

Amtrak Celebrates Third Anniversary

Amtrak at three! We have been working hard and looking ahead to this day ever since that first day in May 1971 when only a handful of people began the task of revitalizing the national rail passenger system. At this milepost in the short life-span of this corporation, it is worthwhile to look back at some of our most striking achievements.

Here is a tally of some of the key happenings that are now in place and effective:

- Nationwide computerized reservations, ticketing and information system ...

- Over 8,000 employees now working for Amtrak ...

- Over 1,000 cars modernized and refurbished at a cost of more than \$63,000,000 ...

- 50 brand new diesel locomotives with another 126 to follow by the mid-summer peak load time ...

- 57 new Metroliner-type cars already on order, nearly doubling the fleet of 61 now on hand ...

- A new nationwide timetable listing all Amtrak routes in one convenient publication and a renovated fare structure with a single tariff publication ...

- A training program which has already processed more than 6,000 personnel ...

- A station take-over and upgrading program as extensive as the Amtrak network itself ...

and the list could go on.

Perhaps as unique and momentous as anything mentioned above has been the development of an operational

capability to direct and maintain Amtrak's trains over a system much more extensive than anything under the management of one railroad. Or we should not overlook the efforts of a Legal staff which has had to help bring order out of endeavors which in many cases have been milestone achievements, and equalled by the efforts of a Labor Relations group who have dealt with union negotiations which would have tried the patience of Job and the wisdom of Solomon. And yet all of these things have been done in such a manner that when the energy crunch brought sharp increases in ridership, far beyond even the most optimistic five year projections, Amtrak was able to handle the demand and continue its improvement of the system.

It is worthwhile to look back a little further. It was the coast to coast railroad system which had opened this vast country to passenger travel and commerce in the first place. And then after one hundred years of spectacular development, the Federal government pumped more than 60 billion dollars into an unparalleled super-highway network so that Mr. and Mrs. America could travel in their automobiles to see and enjoy this beautiful and boundless country which railroads and railroad men had done so much to help build. In the ensuing "age of the automobile", railroads were all but abandoned by the passengers they had once served so well.

So Americans traveled by automobile on their new freeways and 87% of all intercity travel was, by 1970, performed in the family car. The revolution begun

by railroads themselves had become national in scope. The country invited the traveler from coast to coast; but on new paths of concrete, not on rails of steel.

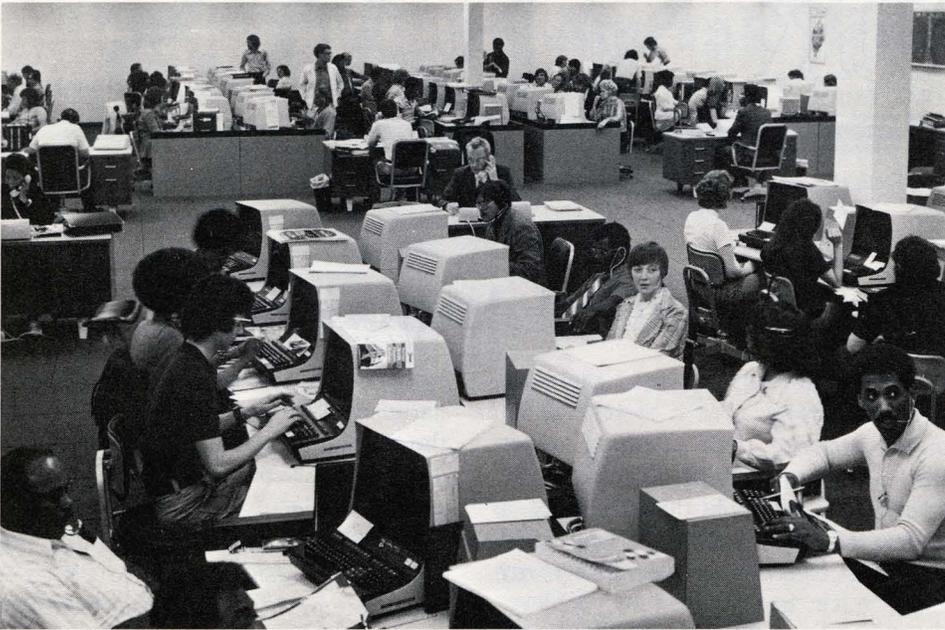
It is still true that long-distance railroad passenger service is not profitable in the usual sense; but there are two fundamental goals of any corporation and they are to make a profit and to exist. After three most eventful years, Amtrak exists and thanks to the foresight of able men who realize the necessity to put the National Railroad Passenger Corporation together, the traveling public has found, during the most troublesome hours of the fuel shortage, it had another option when the going got rough.

There were many times during the first two years when Amtrak's opponents and those who lacked patience or vision were prepared to attend the last rites. And yet the public, the Government and Amtrak's own dedicated band of workers turned the corner somewhere during those busy days. Recent legislation has strengthened Amtrak's position and replenished its finances and has put teeth into some of the directives essential to the effective operation of the national passenger system. And then the gasoline shortage added impetus to an already gradual ridership increase and brought a healthy 25% increase in gross revenue as Amtrak for the first time topped the 200 million dollar per year mark in 1973. Now for Fiscal Year 1974, the company expects to gross \$224.8 million.

Few people recognize and fewer understand the nature of the task which confronted our management team as it picked up the pieces of a dying industry and began to revitalize the scattered

LATE BULLETIN

At press time President Nixon has nominated six persons to the Amtrak Board of Directors. See details on page 5 col. 3.



Amtrak's Northeast Centralized Reservations Center located at Bensalem, Pa. is one of five new computerized Amtrak reservations and information centers.

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and tattered bits of the little that remained of passenger service. But by the very nature of this quasi-Federal corporation, akin to COMSAT and the U.S. Postal Service, Amtrak's very existence was going to depend in a large measure on the skill of these top men in weaving a fabric out of what Congress would fund, what the private railroad corporations would support, what the American public would demand, and what innovative marketing practices would produce in the way of ridership. This was a course which had to be set over uncharted seas and which was beset with major pitfalls at every turn. As time goes on, it may very well be that the most notable achievement of the first three years of a non-too precocious railroad system named Amtrak, may be judged to have been the signal success of this unique management team in bringing the whole thing to fruition in spite of the nature and severity of the obstacles which stood in the way.

Among the major achievements which have made Amtrak what it is today, is the new, nationwide computerized reservations and information system, (see Amtrak NEWS, April 15, 1974). Of the original railroads which made up the Amtrak system, none had invested time and money in any successful, system-wide computer facility. Amtrak had to begin from the

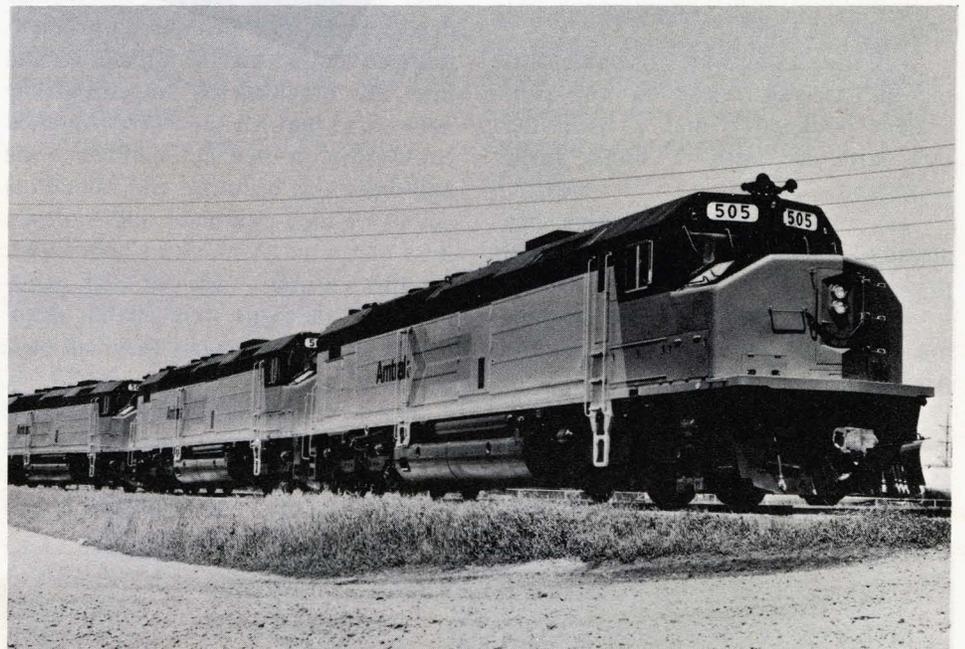
ground up with the purchase of two massive Control Data 3500's, an infinitely complex systems analysis program and eventually a total facility conversion which has taken more than 18 months to complete and install. Now, for the first time in the history of passenger rail travel in this country, a traveler may dial one "toll-free" long distance number from anywhere in the country to any one of five centers and

get Amtrak service including reservations information, ticket cost and even automatic mailing--all for his credit card number.

To those employees who recall the first hesitant year of operation and the thousands upon thousands of calls which were lost or turned away while individual manual service averaged 15 to 17 minutes per call, this new system is perhaps the single most revolutionary achievement in Amtrak's first three years.

Not far behind on the list of notable achievements has been the intricate and laborious take-over of thousands of railroad employees from supporting railroads across the country. This too has been completed and for the first time, most on-board crew personnel are on the Amtrak payroll directly. This process, in no small part due to the efforts of the Vice President for Personnel and Administration, Mr. K. A. Housman and members of his staff, such as Nathaniel Tutt, Gloria Tate and Nate Fossett, along with the Central Regional Personnel Manager, Val Racich and the Western Manager, Chris Slater. This work will continue until the remaining groups of railroad passenger-related employees have all been brought into the Amtrak fold.

In the effort to run a better railroad and to run it safely and on-time, the



Fifty of Amtrak's new SDP-40F diesel locomotives currently are in service on Western routes. One hundred additional locomotives are on order from General Motors.

company began by putting its money where the most immediate requirements were. The first passenger locomotives, power units ordered solely for passenger service in more than a generation, were ordered and more than 50 of them are already in service. These big new diesels will be joined by more than 100 more as almost all long-haul trains are pulled behind Amtrak-owned equipment. Other locomotives have been ordered for the all-electric operations along the Northeast Corridor and will be placed in service as soon as they come available. As a bonus of this action, it has been found that these new locomotives use up to 25% less fuel than earlier models and are more pollution free than their predecessors.

New equipment orders have been harder to get started. Companies which had not been building railroad passenger cars had to be interested in starting up production lines. Novel ideas encompassing innovative marketing concepts had to be worked into the new car designs by Amtrak's Design group. Suspension systems designs which have been developed to cope with track conditions which are less than the best and which have the ability to control lateral movement to compensate for a lack of proper track design, have been tailored to meet the requirements of passenger service and are being incorporated into the requirements for newer cars. All of these things take time and at a time when the demand for more seats is high, pressure has built up to speed up the day when such new equipment will be delivered.

Many of Amtrak's innovations are of that subtle undersurface variety which are absolutely essential but not evident and not played up in public, eye-catching announcements. Consider the system timetable; not too many years ago anyone wishing to put together a long-distance railroad vacation would have had to consult a shelf-full of timetables of wide and confusing variety to learn about schedules and connections. Now this can be handled by one timetable, neatly converted to easy reading. Under the guidance of Bruce Heard, one of Amtrak's most knowledgeable railroad men, the Amtrak timetables have developed into a set of precision documents useful throughout the entire system.



Amtrak's new Jacksonville station opened January 3.

In conjunction with the development of timetables, a new tariff publication has been developed which not only has put all cost information in one place but it has listed the results of a three year effort designed to equalize and make uniform the fare structure which Amtrak inherited from the various railroads at the time it came into existence. There were serious and unacceptable inequalities throughout the rate structure which were being prepared for the emerging nationwide system. Dirk Partridge and Matt Paul have devoted years to this action and the success of their efforts may be seen in what we have to work with today.

The systematic training program has

been equally responsive to the unique needs of this developing organization. Under the direction of Earl Adamson and Richard Shurtz much has been done in-house and even more with the use of outside contract help including the type of specialized assistance which is characteristic of the airline industry in the field of customer relations. (This will be the subject of a later and more comprehensive article in a subsequent Amtrak News.) Suffice it to say here that the more than 6,000 people who have been through Amtrak training facilities to date represent a true cross-section of the Amtrak employee manpower pool. Many have been drawn from the reservoir of "Old Timers" and an even greater number have been brand new. Much credit must be given for Amtrak's rapidly improving public image to the results obtained by this training organization and to the day to day observance of high standards by the growing body of graduates.

All of these things, and there are many more, underscore what has been done in three years and in many ways they outline the nature of the task which remains ahead. Amtrak has come a long way and it has accomplished many things in which we may take a measure of pride.

Two new French-built turbos have been in service between Chicago-St. Louis since October 1. Passenger reaction to the turbos on page 4.



Survey Favors Turbo

Judging by the results of a recent survey conducted by Amtrak's Market Research Department, the introduction of turbo service into the Chicago-St. Louis corridor is winning converts to train travel.

The questionnaire, distributed from February 26-April 3 to 1,560 passengers on-board the turbos, was designed to gauge passenger reaction to the turbos which have been operating between Chicago and St. Louis since October 1, 1973.

Although fifty-one percent of the passengers surveyed indicated that they normally make the trip by automobile, fifty-one percent also said that they would choose the train next time. Another forty-seven percent indicated that they would consider the train when choosing transportation for their next trip.

Sixty-three percent chose "very much" to describe how they were enjoying their train trip. Thirty-six percent rated the trip "fair", and only one percent said that they were not enjoying the trip at all. And sixty-seven percent of those surveyed rated turbo service "superior" to conventional train service previously available between Chicago and St. Louis.

Passengers were asked to rate individually everything from Amtrak's reservation system to the food service as either "excellent, good, fair or poor." The majority of passengers surveyed chose the "good" category to describe everything except the courtesy of train personnel. Fifty-one percent rated the courtesy of train personnel as "excellent;" forty-two percent rated it as "good."

Riders were almost equally divided among men and women and among those traveling for business and personal reasons. An encouraging sign for the future of rail passenger travel, the largest percentage (39%) of those surveyed were young--between the ages of 18 and 29. Although the largest percentage (23%) were in the under \$5,000 annual income bracket, there was a good representation of all economic backgrounds, with 14% in the \$25,000 and over range.

PLEASE CHECK	EXCELLENT	GOOD	FAIR	POOR
Reservations & information system	33%	43%	13%	11%
Condition of stations & waiting rooms	13%	40%	31%	16%
Courtesy of train personnel	51%	42%	6%	1%
Helpfulness of station personnel	40%	45%	12%	3%
Comfort of train	36%	45%	16%	3%
Cleanliness of train	44%	46%	9%	1%
Quality of lounge & beverage service	25%	49%	21%	5%
Quality of food in diner or snack car	15%	43%	29%	13%

Service Directors Added to 5 Trains

Amtrak Service Directors will be assigned to additional trains by June 1 under a program recently instituted by Don Ensz, Director - Service. The trains involved in the expanded program will be the Coast Starlight, George Washington, National Limited, Panama Limited and San Francisco Zephyr. All trains presently operating with Service Directors will continue to do so.

Hank Hankinson, Manager - On-Board Operations, said "The product we are offering the public is a double one -- transportation and service. The On-Board Service Director program provides the vital link between these two aims, as each Service Director is responsible for the operation of the train as it affects our service function. It is his job to ensure the safety and comfort of the passengers and to assure them that the trains really are worth traveling again."

To meet this goal the Service Director has specific responsibilities in a variety of areas. He must check dining and lounge car inventories to insure they are adequately stocked; review the consist and manifest to assure the availability of proper accommodations; advise passengers when problems are encountered; assure connections or alternative accommodations for passen-

gers on late trains; explain delays and their causes to passengers, and supervise service employees throughout the train.

Also by June 1, Passenger Service Representatives (PSR's) will be aboard additional trains to implement a more extensive entertainment package for the pleasure of our customers. Christy Koontz, General Supervisor - Special Services, said the entertainment program will be found on the Coast Starlight, Floridian, Silver Star, --- Silver Meteor, San Francisco Zephyr, Empire Builder and Super Chief.

The programs will be offered from June 1 thru Sept. 15; they may operate year-round on certain trains depending on public acceptance. The entertainment package may vary from train to train, but items featured may include films, live entertainment, Bingo, Keno, Take-A-Chance and Horserace games (with prizes for the winners). A "Happy Hour" with drinks for one dollar will also be scheduled. Amtrak "Fun and Games" books, as well as a "Children's Hour", will be available for youngsters.

It is expected that most passengers will consider the program an "extra" treat, making the trip seem more like a

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Brighton Park Officially Opens May 1

Although May 1 is the official opening day for Amtrak's new Brighton Park Maintenance Facility, the \$3 million shop actually has been in operation since last Fall when two French-built turbo trains were introduced into the Chicago-St. Louis corridor. Since that time, its modular concept of preventative or continuous maintenance has helped the turbos achieve 98.6% "availability and completion" records for the year 1974 which includes a perfect record for February and March.

Located five miles southwest of Chicago's Union Station near the Brighton Park Railroad yards, Amtrak's first maintenance center is

specially designed for self-propelled equipment and now services four Rail Diesel Cars in addition to the turbos.

Cleaning (on an exterior wash rack), inspection and on-board maintenance of equipment has been in progress since last Fall. However, by May 1 the "back shop" sections will be completed enabling the maintenance facility to handle all maintenance for the turbos and RDC's except heavy engine overhaul and wheel press operations. The "back shop" is a support area for maintenance work not done directly on the train. Components which may have failed on-board the train are removed and checked in the "back shop" before being replaced on the train.

After six months' experience with the new French-built turbo trains, Brighton Park's Quality Control Supervisor Peter Schlax is pleased with the equipment's maintenance record. "Since the turbos have two power cars, the majority of our maintenance problems don't ever surface as operational problems," he said. "We could have a turbine shutdown and if you were a passenger, you'd never know it."

Schlax was one of four Brighton Park Maintenance Facility supervisors who received maintenance instruction in France directly from the maker of the turbos, ANF-Frangeco and also from Turbomeca, designer of the trains' turbine engines. Although there were some problems during the first six months of turbo operations with turbine air intake, engine shutdowns, and ice build up around the underframe component, snow ingestion on the trailing car required the most attention. During the Chicago area's infamous winter, snow was getting into the air filtration system and freezing. Ice was braking the engine blades and causing engine failure. (Luckily, what Schlax calls the "fantastic redundancy" of the two-power-car turbos kept this from becoming a major operational problem.)

A structural modification was needed to lessen the impact of snow ingestion on the engine. Previously air was taken in from the sides of the car only. Modification decreased the amount of

air coming in from the sides and compensated for this by also taking in air from the top of the car thus eliminating snow injecting into the turbine compartment. Also air warmed from cooling the alternator was channeled into the air intake compartment to melt the snow.

Gerard Taquet, one of a three man French technical advisory team stationed at Brighton Park for the trains' one-year warranty period, says that minor alterations had to be made to compensate for the Chicago area's cold weather. For example, water in the fuel froze in the severe cold and plugged the fuel filter, stopping the engines. This was easily rectified by adding a bit of alcohol to the fuel, something not necessary in France. "In France we have two or three days of bad cold weather; it snows maybe a total of one week. Here in Chicago, you have two or three months of snow," Taquet said, still obviously in awe of Chicago's weather.

Taquet has not been surprised by the American public's acceptance of the French turbos. He explains that similar equipment was added to three routes in France a year ago: Lyon-Nantes; Lyon-Strasbourg; and Lyon-Bordeaux. All three routes were considered "secondary track" because their low density of freight operations had not warranted electrification. However, within the year, there was about a 30% increase in ridership over the routes.

According to Peter Schlax, Quality Control Supervisor for the facility, "preventative or continuous maintenance" means that "equipment is never out of maintenance. It is operated or utilized but always within a pre-planned maintenance schedule." This includes complete cleaning and servicing on a daily basis. It takes three or four people on one shift or 22.5 man-hours to turn a train, 30 man-hours if heavy cleaning is required.

Inspectors inspect equipment daily. First the inspector checks the train; then the mechanic checks it; and finally system operations is checked by the inspector who "signs off" on the train's readiness for service.

On a weekly basis the exhaust system and light fixture covers are cleaned; the bar grills steam cleaned; seats wiped down; and rugs shampooed. Every three months curtains in the turbos are replaced and all equipment receives a complete interior washdown. The underside of the train is also cleaned.

BULLETIN-continued from page 1

On April 23, President Nixon announced his intention to nominate the following six persons to the Board of Directors of Amtrak:

Roger Lewis, present Chairman of the Board and Chief Executive Officer of Amtrak.

Charles Luna, President Emeritus, United Transportation Union and present Amtrak board member.

Joseph V. MacDonald, Manager of Purchases, Production Equipment, Continental Can Company, Inc.

Frank S. Besson, Jr., retired Army General, Consultant to General Research Corp., and present board member.

Mary J. Head, member of United Transportation Advisory Council.

Edward L. Ullman, Professor of Geography, University of Washington.

Of the Presidential appointees, Mr. Ullman, Mrs. Head and Mr. MacDonald are designated as "consumer representatives."

French, UA Turbos & Hi-Level Coach Tested

In a move destined to open the door to meaningful improvements in the quality of railroad passenger service, Amtrak, with the assistance of Federal Railroad Administration (FRA) officials recently tested the French Turboliner, the United Aircraft Turbo-Train and a reconditioned, bi-level coach of the type currently used on the Chicago-Los Angeles run to compare the noise level and quality of ride of these cars on existing track. These tests were run under controlled conditions on the same track, at the same speeds and with the same instrumentation for each type of car.

According to Joseph J. Schmidt, Director of Planning-Equipment & Facilities in Amtrak's Operations Department, the purpose of these comparison tests, conducted during the first two weeks of March on the Illinois Central Gulf Railroad (ICG) track between Chicago and St. Louis, was to determine, "how each particular kind of car responded to each piece of track, particularly to various amounts of track irregularities." Joe Schmidt added that the Chicago-St. Louis segment of ICG track was chosen because its relatively good condition in selected areas allow Amtrak's current equipment to run at higher than average operational speeds. He also added that this is one of the few tracks "where normal conversation between passengers is not a big problem". Although this statement may be open to argument, i.e., there are other routes where conversation is possible, his point is well made. Things could be better, and Amtrak is doing something about it.

Standard decibel meters were used to measure the noise levels in each type of car. Readings were taken at several points in each car to ascertain noise variables within the car. Schmidt feels that a quiet train adds a lot to the pleasure of the ride itself, "It's a little easier to overlook other minor deficiencies in the quality of the ride itself if it is relatively noiseless."

Quality of ride is the real concern. Two types of FRA equipment were used to measure ride quality on these selected cars. Accelerometers were used

to check three types of vibrations or jolts: vertical, lateral and longitudinal. At the same time FRA's specially designed and instrumented Track Measurement Car was used to record the smoothness of the track segment under survey, its lateral deviation (horizontal alignment), vertical profile, super-elevation (banking on curves) and gauge (deviations from standard).

Data from all of these tests have been recorded on magnetic tape and sent to the National Aeronautics and Space Administration (NASA) for computer analysis. Amtrak will learn of the results early in May.

Although objective evaluations are not in yet, Joe Schmidt said that the general conclusion of those who observed the tests was that the French Turboliner performed best in both categories of sound and ride quality. He added, "I would be surprised if the computer results are different." One interesting conclusion observed by the Amtrak observers was that the old bi-level coach did not appear to perform, on those tracks, as well as anticipated. These coaches were built in the late '50's, and there have been considerable improvements in suspension technology since then. Some of these improvements are built in to the newer French Turboliner.

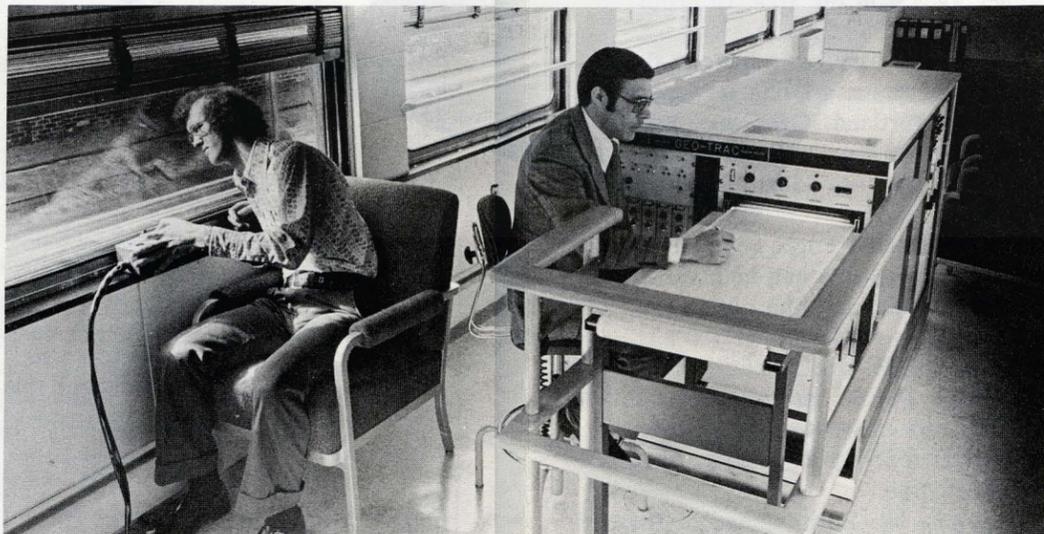
At this time, when everyone is looking forward to significant improvements in the quality of ride on board Amtrak trains, we are reminded of two important factors which are becoming increasingly important. On March 15, 1973, the Secretary of Transportation submitted a report on Amtrak to Congress. This milestone report contained a brief, little-noted statement which underlies ride-quality problems:

"Superelevation affects the passenger train use of mainline track. This is a technique in which the outside rail on a curve is raised above the inside rail to allow a train to take curves faster while maintaining passenger comfort." Note the stress on the fact of "comfort" as well as speed, and then it goes on to say, "But as freight trains have become heavier and freight cars larger and higher, superelevated tracks have be-

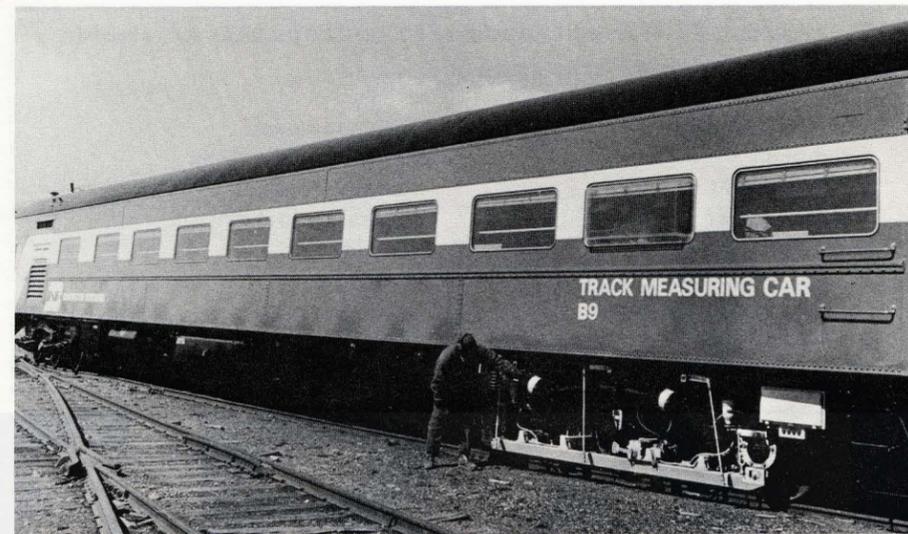
come less desirable from a freight standpoint. Many railroads have, therefore, been reducing or removing the superelevation."

Therefore, while Amtrak and FRA are testing cars for quietness and quality of ride, we note that this is but a beginning. The discomfort problems which are associated with sound and with the kind of measurements which an accelerometer can test are only a part of the problem. Track which has had superelevation removed is uncomfortable and slow. As a consequence, Amtrak's systemwide average speed for 1973 was slower than 1972 and 1972 was slower than 1971. The handwriting is on the wall.

The Regional Rail Reorganization Act of 1973 goes even further than the Report of the Secretary cited above. The Act says that rail properties (track) shall be leased, or be purchased or otherwise acquired by the National Railroad Passenger Corporation and shall be improved to meet the goals set forth in the Act. This will make it possible for Amtrak to design the track for comfort and safety in addition to designing cars for that purpose. The distinction is that the real problem lies with the track and with its physical design; but these tests cited above mark an important beginning of a return to comfortable railroad travel.



Two men comprise the Track Measuring Car crew. The observer, left, reads out railroad signs, mileposts, bridges, etc., to his fellow worker who pencils in the data on wide paper tape. Various track information automatically is indicated on the tape.



Burlington Northern's spanking-new Track Measuring Car is moved onto the main line outside of the company's Como shops in St. Paul where it was built. BN engineers and workmen constructed the special car from an 86-foot former buffet parlor car.

What Are Track Geometry Cars?

Since 1937 when they were first introduced by the C&O Railroad, Track Geometry Cars have helped several railroads get the most out of their maintenance dollars. Today's owners (including C&O/B&O, Santa Fe, Southern, Canadian National, Boston & Maine and Burlington Northern railroads, New York City Transit Authority, and DOT) use their own version of the Track Geometry Car to plan maintenance work and set guidelines for freight car design.

For example, Santa Fe's Track Geometry Car 85, a 220,000 lb.

specially modified business car, is capable of surveying 300 miles of track a day. It measures all the usual track parameters: warp, the surface of both rails, superelevation, alignment of both rails, and lateral and vertical acceleration. Its on-board computer records on magnetic tape mileposts, distances and key landmarks along each mile of track. Computer printouts include one-mile summaries of track defects (called "anomalies") and a listing of "priority" and "emergency" locations which require immediate maintenance attention.

From this information is derived an overall rating index for each mile of Santa Fe track. Eventually Santa Fe's data bank correlates traffic, speed and rate of track degradation.

FRA's Track Geometry Car, recently used to compare the ride quality of three types of Amtrak-owned equipment, was acquired by the Department of Commerce in 1964. It was first used to "profile" the Washington-New York corridor to assess the capability of that track to sustain the high speeds of the then proposed Metroliner service. Since that time, FRA has been surveying U.S. roadbeds upon request of the railroads involved. Unlike Santa Fe's Car 85, FRA's instruments are a particular kind of non-contact type; they do not touch the rails that they measure. This allows

quick measurement at speeds up to 180 mph. However, accuracy of the non-contact capacitance car decreases in bad weather, particularly rain--a problem the contact type of car does not have. Like the Santa Fe and other railroad-owned Track Geometry Cars, FRA's cars measure all track geometry characteristics.

Jack B. Stauffer, FRA's Rail Systems Division Chief, explains the relationship between ride quality and the Track Geometry Car this way, "A coaster wagon would ride smoothly on a perfect piece of track. On a section of track which deviates from perfection, the truck of the rail car must absorb these deviations. Our Track Geometry Cars can measure the ability of different types of equipment to absorb these deviations, as we did recently between Chicago and St. Louis."

Rail Book Offer For Employees

Searching for a positive book about rail passenger service? Look no further than **The Way To Go** by William D. McCleery and Thomas C. Southerland, Jr.

This is a very different book about public transportation, a book which for the first time gives Americans realistic hope that a new day is dawning for rail passenger service.

The authors candidly discuss the history of how and why rail passenger service declined in pre-Amtrak days, what it is like in other countries, how we can overcome the problems that have held up improvement here, and what is now beginning to happen with Amtrak.

This is an optimistic book about railroads that will be good news not only to Amtrak passengers and employees but also to those concerned with national ecology.

The publishers offer this book to Amtrak employees at a 30% discount. Normally selling for \$8.95 plus handling charges, employees can purchase **The Way To Go** by sending a check for \$6.95 to Simon & Schuster, Box AMT, 630 Fifth Ave., New York 10020.

The book will be mailed in the same week that the publisher receives the order.

cruise for travelers riding long distances on Amtrak.

Many complimentary services, such as wake-up coffee and orange juice, and afternoon soda and Amtrak cookies, will also be special features on the above trains. An Early Bird (budget) dinner will be featured from four to six p.m. and all-night coffee, sandwiches, and other snacks will also be available.

Effective June 1, 1974, Amtrak expects to have a Service Director aboard each of the following trains on a daily basis:

Broadway Limited
Champion
Coast Starlight
Empire Builder
Floridian
George Washington/
James Whitcomb Riley
Inter-American
Montrealer/Washingtonian

National Limited
North Coast Hiawatha
Panama Limited
San Francisco Zephyr
Silver Meteor
Silver Star
Sunset Limited
Super Chief
Texas Chief

Ads Named Best of '73

A lot of people have been noticing Amtrak's advertisements, including the editors of "Art Direction" Magazine. Two of our ads were cited recently by that magazine as among the "Best of 1973."

VP Edel Defends Headquarters Staff

"Is Amtrak filled with bureaucrats?" That question was recently asked by Peter Putnam Bretz, reporter for Rail Travel Newsletter published in Berkeley, Ca. in an extensive interview with Amtrak Vice President - Public Relations, Edwin Edel.

Bretz: "Is Amtrak filled with bureaucrats?"

Edel: "Let me ask you this, have you ever been to Amtrak headquarters in Washington?"

Bretz: "No, I never have."

Edel: "What you ought to do is take a trip across country and come in and spend a few days with us. Go through each department and meet the people who are back there working their tails off trying to make this thing go. And I think you'll find that a large percentage of them are putting in 50-60-70 hours a week trying to do what you want to do. You, meaning the people who are interested in better train service. Now, let's say on the bureaucratic end of it: a bureaucrat is a word that has been tossed around by a lot of people. When someone is a bureaucrat, automatically that conjures up an image of somebody sitting in Washington drawing a big, fat salary who doesn't know a thing about what he's doing. That's not the way we do business."

Rated among the top visual presentations from all media was Amtrak's "Plane-Train Vacation" ad, a two-page spread which appeared as an advertisement in "The American Way" American Airlines in-flight magazine. The ad illustrates a "hitch your plane to a train and expand your vacation horizons" theme by picturing a plane whose mid-section is an Amtrak dome/coach.

Amtrak's "Next Time ... Take Our Car" ad placed in the magazine's "seen and noted" category. "Art Direction" described the ad as "bold graphics and a hard-hitting visual with a message." Originally a Los Angeles billboard, the ad proved so effective that its visuals were later used as the basis for a newspaper campaign in Chicago, New York and Washington, D.C.

Amtrak's Advertising Program, under the direction of James Mariner, Manager of Advertising and Sales Promotion, has already produced several notable campaigns this year, particularly the Northeast Corridor "suitcase" ad. Designed to help the traveler combat the weekend travel rush which has been compounded by the energy crisis, the ad shows Northeast Corridor schedule and fares information. Its headline reassures travelers that Amtrak has plenty of trains to Boston, Washington, Albany and Buffalo with unreserved seating. It advises "Don't call, just come. Buy a ticket — board the train." Utilizing the results of recent Amtrak Market Research surveys, it stated that Tuesday, Wednesday and Thursday are the best days on which to travel, and 10 a.m. to 4 p.m. the best time period.

New Train Runs During Expo '74

Amtrak will operate a new train, "Expo 74", between Spokane and Seattle May 19 through September 14, 1974, during the peak times of Spokane's World's Fair.

The daily daylight service will be part of a step-up of Amtrak's schedule at Spokane from a current 20 trains a week to 42. Also on May 19, Amtrak will upgrade service on the North Coast Hiawatha, linking Spokane with both Seattle and Chicago, from three times weekly each way to daily. Spokane is also served by Amtrak's daily Seattle-Chicago Empire Builder.

Schedules of the two current services to Spokane provide for night or early morning arrivals. The new "Expo 74" will make a scenic daylight trip on the route which includes the Cascades Tunnel, longest in the Western hemisphere.

Adjustments have been made in the schedules of trains arriving in Seattle both from Portland, Ore., and Vancouver, B.C., to provide better connections with the new Seattle-Spokane "Expo 74."

The northbound Puget Sound from Portland will depart a half-hour earlier than the present schedule, at 8 a.m. beginning May 19, with an 11:50 a.m. arrival at Seattle. The schedule of the southbound Pacific International will be 15 minutes earlier from Vancouver, with arrival in Seattle in adequate time for a connection.

"Man and His Environment" is the theme of Expo 74 which will open May

Continued on page 10 col. 1

Passenger Mail Praises Amtrak Progress

During the last three years, the National Railroad Passenger Corporation has received hundreds of letters from passengers sharing their rail travel experiences--good and bad--and from potential passengers seeking information about this corporation called Amtrak. We have profited from this exchange of ideas, perhaps most of all from the criticisms which have pointed out areas of most needed attention in the problem-ridden system inherited from thirteen different railroads. It is also encouraging to know that our efforts to improve rail passenger service do not go unnoticed. The following letters are representative of those

All About Amtrak

Stan Federman in the Portland Oregonian: "The kids are discovering Amtrak. Every weekend, more and more high school and college age youths are boarding passenger trains for Seattle. And they are learning what their grandparents always knew: Traveling by train can be fun."

George Cantor, travel editor of the Detroit (Mich.) Free Press: "After becoming accustomed to the tight confines of a jet or a car, it's exhilarating to enjoy the freedom of movement you have on a train ... And the personnel on every train we traveled seemed ... sincerely friendly and eager to help out..."

John Butner in the Cleburne (Tex.) Times-Review: "Dr. John Fike of Southern Methodist University rode from St. Louis to Dallas and said the train (Amtrak's new Inter-American) surpassed the old Super Chief ... Fike said the train had the finest appointments he had ever seen--carpeting on the walls, use of color..."

Gary Ellis in the Long Beach (Calif.) Independent Press Telegram: "The scenery to San Diego is delightful ... We passed cars, knowing the drivers were thinking about gasoline and wondering where to buy some, while we sipped beverages and rolled along the rails..."

Michael Woods, science editor of the Toledo (O.) Blade: "Amtrak had the best coffee I've tasted in years."

received from passengers who have followed our three year progress and who have taken time to tell us that they can see improvements in rail passenger service.

March 6, 1974

Dear Mr. Graham:

In view of your statement that Amtrak would like to hear from its customers, I would like to make these observations.

The journey I made on your Broadway Limited from New York to Pittsburgh on the evening of March 3 was the first time everything went well for me on Amtrak.

If this is a sign of the restoration of your service, it restores my faith. I will not take up your time with the atrocities of some of my past experiences riding your Iron Horse. Suffice to say, if future service is comparable to that which I experienced on my March 3 trip, you will have my business.

Yours very truly,
V. Rev. Father
George Appleyard

December 28, 1974

To Whom It May Concern:

Would like to compliment you on the improvements you are making in the station and service at Miami, Fla. Things are looking up out there. Your staff there are very courteous, also.

Especially did I notice the nice new blood you're getting associated with Amtrak.

Keep up the good work - I think people really need the trains.

Sincerely,
Mrs. A. Beswick

Dear Mr. Graham:

About two years ago uncertain flying weather prompted me to try Amtrak on a trip from New York to Providence, RI. Was so pleased I've repeated the exercise over 40 times, constantly recognizing improvements in the service.

Is this the way to run a RAILROAD?
Yes! YES, indeed!

My hearty thanks to each and every individual involved.

Sincerely,
A. W. Weinkle

Dear Mr. Graham: January 2, 1974

You and your staff deserve much praise for extreme effort over the 1973 holidays. Rail passenger service is not an easy one to market, yet it seems that you have accomplished just that.

My wife and I had the pleasure of traveling the Panama Limited from Effingham to Jackson, Miss. on December 22 and return on the 25th. Our accommodations were excellent and the service top quality.

May you have all of the good in the New Year. Thank you so much for making the rails worth traveling again. Tracks are definitely back.

E. Allen Knight

Dear Mr. Graham:

I recently traveled the "Vacationer" from New York to Hollywood, Fla., and returned on the "Silver Meteor" along the same route. First, I must commend Amtrak on the tremendous improvement in service I have noticed since I traveled the same way in January 1972.

On both trips, I was pleased to see the situation much improved. Both porters on my trips were excellent--courteous, efficient, helpful. Pillows were free, a pleasant change. The cars were cleaner, and many of them were the right temperature. I might note especially the efforts made on the Silver Meteor to make the passengers feel at home--the PSR, the excellent schedule of events, the complimentary coffee, orange juice, the champagne and popcorn.

In general, I was very pleased with my trip. The price was right; the trains were no more than 5 minutes late overall despite one derailment problem which affected one trip, and the service was excellent.

Sincerely,
Dan Biederman

4 for a six-month run. One of the environments to be explored is the modern train. Amtrak's exhibit is described as a "walk-through, sensory environment." Visitors experience four separate train environments: the recreation car, coach, diner and roomette.

As visitors move from section to section, the exhibition's story line is carried by taped voices presented in a naturalistic fashion as if they were being "overheard" on-board an Amtrak train. Three "windows" will show films of actual scenery along Amtrak

routes. (Each window will feature routes in one of our three regions.) In addition, Amtrak guides are positioned throughout the simulated train as they would be during an actual train trip.

Also part of the Amtrak environmental exhibition is a fully-staffed, computerized ticket counter and an information center.

The New York-based design firm of Kissiloff and Wimmershoff created Amtrak's exhibit.

Louise Lassen, Sales Promotion Assistant describes Amtrak Expo exhibit as the "closest thing to actually riding an Amtrak train. We hope that this exhibit will be of great educational benefit to children and adults alike."

READ DOWN

8:00 AM
10:30 AM
11:50 AM
12:01 PM
3:20 PM
3:45 PM
4:30 PM

EXPO 74

Lv. Spokane
Lv. Ephrata
Ar. Wenatchee
Lv. Wenatchee
Lv. Everett
Lv. Edmonds
Ar. Seattle

READ UP

Ar. 9:00 PM
Lv. 6:20 PM
Lv. 5:05 PM
Ar. 4:55 PM
Lv. 1:30 PM
Lv. 1:05 PM
Lv. 12:30 PM

Zephyr Hosts Railway Post Office

The Railway Post Office (RPO) will be revived for one day as part of a ceremony to commemorate the 40th anniversary of the Denver - Chicago Pioneer Zephyr, America's first diesel powered streamliner.

Amtrak, the Midwest Railway Historical Society and the U.S. Postal Service will co-sponsor RPO service aboard the eastbound San Francisco Zephyr on May 26. Postage stamps will be sold to passengers and all mail

deposited in the RPO will be cancelled with a special pictorial stamp depicting the Pioneer Zephyr.

The train will be halted briefly at Riverside, Ill., home of the Midwest Railway Historical Society, to discharge the mail into the postal system.

The Pioneer Zephyr is being commemorated because it was the first train to prove the merits of diesel power in high-speed train operation. On May 26, 1934, this first Zephyr dashed across 1,015 miles nonstop from Denver to Chicago in a record-breaking 13 hours and five minutes, averaging 77.6 miles per hour.

"Never before had a train powered by any means traveled nonstop for a distance greater than 775 miles," said Jim Adams of the Midwest Railway Historical Society.

In May 1960, the Pioneer Zephyr became a permanent outdoor exhibit at Chicago's Museum of Science and Industry, located on the lake shore only a few miles south of the 1934 World's Fair site.

Disney World Club Offers Discounts

Amtrak employees may join the "Magic Kingdom Club" to enable them to visit Walt Disney World in Florida or Disneyland in California and enjoy advantages not available to the general public. Club members are entitled to special ticket books and travel package plans all year round, plus savings on hotel rooms and a 20 percent discount on Hertz rental cars throughout the nation.

There is no membership fee for Amtrak employees. To join, simply write to Missie Truban, Amtrak, 955 L'Enfant Plaza, North, S.W., Seventh Floor, Washington, D.C. 20024. Please give your complete name and address and indicate if you have children or grandchildren between the ages of one through ten. A completed card will be sent which must be signed by the member.

Along with the card, employees will be sent a pamphlet that describes in further detail the advantages of club membership.

Services Increase On-Board Trains

Amtrak will soon be expanding on-board services and restoring checked-baggage service to many trains under a program being developed by Don Ensz, Director - Service.

Service on-board trains will be improved through addition of Service Directors and Passenger Service Representatives to many trains (see story, p. 4), and by keeping lounge cars open 24 hours a day. This will allow food and beverage service to be available at all times to our passengers. Mr. Ross Higginbotham, Manager—Commissary & Crews, said Amtrak will hire additional service attendants to staff the lounge cars. Further plans are under development to add lounge cars to all conventional Boston — Washington trains.

Amtrak will also begin to provide checked baggage service on nearly every

AMTRAK NEWS

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Continued on page 12 col 2

New Tour Manual

Where would you expect to find out about the "Alaska Spirit", the "Bonanza Americana" or the "Evangeline Americana"? It's all in the big, new, glossy and colorful Amtrak Tour Manual just off the presses in time for the 1974 travel season. Under the guidance of John Lombardi, Director, Market Programs, Fred Timms and his Tour Development staff have been working for more than a year to turn out the best looking and most detailed Tour Manual possible. There are approximately 150 inviting tours splashed across the color coded pages with such eye catching names as "San Francisco Sophisticate" or just plain "San Francisco Spree"; or the "Golden Cities Round-up" for a long leisurely trip though Denver-Seattle-San Francisco and Los Angeles; or if you like Florida there is the "Gadabout" and the "Family Fling". Then you can go to Washington, D.C. for a "Theatre Weekend" at the fabulous John F. Kennedy Center. Or up to New England for "Yankee Holiday". There is even one for the motorhome or camper enthusiast "Roamin' Holidays".

Right off the press and soon to be in the hands of more than 6,000 travel agents as well as with all Amtrak Sales personnel from coast to coast, this new Tour Manual is the work of Fred Timms' staff headed by Al Kaletta and with Carl Combe, Bill Kleinsteuber and Jeanne Jones. This is a big manual almost the size of the familiar Tariff Manual. It is in full color, well illustrated and color-coded so that you can easily find the major sections, such as National, Cruises, International, Honeymoon, Sports and Visit USA. Another milestone: Amtrak's new Tour Manual.

Employees Praise Each Other

Employees of all ages are saying nice things about each other in public. Nationally-syndicated columnist Nick Timmesch interviewed employees recently on New York-Florida trains and he was told some interesting things.

Continued on page 12 col. 1

Amtrak Grows to 8,000 Employees

Amtrak now has approximately 8,000 employees on its own payroll, 85 percent of whom are people with prior railroad experience. The company has come a long way since May 1, 1971, when it began operations with a very small staff consisting of President Roger Lewis and several assistants.

"This was the first time in history when a company, already in operation, was created overnight on a national basis while having practically no employees of its own," said Kenneth A. Housman, Vice President - Personnel and Administration. "We started from scratch -- we didn't even have employment applications."

At first, recruiting experienced railroad personnel was difficult because prospective employees had serious questions on their minds. They were asking, for example, "Is Amtrak an organization that will grow? What will happen to me after two years? What about my railroad pension?"

"But," Housman said, "Amtrak has turned the trend, even before the energy crisis, and people feel more secure about the company. It's easier now for railroad people to come to Amtrak."

It was clearly understood from the

beginning that Amtrak had to build its own organization to begin the awesome task of revitalizing rail passenger service. To do so, Amtrak had to accomplish two basic goals. One was to negotiate labor agreements so that conditions of employment were clearly understood. Second was to modify C-1 labor agreements to enable people to come to Amtrak without having to bump seniority rosters on their own railroads.

"To build an organization we had to bring top management people in first, then create supporting staffs, then take over field employees. It had to be a process of evolution," Housman said.

This chronological order was indeed followed, resulting in all personnel working in sales, reservations, accounting, commissary, on-board services (except in very small stations), now officially members of the Amtrak corporation. A milestone was reached on April 16 when the transfer of on-board service employees was accomplished on Penn Central. This means that every on-board service employee (non-operating) on every train throughout the nation is an Amtrak employee.

Furthermore, all maintenance personnel involved with advanced-design trains are with Amtrak in Providence, R.I. and Brighton Park in Chicago. Both shops perform work on Turbo-trains with Brighton Park also servicing Rail Diesel Cars (RDC's).

Amtrak has done the job in three short years in establishing its own organization and bringing aboard people who were working for individual railroads. There's a lot of action on this railroad and Amtrak now has fewer recruiting problems as compared to those early days of 1971.

The growth in the number of employees directly on the Amtrak payroll is outlined below:

Date	No. of Amtrak Employees
May 1971	75
Nov. 1971	335
May 1972	598
Nov. 1972	1,394
May 1973	2,756
Nov. 1973	4,926
May 1974	8,000*

*Estimate

ICC Recommends Rail Fuel Program

The Interstate Commerce Commission, in an annual report to Congress on Amtrak, has recommended that railroads be required to set aside fuel in advance to meet the needs of Amtrak and its passengers.

Although Amtrak's fuel allocation is expected to be sufficient for overall needs, "spot shortages" could occur during the year, the ICC said. Since fuel is not segregated between freight and passenger operations, the Commission is concerned that railroads may give priority to freight operations because of profit considerations.

The ICC also says that "fuel cost will be the biggest factor contributing to the increased deficit" this year, estimating that Amtrak is billed for 150 million gallons of diesel fuel a year. The ICC said the increase in the fuel bill will be \$22.5 million in 1974.

Gary Mauch, 25, service director, told Timmesch that employees are "really interested in the future of Amtrak. When I first came on, the old-timers were cold to me, maybe because they thought they would be laid off. But they're the ones who eventually taught me the most about trains."

James Goodman, 64, sleeping car attendant, told Timmesch, "There's going to be more train travel coming. People like it on here. Part of it is because it's nice to see these young people on the crews. Most old-timers like me like the new approach. And I'm glad we now have young white fellows and girls working in the diners and sleeping cars, too."

**MAY 15 ISSUE
AMTRAK NEWS**

Watch for these articles in the next issue of Amtrak News.

- Newly Manufactured Diesel Locomotives Scheduled for Service
- Explanation of the Pass Policy
- A Look at Amtrak's Commis-saries
- New Summer Tours
- Inside the new Jacksonville Reservation Center

Amtrak Ridership Up 41%

Ridership statistics just in show that ridership over the entire system for the months January through March 1974 is up a good 41% over the same three months of 1973. The System Totals are:

	1973	1974	%Change
FIRST Coach	99,524	127,252	28%
	3,156,756	4,468,315	42%
GRAND TOTAL	3,256,280	4,595,567	41%

New York to Florida traffic was up 80%. Chicago to Florida traffic up 52%. Chicago to New Orleans up 58% and Chicago to Oakland traffic was up 78%. Short haul segments were up considerably with more than 2,000,000 riders on the NYC to Washington run during this period.

Services-continued from page 10

train in the fleet. In some cases baggage cars and on-board baggagemen will be restored; in other instances, particularly on Metroliners and Turbo trains, service attendants will be hired to

perform on-board checked-baggage handling.

According to Carroll Hines, Manager of Mail, Baggage and Express, these baggage improvements are vitally important because of the tremendous increase in the number of bags carried in our checked baggages service. This growth is expected to continue as Amtrak expands the number of cities where baggage may be checked; as Amtrak runs more trains, and as ridership keeps increasing.

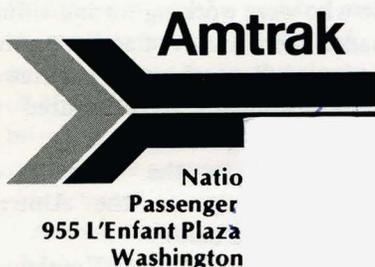
Amtrak Streaking?

Many people ride trains to view the scenery outside the windows. On the Montrealer in early April, however, passengers got quite an eyeful right inside Le Pub.

Jerry Jordan, Amtrak's piano player in Le Pub explained it this way: "I'm playing the first set and this guy says 'can you play some streaking music?' I say, O.K. I give him something up-tempo. Then I look up and this guy's streaking!"

"First time on Amtrak," he said.

Amtrak's services in its stations will also be improved, according to Neal Owen, System Manager — Passenger Service. New Personnel will be hired throughout the nation to fill additional ticketing, baggage and relief positions permitting more stations to be open before and during train time.



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