

SP 2451

## The vanishing American.

The train traveler — a rare breed these days.

What's happened to him? Where did he go?

You'll find him in automobiles, zipping from city to city on tax-built freeways. He knows that, for moving the family, nothing matches the mobility and economy of the family car.

You'll also find him in airplanes. And why not? He can cross the country in five hours by jet instead of in three nights and two days by train. And where he once took the train for overnight business trips — say, between Los Angeles and San Francisco — he can now fly each way in an hour at fares that are lower than the railroad's out-of-pocket costs.

So passenger trains grow empty. Their deficits increase. And someone has to pay for the empty seats on trains that the public has abandoned.

Who pays? You do. Unlike freeways and air terminals, passenger trains are not supported by public funds. Their losses can only be made up from railroad freight operations that pay their own way—from revenues that could otherwise be

used to expand and improve vital freight services needed to keep western industry and agriculture competitive in national markets.

In the long run, this price is too high. Shippers won't accept it. Neither will the public.

This is why Southern Pacific must gear its passenger operations to public needs.

SP welcomes all passengers who wish to use SP trains. And SP will continue to provide the trains that passengers, through their patronage, prove that they want and need.

On the other hand, SP has no alternative but to seek the discontinuance of passenger services which the public has indicated, through lack of use, that it does not need. To run trains that the public won't use is an economic waste. And where acceptable alternatives exist, it's a burden that SP cannot reasonably ask shippers and consumers to bear.

# Southern Pacific