

The Penn Central (PC) has established a Northeast Corridor Region to operate passenger service in the Washington-Boston corridor, and on commuter lines in the Philadelphia, North Jersey, Boston and Baltimore-Washington areas.

Albert M. Schofield, Senior Vice-President—Operations, said the new region also controls all freight train operations on the main lines and branches over which passenger trains operate.

“The Northeast Corridor Region, headquartered at Philadelphia, is passenger oriented. . . . It was set up to improve our service and train performance, both for Amtrak and the commuter agencies for which we operate suburban lines,” said Schofield.

“The region operates the Metroliners and standard trains between New York, Philadelphia and Washington, trains between Philadelphia and Harrisburg, and New Haven and Boston over the shore line,” he said. “The line between New York City and New Haven continues to be operated under the PC Metropolitan Region, providing the link for New York-Boston intercity shore line trains.”

Jay M. Gilmore has been appointed general manager of the Northeast Corridor Region.
Amtrak Experiences Ridership Increases

Even before the peak of summertime travel was on us, Amtrak experienced a gain of 32% over-all ridership from January to June 1974. This 32% meant an increase of more than 2,000,000 riders for a six month total of more than 9,000,000. This was a healthy increase and portends a strong summer.

Amtrak NEWS discussed this with John Lombardi, Director of Marketing Planning and Peter Montague, Manager, Market Research and asked, "Where has this growth been coming from?"

Interestingly the gross increase comes from cities and towns of all sizes; but the highest percentage increases are from small towns on long-haul routes. In June alone, 179,537 passengers passed through Chicago. This was an increase of 25,028 over traffic in May. At the same time, traffic in Charleston WV increased 42% from 627 to 892; and Butte MT was up 72% from 898 to 1,549 (see box).

Lombardi's answer was, "These significant increases in traffic in small towns underscore the distinct advantage of rail travel. The same train which provides service from Chicago to Los Angeles fulfills a most important function for passengers who want to travel locally from Fort Madison to Albuquerque, Kansas City to San Bernardino or from Joliet to Flagstaff. These long-haul trains are most important for their service to and from intermediate points."

A comparison of June 1974 figures with May figures proves the point. Percentage gains do not tell the story in terms of numbers but they do show how appreciably ridership has risen in some places which might otherwise go unnoticed. As a national rail passenger system with national goals, Amtrak is as proud of its ridership increases in these outlying districts as it is of gains in the larger cities. The "corridor" between Cheyenne and Ogden is just as important a corridor to the people who live in those cities, and those in between, as the corridor between New York and Washington. And although the Zephyr travels each way but once a day, it is the link which joins them all.

In Amtrak's larger city terminals, percentage gains are more modest but actual volume increases are significant. The fifteen busiest terminals in the Continued on page 6, col. 1

May-June Ridership Increases

Alabama: Birmingham, 39%
Arizona: Kingman, 37.3%; Flagstaff, 27%
Arkansas: Texarkana, 62%
California: Pomona (ATSF only), 38.1%
                     San Juan Capistrano, 101% (new stop effective May 19);  San Francisco, 26%
Colorado: Denver, 41.6%; Trinidad, 42%
Florida: Deerfield Beach, 31.4%; Ocala, 35.6%;  Waldo, 32%;  Wildwood, 69%; Winter Haven, 38%
Georgia: Thomasville, 70%; Valdosta, 28%
Idaho: Sandpoint, 54%
Illinois: Warren, 322% (Scout movement)
Indiana: Gary, 40%
Iowa: Ft. Madison, 34.6%; Osceola, 25.4%
Kentucky: Ashland, 25%; Fulton, 34%
Louisiana: Hammond, 42.8%
Maryland: Beltway Station, 27.9%
Minnesota: Detroit Lakes, 114%; Morris, 27.5%; St. Cloud, 75%; Staples, 74%
Mississippi: Brookhaven, 33.4%; Canton, 74.1%; Grenada, 25.5%; Jackson, 32.9%; Duran, 28%
Montana: Belton, 600% (highly seasonal traffic to Glacier National Park); Billings, 43.3%; Butte, 72%; Forsyth, 121%; Glendive, 44.5%; Libby, 30.8%; Livingston, 56.8%; Miles City, 87.1%; Missoula, 58.3%; Paradise, 61%; Whitefish, 49%
North Dakota: Bismarck, 89.9%; Devils Lake, 25%; Dickinson, 80%; Jamestown, 133%; Mandan, 55.7%
Ohio: Canton, 42.7%; Columbus, 33.2%; Crestline, 35.9%; Dayton, 39%
Pennsylvania: Pittsburgh, 33.2%
South Carolina: Yemassee, 31%
Tennessee: Nashville, 30.4%
Texas: Brenham, 30%; Ft. Worth, 33%; Houston (Union Station only), 25.8%; Longview, 25%
Utah: Ogden, 40%
Vermont: White River Junction, 47%
Virginia: Charlottesville, 25.9%; Newport News, 47.3%; Williamsburg, 34%
Washington: Ephrata, 71.7%; Seattle, 30%; Spokane, 93%; Wenatchee, 83%
West Virginia: Charleston, 42.2%; Hinton, 45.3%; Huntington, 26.3%; Prince, 68%
Wisconsin: Wisconsin Dells, 78%
Wyoming: Rock Springs, 76%
George Cleland, DSM

Selling Amtrak in New England

George Cleland, New England District Sales Manager.

According to Director of Sales Roger Brown, a District Sales Manager (DSM) is only as good as his knowledge of his territory. On that basis, New England District Sales Manager George Cleland must be ranked among Amtrak’s most effective DSMs.

Cleland is a native of Vermont but as he describes it, “I came south to school at the University of Boston and never left.” A long-time transportation enthusiast, Cleland’s first position was with United Airlines. Subsequently, he joined his alma mater, Boston University, as its Director of Development. Cleland became Amtrak’s first Boston employee on January 1, 1972. He moved into the Back Bay area, close to Back Bay station, and set up his District Sales Office in a modern “penthouse” shared with Air France. When Cleland began to build a sales staff, he chose individuals with solid backgrounds in airline or railroad sales.

Cleland’s involvement with Boston U. and the Boston community continues. He is Vice President of the College of Management’s Alumni Association, an advisory board to the dean. In this capacity, he is building a student scholarship and recruitment fund from contributions from business and industry. He has helped increase enrollment for next fall 20%, despite predictions of a downward nationwide enrollment trend.

Recently, George Cleland was appointed to the National Alumni Council, advisory board to the President of Boston University.

“T’ll take any opportunity to sell Amtrak before a group.” George Cleland said, indicating a pile of letters from various fraternal and business organizations. As one of Amtrak’s sixteen District Sales Managers (DSM), it is Cleland’s responsibility to convince large numbers of people in his New England territory to ride Amtrak trains. Cleland feels that New England has “one of the largest growth potentials of any corridor in the country.” Stretching from Connecticut to Vermont and from Montreal to Toronto and the Maritimes, his district is home to more than 16 million people.

How does a DSM capitalize on this massive potential market for train service? When Cleland joined Amtrak on January 1, 1972 as New England District Sales Manager and Amtrak’s first employee in Boston he “concentrated on doing as much as possible as rapidly as possible.” That meant focusing on travel agencies.

“Travel agencies are the key,” Cleland said, “because their strategic locations are easily accessible to the traveling public, particularly suburbanites.” He sees all modes of public transportation becoming increasingly dependent upon travel agencies as “people can’t or won’t come into the city to pick up their tickets.”

Since Cleland joined Amtrak the number of New England travel agencies with Amtrak ticket stock has soared to 500. Now Cleland is convincing them to actively promote train travel through their own displays and ad campaigns. “It’s a case of directing their energies,” Cleland said. “I advise them to consistently run small ads announcing that they have Amtrak ticket stock and are available to sell a full line of rail tours.”

During the first half of calendar 1974, New England district sales were up about 35% over the same period in 1973. Cleland attributes this surge in sales to the energy crisis plus “a lot of hard work” from his six-man staff.

Salesmen Bob Webber and Bill Thomas share Cleland’s Back Bay office. They are responsible for generating multiple sales in the greater Boston area. Based in Rhode Island, Salesman Norris Abbott serves southern Massachusetts and eastern Connecticut. Manager of Sales Ernie Bendena and Salesman Tim Salvesen work out of Hartford. Their territory includes southern Massachusetts, Vermont and eastern Connecticut. Manager of Sales Jim Laberge’s Montreal territory extends to Toronto and the Maritimes.

Cleland insists that every member of his staff accept invitations to speak before fraternal and business organizations. He is particularly enthusiastic about the reach of television talk shows. “It’s amazing how you can get your message across; do a complete selling job and still answer questions,” he said. One local Boston television news-caster periodically asks Cleland to come on her show five or ten minutes at noon to report to his audience on the progress Amtrak is making. Jim Laberge was a guest recently on a Montreal public, particularly dependent upon travel agencies as “people can’t or won’t come into the city to pick up their tickets.”

Cleland usually begins each day with correspondence to be answered. “We’re trying to get more schedules and beef up what we have,” Cleland said. “Europeans will be arriving at Logan Field and they’ll need more through service— if possible to Richmond for Williamsburg.”

District Sales Manager George Cleland insists that every member of his sales staff has adequate back-up and that his sales staff has adequate back-up and that his

The modern building in the photo above houses Amtrak’s New England District Sales Office. The historic neighbors are Old South Church (above) and Trinity Church (below), as seen from the “penthouse” Amtrak shares with Air France.
RIDERSHIP—continued from page 3

Amtrak system in terms of passenger ON/OFF volume are: New York (Penn Station); Philadelphia (30th Street Station); Washington DC; Trenton NJ; Chicago; Newark NJ; Baltimore; Boston (South Station); Los Angeles; New Haven; Wilmington DE; New York (Grand Central Station); Seattle; Harrisburg and Milwaukee.

Any evaluation of ridership must always take into consideration the fact that these appreciable gains are being made with the same amount of equipment which was on the tracks last year (actually there has been a small increase due to 1973 old car purchases). This means that we are working against a ceiling which is more or less stable. To a degree then, ridership gains do not accurately reflect the traveling public’s acceptance of rail passenger travel. If more cars and more trains were available, especially at peak travel times, there would be greater increases in total ridership.

The other factor which impacts greatly on ridership is the condition of the track to the extent that it affects appreciably Amtrak’s ability to operate on time and to do so safely, comfortably and at reasonable speeds. Any evaluation of Amtrak’s success or failure on the basis of ridership data alone should recognize the significance of these important factors which influence the impact of Amtrak’s acceptance by the traveling public.

New Florida Town Takes Shape

A “new town” is being built from scratch in Florida named Poinciana, and Amtrak is a big part of it.

Located between Orlando and Lake-

land on Amtrak’s Jacksonville-St. Petersburg line, Poinciana will become a stop on the Floridian and Champion effective September 15.

The new stop is in the midst of recreation and tourist attractions.

Harold L. Graham, Vice President—Marketing, said, “Poinciana is only thirteen miles from Walt Disney World. There’s no other stop that’s closer. Use of the new station by passengers bound for Disney World will help relieve some congestion at Orlando, Amtrak’s most popular station in Florida.”

“The new development has motel and auto rental facilities available, and will become a Week-of-Wheels city,” added Graham.

Poinciana will also ease passenger access to Cypress Gardens (20 miles away), Circus World (12), Busch Gardens (62), Sea World (20) and Kennedy Space Center (66). All mileages are road miles from Amtrak’s terminal to the entrance of the attraction.

A special Florida map is under development by Amtrak so passengers can easily orient themselves upon arrival in Poinciana.

Construction is underway at the 26-acre site for the new facility, under the direction of Bill Jackson, Project Manager; and Herb Longhelt, Chief Engineer. A parking lot and lighting have been completed while installation of spur line tracks and the 1,645-square-foot modular terminal is in progress.

“We will have it ready by September 15. All the lights are green right now,’’ said Jim Williams, project engineer responsible for construction of the Poinciana terminal.

In establishing the new station, Amtrak has received cooperation from the Kissimmee Chamber of Commerce, the Florida Dept. of Transportation and GAC Properties, the developer of Poinciana.

“I’m convinced the new station will be highly successful and will be a great thing for this area,’’ said Don Louser, Vice President of Central Florida Operations for GAC Properties.

The enthusiasm of Amtrak planners indicates that the new station will be a great thing for Amtrak, too.

New Bank Saves Money for Amtrak

Amtrak has changed its method of borrowing money to finance capital improvements, and in the process will save $10 million in interest costs during Fiscal Year 1975.

Don R. Brazier, Amtrak Treasurer, said the revised method of borrowing began when a new bank was opened by the Federal Government—the Federal Financing Bank (FFB).

By arranging loans through the FFB, instead of private banks, Amtrak saves on interest charges. The total interest charge at FFB is about eight percent versus the approximate 14 percent Amtrak has been paying to private banks.

By the end of July, Amtrak borrowed $161 million from the bank under its loan guarantee authority. The money is used to finance the acquisition and rebuilding of locomotives and rail cars, facility construction and renovation and right of way improvements.

The FFB, a part of the Treasury Dept., was established by Congress late last year to finance agencies and other organizations with government-backed debt. It has been in an organization phase over the past six months and only recently has it indicated it was prepared to make loans.

“When the bank was ready, Jim Roll, Manager—Cash and Banking, and

Continued on page 8, col. 1
Two New & One "Expanded" Amtrak Stations Planned

Houston

All Amtrak passenger trains into Houston have begun using one station. Both the Lone Star and the Sunset Limited now share the modern Southern Pacific station at 902 Washington St.

To accommodate additional passengers, the SP station will be expanded to include a new ticket counter, and enlarged passenger lounge and baggage room.

Austin W. Dunning, Amtrak's District Service Supervisor, said, "I'm happy to see the consolidation take place because it makes things easier for passengers. It's a convenience in every respect.

"One problem we used to have is that people would go to the wrong station. That's now been solved. And this eliminates the cross-town trek for passengers transferring between trains," said Dunning.

Another benefit is that patrons no longer must pay to park, which was the case at Union Station, since it is free at the SP station.

As part of the consolidation, Amtrak has taken over maintenance personnel—19 in all—at the SP station. They will perform maintenance functions on both trains.

Catlettsburg

Construction will begin this fall on a new rail passenger station to serve the Ashland, Ky., Kenova and Huntington, W.Va., areas.

The new station will be located just four miles east of Ashland and three miles west of Kenova, in Catlettsburg, Ky.

The new site is more attractive and easily accessible to passengers than the present station in downtown Ashland. The suburban location will also permit trains to bypass downtown Ashland, thus avoiding many grade crossings on the current approach to the Ashland station.

The Chessie System is designing and building the station to Amtrak's requirements. It will be smaller and more economical to operate than the Ashland station. Construction costs will be shared by Amtrak and the Chessie System.

The Catlettsburg Station will serve Amtrak's Washington-Chicago train, the James Whitcomb Riley, as well as the new Norfolk-Cincinnati experimental train when it begins.

Richmond

Amtrak has asked contractors for bids to construct a new Richmond, Va. rail passenger station. Construction is expected to begin in September.

The new facility will be located on a 4.2 acre site recently purchased by Amtrak in the Greendale section of Richmond, off Staples Mill Road, approximately three miles north of the Broad Street Station which is now used by Amtrak.

Plans include a ticket office, a modern passenger lounge, personnel offices, baggage and train crew facilities, a parking lot, new platforms with passenger canopy and new trackage.

The Broad Street Station will be retained by the State of Virginia as an office building and historic landmark.

Passenger Admires Employee Integrity

Roger Samson, Coach Cleaner in Providence RI, has what he terms a "we care" attitude about Amtrak.

He demonstrated this attitude recently when he discovered two wallets while performing an inspection of the Turbotrain interior. Both wallets contained money, credit cards and important papers.

Samson immediately turned these wallets over to Edward Nazzewski, Supervisor of Plant Facilities, who in turn sent them to their respective owners in Boston and New York.

Mr. Ken Nicklar of New York, upon receipt of his wallet, thanked Samson in a letter by saying, "In these troubled times, we get a little cynical about honesty. It is people like you that help restore faith in human nature. I admire your integrity."

Samson, who is 20, was hired as a janitor one year ago and promoted to coach cleaner in December 1973 at the Field's Point Shop near Providence.
Nelson Crowther, Counsel, immediately initiated action within Amtrak and with the FFB and Dept. of Transportation to obtain loan authorization," said Brazier.

"As a result, we opened a $200 million line of credit with the FFB and paid off certain loans from private banks. Jim Roll and Nelson Crowther have done an outstanding job in negotiating and pushing this transaction to completion," concluded Brazier.

One of America's largest and most venerable publishers, best known in recent years for its highway maps and atlases, has just published its first complete book about America's rail passenger system, "Travel by Train."

The firm is Rand McNally & Co., which began business in 1856 as a publisher of railroad tickets. For many years its principal customers were the railroads. It also published railroad maps, brochures and "dime novels" which were sold on trains by "butchers" going car to car.

"Today a whole generation has grown to adulthood with almost no acquaintance with train travel—and what they have missed!" That quote is from the preface of the book, authored by veteran rail writer Edward J. Wojtas. And it's the premise of the book: That Americans need to be re-educated about rail travel.

Mr. Wojtas tells the story of the rise and fall of America's great rail passenger system—then of its regeneration under Amtrak. He begins with a primer and a glossary, explaining, for instance, differences between Metroliner and Turboliner, bedroom and roomette, conductor and passenger service representative.

He gives basics on how to make reservations and buy a ticket, about family fare plans and group travel, about how much luggage you can take and about pets as passengers or as baggage. Then he discusses all of the major Amtrak routes, often stop by stop. The illustrations include maps and many of his own pictures.

Canadian and Mexican and non-Amtrak services—even the short, sightseeing lines—are described. The 122-page paperback edition is on sale ($1.95) at bookstores throughout the country.