

## Reistrup:

**'We have the opportunity—  
Don't let problems stop us'**

Dear Amtrak Employees:

This is my first opportunity to address each of you, and I do so with pleasure. Since I started to work on March 1, I've spent my time taking a hard look at our company, our trains and our people. I'm reading mail from passengers, reviewing the operations of our various departments, looking at complaints, and piecing together an accurate picture of our status.

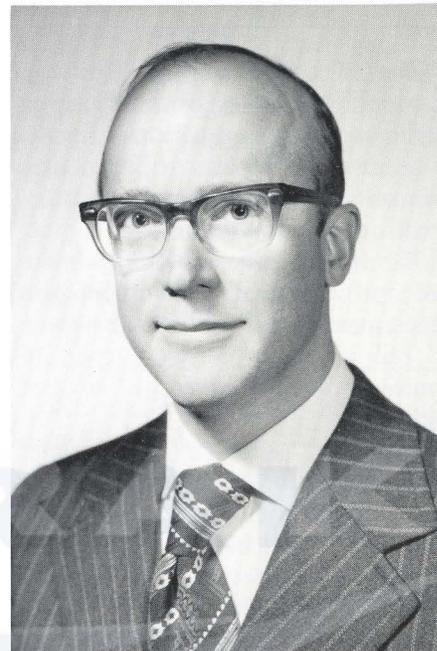
During the coming months, I want to personally survey our lines, and I want to meet our front-line people and know your very real day-to-day problems. I want to hear your suggestions. But I also want you to

know me and the way I intend to manage Amtrak.

First, I believe in teamwork and everyone fully and efficiently performing the job assigned. Our business and the public we serve deserve no less.

Secondly, I want our trains to be comfortable, on-time, clean and attended by courteous personnel. I want the public to appreciate our trains—their trains—and become regular customers.

By working for Amtrak, all of us have been presented with a very important responsibility. Quite frankly,  
*(continued, p. 8, col. 1)*



**Paul H. Reistrup**

## Beech Grove Purchase Gets Green Light

Amtrak has signed a three-way agreement with the Penn Central and seven shop craft labor unions clearing the way for Amtrak's purchase of Penn Central's big rail car overhaul and repair shop at Beech Grove, Indiana.

The agreement, signed on Feb. 24, has the effect of offering comparable jobs with Amtrak at Beech Grove to about 600 Penn Central employees now working on Amtrak equipment there. In Philadelphia recently a federal judge overseeing Penn Central bankruptcy proceedings approved Amtrak's offer to purchase the Beech Grove facility from the Penn Central for \$3.8 million. The labor agreement appears to have removed the last major impediment to the sale.

The Beech Grove shops occupy approximately 64 acres in Marion County about six miles southeast of Indianapolis. It is one of the largest facilities of its kind in the eastern United States and was the major passenger and freight car repair facility of the New York Central prior to the Penn Central merger.

Amtrak's Board of Directors has authorized substantial improvements of the Beech Grove plant to make it "the most modern and efficient passenger car overhaul facility in the United States." When planned

upgrading of the plant is complete, it will be able to handle heavy car overhaul, modernization and special repairs. In addition, much of the work of maintaining rail car components and subsystems will be centralized at Beech Grove along with the system-wide warehousing of parts and supplies. It is expected, also, that some new car research and development engineering will be done at Beech Grove.

The Indiana plant was chosen because of its central location, its potential for expansion and the existence of a local skilled labor force.

In recent years a principal effort at Beech Grove has been the overhaul  
*(continued on p. 8, col. 1)*

**New!  
Cincinnati-Norfolk Service  
Details on Pages 4 and 5**

# Plan Proposed for Bankrupt Rail Reorganization; High Speed Passenger Service

The United States Railway Association (USRA) has issued a Preliminary System Plan that presents a program to replace the bankrupt railroads of the Northeast and Midwest with a profitable railroad.

The Association, a federally financed and chartered corporation, also recommended the creation of a system of rail passenger corridors over 16 routes in the area served by bankrupt railroads.

The report, issued on Feb. 26, states that "with a proper expenditure of funds, a good management, more flexibility in pricing its services and relief from debilitating losses from unprofitable branch lines, that an economically sound Consolidated Rail Corporation (ConRail) can rise from the ashes of the bankrupt carriers.

## Consolidated Rail Corp.

ConRail is established by law to be the operating entity for the restructured rail system. It has been in-

corporated in Delaware and will have its headquarters in Philadelphia.

Critical to ConRail's success is the extensive rehabilitation for track and equipment. At 1973 expense levels, total rehabilitation for track facilities for the 15,000-mile ConRail system is estimated to be \$2.3 billion. However, the total rehabilitation effort is programmed to occur over a fourteen year period beginning in 1975 and inflation could increase that total to \$5 billion during that period.

## Three Eastern Railroads

The plan recommended that the present deteriorated and financially bankrupt northeastern rail system be restructured into three railroads: ConRail would operate largely over the Penn Central, and both the Chessie and Norfolk & Western railroads would have rights to acquire sections of other bankrupt lines to help competition.

At a news conference, USRA Chairman Arthur D. Lewis said that if

Chessie and N&W don't agree to the plan, the Association likely will create its own system to compete with ConRail. This system would be comprised primarily of the bankrupt Erie-Lackawanna lines.

## Corridor Passenger Service

As summed up in the plan, improved high-speed rail passenger service in the Northeast Corridor depends on upgrading track and equipment. The Association recommends that ConRail freight services be rerouted to separate most freight and passenger train operations between New York and Washington, D.C.

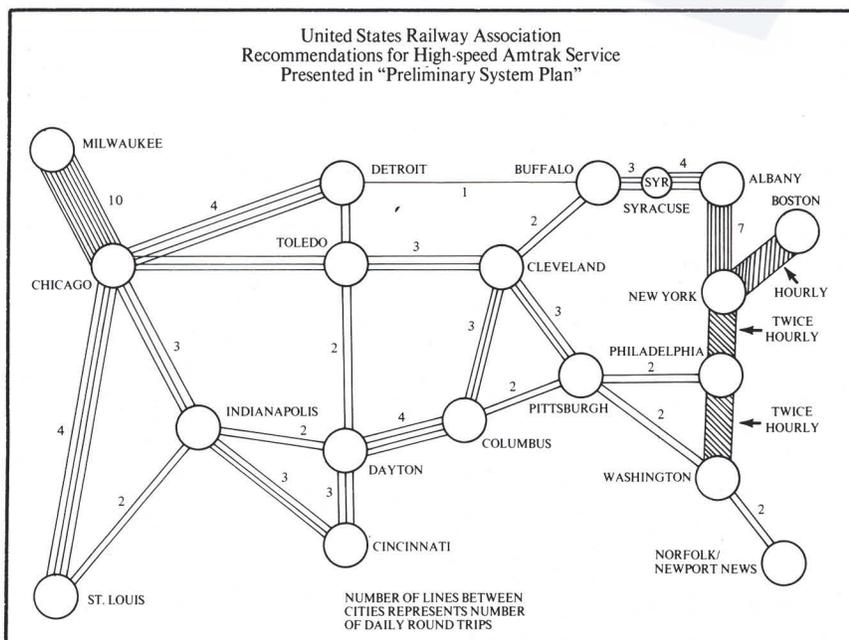
Local corridor freight service, under the plan, will continue to be provided by ConRail. Through Freight service now on the corridor would be transferred to a parallel route composed of segments of the Baltimore & Ohio, the Reading and the Lehigh Valley railroads.

This transfer could be achieved over the next few years with ConRail substantially upgrading trackage and capacity on the parallel freight route and Amtrak improving track and roadbed on the passenger route.

## Other High-Speed Routes

Aside from the Northeast Corridor, the Association identified 16 city pairs as candidates for new and improved high-speed corridor services by Amtrak.

The routes are New York-Buffalo via Albany, Chicago-Detroit, Cleveland-Chicago, Chicago-Cincinnati via Indianapolis, Chicago-St. Louis via Springfield, Chicago-Milwaukee, Philadelphia-Pittsburgh, Detroit-Cincinnati, Detroit-Buffalo, Pittsburgh-Indianapolis via Columbus, Washington-Pittsburgh via Cum-



(continued, p. 8, col. 1)

# Fast Action Saves Life Of Amtrak Employee

After 27 years with the railroad and almost a year with Amtrak, Joe Fouhey has had all kinds of experiences but never one like this.

One Friday afternoon in February, Joe Fouhey, Crew Shift Supervisor in Boston, was on his way to make a routine inspection of the Merchants Limited. As he walked down the platform, he could see a man lying on the platform several car lengths ahead of him. He could tell by the red jacket that the man was an Amtrak employee.

Fouhey ran back toward the station, stopped a passerby and asked him to call the stationmaster. Then Fouhey raced down the platform toward the man on the ground.

An Amtrak service attendant was lying face down on the platform. When Fouhey turned him over he discovered that the man was not breathing. Fouhey quickly began mouth to mouth resuscitation and external heart massage.

By the time the ambulance arrived, the attendant was breathing faintly.

He was rushed to the hospital and put in the intensive care unit where his condition was diagnosed as heart failure.

Fouhey has never had any training in emergency first aid. "But I have read a lot about it," he said. "I was glad I could help, but I hope I never have to do it again," he added.

The ambulance attendants said they have no doubts that Mr. Fouhey's quick actions saved the employee's life.

Meanwhile, the employee has been taken out of the intensive care unit and is steadily recuperating.

## Auditors at Work In Field Locations

A new program designed to strengthen Amtrak's cash controls began recently at ten regional locations.

Under the direction of Amtrak Treasurer Don Brazier and supervised by Roger Patelski, Manager-Internal Audit, the new program employs District Auditors who supervise the cash receipt function and the control and security of all cash at the following stations: Boston, New York (Penn Station), Philadelphia (30th St. Station), Washington, Jacksonville, Miami, Chicago, Seattle, Oakland and Los Angeles.

Each District Auditor is responsible for assuring that all cash from food and beverage sales is properly received and deposited. The trip revenue reports, submitted by on-board service personnel, are audited at the station and any errors are corrected before forwarding the reports to Revenue Accounting.

As the program progresses, the

District Auditors will also monitor and audit conductors' sales reports, examine commissary inventory records, and maintain surveillance of cash controls within the ticket offices.

"It's really a team effort," said Roger Patelski. "We're developing the program in coordination with the Operations, Procurement, On-Board Services, Ticketing, Revenue Accounting and Systems Departments; and I think all of us will benefit from the program."

One of the first duties of the District Auditors was to initiate the use of a revised trip revenue report. In addition to being easier for the service employee to complete, the form will strengthen controls of meal portions. For the first time, the amount of goods used will be directly related to the cash receipts.

On-the-spot auditing will also reduce the possibility of errors. Before the new program, there was often a time lag between the mailing of the report,

receipt in Revenue Accounting and notifying the employee of errors. It was difficult for the employee to go back and make corrections. Now the employee will be able to work directly with the auditor and send Revenue Accounting an accurate report.

"I'm encouraged by the support we are receiving from all of the Amtrak departments involved," said Patelski. "The close cooperation and understanding of each department's operations and problems are essential to the success of the program."

The District Auditors are not novices to Amtrak; all have had previous experience in the areas of sales, service, marketing or systems. Those assigned so far are: Raymond Lembo, New York; Jack Messick, Philadelphia; Walter Potack, Washington; Steve Takacs, Jacksonville; Burt Hawkinson, Miami; Merrill Bishop, Chicago; Bruce Burns, Seattle; Robert Grimes, Oakland; and David Christiansen, Los Angeles.

# Cincinnati-Norfolk Service to Start; Through Service From Chicago

THE MOUNTAINEER		
read down #55		read up #54
1:05 p	Lv. Norfolk (EDT)	Ar. 6:10 p
1:45 p	Suffolk	5:10 p
A 2:50 p	Petersburg	A 4:05 p
A 3:55 p	Nottoway County (Crewe)	A 3:05 p
4:30 p	Farmville	2:25 p
5:45 p	Lynchburg	1:15 p
A 6:10 p	Bedford	A 12:45 p
6:55 p	Ar. Roanoke	Lv. 12:10 p
7:10 p	Lv. Roanoke	Ar. 11:55 a
A 8:00 p	Christiansburg	A 10:55 a
A 8:55 p	Narrows	A 9:50 a
9:50 p	Ar. Bluefield	Lv. 9:00 a
10:00 p	Lv. Bluefield	Ar. 8:50 a
A 11:15 p	Welch	A 7:20 a
A 1:15 a	Williamson	A 5:30 a
3:35 a	Tri-State (Catlettsburg)	3:13 a
7:15 a	Ar. Cincinnati (EDT)	Lv. 11:32 p
7:40 a	Lv. Cincinnati (EDT)	Ar. 11:07 p
A 8:30 a	Richmond, Ind. (EST)	A 8:25 p
A 9:30 a	Muncie	A 7:25 p
A 11:05 p	Peru (EST)	A 6:00 p
2:42 p	Ar. Chicago (CDT)	Lv. 2:35 p

NOTE A—Stops only on signal to receive and discharge passengers. If possible, passengers should give advance notice to agent or conductor so necessary arrangements can be made. Tickets are not available at station. Tickets may be purchased from authorized Amtrak travel agent or train conductor (no penalty for cash fare on trains if no agent on duty). Assistance with baggage will be provided by on-train attendants.

Amtrak's new Cincinnati-Norfolk passenger service, named "The Mountaineer" will make its inaugural run on March 24 with the first revenue runs in each direction on March 25. The new train will be combined with the James Whitcomb Riley, operating on a revised schedule, to provide through service to and from Chicago.

The schedule permits connections in Petersburg, Va. to and from points on Amtrak's Silver Star, which serves Raleigh, Columbia, Savannah, Jacksonville, Orlando, Tampa, St. Petersburg, West Palm Beach, Ft. Lauderdale, Miami and smaller intermediate points.

This connection is available to passengers from all points along the new route. Two stations are used in Petersburg, however, and a transfer between stations is required.

The usual consist of the train will be five cars: two coaches, one diner-lounge, one sleeping car and one baggage-crew dorm car.

The Cincinnati-Norfolk route was designated as a two-year experimental addition to the Amtrak route system by the Secretary of the U.S. Department of Transportation in response to the Second Supplemental Appropriations Act of 1974.

The participating railroads include the Norfolk & Western Railway from Norfolk, Va. to a point west of Catlettsburg, Ky., and the Chessie System to Chicago.

# Advance Reservations Made Easy with ARTS System

Although Amtrak's new Automated Reservations and Ticketing System (ARTS) only stores space requests 180 days in advance, passengers can make a rail passenger booking much farther into the future than that.

"We'll take a reservation request up to five years away, if someone wants to make it that far in advance," says Philip J. Held, manager of Amtrak's Central Reservations Control.

Held said there are, in fact, dozens of reservation requests already held for travel to Florida next winter, and at least one booking has been made for a Washington-Montreal trip in the summer of 1976.

Amtrak information and reservations are available to the public via a toll-free call from any of the 48 contiguous states. The computerized system is capable of handling 120,000 calls a day. Current record is 78,649

calls handled on July 4, 1974.

"Although the ARTS system will only store a reservation about six months in advance," said Held, "our policy is never to discourage anyone who wants to make a booking. We will make a written record of a reservation request beyond the ARTS memory capacity, then add the reservation to the computer as inventory is extended."

Held said he doesn't particularly expect a big demand for far-in-advance reservations for travel within the "Colonial Corridor"—Boston—New York—Philadelphia—Washington—during the 1975 and 1976 Bicentennial celebrations.

"About 60 percent of our system-wide capacity is completely unreserved," Held said, "and most of that is in the corridor where we expect the most Bicentennial traffic."

# Book Tells of Two Million Miles By Rail

Would anyone dispute that Ernest M. Frimbo is the "World's Greatest Railroad Buff?"

Has anyone else who is not a professional railwayman amassed a total of 104,745 miles of rail travel in one year? Has any buff come close to his lifetime log of 2,334,000 miles on the railways of six continents?

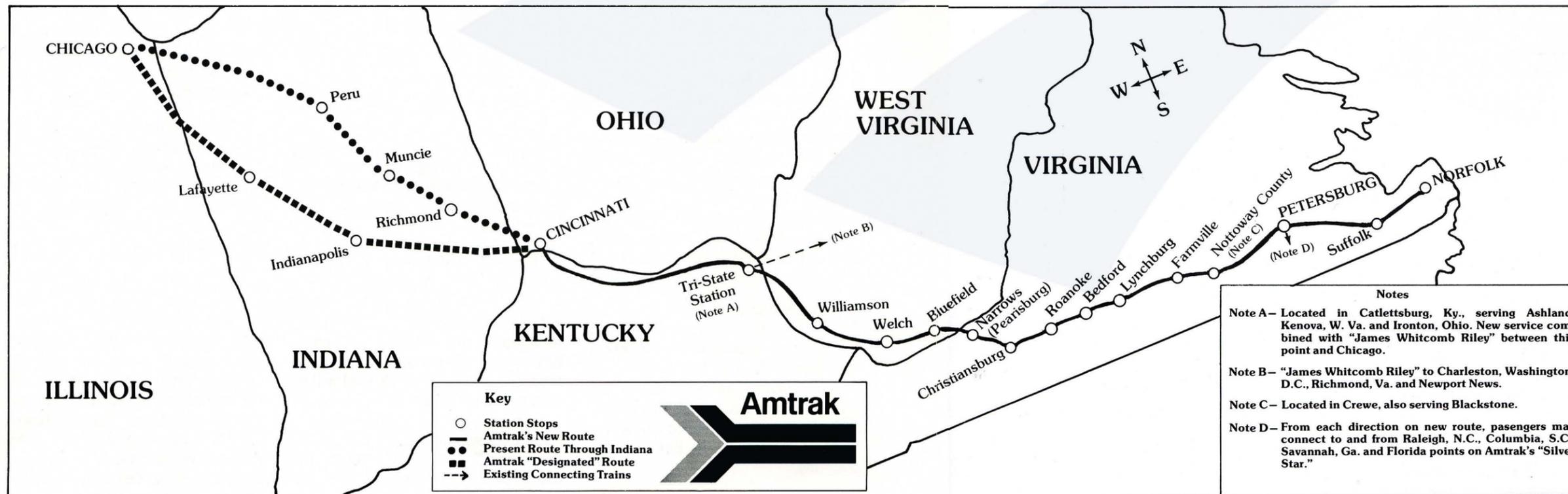
The story of Mr. Frimbo is a familiar one to readers of the New Yorker magazine, who have long enjoyed reading about his many trips, including the ultimate ones by private rail car. Now some of these New Yorker profiles, plus almost a score of previously unpublished accounts of the great man's travels, have been compiled in a book, "All Aboard with E. M. Frimbo, World's Greatest Railroad Buff" (Viking Press, 235 pp., \$8.95).

The biographers are Rogers E. M. Whitaker and Anthony Hiss, both of the New Yorker staff. Mr. Whitaker was recently unmasked by a reviewer and fellow railway buff as resembling Mr. Frimbo "in every particular."

Those who know Mr. Whitaker best say it is probable his personal log of travels will leap many more thousands of miles covering the Amtrak nationwide system. Though he traversed all the main-line U.S. trackage long before Amtrak's formation in 1971, he is retracing much of it in cars of Amtrak livery.

## New Agency For Amtrak

Amtrak has awarded its advertising account to the New York advertising agency of Needham, Harper, and Steers effective May 1, the Corporation announced on March 5. Since April, 1971, Amtrak's advertising has been handled by Ted Bates Company of New York.



# Amtrak's National Sales Effort: How it Looks to Glenn Evers

Glenn Evers likes to ride trains.

"I've been on the Zephyr and really enjoyed my trip to San Francisco, particularly the line around Lake Tahoe and Donner Pass. I've been on the Coast Starlight from San Francisco to Los Angeles—thought the coastal route was beautiful. I've been on the Hiawatha through Glacier Park . . ."

That's just a sample of his train-riding. But Evers does more than ride them, he promotes them every day as Amtrak's Director-Sales.

## 'Make it easy'

"The basic responsibility in this department is to develop revenue for Amtrak. When we started—I started with the original sales department—we had three basic goals: make it easier for passengers to get us on the phone, make it easy to get a reservation when they got us on the phone and make it easy to get ticketed once they had the reservations," said Evers.

He considers every reservations agent a salesman. A system has been established where the customer is in touch with someone in the sales department from the time he makes his first phone call for information, reserves his space, picks up his ticket from one of Amtrak's larger terminals and is ready to board the train. At that point he is turned over to the service department.

The telephone and reservations problems have been solved largely through implementation of the new reservations (ARTS) system. The network also provides for easy ticket-by-mail which pleases many passengers.

## Agent Business

A travel agency program with commissions varying between five and ten percent was instituted on Jan. 12, 1972 by Arthur L. Lloyd, Amtrak's first Director-Agency & Interline Sales. Since that time, that business has moved from zero to somewhat over \$28.5 million in revenue for Amtrak

in 1974.

"For travel agents to qualify to sell Amtrak tickets, we require that they do \$4,000 or more of business per year and also that their ads represent Amtrak as well as airlines. We want them to display Amtrak material, write a letter to each of their accounts telling them they are now a full-time agent for Amtrak and can make train reservations and issue train tickets. As each of their customers inquires about a trip, we want the agent to ask, 'Are you interested in rail or air?' In other words, we want equal exposure," Evers declared.

## Salesman's Task

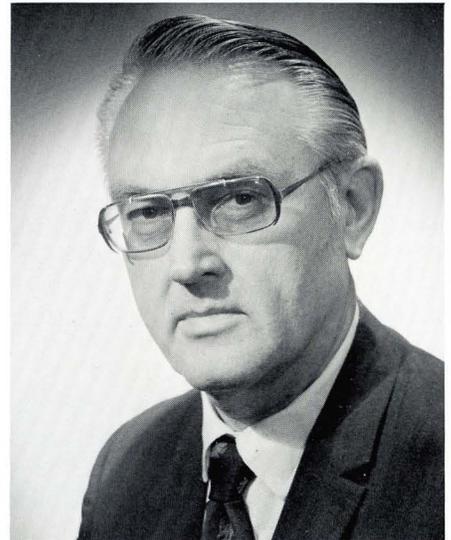
"I expect our sales personnel to go out and preach this gospel: tell the travel agents about the tremendous market out there, a market that the auto is taking care of now. In many ways we're not competitive with the airlines or bus lines; our big objective is to get people out of automobiles, into trains, and that's a whole new market that the travel agents are not even participating in today and a much larger market than air or bus transportation. That's just one job," said Evers.

## Commercial Accounts

Another goal for sales personnel is to develop more commercial business, especially in corridor areas like New York-Washington, Chicago-Milwaukee, Chicago-St. Louis, Los Angeles-San Diego.

"Once again," said Evers, "we're making it easier for people to get tickets by installing tickets in travel offices of at least 150 major corporations in the country. When they make a reservation, they issue a ticket right then and there to their passenger."

Companies are often provided a cost comparison of travel via different modes. For example, a company in New York can save almost \$35 round trip to Washington if one of its employees travels by rail instead of air



Glenn Evers, Director—Sales

when all costs such as taxi fares are considered. Their controllers and decision-makers are reminded that in a period of budget-cutting and curtailed auto travel, that Amtrak can save them money if their businessmen are on the trains.

## Government & Military

"Another very important responsibility of the salesman is to develop the military and government traffic. This program, under the direction of Joe Bellino and Alex Langston, has developed several devices that are working out well. For instance, we now accept the Government Transportation Request (GTR) form on the trains as a ticket. This eliminates the need to go to a ticket office to pick up the ticket," Evers said.

The department has also developed pre-printed tickets for government travelers to use between certain frequently-traveled points. Payment for all of these tickets is made on the GTR at the end of the month, thus saving the government time and money.

## Objective: Group Business

"There's so many different kinds of groups that want to travel on Amtrak that you could hardly enumerate all of them. A few minutes ago a call came

*(continued next page)*

# What They're Saying About Amtrak

## Prudence Groff Michael in the South Bend (Ind.) Tribune:

"I strongly considered spending the rest of my life riding Amtrak trains for their reasonable priced and delectable food . . ."

## William A. Davis in the Boston Globe:

"Railroad dining cars used to be known as rolling ripoffs, but under Amtrak they've become . . . a bonus for riding the rails. Amtrak diners

boast linen tablecloths and napkins, fresh flowers on tables, and a corps of quick and courteous waiters . . . Food portions are large, prices, by today's inflated standards, remarkably low."

## Ruth Heimbeucher in the Pittsburgh Press:

" . . . the lounge is a good place to observe other passengers. There are a lot of kids, some with backpacks, some with guitars, and they are having a fine time together. New friendships have

been made . . ."

## From Business Week's "Personal Business" column:

"Looking for someplace different to hold a business conference? Rent your own railroad car. There are some distinct advantages. For one thing, it's virtually impossible to electronically bug a moving train . . . Amtrak can sometimes accommodate business troupes during the spring and fall depending on the destination . . ."

## EVERS

(continued from p. 6)

into me for a high-school band going from Harpers Ferry to Orlando—115 people—they want to do that by Amtrak. We have religious organizations, service clubs, ethnic groups, Rotaries, etc. The senior citizen groups are especially important to Amtrak because they want to travel in the off-season. They don't want to travel during the busy summer season," said Evers.

## Tours

The tour planning effort in the sales department, under the direction of Alfred J. Kaletta, develops tours with wholesalers to all of the major at-

traction areas of the U.S. These tours are promoted to the public and are available to all travel agents through Jim Mariner's advertising efforts and Myron Humphrey's travel agency organization.

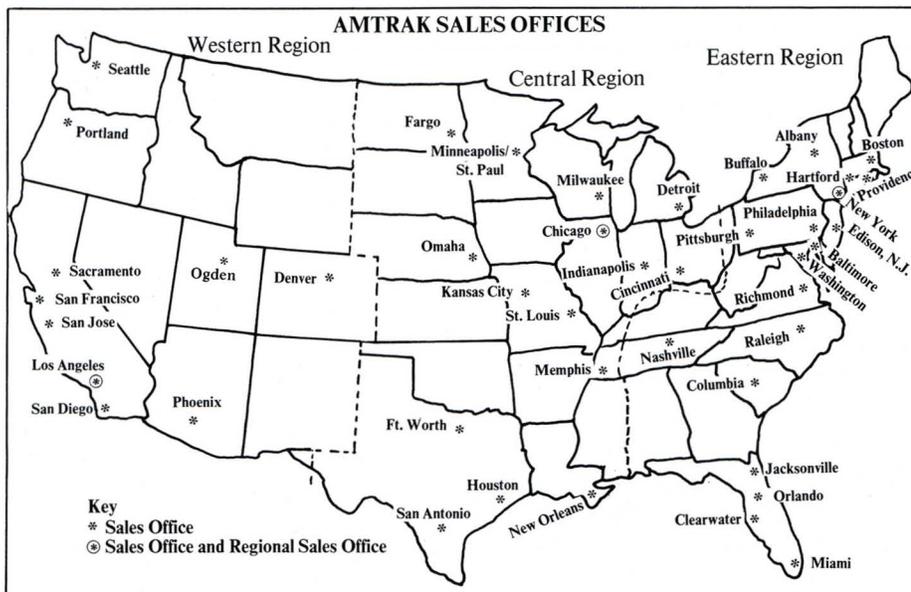
## New Equipment

"Of course, as our product improves, our selling job becomes easier. Our massive new equipment orders will do a lot for us. As it comes on line, we'll be able to show the public that this is the first really forward step for us with the exception of the Metroliners and Turbo trains; this is the first major order for new cars in 25 years," said Evers. When the fleet expands, Evers hopes to use some of the

older cars for large group movements.

"We still have a lot of work to do. Right now Myron Humphrey is working on an interline ticket agreement with the Canadian National. I'd like to see our staff get more professional and college ball teams on the trains, particularly in corridor areas. I want to conduct travel agent familiarization trips on the new cars. Maybe put the new cars on display in state fairs all around the country," concluded Evers.

In between all of these efforts, don't be surprised if a stranger walks up to you on a train and says, "My, isn't this a beautiful route?" And don't be surprised if he introduces himself as Glenn Evers.



## AMTRAK NEWS

Published twice-a-month for employees of the National Railroad Passenger Corporation and those of participating railroads who are engaged in rail passenger service.

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## REISTRUP

*(continued from p. 1)*

our catalog of problems is lengthy. I therefore have no illusions about my new job, and I want you to have no illusions about your job. Difficult situations will continue to arise, such as malfunctions of old equipment, maybe a late train, perhaps a reservations problem. I am hopeful, however, these will occur with less frequency, particularly as our new equipment starts coming on line later this year. In any event, you must combine all of your experience, ingenuity and

patience to solve our customers' problems. That should be uppermost in your mind whether you're in the station, on the trains or in the ticket office.

I am examining our problems one-by-one. I assure you solutions will be found. Clear priorities will be established.

Keep in mind that Amtrak started business in 1971 saddled with old equipment, declining numbers of passengers and a whole host of other problems. Since then new routes have been added, new locomotives pur-

chased, new cars ordered; we've implemented an entirely new reservations system, and sponsored hundreds of programs to boost ridership.

Some of you have already told me that you don't believe this is enough. I've been told by dedicated employees that, in too many cases, Amtrak "missed this opportunity" or "failed to meet that objective."

My response is this: Recognize our strengths. Don't let the problems hold us back. Let's find the solutions. We have the opportunity and we have the expertise. Let's do it.

## BEECH GROVE

*(continued from p. 1)*

and repair of passenger cars by Penn Central under contract to Amtrak. During 1974 Amtrak paid Penn Central about \$1.2 million for work done at Beech Grove. With purchase of the facility, the repair contract would be cancelled and Amtrak would do this

work itself.

The tri-partite labor agreement covering Beech Grove employees was signed by A.R. Lowry, Amtrak's Director of Labor Relations and George Daniels, Assistant Vice President for Labor Relations of the Penn Central and by representatives of the following labor unions: American Railway Supervisors Association; In-

ternational Association of Machinists and Aerospace Workers; Transport Workers Union; Sheet Metal Workers International Association, International Brotherhood of Boilermakers, Iron Ship Builders, Blacksmiths, Forgers and Helpers; International Brotherhood of Electrical Workers and the International Brotherhood of Firemen and Oilers.

## PLAN PROPOSED

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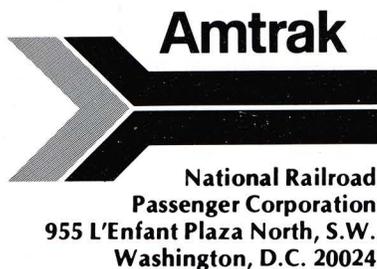
berland, Cleveland-Pittsburgh via Youngstown, Washington-Newport News via Richmond, Cleveland-Cincinnati via Columbus, Indianapolis-St. Louis and Cleveland-Buffalo.

Lines and equipment would be upgraded to provide fast, comfortable, on-time service, with the expectation

that more people would turn to rail travel. The timetable on these service improvements would depend on rehabilitation of track by ConRail.

Now that the Preliminary System Plan has been issued, the Rail Services Planning Office (RSPO) of the Interstate Commerce Commission will conduct field hearings at 23 locations in the region.

RSPO will present its evaluation of the plan to USRA on April 27. USRA will issue a Final System Plan to Congress on July 26. The Final System Plan will be considered approved after 60 days of continuous sessions of Congress, if either the House or Senate does not disapprove the Plan. The ICC will issue its evaluation of the plan on August 25. ConRail as an operating entity could commence early in 1976.



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