

Amtrak NEWS

A NEWSLETTER FOR AMTRAK EMPLOYEES

Volume 1, No. 13

October 15, 1974

Turbos' First Anniversary In Chicago-St. Louis Service

Amtrak's two French-built Turboliners, which created worldwide attention when they went into service between Chicago and St. Louis, completed their first year of service on October 1.

Statistically, the trains are a dream. They have carried about 200,000 passengers a total of 40 million passenger miles on their runs. The trains have operated 300,000 miles while achieving a 92 percent reliability record and earning the praise of their passengers.

The Turboliners were the first foreign-built trains ever to see revenue service in the United States

and were leased to Amtrak because new equipment was not available in this country on short notice.

The trains were considered experimental when Amtrak leased them from ANF-Frangeco, the French manufacturer who was producing trains for the French National Railways.

Reliability and riding comfort of the Turboliners have rated high with passengers on the 284-mile route, and Amtrak has responded by purchasing the two trains now in service and ordering four more trains for Midwestern routes.

In addition, seven trains based on

the French design will be built in the United States by the Rohr Corp. and are planned for New York-Boston service.

Although the five-car trains with their distinctive, streamlined appearance are capable of speeds of 125 miles an hour, track conditions limit them to 79 miles an hour on the Chicago-St. Louis run.

In a recent survey conducted among 1,325 passengers, 99 percent said they enjoyed the trip and 97 percent said they would definitely or probably take the train the next time they traveled.

Ridership for the first eight months of 1974 on the Chicago-St. Louis route, where the two turbos and one conventional train operate each day, increased 32 percent over the same period last year.

March Target Date For Norfolk-Cincinnati Service

New Norfolk-Cincinnati passenger service is expected to begin by March 1975. The new train will synchronize with the existing Washington-Newport News to Chicago train to provide through service to and from Chicago.

Amtrak President Roger Lewis, testifying before a Senate Appropriations Subcommittee, said the train will leave Norfolk westbound early in the afternoon, pass through eastern West Virginia in the evening and arrive in Cincinnati around 7 a.m. the next day. Eastbound, the train will leave Cincinnati in the late evening, arriving at Welch and Bluefield, W.

Va. in the morning and Norfolk in mid to late afternoon.

Lewis noted that the planned arrivals and departures at Cincinnati correspond very closely with those of the James Whitcomb Riley, Amtrak's Washington-Newport News-Chicago train. He said this will allow both trains to be linked east of Cincinnati, where their routes merge, so as to provide through service to Chicago. By not terminating the new train at Cincinnati, Amtrak will avoid having to build major new servicing facilities there, Lewis said.

Lewis told the senators that final

decisions on equipment to be used on the train are still to be made but that it will provide coach and sleeping car accommodations as well as lounge and hot food facilities.

So far, Amtrak has authorized almost \$2 million for stations, track and facilities on the new route. It is anticipated that operating losses will be \$1 million for that portion of the 1975 fiscal year during which the train will operate.

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



Greyhound/Amtrak Ticket Combinations

Amtrak passengers are now able to buy combination rail-bus tickets on nine Greyhound routes not served by Amtrak. The new ticketing arrangement enables "one stop shopping" for intercity travelers relying on both buses and trains to reach their destinations.

The program, implemented on September 15, is a result of a recent agreement signed by Amtrak President Roger Lewis and Greyhound President James L. Kerrigan (Amtrak News, July 1 issue).

Presently, only Amtrak is selling the combination tickets. After January 1, 1975, Greyhound also will be able to sell Amtrak tickets as a service to passengers starting their trip by bus and then proceeding by train.

The program has been applied to some of the more popular rail-bus destinations. In each case the bus route connects with Amtrak service. These are:

—New Orleans and Jacksonville, FL, both Amtrak destinations, continuing on by bus to (or originating from) Biloxi, Mobile and Tallahassee.



—Tampa and St. Petersburg, FL, both Amtrak cities, by bus with Sarasota, Ft. Myers and Naples.

—Albuquerque to Amarillo, Oklahoma City and Tulsa. (Albuquerque and Oklahoma City are both served by Amtrak but not linked directly by rail.)

—Los Angeles to Las Vegas, Salt Lake City, Ogden, Pocatello, Idaho Falls and West Yellowstone. (Los Angeles and Las Vegas are now

linked by a three-times-weekly Celebrity Train and Ogden is a daily stop on Amtrak's San Francisco-Denver-Chicago route.)

—From the major Amtrak terminus of Boston by bus with Portland and Bangor, ME, and St. Stephen, N.B., in Canada.

—Minneapolis and Omaha, both Amtrak stops but without direct connection.

(Continued on page 8, col. 1)

Tom Kennedy Ad Most Read In Modern RR/Rail Transit

A new Amtrak advertisement which debuted in the July issue of *Modern Railroads/Rail Transit Magazine* was the most read ad that month, according to a survey conducted for the magazine by Cahners Publishing Co. of Chicago.

The ad was first in a series acknowledging the contribution railroad men have made to Amtrak's success. It pictured Tom Kennedy,

Amtrak's Manager of General Reservations at Bensalem, PA with the caption: "to head its computerized reservation system, Amtrak chose a man with 30 years of railroading."

Approximately two weeks after *Modern Railroads/Rail Transit* subscribers received the July issue, a mail questionnaire was sent from Cahners asking subscribers to indicate what editorial and advertising

items in the July issue were "read most" and "read some." Items "read some" were categorized as those which caught attention but that the reader only partially or just noticed. Items "read most" went beyond the attention level, the major portion of those ads were read.

Seventy-three percent of subscribers surveyed had read the Amtrak ad, fifty-three percent identifying it as "read most." The second most read ad in the July issue received a total score of sixty-seven percent.

Three New Regional Directors Report to Pres. Roger Lewis

Greater local authority over Amtrak services will result from development of three new posts in the Western, Central and Southeastern sections of the country.

Filling the positions of "Regional Director" are Richard M. Boyd, Central Region; Arthur L. Lloyd, Western Region; and Joe G. Matthews, Southeast Region. They are headquartered in Chicago, Los Angeles and Miami, respectively.

The three directors—all with considerable railroad and Amtrak experience—are considered regional representatives of Amtrak President Roger Lewis and report directly to him.

"These men are responsible for general coordination of Amtrak interests in their respective regions," said Lewis. "They see to it that different departments, such as sales, operations and services, get together on local problems."

The regional director is also responsible for the development of the good name of Amtrak in his region and for strengthening relationships with the various business organizations.

"He must also anticipate problems and assume the initiative in correcting them," continued Lewis.

Central Regional Director Richard Boyd reiterated Lewis' statement by saying, "We act as a center for those with complaints and suggestions about our service. Our objective is to try to solve our problems on a local basis, try to do what we can do, without going to Washington."

Another Director, Arthur L. Lloyd of the Western Region, said his section of the nation benefits from creation of the new post.

"With a three hour time difference between the west and Washington, I'm getting problems brought to my attention simply because it's after

five in Washington when the problem occurs," said Lloyd.

"In certain instances I've been able to solve certain problems that minute. This helps us all the way around," Lloyd continued.

The directors play an equally important role in representing the company to outside groups. They often give speeches before civic groups and clubs, and examine suggestions for additional rail service.

The three directors, all having extensive transportation backgrounds, are well qualified for the posts.

Richard Boyd in the Central Region has been with Amtrak since early 1972 as Regional Manager—Central, a post similar to the present position. Prior to joining Amtrak, he was President of the North American Car Corp. in Chicago and Vice President-Traffic and Transportation of Pittsburgh Plate Glass Industries, Inc. He first gained railroad experience with two railroads, the Missouri-Illinois and the Illinois Central.

In the west, Arthur Lloyd, as a seventh generation Californian, feels "at home" in his new post. Lloyd has been with Amtrak since October, 1971 as Manager of Agency, Tour and International Sales. Before joining Amtrak he was owner-partner of the Clift Travel Service in San Francisco for 10 years. From 1949 to 1961, Lloyd worked for the Western Pacific Railroad in reservations, sales and public relations positions.

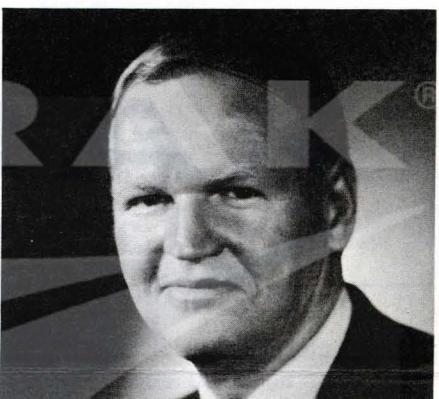
Southeast Regional Director Joe Matthews served as Amtrak's Director of Congressional Relations since 1971. Prior to that he was a Senior Consultant for the Dept. of Transportation assigned to the Amtrak project. Matthews began his transportation career with the Southern Railway in 1939, holding various positions including trainmaster, division superintendent, and Director of

Labor Relations. He has also served as Assistant Vice President for the Association of American Railroads and President of the Trailways Bus System.

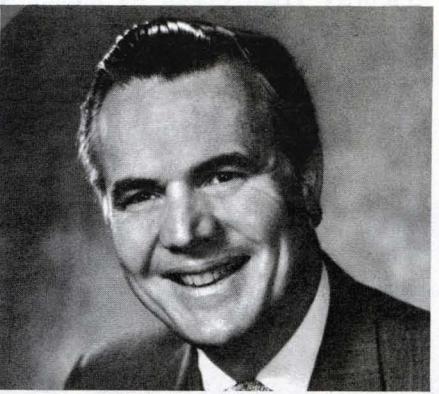
Regional Managers of the Sales, Service and Operations departments continue to report functionally to headquarters personnel but report administratively to the Regional Director.

There is no Regional Director for the Northeast. Because Amtrak's headquarters is located in the region, the area is served directly by headquarters personnel.

Richard M. Boyd



Arthur L. Lloyd



Joe G. Matthews



Three New Indiana Stops For James Whitcomb Riley

The James Whitcomb Riley began serving the Indiana cities of Muncie, Richmond and Peru on September 25. The Riley connects Washington, D.C., and Norfolk, VA with Chicago via Cincinnati.

The original route of the train took it through Indianapolis until deteriorating track conditions forced a detour.

Amtrak's Indianapolis passengers are being served via a chartered bus connection to and from Muncie. A bus departs Indianapolis Union Station at 7:45 a.m. to make the westbound connection and at 5:25 p.m. to make the eastbound connection at Muncie. Detraining passengers making the bus connection at Muncie reach Indianapolis at 10:55 a.m. from

the westbound train and at 8:40 p.m. from the eastbound train.

For the portion of the Riley's route affected by the detour the schedule is as follows:

Read Down	Read Up
7:30 a EDT Cincinnati	10:55 p EDT
8:20 a EST Richmond	8:05 p EST
9:20 a EST Muncie	7:05 p EST
11:00 a EST Peru	5:40 p EST
2:45 p CDT Chicago	2:05 p CDT

Richmond is a flag stop. Muncie and Peru are scheduled stops.

The new Amtrak routing is over tracks of the Chesapeake & Ohio Railroad.

Milton Berle Hosts First Las Vegas Train

Stage and screen Celebrity Milton Berle was host and guest engineer September 20 as the Las Vegas Celebrity Train began its inaugural run between Los Angeles and Las Vegas.

On hand to welcome the passengers were Berle, Las Vegas dignitaries and Amtrak officials as the train departed Los Angeles Union Terminal on its 7½ hour trip to Las Vegas.

The Las Vegas company is chartering Amtrak trains, each with a capacity of 800 persons, for trips departing Los Angeles on Sundays, Fridays and some Wednesdays, except for the Thanksgiving, Christmas, New Year and Easter periods.

Las Vegas Charter is providing special "fun" packages which it is selling from its own offices in Southern California and Las Vegas. The package includes rail fare, hotel accommodations and other items. A special feature of the train is the presence of a film, radio or television personality as host for each trip.

Las Vegas Charter, which is sponsoring the three-times-a-week rail

trips, said that Californians can save gas, save wear and tear on themselves and their cars, and save money through special package tours by taking the trains.

Twelve Las Vegas hotels are participating in the package and have set aside rooms for train travelers.

The Friday night tour will include a stay in Las Vegas of two nights and three days for \$75. Sunday service will be either a three-night and four-day stay for \$90 or a five-night and six-day stay for \$125, and Wednesday's tour will feature three days and two nights in Las Vegas for \$70.

"The 'fun book' given to each passenger will include free drinks, shows and gambling chips," Las Vegas Charter President Jack Melvin said.

Melvin added that persons may be able to ride the train one way to either city without the package deal "if there are any vacancies at the last minute. But I don't think we'll have any extra seats."

Passengers will depart Los Angeles at 2 p.m. each Wednesday, Friday and Sunday. Arrival in Las Vegas will

be at 9:40 p.m. Midnight departures from Las Vegas will arrive in Los Angeles at 8 a.m.

There will be from 10 to 18 cars on each train, with high-level coaches. Food and beverage service will be available.

AMTRAK NEWS

NATIONAL RAILROAD PASSENGER CORPORATION

Published bi-weekly for Amtrak employees and those of participating railroads engaged in passenger service

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Progress Report: Station & Track Repairs

Progress is being made during October on several important station and track repair projects including rehabilitation, under the direction of Chief Engineer Herb Longhelt's facility engineering group, of eleven Milwaukee Road stations.

Milwaukee Road Stations

The eleven Milwaukee Road stations are Glenview, IL; Sturtevant, Milwaukee, Columbus, Portage, Wisconsin Dells, Tomah and LaCrosse, WI; and Winona and Red Wing, MN. Work has been completed at Glenview, Columbus, Portage, Wisconsin Dells and Tomah. Most of the repairs consisted of interior and exterior painting and gutter fortification. At Wisconsin Dells, the platform was resurfaced. Eaves were repaired at Tomah and floor tiles replaced in the restrooms and waiting room.

Besides interior and exterior painting, repairs scheduled for Winona include resurfacing the concrete walkway from station to platform with blacktop. Waiting room and restroom floor tiles will also be replaced. Paint and lighting improvements will occur at Red Wing and Sturtevant. LaCrosse will be painted and its platform repaved. Milwaukee will require only minor painting and installation of an illuminated station sign.

Jacksonville, FL

Plans and specifications for expansion of Jacksonville station mail and baggage handling were circulated to local bidders in early October.

Amtrak Michigan Stations

Repair of new Blue Water route stations has been completed with the

exception of Port Huron where a new facility is under construction and scheduled to open in December.

Homewood, IL

Rehabilitation has been completed at Homewood, including interior and exterior station painting and installation of a new roof.

Houston, TX

Expansion and consolidation of the Houston Southern Pacific station has been completed. In September, Santa Fe operations were moved into the SP station and its waiting room remodeled, with new tile floor, lighting improvements and enlarged ticket counter and baggage room.

NY-Boston Track

Specifications and drawings have been received from Penn Central for repair of the Old Saybrook, CT bridge and the Hellgate line, first steps toward utilizing the \$21.6 million recently approved by Amtrak's Board of Directors for New York-Boston track work.



Repair of the Lima, Ohio station, (above) which coincided with the September 11 addition of a ticket clerk, included exterior landscaping.



Lapeer, Michigan's station (right) was freshly painted and repaired for the Blue Water Inaugural. R. Daly photos

Ridership Up In August

Ridership was up and on-time performance improved throughout the Amtrak system in August.

Compared to August, 1973, ridership increased eight percent. The largest gain was 67 percent on the Broadway Limited. The Empire Service between New York, Albany and Buffalo registered an increase of 54 percent, and the Montrealer carried 27 percent more passengers than

the same period a year ago.

Other routes with sizable increases were Chicago-Carbondale, 66 percent; Washington-Cumberland, 48 percent; Chicago-Detroit, 34 percent; Chicago-St. Louis, 29 percent; Chicago-Milwaukee, 18 percent, and Boston-New York, 17 percent.

For the first eight months of 1974, systemwide ridership was up 26 percent over the January-August total for 1973.

Leading the gains for long haul routes in this eight month period were the Floridian with a 59 percent

increase; Broadway Limited, 51 percent; Montrealer, 40 percent; and New York-Florida trains, 35 percent.

The New York-Washington and New York-Boston corridors, the busiest in Amtrak's system, were up 15 and 43 percent respectively for the same period.

On-time performance in August averaged 77.8 percent, up from 76.1 in July. The best on-time record was 96.8 percent on the Seattle-Spokane route, followed by Chicago-Dubuque with 95.2 percent.

Radio To Play Important Amtrak Advertising Role

Amtrak's Advertising Department is expanding its use of radio to reach prospective train travelers, according to James W. Mariner, Manager of Advertising and Sales Promotion. A new six-part radio series is currently airing in the Washington, DC area and radio will play a big part in fall and winter "price and destination"

advertising campaigns.

"Amtrak wants you to enjoy your trip" is the theme of the current Washington radio series. "Amtrak's Washington reporter" Paul Anthony tells prospective passengers how to get the most enjoyment out of their next train trip.

Each of the six radio "spots" concentrates on a different aspect of train travel. Some, like the "prime time" commercial, offer practical advice on how to plan a successful train trip. Because "a lot more people are on our trains these days," Anthony

explains that Tuesday, Wednesday and Thursday are the best days to travel by train, preferably after 10:00 a.m. and before 4:00 p.m.

In another spot, he talks about unreserved seating on seven trains to Boston and ten to New York City and tells listeners that there is "no need to call, just come." A third spot reminds listeners that Amtrak has service to more locations than any single airline. Anthony stresses the economical Amtrak tour packages available. Because many people still do not
(Continued on page 8, col. 1)

First Metroliner For Chicago Cubs

Fresh from a three out of four game upset of the New York Mets, the Chicago Cubs baseball team took their first Metroliner Sunday, September 15 enroute to a series with the Philadelphia Phillies.

After a leisurely dinner at the Waldorf, the Cubs boarded Amtrak's No. 133 Metroliner which leaves Penn Station, New York at 9:45 p.m. and arrives at 30th Street Station, Philadelphia at 10:54 p.m. The Cubs had reserved the Metroclub; for about 90 percent of the team it was their first train trip.

Hartford Manager of Sales Tom Sabo, Amtrak's former Agency, Group and Tour Manager in Chicago, rode with the Cubs. He said that Cubs Assistant Vice President Blake Cullen was "elated" by the trip and had seldom had such an enjoyable team move.

"I should have brought along my tour brochures and tariff. Five or six ball players asked if they could call me in the spring to arrange their family vacations," Sabo said. "Also, Al Spengler, the Cubs Assistant Coach, asked me about trains to Flagstaff, AZ and Jim Marshal, their Manager, was interested in a Chicago-Los Angeles train trip."

Sabo credits much of the team

move's success to the arrangements made by New York and Philadelphia Station Services personnel, particularly Patrick Mehlick, Manager Station Services in Philadelphia. Attendants onboard the Metroliner also impressed the Cubs with their efficient, luxury service.

The Cubs' Metroliner interlude certainly didn't hurt their baseball. They went on to win in Philadelphia. According to Gene Glendinning, District Sales Manager in Chicago, next season the team wants to take the train whenever their schedule permits, possibly between Montreal and New York and Chicago-St. Louis on the Turbo.

New Diner Style For San Joaquin

Service on Oakland-Bakersfield San Joaquin trains was improved in late September with the addition of counter-diner-lounge cars to the consists.

The first of these cars entered revenue service from Oakland on September 18. The second left Oakland in service on September 19, filling out the consist requirement for both trainsets.

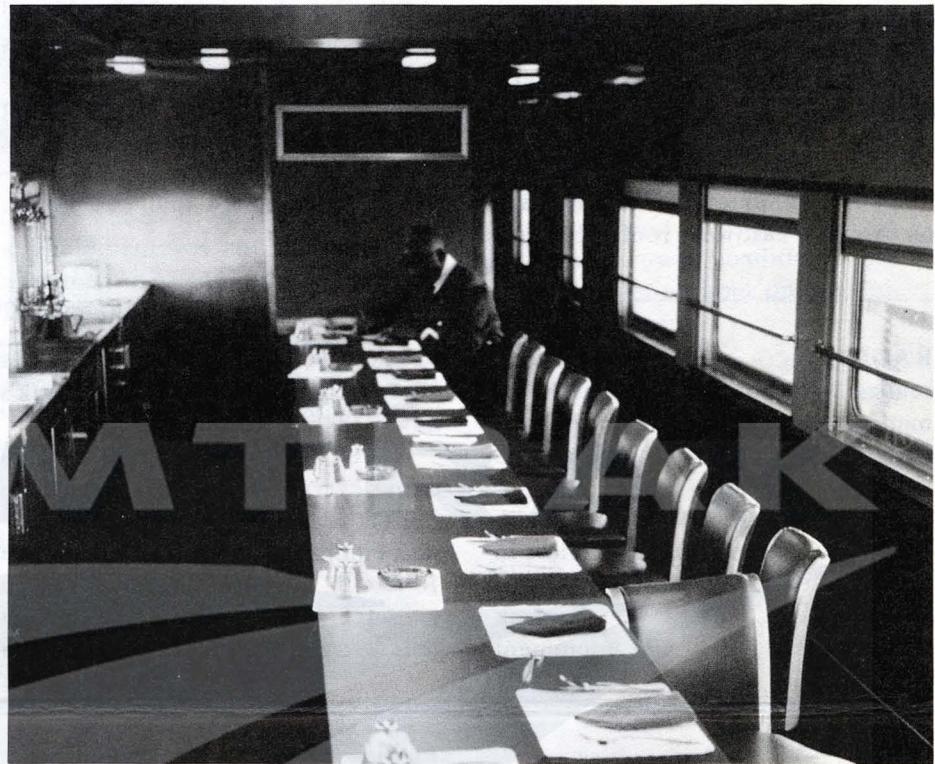
For the start of the service, a two-entree hot meal menu has been prepared.

The counter-diner-lounges are refurbished Amtrak cars, formerly Santa Fe-owned, with 14 counter seats and table space as well.

During the busy summer travel season, when diners were in short supply, all diners had to be assigned to long distance trains by traffic demands and by priorities established by Interstate Commerce Commission regulations. As a result snack-lounges were substituted for counter-diner-lounges on the Oakland-Bakersfield Valley run which is just over 300

miles. When this occurred, residents of California's Central Valley requested Amtrak to replace snack service with dining service. In July, Amtrak explained that the company

does not own a sufficient number of cars to cover all dining car requirements, and promised that dining service would replace snack service in the Autumn.



High Scores For Amtrak Services In Recent On-Board Survey

Judging by the results of a recent onboard survey of seven long-haul routes, passengers are noticing and approving Amtrak's service improvements.

Conducted for Amtrak's Marketing/Advertising Department by Market Facts, Inc., the survey was taken from July 29 through August 4 on board the Silver Meteor, Lone Star, Southwest Limited, Sunset Limited, San Francisco Zephyr, Empire Builder and Coast Starlight. Results will provide a data base for several Amtrak departments on attitudes and

habits of train riders.

An interesting passenger profile emerged from survey results. Most passengers were traveling coach (74%) with their family (61%) and on a vacation trip (37%). The majority had made their reservations by phone (52%) and had waited to pick up their tickets until their day of departure (29%). Ticket payments were made by check (42%) or cash (40%) with (12%) using a credit card.

Passengers were asked to rate various Amtrak services as excellent, good or fair. Seventy-three percent

had eaten a meal in the dining car and most of them gave good or excellent ratings to food quality (76%), service (77%) and courtesy of the waiters (77%). Thirty-five percent reported no wait before dining and twenty-six percent said that they waited less than fifteen minutes.

Eighty percent of all passengers surveyed had visited the lounge and seventy-five percent of them found the service there excellent.

Eighty-eight percent of those who had taken advantage of the Lounge said the quality of snacks served was good or excellent.

Sixty-four percent of those surveyed rated the computerized reser-

(Continued on page 8, col. 1)

GREYHOUND—

(Continued from page 2)

—Omaha and Kansas City, both Amtrak stops but without direct rail link.

—Detroit to Toledo, Lima, Dayton and Cincinnati. All of these cities, except Toledo, are now served by Amtrak but none have direct rail links to each other.

—Cleveland, Columbus and Cincinnati. Columbus and Cincinnati are on Amtrak east-west routes but are

not linked directly. (Cleveland and Toledo, now among the largest U.S. cities without Amtrak service, have been designated as stops on a future Chicago-Boston route authorized by Congress and the Secretary of Transportation.)

Prior to this Amtrak-Greyhound agreement, Amtrak has written bus tickets between several destinations without direct rail links, including Greyhound services between Phoenix and Flagstaff, AZ, and between Barstow, CA and Las Vegas, NV.

Amtrak also tickets passengers via a number of independent bus lines from such Amtrak cities as Providence, RI, Lancaster, PA and Milwaukee, WI to such destinations as, respectively, Newport, RI, York, PA and Green Bay, WI.

All of the bus schedules which Amtrak agents may now ticket are listed with fares in Amtrak's official All-America Train Fares and supplemental Fares Notices. Some of the more popular rail-bus intercity schedules are also listed in Amtrak's All-America Schedules.

RADIO— (Continued from page 6) realize how inexpensive Amtrak has made train dining, another spot explains that most meals are priced under \$5.

The remaining two spots deal with the current surge of train travelers in the Northeast Corridor and give a better perspective on why Amtrak can not immediately add equipment

to alleviate overcrowding. One gives background information on Amtrak's new 3,000hp diesel locomotives.

"If you rode a crowded train, we're doing everything we can to increase our capacity" is the theme of the second equipment spot. It discusses the 18-month minimum lead time for manufacture of new equipment and tells what new equipment has been

ordered and when delivery is expected.

Amtrak's fall and winter radio and newspaper advertisements will concentrate on approximately sixty markets, some of which are new to Amtrak advertising. In these days of serious inflation, Amtrak will stress the economic advantages of traveling by train.

SURVEY— (Continued from page 7) vations system as good or excellent with courtesy and helpfulness of reservation clerks impressing seventy-five percent as good or excellent.

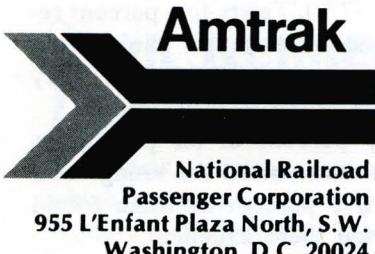
Forty-three percent said tickets were "very easy" to obtain; thirty-three percent said they were "easy"

to pick up. Only 5% found ticket pick up "very difficult."

Station personnel were readily available at stations to assist in finding and boarding trains, according to 82% of those surveyed. Most passengers (64%) were aware that there was a Passenger Service Representative (PSR) onboard and 47% had occa-

sion to request the PSR's aid. Of those who did, 93% said the PSR's help was good or excellent.

Amtrak's Marketing Advertising Department is considering a follow-up onboard survey in the future which also may include several short-haul trains in addition to the seven long-haul trains previously surveyed.



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