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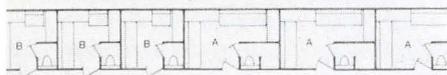
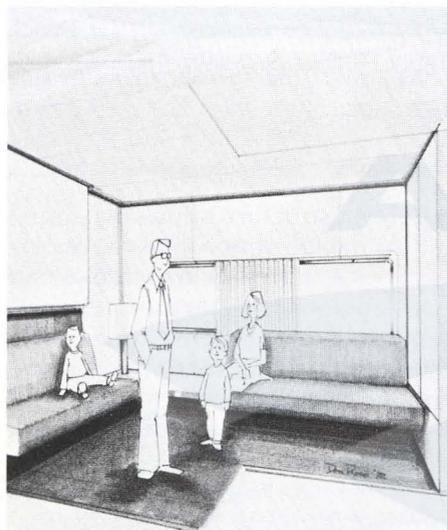
A Newsletter for Amtrak Employees



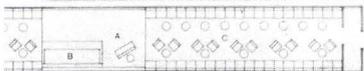
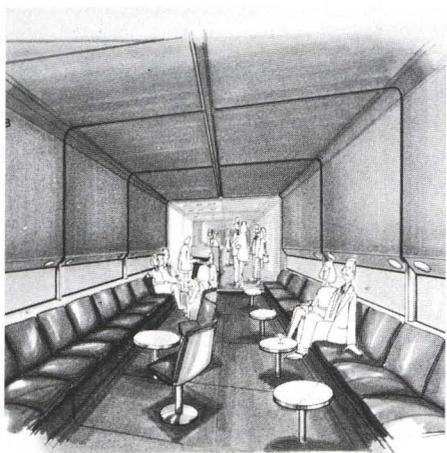
VOLUME 2—ISSUE 9

June 1, 1973

design group revitalizing facilities and equipment



Design Group's Family Sleeping Car would accommodate four to six people comfortably.



Design Group created an intimate yet informal atmosphere for their futuristic Nightclub Lounge Car. Features include live entertainment and dancing.



Amtrak President Roger Lewis and Director of Design Bob Bengtsson (left) examine a model of the design recently approved for Philadelphia's City Ticket Office.

With great flair and enthusiasm Amtrak's Design Group is undertaking one of the corporation's most important tasks—the revitalization of equipment and facilities.

As Director of Design Bob Bengtsson phrases it, "When a passenger boards an Amtrak train, he assumes the equipment will function properly, services will be satisfactory and friendly, and that he will reach his destination on time. It is the appearance and comfort of his traveling environment which determines to a large extent whether or not he will give Amtrak a second try."

Design Group plans include the eventual upgrading of all Amtrak cars and the development of new equipment for the Amtrak system. Mr. Bengtsson feels that creating the appropriate interior environment is particularly important in the refurbishment program. Specialty cars (tavern/lounges, recreation cars, etc.) should reflect bold, dramatic color schemes which will cre-

ate more lively and consequently more social atmospheres. The pub car currently operating on the Montrealer/Washingtonian is a perfect example of effective use of intense color. Its warm but vibrant blend of red, violet and purple sets the basic mood for friendly mingling. A piano for entertainment, seats selected for maximum comfort and a plan for efficient service are all integral parts of the design package.

Bob Bengtsson stressed that the starting point for any refurbishment program is always the existing car's design and the new service plan envisioned. His Design Group combines contemporary design with the latest service facilities while accentuating the best features of the original, more traditional car. For example, the newly refurbished Silver Cup was inspired by the desire to preserve copper trim in the original car and enhance the car's basic

(Continued on Pages 2, 3)

amtrak offers summer vacations

Now Florida-bound vacationers can choose from a wide variety of Amtrak summer vacations ranging from a \$32.50 six-night stay at Miami Beach to a \$272 nine-day escorted tour. (Amtrak rail fares are not included in tour prices.)

In effect from May 1 through December 15, Amtrak's new tour program lists 24 hotels in Miami Beach, Miami, Key Biscayne and Fort Lauderdale in its economy priced "Sun Land East" program. The package includes a room with twin beds and bath accommodations and transfer between the Amtrak terminal and hotel.

"A "Sun Land West" program offers a choice of 12 hotels in Clearwater, St. Petersburg or Tampa. This seven-day, six-night package starts at \$52 and includes transfer to and from the Amtrak terminal.

A three-day, two-night Disney World package including a day in the Magic Kingdom theme park and unlimited use of a rental car, plus hotel starts at \$45.

Amtrak's more comprehensive, nine-day escorted tours include the \$272 "Florida Circle" from Orlando and Walt Disney World to the Tampa Bay area and Miami and a \$269 "Florida Triangle" which includes Walt Disney World, West Coast resort areas and substitutes Cape Kennedy/Daytona Beach/St. Augustine for the Miami region. A Bahamas cruise is a \$66 optional extension to the "Circle."

"Rail and Sail Holidays" which combine a Bahamas cruise with a stay at Miami Beach or a visit to Walt Disney World begin at \$160 for seven days and six nights.

hiawatha rerouted

The North Coast Hiawatha, Amtrak's Chicago-Seattle streamliner which operates via Southern Montana, will be rerouted effective June 13.

The rerouting, which will affect points between Seattle and Spokane only, will take the train through Wenatchee, the 7.79-mile long Cascade Tunnel, longest tunnel in the

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Design Group Leader Don Pross (left) and Director of Design Bob Bengtsson examine manufacturers prototypes of coach seats recently ordered for many Amtrak routes.

design group —(continued from page 1)

romantic Western flavor. Three-dimensional wood sculptures of Old West prospectors were not only retained but moved to become the focal point for the entire scheme. Rustic wood grain paneling, levi denim upholstery and rust tone carpeting were used in a successful blend of the old and the new.

The scope of the Design Group's work extends beyond the refurbishing of existing equipment. Some of their design thinking is purely conceptual, anticipating the time when Amtrak will design and purchase new equipment. The basic philosophy for the design of new equipment could be summarized in one word—"flexibility." Don Pross, Design Group Leader, sees "flexible cars which could be modified to meet changing market requirements" as a solution to the problem of seasonal equipment shortages. "Utilizing a modular concept—cars built as basic structural shells to be outfitted with a range of interior elements—a standard coach easily could be adapted to a coach-lounge-snack bar arrangement. It could revert on short notice to its full coach capacity when maximum revenue seating is required." (See photographs on Page 8.)

Messrs. Bengtsson and Pross feel that bi-level equipment is adaptable to the modular concept and would be particularly practical for Amtrak.

A bi-level structure allows maximum utilization of space plus a variety of service functions within one car.

In addition to their equipment program, the Design Group is actively engaged in interior and architectural planning and design for all Amtrak facilities. Designs have been completed for city ticket offices in Miami Beach, Philadelphia and the Biltmore Hotel in Los Angeles. Passenger lounges also have been designed for Chicago, New York and other stations across the country.

Visual aspects comprise only a small portion of what makes a facility function effectively for Amtrak. Research, analysis and planning are the necessary foundations upon which a design is built. Before a facility is designed, its basic requirements must be outlined (number of people who will operate the facility, their responsibilities, functional needs, etc.). The Design Group then develops a design specification which best meets marketing and operational needs within the allowed budget. Their aim is to provide both an effective sales tool and an environment that will satisfy the customer and motivate the sales person.

Members of Amtrak's Design Group reflect a wide range of backgrounds and interests. Director Bob Bengtsson is well qualified to head

(Continued on Page 3)

this effort. His past credits in transportation planning and design include Turbo Train interiors for DOT and Canadian National (as United Aircraft's Design Director); PATH commuter cars for the Port Authority of New York, and transportation related interior and exhibit design as both consultant and staff member to independent design offices. A graduate of Pratt Institute in industrial design, he has studied with the Art Student's League of New York and has taught fine arts at Westledge in Connecticut. His work in fine arts has been shown in numerous exhibitions.

Don Pross initiates and coordinates Design Group efforts, seeing each project through to completion. Also a Pratt graduate, Mr. Pross has his Master's degree in industrial design. His background includes new production design development for RCA, Owens-Corning Fiberglas and various other firms and consultants. At Amtrak he has been instrumental in setting up concepts and require-

ments for new equipment.

Designer Paul Eshelman's primary involvement is with the equipment concepts and development. A graduate of Kent State University with a Master's degree from the University of Illinois, Mr. Eshelman worked prior to Amtrak on the conceptual development of an urban transit system.

Designer Ralph Dolinger works on graphics design and signage. An excellent cartoonist, he is best known as the creator of Ernie the Engineer and Timothy the Timid Passenger Train for Amtrak's popular "Fun 'N Games" book. A graduate of Columbia Technical Institute, he has broad experience in all phases of graphic arts.

Designer Cheryl Garner is a graduate of Philadelphia's Moore College of Art where she was chosen the outstanding senior in interior design. Cheryl is involved in design and specifications for facility interiors. In addition she fills the important role of researching and

identifying materials and furnishings. Before coming to Amtrak, Cheryl worked with an architect as an interior designer.

Harry Rombach is the third member of the Design Group with a degree from Pratt Institute (in architecture). His background includes the Port Authority of New York where he helped design several major facilities. While working for Okamoto Associates he designed facilities for transit projects in lower New York. At Amtrak he concentrates on architectural design of major facilities projects.

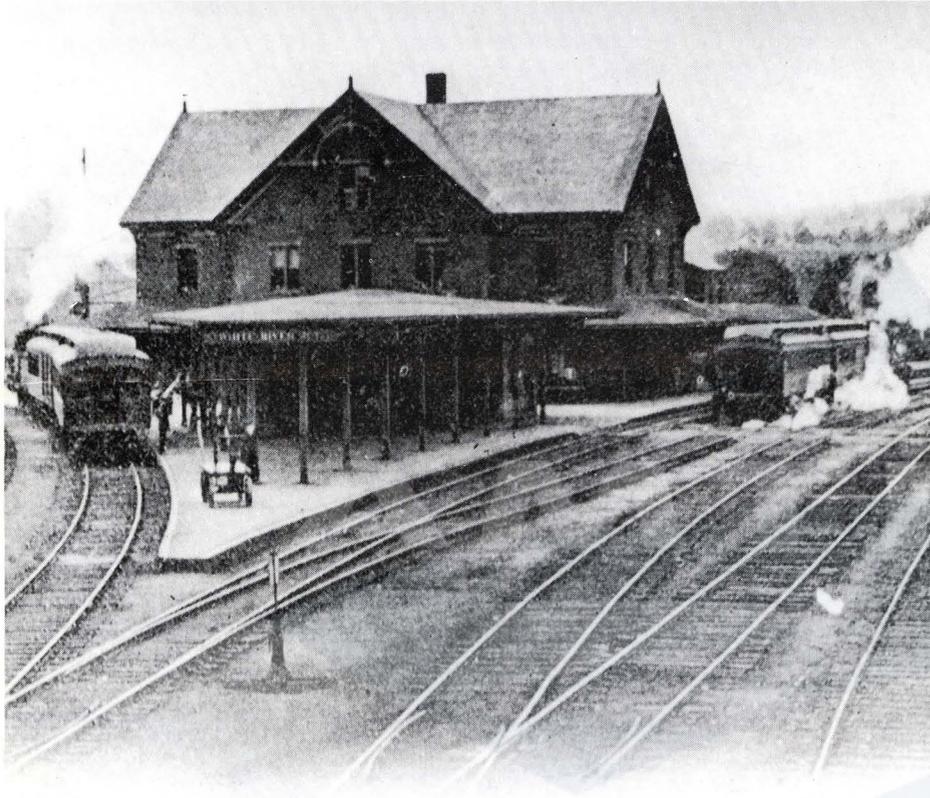
Christine Gebing plays a key role in the Design Group. Her extensive experience in library science is most helpful as her prime responsibility is coordination of documentation necessary to the design effort. Ms. Gebing also has a creative background. She is a superb Armenian cook whose recipe adaptations have been used in Uncle Ben's Rice advertising campaigns, and she exhibits her own acrylic miniatures.



Members of Amtrak's Design Group (left to right) Harry Rombach, Ralph Dolinger, Cheryl Gardiner and Paul Eshelman.

yesterday and today at white river junction, vermont

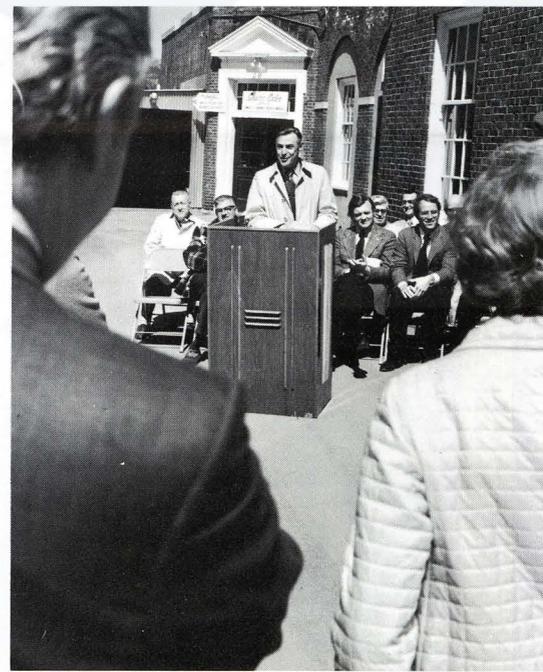
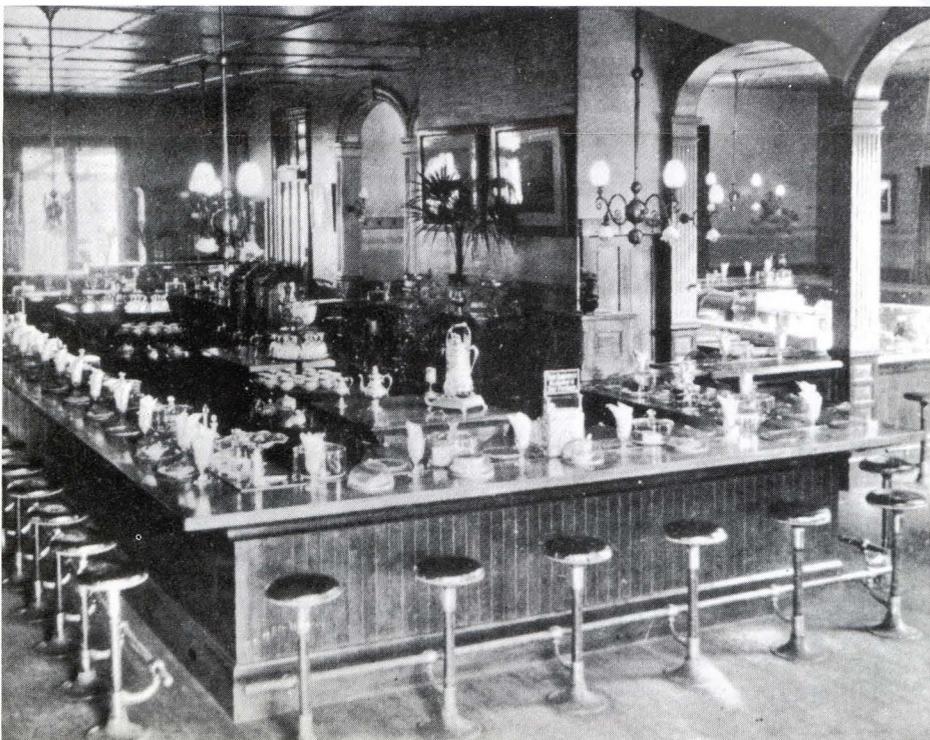
(See story, page 7)



White River Junction station as it looked in 1899. Below, the popular station restaurant of that era.



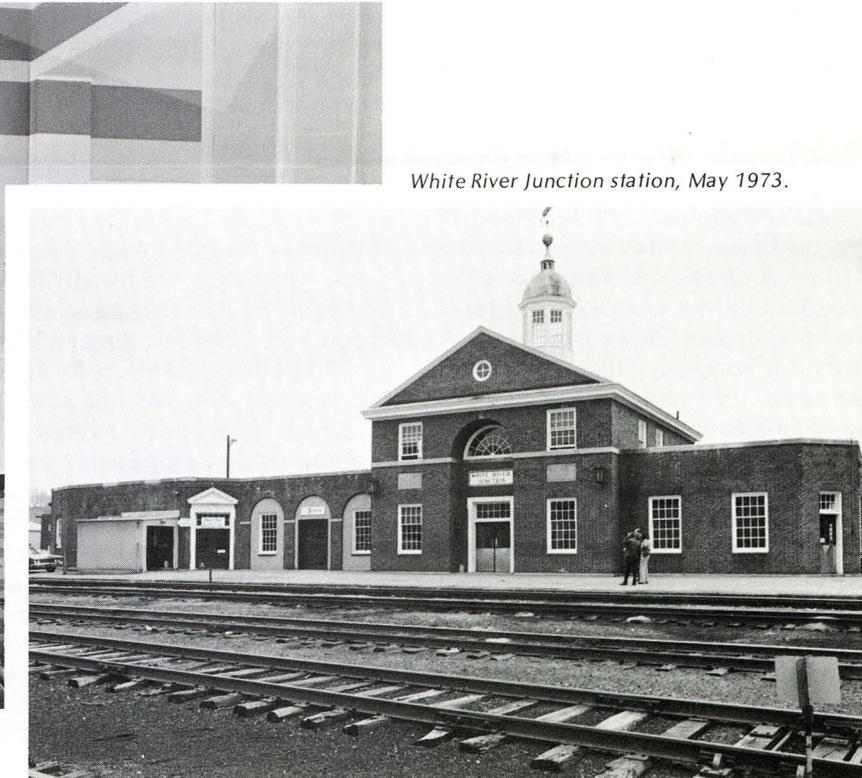
In a scene reminiscent of the "Great Gatsby" era, Dartmouth men await the arrival of their dates for the 1938 Winter Carnival. Passenger trains from Boston and New York delivered over 1,000 girls for the event.



In March of this year Governor Thomas Salmon of Vermont presented a certificate of appreciation to the Station Renovation Committee.



Current station interior with a view of the striking Amtrak logo painted by volunteers from the White River Junction community.



White River Junction station, May 1973.

Amtrak profile

As interesting as her name is fashionable, Amtrak Sales Representative Cere Berlin works out of the Seattle office.

Covering a sales territory which encompasses all of Washington State and Vancouver, British Columbia, Cere is one of two district sales representatives on the West Coast. Cere is happy to see women getting into the sales field in increasing numbers and points out that over 90 per cent of travel agents are women.

Before joining Amtrak in the fall of 1972, Cere worked as a travel agent and office manager at a travel agency. Prior to that she attended a special travel agency school in Seattle.

Although the majority of her work is with travel agents, she also calls on government offices to encourage the use of Amtrak for group moves. Miss Berlin rates the overall response she sees to Amtrak as good. She says that most people have a general interest in passenger trains and want to know what Amtrak has to offer.

One of the projects Cere has especially enjoyed since taking the position with Amtrak has been escorting 30 travel agents to San Francisco via Amtrak for a sight-seeing tour.

amtrak appointments

J. L. Ashbrook as Director-Budgets. Mr. Ashbrook comes to Amtrak from Arthur Andersen & Co. where he was Accounting Manager specializing in railroads. **Brian Duff** as News Director. Formerly Deputy Assistant Secretary for Public Affairs, Department of Health, Education and Welfare, and Director, Public Affairs NASA Manned Spacecraft Center, Mr. Duff will report to Ed Edel, Vice-President Public Relations. **Robert W. Hopkins**, former assistant Vice-President Operations, Union Pacific Railroad, as General Manager-Operations. **Richard R. Yetter** as Director-General Accounting. Mr. Yetter comes to Amtrak from United Consolidated Industries, Inc. where



Cere Berlin: A new breed of "salesman."

She says the agents attitudes were great and they seemed to really enjoy the trip.

Before her involvement with the travel industry, Cere's main interest was interior design which she studied in college. Her interest in art has not diminished, however, and her favorite mediums now are wood and metal. Designing and making jewelry—especially rings—is her specialty. Cere Berlin would like to eventually open a shop featuring custom made jewelry as a sideline. No doubt a good, mobile advertisement for such an endeavor would be the many and varied rings she regularly wears and which have almost become her trademark.

he served as Controller. **James W. Mariner**, former Vice-President, Sales, Northwest Orient Airlines, as Manager of Advertising and Sales Promotion. Counsels **Roger J. Miener** and **Frederick C. Ohly**. Prior to joining Amtrak, Mr. Miener was Staff Attorney, Bureau of Competition, Federal Trade Commission, and Mr. Ohly was a member of the Office of Chief Counsel, Urban Mass Transportation Administration, Department of Transportation. **A. R. Lowry**, formerly Amtrak's Superintendent Operations-Central to Director of Labor Relations. Former Amtrak Regional Personnel Manager-Chicago, **Val M. Racich**, to Director of Personnel.

hiawatha rerouted

(continued from page 2)

Western Hemisphere, and the city of Everett.

The new route is 58 miles shorter than the current schedule via Pasco and its running time is one hour shorter. For the first time the North Coast Hiawatha makes direct connections in both directions at Seattle with the Coast Starlight.

station manager aids travelers

In a society where many people are content with just doing their job, minding their own business and not getting involved with other people's problems, it is refreshing to read about an employee who forgot to mind his own business and forgot to stay uninvolved. It happened like this:

The Edwin B. Hatch family recently traveled from Raleigh, North Carolina, to Tampa, Florida and return via Amtrak's Silver Star. Although their return reservations from Tampa called for a scheduled departure at 6:25 p.m., Mrs. Hatch was advised that departure would be delayed by 40 minutes. Confident they had plenty of time for a leisurely dinner, the family enjoyed a meal and arrived at the Tampa Station at 6:40 p.m., well ahead of the revised departure time. Unfortunately the train left at 6:25, according to schedule.

Rather than worry about how such a mistake happened, Mr. Ray Lynch, the Station Manager, proceeded immediately to make arrangements for the family to board at Auburn. Although it was after quitting time, Mr. Lynch packed Mrs. Hatch, her two children and their baggage into his own car and drove to Auburn. At Auburn the railroad station was closed and the crew was just finishing connecting the Miami and Tampa sections for the run north. Mr. Lynch located the Conductor and Porters and personally assisted the Hatch's aboard.

Writes Mr. Hatch:

"It is refreshing indeed to know that there are still people such as Mr. Lynch, who are dedicated to providing service to the traveling public."

special train proves good time for travel agents

"Let the good times roll" was an appropriate slogan for a recent special train sponsored by Amtrak's Chicago Regional Sales Office.

On April 13, two hundred and twenty-five members of Bon Vivants and the Chicago Travel Women's Club partied their way from Chicago to Milwaukee in five newly refurbished dome cars.

The group, comprised primarily of members of travel agencies, received a rousing if unusual send off by the "Pied Pipers" bagpipers as they left Chicago at 6:30 p.m. On-board they danced, sang and enjoyed an open bar—three bar cars in fact, each with their own specialty.

Upon arrival in Milwaukee, Hertz cars were waiting to transport the group to a dinner at the Marc Plaza Hotel with the Milwaukee chapter of the Bon Vivants. The group departed at 11:00 p.m. and enjoyed a champagne party aboard their Amtrak special train. As they disembarked in Chicago, they received a special "thank you" packet distributed by the regional sales staff containing tour folders and various train brochures.

Besides the revenue generated, Gene Glendinning, Amtrak's Regional Sales Administrator, considered the special train a perfect opportunity to show area travel agents what Amtrak has to offer. He attributed the trip's overwhelming success to the newly refurbished equipment and the assistance given the sales staff by members of Amtrak's service and operations departments.

Members of the travel groups seemed to share Mr. Glendinning's enthusiasm for the venture. In a letter to the sales staff, the president of the Chicago Bon Vivants said, "The operation, appearance and comfort of the train itself was a revelation and proved conclusively that Amtrak does have a unique and highly attractive product to offer."

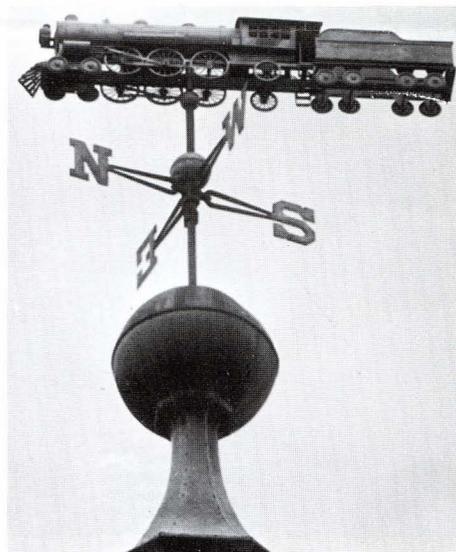
volunteers renovate white river jct. station

The return of rail passenger service means a lot to the residents of White River Junction, Vermont. After joining with members of other Vermont communities in a highly visible and enthusiastic campaign to welcome Amtrak to the Granite State, many White River Junction residents embarked on a second mission—the renovation and redecoration of their historic old station.

Once a well known New England rail center, the White River Junction station had become a neglected structure by 1972. Except for an office or two, it had been tenantless for several years; its last recalled paint job was in 1937.

Last October, Herbert Ogden, President of the Vermont Association of Railroad Passengers, organized volunteers from the White River Junction community into a station renovation committee. William E. Faughnan became the committee's chairman. Mr. Faughnan publicized the renovation project through local newspaper and radio ads, resulting in volunteers and donations of materials from local businessmen. He estimates that about 150 people were involved.

For over two months volunteers worked on the station. They painted and cleaned its interior. Plumbing fixtures in the rest rooms were replaced. Their most striking touch



High atop the White River Junction station is this unique weathervane in the shape of a steam locomotive.



William E. Faughnan headed the White River Junction station renovation committee.

was painting a huge Amtrak graphics logo encircling the waiting room. Logos from the Boston & Maine and Central Vermont railroads were also painted in the waiting room.

The station exterior also received attention. Wood trim was puttied, scraped and painted. The roof was repaired. Members of the Dartmouth School of Engineering led by Professor Fred Hooven reformed the station's unique weathervane—a copper-colored, forty pound steam engine, five by seven feet in dimension. The station parking lot was cleaned; its fences repaired and new signs made.

White River Junction has become the model for volunteer renovation projects currently under way at several other Vermont stations. Volunteers led by local organizations such as the Jaycees and the Vermont Association of Railroad Passengers will be involved primarily at St. Albans, Montpelier and Bellows Falls. Amtrak has provided initial funds for the projects. Additional donations will come from private and public sources.

Like the recent White River Junction project, most of the volunteer work will involve painting, cleaning, renewing light fixtures, floor improvements and the replacement of waiting room furniture.



The new, flexible coach above includes a "plug-in" lounge which can be converted to full coach seating on short notice. Features include new padded baggage racks, individual reading lights, simulated wood

grain paneling and luxurious carpeting. (Editor's note: Similar photographs of newly designed equipment will appear as a regular Update feature.)



Amtrak's newly refurbished Dome Pub Car is a dramatic example of the effective use of a bi-level construction. Its first level pub features cocktail tables for two; individual swivel seats; snack bar; piano and

taped audio system. The dome lounge overhead has individually controlled lights for sightseeing or reading and a taped music system.