

# Amtrak NEWS

A NEWSLETTER FOR AMTRAK EMPLOYEES

Volume 1 No. 3

May 15, 1974



The AutoTrak car above will be used until new equipment is purchased.

## Amtrak's Intermodal Plans Include AutoTrak Service

What is the word on AutoTrak? One of the most frequently asked questions around Amtrak headquarters is, "What is Amtrak doing about an auto-ferry service?"

Ridership figures have begun to show that a growing percentage of the traveling public is planning to leave the family automobile behind for long distance and vacation travel this year and looking to the common carrier alternatives. The Federal Energy Administrator John Sawhill encourages all Americans to take "Energy Conscious Vacations". "We want people to take vacations," Sawhill said, "but we want them to keep in mind the energy shortage has not yet disappeared."

It has long been the hope of Amtrak's Marketing planners that we could show ridership gains from the great pool of people who have been traveling by private automobile. The

task has been to set up services which would provide alternatives to the automobile. One of the most productive innovations in railroad passenger marketing has been the Florida "Week of Wheels" concept, i.e., Amtrak provides the long haul travel and the car rental system provides the local transportation at destination. By mating the two programs, Amtrak and its car rental associates have combined to offer a "Free" or lower-cost automobile rental on Florida routes. This plan has been very successful and traffic is growing. In addition, today the Amtrak timetable index section is replete with the automobile symbol which means that car rental facilities are available at the listed city.

That is one part of the overall package. Now Amtrak is well along with its own auto-ferrying system:

Continued on page 8 col. 1

## Schedule Changes, New Services Effective May 19

Amtrak's new summer schedule, effective May 19, includes additional weekend service in the Boston-Washington corridor; new weekend through service between Boston and Harrisburg, Pa., a new Spokane-Seattle train, Expo '74, and reductions in running time on the Montrealer. In addition, equipment will be added to several trains to comply with recent Interstate Commerce Commission "Adequacy of Service" regulations.

In the Northeast Corridor, additional weekend New York-Boston and Washington-Boston service has been added. The new weekend trains are the Bostonian, New York to Boston service which leaves New York at 6:10 p.m. on Fridays and Sundays; the Knickerbocker, Boston to New York service which leaves Boston at 7:00 p.m. on Sundays and the Mayflower, Washington to Boston service which leaves Washington at 5:10 p.m. on Fridays. No changes will be made in Amtrak's Metroliner service which offers fifteen weekday trips in each direction between Washington and New York.

During the summer season, many Northeast Corridor trains will stop at the resort towns of Old Saybrook and Mystic, Connecticut and Kingston and Westerly, Rhode Island.

Amtrak-financed work on track owned by the Boston & Maine Railroad has enabled 40 minutes to be cut from the running time of the Montrealer, Washington-Montreal service, effective May 19. The southbound Montrealer will leave Montreal one hour earlier, arriving New York at 6:35 a.m. and Washington at 10:59. Northbound departures from Washington and New York are unchanged, with the Montrealer arriving at Montreal at

Continued on page 6 col. 1

## New May Timetables

### Simplify Train Travel

Amtrak's new May 19 timetables were designed particularly for many travelers who may be making their first train trip this summer.

Train schedules and other information have been divided into two primary timetables. Form A, All America Schedules, covers the entire Amtrak system plus selected non-Amtrak connections. In the past, Form A was considered a travel agent's timetable. However, this new edition is geared to the general public. The second major timetable, Form B or Northeast Schedules, contains Northeast Corridor service only. It is a 24-page volume, slimmer and more convenient than previous editions. Forms C and D are new. They are Midwest Schedules and West Coast Schedules, respectively. Midwest Schedules covers all Amtrak trains radiating from Chicago; West Coast Schedules covers service within the states of Washington, Oregon and California.

"For the first time, every train in the Amtrak system besides being listed in All-America and Northeast Schedules also is covered by an individual card or pull-out timetable folder," Bruce Heard, Senior Analyst-Timetables, said. A new standard timetable card cover debuts May 19.

Maps for several of the major timetables have been enlarged and simplified. There are easy to follow directions and page numbers are listed on each route. In addition to the map index, forms A and B have a new feature, a complete train index which includes train name, number and origin and destination points. New timetables also cover more fare information than previous editions, including excursion and circle fares. In compliance with recent Interstate Commerce Commission "Adequacy of Service" regulations, timetables now indicate those stations which have only limited passenger services. (Those stations which do not have in-station personnel at all times, necessitating tickets to be bought on the train and baggage carried on-board.)

## Summer Pass Policy Announced

The Amtrak Pass Bureau has issued a bulletin which outlines all "prohibitions and advance reservation limitations" applicable to employees traveling on free or reduced-rate passes. Any railroad or Amtrak employees desiring to use a pass for travel should locate below the names of the trains they will use, and determine what, if any, pass restrictions apply. Trains which are not listed are not restricted or prohibited to pass ridership in any way.

**Silver Meteor** - Between May 1 and October 31, 1974, this train is prohibited to all employee free or reduced-rate travel on all days. This restriction applies regardless of special endorsements which may appear on cards. In other words, even business travel is prohibited. The only way employees can ride this train is to pay full charges for tickets as does the traveling public. Family Plan discounts are allowed, of course, for travel beginning on a Monday through Thursday.

**New York-Washington Metroliner & New York-Boston TurboTrain** - Effective May 1 through October 31, 1974, these trains are completely prohibited to all employee free and reduced-rate travel on all days of the week. The only exception is that a pass document will permit ridership provided it contains a "Good for Metroliners and Turbo-trains" or a "Restricted" endorsement.

**Coast Starlight/Daylight, Southwest Limited and New York-Chicago segment of the Broadway Limited** - Effective May 1 through October 31, 1974, these trains are prohibited to all employee free and reduced-rate travel

for any and all segments of the trip on trains which originate on Fridays, Saturdays and Sundays. The only exception regarding this prohibition is when a pass document contains a "Good for Metroliners and Turbo-trains" or a "Restricted" endorsement. Effective June 7 through September 2, 1974, coach reservations may be made on trains originating Mondays through Thursdays, and sleeping space may be reserved on trains originating on Tuesdays and Wednesdays only. Such reservations will be permitted only within four hours prior to passenger scheduled boarding time unless the "positive space" endorsement is shown on the pass.

**Sunset Limited, San Francisco Zephyr, Empire Builder, North Coast Hiawatha, Lone Star, Inter-American, National Limited, George Washington, James Whitcomb Riley, Floridian, Panama Limited, Montrealer, Washingtonian, Night Owl, Silver Star, Champion, Washington-Harrisburg section of the Broadway Limited and all parlor service on all Boston-Washington conventional trains** - Effective June 7 through September 2, 1974, reservations will be permitted only within four hours prior to passenger scheduled boarding time. Reservations may be made for parlor car and sleeping space only for trains originating on Tuesday and Wednesday. Four-hour coach seat reservations may be made on any day of the week. No coach seat reservations are required at any time on conventional trains which serve exclusively the Boston - New York - Washington corridor. An exception will apply to the above reservation restrictions when a pass document contains a "positive space" endorsement, allowing reservations to be made at any time for the type of space permitted to be reserved for that particular day or for the type of space allowed on the pass.

**On All Trains with Sleeping Cars** - Effective June 7 through September 2, 1974, no sleeping space of any type will be allowed to be purchased on a train by an employee traveling on free or reduced-rate passes.

#### AMTRAK NEWS

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# Sound Reasoning Behind Amtrak's Pass Policy

Amtrak has established a policy which outlines when passholders may ride trains at free or reduced rates. Even though the policy has been liberalized over the past year, some passholders ask, "Why are certain trains prohibited to pass riders on certain days? What is the reason? Why can't I use my pass anytime I like?"

Amtrak News has examined the background of policies which restrict pass ridership and we've discovered some startling facts. According to Mike Eyerly, Manager of the Pass Bureau, there are as of May 6, 1974 418,301 persons holding passes which are good on Amtrak trains. When the dependents of these card holders are counted, we find that a total of 1,036,534 persons have pass privileges. Of these counts, 8,023 are Amtrak employees with an Amtrak total of 19,151 when dependents are included. A real danger exists that if no restrictions applied to use of these passes, free and reduced-rate ridership could result in heavy volume and jeopardize space availability for the general public and also reduce Amtrak's revenues.

In an effort to accommodate pass ridership and also meet its obligation to the public, Amtrak has arranged its policies so that between every two cities on its system, there is a train where pass riders can travel by coach on certain days. Between New York and Florida, for example, the Silver Meteor is prohibited to pass riders in both coaches and sleepers, but the Silver Star and Champion do not have coach restrictions.

Harold L. Graham, Vice President of Marketing, explains in this way: "We're trying to get our associates in the rail industry to be as patient as they can while we are short of equipment. We've tried not to be too restrictive with our pass policy. But on some trains, for example, the Silver Meteor, we have no choice. The public demand for service is so high, and we've turned revenue passengers away that we cannot in conscience cut off

the public by providing free seats to pass riders."

Certain railroads in the past had a pass policy as a benefit. The law creating Amtrak said the Corporation should develop a standard policy or keep old policies going and that the railroads would pay Amtrak for the pass privileges so developed. Amtrak decided to develop a single national policy. In determining what the railroads should pay Amtrak for such privileges, the Interstate Commerce Commission ruled the railroads had to pay less than a tenth of a cent per mile traveled by their employees and dependents.

This means that a Chicago - Los Angeles pass rider traveling by coach, assuming he is an employee of the "home road," would result in the railroad paying Amtrak \$1.76 for the entire trip. This amounts to quite a burden for Amtrak when it is considered that Amtrak would receive \$94.50 from a revenue passenger traveling by coach between the same two cities. Amtrak is a new company, receiving support of tax dollars, and it is not in the public interest to turn away revenue passengers to carry pass riders at free or reduced rates.

Certain procedures exist which a pass rider must follow when planning to travel on Amtrak. Art Mousteko, Manager of Ticketing, said that a pass holder has an obligation as soon as he phones for a reservation to identify himself as a pass rider. The benefit of this is that the reservation agent may immediately alert the caller about special pass restrictions which may be in effect that could affect the caller's trip.

"Another important thing to realize is that when a pass rider doesn't identify himself as such over the phone, a revenue ticket may be prepared for the 'will call' window, only to be voided when a pass is presented to the ticket agent," said Mousteko. "The Amtrak agent then must issue a pass ticket, causing him to do this work over again. This causes lost man-hours for Amtrak, requires pass holders to wait unnecessarily at

ticket windows and delays our revenue passengers while purchasing their tickets."

If a ticket clerk finds that a pass holder made a reservation more than twenty-four hours in advance (or four hours in advance between June 7 and Sept. 2), he has an obligation to cancel that reservation under the existing rules and regulations.

Once on a train, a pass rider must sign his ticket in the presence of the conductor. If a ticket is issued with no reservation, and a pass rider tries to use it on a day when a train is prohibited, then the responsibility for that action rests with the pass rider. In that case, the conductor has no alternative but to charge the full fare for space used. Anyone who violates the pass policy is subject to the loss of his pass privileges.

There are instances where a new Amtrak or railroad employee will desire to travel but has not yet received his pass. Ken Boylan, Pass Bureau Administrator, explained what to do: "An eligible railroad employee without a pass can travel provided he completes a Travel Voucher Request Form, has it signed by his supervisor, and forwards it to the Pass Bureau here in Washington. This takes time so trips should be planned ahead. We prefer receiving the request two weeks in advance if the employee is west of the Mississippi, and one week in the east."

Upon receiving the request, Boylan will issue a travel voucher which the pass holder exchanges for a ticket. This document authorizes him to travel, but does not guarantee him space.

Amtrak has tried to meet the traveling needs of pass holders without curtailing space availability for revenue passengers. With careful planning and a flexible approach to days of travel, pass holders can take advantage of their pass privileges and travel throughout the nation on the Amtrak system.

# Amtrak & National Trust for Historic Preservation Cooperate to Revitalize US Railroad Stations

There is a growing movement throughout the nation to save railroad stations that are "architectural treasures" which represent the heritage of railroading in the United States. The organization staunchly supporting such efforts is the National Trust for Historic Preservation, and they're receiving support from Amtrak. In the April edition of its publication, *Preservation News*, a special supplement covers possible future uses of railroad depots of all types.

"There are large stations, small stations, stations in the middle of large and small cities and stations on the periphery in no-man's land. Sound solutions have been found for some of these floundering structures," said *Preservation News*. "All across the country, railroad stations are being given new lives. The range of uses is as wide as the imaginations of the people they serve."

Stations have been turned into restaurants, offices, antique shops, civic centers, book stores -- almost anything. According to James L. Warsher, Amtrak's Manager - Terminal Coordination, the most logical use of terminals, particularly large ones, is to develop them into intermodal terminals which serve train and bus passengers.

*Preservation News* states that the best use of large stations "would seem to be one where the railroads continue to use a portion of the space and the remainder is converted for other needs. This plan is being followed in a number of conversions -- San Diego; New London, Conn.; Indianapolis; and Little Rock, Ark. Amtrak is interested and willing to be a part of these projects and can be counted on by preservationists to help out by renting some space. It cannot, however, be expected to shoulder the entire cost of restoration."

Warsher agrees with this view: "The older, larger stations would be prohibitively costly to renovate for Amtrak's exclusive use. We believe that Amtrak should not be using its funds to restore buildings when it is in the business of providing railroad passenger service. On the other hand, Amtrak should not be using its funds to destroy significant examples of architecture which have been designated as important elements of America's transportation heritage. Every station in the country can't be preserved for preservation's sake, but many are good for so-called adaptive re-use which may include Amtrak."

"Many stations are architecturally unique and should be saved, but



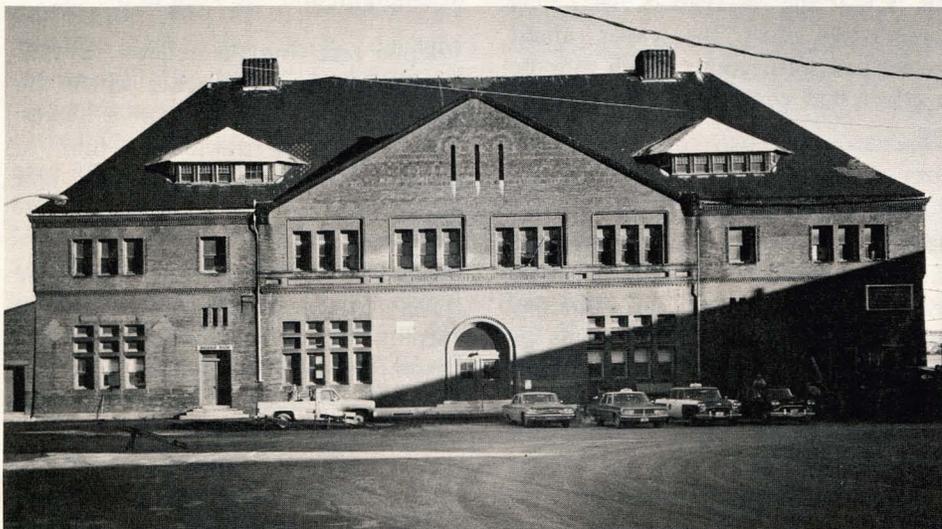
Amtrak will play a role in the \$3 million conversion of Union Station in Little Rock, Ark. into commercial and office space.

Amtrak cannot save them on its own," continued Warsher. "Amtrak must eliminate or minimize its capital investment in fixed station facilities and approach our terminal situations on a similar basis as the airlines and bus operators. We need help from both public agencies and private developers to provide facilities which may be leased by Amtrak. We will commit an amount of resources to preservation as large as would be required to construct an equivalent new facility not including land acquisition costs."

In some cases, Amtrak can facilitate preservation of a building with architectural value by moving out (preferably into an intermodal terminal constructed by a public authority). In Yuma, Arizona, for example, Amtrak and Southern Pacific freight offices are relocating to a new building constructed by Southern Pacific, in coordination with Amtrak. The present station listed in the National Register of Historic Places will now be made into a regional cultural center by the Yuma Fine Arts Association.

"I've had prior experience with the Massachusetts Bay Transportation Authority in saving significant examples of 19th century railroad architecture," added Warsher. "Not all of the facilities are preserved in what I call 'inspired re-use'--for instance, I think one of them is kind of a

The New London, Conn. Union Station will be converted into commercial office space and a restaurant. Amtrak also will have space for its operations.



seedy-looking laundromat.”

Amtrak will continue to cooperate with station preservation efforts, and is studying plans by outside developers to transform the Los Angeles and St. Louis stations into components of commercial centers. Jim Warsher will participate in a June conference to be held in Indianapolis on rebuilding railroad stations. The meeting is being planned by the National Trust, the Advisory Council on Historic Preservation, the National Endowment for the Arts, and Amtrak.

Other groups interested in preserving stations include the Railroad Station Historical Society (430 Ivy Ave., Crete, Neb. 68333) and The Depot Group (1074 Syracuse Dr., Claremont, Calif. 91711).

The following are case studies of possible reuses of railroad stations, showing the variety of uses planned and some of the types of funding available.

### San Diego

After a three-year battle by local groups against possible demolition, the San Diego Santa Fe Depot (1915) now appears saved. It will be turned into a transportation complex by the city and will include trains, buses (local and long distance), airport ticketing facilities and connections, tourist services as well as a few shops and a restaurant. This \$5.8 million venture will be aided by a \$1.5 million grant from the Urban Mass Transportation Administration of the U.S. Dept. of Transportation, which was announced in December. Private developers are expected to invest \$3.8 million in the project.

According to the development prospectus, 80,000 square feet of new space will be added to the nearly 190,000 square feet already there. Included in the addition will be a reconstruction of the arcade and entry courtyard, which was demolished several years ago for a parking lot. The courtyard will be used as a waiting area and will include a people's market and artisan fair.

Saving the terminal became a major project for preservationists who give Mayor Peter Wilson a large share of the credit. Involved were the San Diego Historical Site Board, which twice voted six-month delay in demolition



After a three-year battle against possible demolition, the San Diego Santa Fe Depot will be turned into an intermodal transportation facility.

orders; the local press and television, which kept the project in the public eye; and the Save Our Heritage Organization, which organized a letter-writing campaign to save the station. Both the Santa Fe and Amtrak have promised full cooperation in the project.

### New London

The New London, Conn., Union Station (1885) has been threatened by demolition on and off for 10 years. But now the city's urban renewal agency has become its saviour. The city has accepted the development plan put together by the Union Station Railroad Trust with Boston architects Anderson Notter Associates.

The plans call for the H.H. Richard-

son-designed station to be converted into commercial office space and a restaurant. Amtrak has agreed to the plans and arrangements are being made for space in the station for its operations.

City fathers have long claimed that the station was another ugly eyesore on New London's downtown. Preservationists, led by Clare Dale, have kept the building alive by mounting an almost continuous stream of publicity and by trying for years to interest a developer in it. The National Trust for Historic Preservation has made two grants for studies on possible uses of the building.

### Little Rock

Amtrak is playing a role in the \$3 million conversion of Union Station (1924) in Little Rock, Ark., into commercial and office space. Amtrak will take 4,200 square feet in The Train Station, as the project is called, for its passenger facilities. Tenants on the plaza and ground levels are expected to include restaurants, shops and a cinema. The second and third floors will be used for offices.

The tan brick station was built by the Missouri Pacific Railroad and was the center of community life for many years until passenger service was abandoned. The developers acquired the station and surrounding 50-acre property (for future development) having seen similar undertakings in other cities.

Union Station, Indianapolis is scheduled to become part of a \$150 million development.



# Amtrak Film Shows Highlights of 3-Year History

Many Americans recently turned on their televisions to view the local news and saw dramatic film clips showing Amtrak trains, while an announcer said, "This summer, more Americans than at any time since World War Two will be looking at alternatives to the automobile as a way to go on vacation."

That is the beginning of a color film

report showing Amtrak trains with dome cars, new turbo trains, modern locomotives, renovated cars, and throngs of passengers.

The film was produced under the guidance of James A. Bryant, Manager - Radio/TV News, in Amtrak's Public Relations Department. "It was designed to bring the American people up to date on the activities of Amtrak

now that the company is three years old," said Bryant.

The filming crew did all of its work in four days, dodging bad weather in the process. Scenes were taken in the Washington and Chicago city ticket offices which show computer consoles and automated ticketing machines. Shots were taken in Chicago Union Station of passengers and of departing trains. The first five new diesels of Amtrak's latest order were filmed rolling into Penn Central's Chicago shop as they were being prepared for their inaugural runs on the Floridian.

The film clip was distributed to 150 television stations in 100 cities throughout the nation, plus networks and film syndication organizations. To impress upon television news directors the importance of showing the film, Bryant explained that "This is Amtrak's anniversary and we're gearing up for the heaviest traffic in our short life. Since Amtrak is a quasi-public organization, using taxpayers' dollars, its activities are of interest to many in your viewing audience."

While many stations showed the film on May 1, others kept it for "stock footage" on Amtrak to be shown on future shows. Since two-thirds of Americans rely on television as their prime source of news, Amtrak should receive considerable exposure to the public. The film was limited to two minutes, making it long enough to cover several aspects of Amtrak but not so long that stations wouldn't show it. The brief movie contains 30 different sequences, meaning it is a fast-moving film. There was no cost to Amtrak for air time because it was used as a news item. A one-minute commercial shown on network television, however, usually costs \$50,000 to \$75,000 each time it is aired.

The actual filming was done by Ray Grimaldi and Bill Baker of Eli Productions of Washington, D.C. They're the same men who filmed the French Turbos in 1973 for Amtrak.

The movie is narrated by Ivan Scott, former network correspondent who covered, among other things, the

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## SCHEDULES - continued from page 1

10:05 a.m., 40 minutes earlier.

At the request of the Florida Congressional Delegation, Amtrak will reinstate Lakeland, Winter Haven and Deerfield Beach, Florida as stops on the Silver Star and Sebring as a stop on the Silver Meteor.

One of the few May 19 schedule changes in the Midwest involves a time change for the eastbound National Limited, New York-Kansas City service. The train will depart Kansas City at 11:00 a.m., 1 hour and 20 minutes later, providing better connections at St. Louis with the Inter-American and a more convenient departure time from Pittsburgh for New York and Washington (7:20 a.m. instead of 5:00 a.m.) Also, an additional stop has been added to the Black Hawk, Chicago-Dubuque service, at Warren, Illinois.

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 for the summer on the North Coast Hiawatha linking Spokane with both Seattle and Chicago from three times weekly each way to daily. Adjustments have been made in the schedules of trains arriving in Seattle 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.

At the request of the Burlington Northern Railroad, some running time will be added to the schedules of the San Francisco Zephyr, North Coast Hiawatha and Empire Builder. Also, recent contract negotiations with the Penn Central have resulted in extension of running time for the National Limited and Floridian. Doug Willmott, Marketing's member of the Schedule & Consist Committee, cites "longer consists necessitated by dramatically increased ridership" as the reason for extension in running times of up to 45 minutes on some of Amtrak's long-haul routes.

There will be several important equipment additions on May 19. Slumbercoaches will be reinstated on the Empire Builder and San Francisco Zephyr. Newly refurbished pub cars will operate on the Broadway Limited and Silver Star. (Recreation cars will continue in service on the Silver Meteor, Floridian and Coast Starlight. The Pub Car will remain on the Montrealer.) Dining Cars will be added to a number of Boston-Washington trains including the Southern Crescent, Bostonian, Knickerbocker, Senator and New Englander (formerly called the Bunker Hill northbound and the Quaker, southbound). For the first time, checked baggage service will be available on the San Joaquin and several conventional Chicago-St. Louis trains.

Continued on page 8 col. 3

# Demand Grows for Group and Tour Travel

This will be another year of energetic growth for Amtrak's group and tour travel program, according to Arthur Lloyd, Manager - Agency, Tour and International Sales. There are four basic reasons for the expected increases in this business: domestic travel is growing (particularly with international airline fares rising); the energy crisis; greater interest on the part of travel agents; and the public's increasing familiarity with Amtrak's services.

## Travel Agents

"Travel agents are selling Amtrak - It is something brand new," said Lloyd. "Their sales have doubled each year since Amtrak started. In 1971 they were \$4 million; in '72, \$8 million, and in '73 they exceeded \$16 million. Amtrak-appointed travel agencies now total 6600 worldwide, of which 5800 are in the United States and Canada. As Amtrak's image continually improves, as our reservations capability increases and as advertising impact is greater, the travel agent will turn to us for more and more of his vacation clients."

"Right now, eight percent of our total gross revenue is from travel agents. Research shows that agents write a much higher percentage of the 'big ticket' business -- first-class, long-haul and tours. In other words, a person buying a ten dollar ticket does so at an Amtrak ticket window. But a person buying a ticket, say, from New York to Spokane in a bedroom, is more inclined to do so through a travel agent who can help with other facets of his itinerary such as hotel, sightseeing, rent-a-car, etc.," continued Lloyd.

"The tour business was getting bigger even before the energy crisis hit us," said Lloyd. "When that happened we experienced a big upsurge in calls but they've leveled off as charter airline and bus availability improved. Nevertheless, we've had about a 50 percent increase in demand by tour groups."

Planning tour movements is a long process -- most major operators had their requirements for 1974 outlined to Art Lloyd, and his assistants Dave

Conley and Larry Rubin, by August 1973. Most group travel is in first-class accommodations and takes in almost every part of the country. Tours range from 24 minimum-priced city packages to an escorted 24-day Four Winds Grand Circle Americana starting at \$1,810. Here are few of the tour concepts:

-- "Navajoland" - a circle tour of Indian lands around Gallup, N. Mex., a stop on the Chicago - Los Angeles trains. This is a six-day, on-the-spot course in Indian culture, combined with some of America's most dramatic scenery.

-- "Golden Cities Round-up" - a train/plane combination with Continental Airlines operated by Ask Mr. Foster travel agency. This is a carousel-type tour of Denver, Los Angeles, San Francisco and Seattle. The tour can begin in any of the four cities.

-- The John F. Kennedy Center for the Performing Arts is the central lure of a new Washington tour operated by Sanders World Travel. It offers three performances in the Kennedy Center, dinner in the Center's "la Grande Scene" Restaurant and hotel accommodations.

Amtrak is helping to expand its share of the tour market by initiating service over new routes. The Oakland - Bakersfield "San Joaquin", for example, opens three national parks to Amtrak's system -- Yosemite, Sequoia and Kings Canyon. The planning that Amtrak and travel agents are undertaking in 1974 will result in substantial tour business on this route in 1975. Also, plans are underway to carry tour groups in Texas on the Inter-American in 1975.

"Finally, we have school groups, boy scouts and small convention groups riding selected lines in increasing volume," said Lloyd. "We especially like the kids. It's important that young persons be encouraged to try rail travel."

The American Society of Travel Agents (ASTA) agrees that a rail travel boom has hit the agents. Lawrence J. Frommer said recently in ASTA News

that, "For travel agents, there must be reassessments. No longer can they refuse to identify with rail. They will probably be asked more frequently by their regular customers to provide this service. Agents may even draw some new customers who customarily travel by car .... As Art Lloyd suggests, 'The customers will make the agents aware that Amtrak exists and is here to stay!'"

Effective July 1, 1974, all Amtrak-appointed travel agents will hold ticket stock and receive a 10% commission. Agents are important to Amtrak. They are responsible for providing service to a large share of the business market and, by having the ability to rapidly issue tickets for last-minute business clients, will broaden the business market for Amtrak.

Amtrak Sales personnel have spent considerable time with travel agents getting them acquainted with Amtrak and the procedures for booking passengers, working with tariffs, and writing tickets. For example, Richard F. Cook, District Sales Manager in New York, initiated a series of seminars which trained 346 travel agents in the month of March alone. Reginald W. Bell, Jr., Manager of Sales in Northern New Jersey, and his assistant Virginia E. Hulick, have trained 679 travel agents since last July. "This is the most thorough job of training I've ever seen," said Cook.

## Tours

Tour sales also doubled in 1973 compared to 1972. Although Amtrak capacity in the summer remained static, the number of package tours offered during the spring or fall "shoulder" periods, and low season periods, went up dramatically. Fall and winter programs to Florida, the Southwest, California and Mexico have been well received. Amtrak now offers 157 individual tour packages, this includes programs which combine rail travel with airline, steamship, bus and rental car travel, as well as rail-only tours. The four tour operators with the most business on Amtrak are Four Winds of New York; Wayfarer of Cincinnati; Cartan of Chicago and American Rail Tours of San Francisco.

AutoTrak. During the first week of May, AutoTrak cars have been operating experimentally on the Floridian (see photo). These interim-type cars will carry eight standard automobiles each and it is planned that four of them will be pulled behind the Floridian. The terminals for AutoTrak service will be at Indianapolis in the north and Poinciana, Florida (near Orlando) in the south. The plan for these terminals has been to place them in central "collector" locations which will best serve a large area market, rather than to put them at the end points of each route.

When Congress enacted the 1973 Amtrak legislation, it included in the law, the following, "in order to increase revenues and to better accomplish the purposes of this Act, the Corporation is authorized to modify its services to provide auto-ferry service as a part of the basic passenger services authorized by this Act ... The Corporation is authorized to acquire, lease, modify or develop the equipment and facilities required for the efficient provision of mail, express and auto-ferry service, or to enter into contracts for the provision of such service."

We have found that the market is there and the legislation certainly encourages Amtrak to get into the business. Bill Jackson is the Project Manager for development of the AutoTrak concept. He and Stan Miller, Chief Engineer and Ed Tolle

Supervisor for Car Maintenance are making shake-down trips on the Floridian to check out this new equipment. The cars which have been developed meet initial standards but they are for interim use. Newer and better equipment is on the drawing boards.

At the present time, everyone connected with this project stresses the fact that this is an "experimental" service and that we are developing the equipment, the system, the terminals and the loading and unloading problems along with everything else which is necessary for this new service. And right now we are facing the biggest summer of Amtrak's history.

Meanwhile, other routes and other concepts are being studied. The new Amtrak Tour Manual, see Amtrak News, May 1, 1974, announced an Amtrak motor home rental plan by which the vacationer may do his long distance traveling on the train and then rent a motor home at his destination. "Roamin' Holiday" is one of Marketing's rail-drive combinations with Amtrak providing the long haul travel.

Another idea which is just getting off the ground combines an Amtrak trip with a selected Resort and a car rental plan. Put all three together and the vacationer gets a package which gets him where he wants to go by rail, to the Resort of his choice and a car for his local travel in and around the Resort area.

All of these plans accomplish what the Federal Energy Administrator was thinking about when he said Americans should plan "Energy Conscious Vacations". The lines at the gas stations may be gone and the energy crunch may not have the bite that it did last winter, but Mr. and Mrs. America are still going to be careful about taking the big family station wagon out on long trips because the cost of gasoline is now a major factor in any vacation plans. This is where Amtrak's plans fit into the picture. By fall, we shall make it possible for the vacationing family either to take a car to Florida on AutoTrak, to choose a "Free" or reduced rate rental car, to enjoy a "Roamin' Holiday" or to select the Amtrak/Resort/Car rental package. In every case, railroad passenger travel will be the heart of the plan to provide for the greater share of the distance involved.

FILM - continued from page 6

White House and Vietnam War. As the film ends with a refurbished Amtrak train rolling away, Scott's powerful voice is heard saying: "In spite of fuel scarcity and pressures to stop environmental pollution, Amtrak knows better than to count on an overnight rebellion against the automobile. But as it celebrates its third anniversary, Amtrak sees an opportunity for railroads to win back old friends and make a few million new ones as well."



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