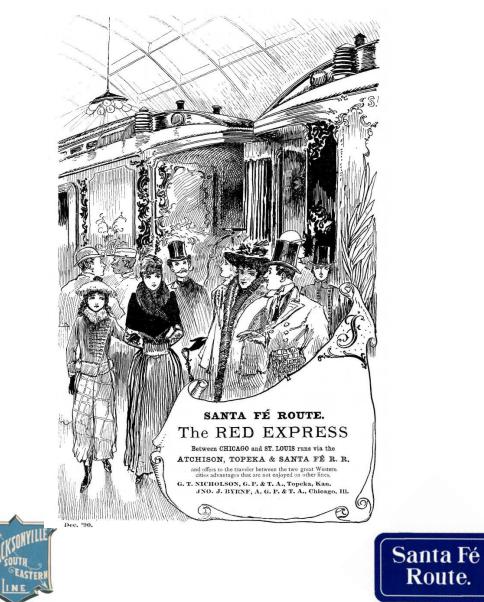


The Red Express: Meet Me in St. Louis

Don Q. Lamb

Santa Fe Railway Historical & Modeling Society International Convention Chicago, IL 16 July 2009

Ads for the Red Express







THE RED EXPRESS Historical Background

- By the early 1880's, the Santa Fe had completed its transcontinental line, growing from 786 miles in 1877 to more than 7000 miles in 1887
- However, much of the route between Kansas and the West Coast was desolate and sparsely populated
- Consequently, even after the Santa Fe's enormous expansion, Kansas agriculture and cattle accounted for most of its revenue and was therefore vital to it







THE RED EXPRESS Threats from Midwest Roads

- The financial viability of the Santa Fe was therefore threatened by the incursions of several major railroads based east of the Missouri River into territory the Santa Fe considered its own
- These included the Chicago, Rock Island & Pacific; the Chicago, Burlington & Quincy, and the Ft. Worth & Denver
- Of greatest concern were the actions of Stephen Jay Gould and the Missouri Pacific, which built over 1000 miles of new track in Santa Fe territory during this time. It was widely believed that only the Santa Fe stood in the way of Gould's goal of controlling all traffic west of the Missouri River







Future of the Frisco

- The future of the St. Louis & San Francisco (the "Frisco") was also a worry
- The Santa Fe and the Frisco jointly owned the Atlantic & Pacific, which they had used to build tracks from New Mexico to California
- In the early 1880's, and again in 1887, the Frisco had encroached on the Santa Fe's Kansas territory, creating hard feelings between the two lines
- The Frisco was also financial weak, making it a tempting target for Gould
- With the Frisco in unfriendly hands, the Santa Fe would face another threat in Kansas and would no longer control its main line to the West Coast







William Barstow Strong, the aggressive and confident president of the Santa Fe, was a worthy adversary to Gould. In the Santa Fe's Annual Report for 1888, Strong wrote:

"The history of Western railroad construction for the past quarter century has demonstrated that successful results can only be attained by occupying territory promptly, and often in advance of actual business necessity. This was the policy of the Atchison Company from the first. It led the way. It built, not upon assured returns of profits, but upon a faith which time has absolutely vindicated,... that the great Western and Southwestern regions of the country were rich in possibilities." (Bryant, p. 124)







THE RED EXPRESS Aggressive Expansion

- Strong's policy in response to these threats was one of aggressive expansion, building numerous branch lines in Kansas, purchasing the Gulf, Colorado, & Santa Fe (GC&SF), and constructing the airline between Kansas City and Chicago
- Rumors even abounded that the Santa Fe planned to purchase the Erie, giving it access to New York City and making it a true transcontinental railroad
- The purchase of the GC&SF, which gave the Santa Fe multiple traffic connections with the Frisco, cemented the relationship between the two lines and reducing anxiety about the Frisco's fate
- These moves were successful in countering the threats represented by the expansion of the Midwestern railroads into Santa Fe territory







Ouster of Strong

- However, Strong's actions greatly increased the floating debt of the Santa Fe, causing a financial crisis in early 1889
- The crisis led to the dismissal of Strong as CEO in May 1889, his departure from the railroad on September 6, 1989, and the reorganization of the Santa Fe on December 15, 1889
- The presidency went to Allen Manvel, but he was given control only of railroad operations
- Joseph W. Reinhart was made CEO and given financial control of the railroad (with disastrous consequences in 1892-1893)
- A. A. Robinson, the Vice President and Chief Engineer who, with Strong, had built the Santa Fe into what it was, was passed over
- These events ended Strong's and Robinson's dream of extending the Santa Fe system eastward from Kansas City to St. Louis, and southward from Chicago to St. Louis







Purchase of the Frisco

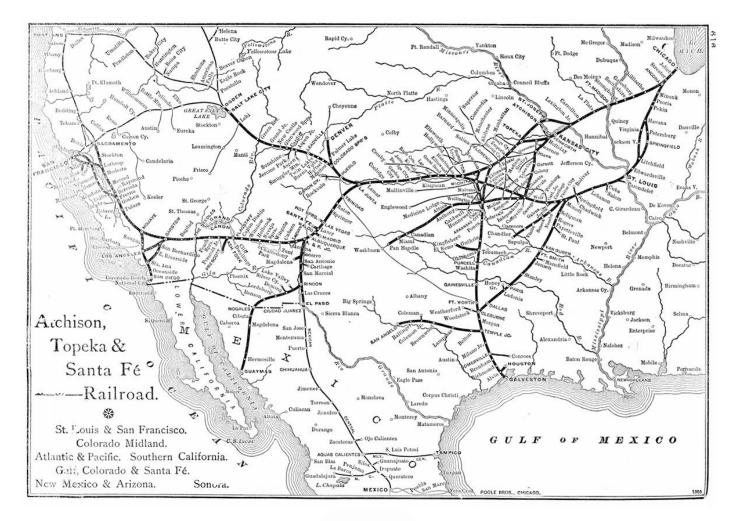
- Manvel initially followed a conservative course, but soon repeated Strong's policy of aggressive expansion in response to threats real and imagined
- The purchase of the Frisco on May 23, 1890, enabled the Santa Fe to run passenger trains between St. Louis and the Gulf Coast via the Frisco line from St. Louis to Paris, TX, and from there to Galveston via the GC&SF
- It also made it possible for the Santa Fe to operate passenger trains between St. Louis and the West Coast via connections with the Santa Fe at Wichita and Burrton, KS, if not via Kansas City
- Passenger service between Chicago and St. Louis was the last piece needed to fulfill the Santa Fe's long-held dream of making St. Louis an integral part of the Santa Fe system







THE RED EXPRESS 1893 Santa Fe System Map









THERED EXPRESS Motivation for the Red Express

- The Chicago-St. Louis route was already served by three strong Midwestern roads: the Chicago & Alton (the "Alton"), the Wabash, and the Illinois Central
- The strength of these roads and the intense competition they presented meant the Santa Fe would face a tall task in gaining a share of the passenger traffic between Chicago and St. Louis
- Hence, the Santa Fe created the Red Express –its first luxury train – to provide overnight service between the two cities







THE RED EXPRESS Need for Day Express Trains

- However, the running times to/from the Gulf Coast and Colorado made the *Red Express*' connections with trains to/from these points awkward
- Also important, then, would be day express trains between Chicago and St. Louis
- They could connect with southbound trains arriving at Galveston in the morning, and northbound trains leaving the Gulf Coast in the evening
- The day trains could also connect with westbound trains leaving St. Louis in the evening and arriving in Denver the second evening, and eastbound trains leaving Denver at midday and arriving in St. Louis the second morning



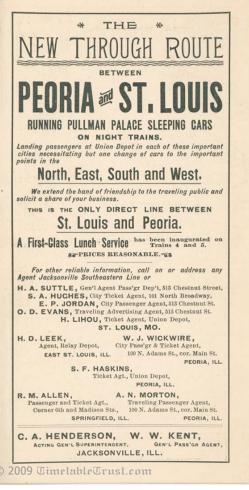


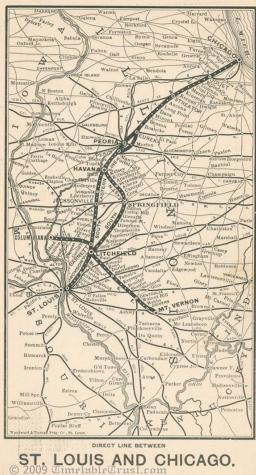


Getting a Route to St. Louis



THE RED EXPRESS









THE RED EXPRESSChicago, Santa Fe & California;
AT&SF; and JSE Passes

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THERED EXPRESS Why the Name Red Express?

- Standard livery for Santa Fe passenger cars was yellow with a black roof and underbody up until 1888
- That year the Santa Fe inaugurated passenger service between Kansas City and Chicago over the newly built airline, and apparently decided to paint the cars on the new trains red
- The famous Fast Vestibule Express trains (advertised in Santa Fe timetables as "The Handsomest Trains in the World") that ran on this route were thus the Santa Fe's first "red trains"
- When the Santa Fe inaugurated its luxury passenger service between Chicago and St. Louis, it also painted the cars red; this no doubt played a role in naming the train
- Eventually, all passenger cars on the Santa Fe would be painted red







Cars Fit for Royalty

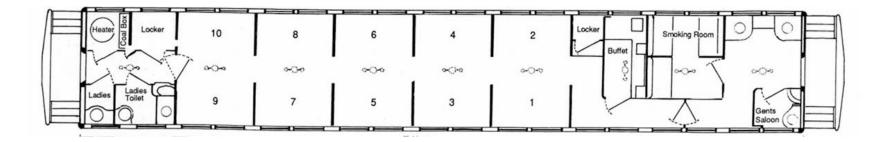
- The Santa Fe knew it would have to operate a luxury train in order to successfully compete for overnight passengers between Chicago and St. Louis. It put together exactly that (see sidebar).
- The Red Express featured the most modern and luxurious equipment of the time, including St. Charles Car reclining chair cars and Pullman Palace Car sleepers
- Passengers enjoyed the comfort of steam heat and electric lighting was provided by a generator in the baggage and express car
- We know from newspaper reports describing a terrible wreck of the Red Express that on the night of March 7-8, 1891, the train carried a baggage and express car, a smoker-chair car, and two Pulman Palace sleepers (the *Pecos* and the *Rago*)







THE RED EXPRESS Pullman Sleeper Pecos



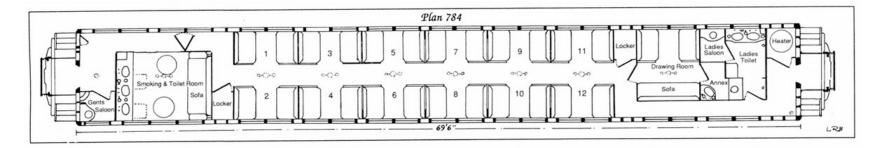






Pullman Sleeper Rago



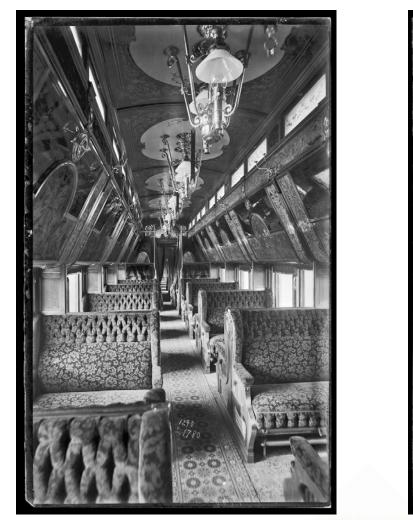








Pullman Sleeper Rago



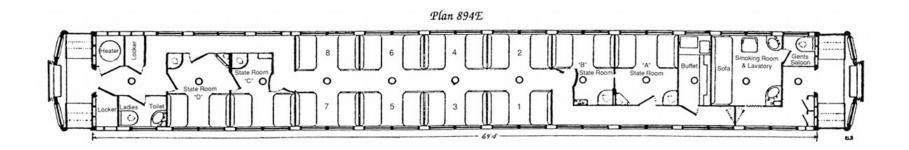








THE RED EXPRESS Pullman Sleeper Brilliant



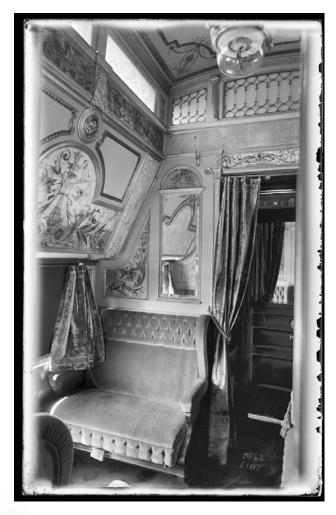






THE RED EXPRESS Pullman Sleeper Brilliant





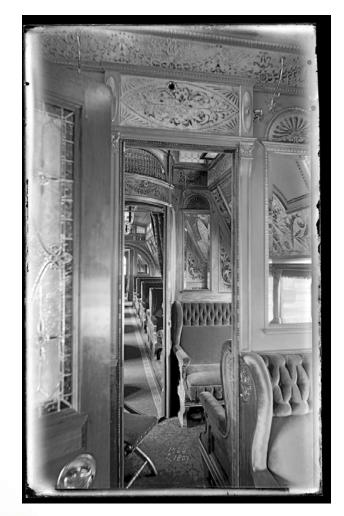






Pullman Sleeper Brilliant



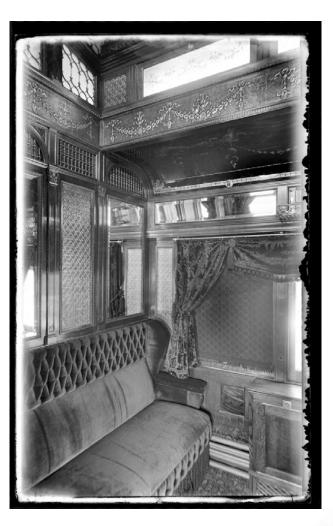








THE RED EXPRESS Pullman Sleeper Brilliant



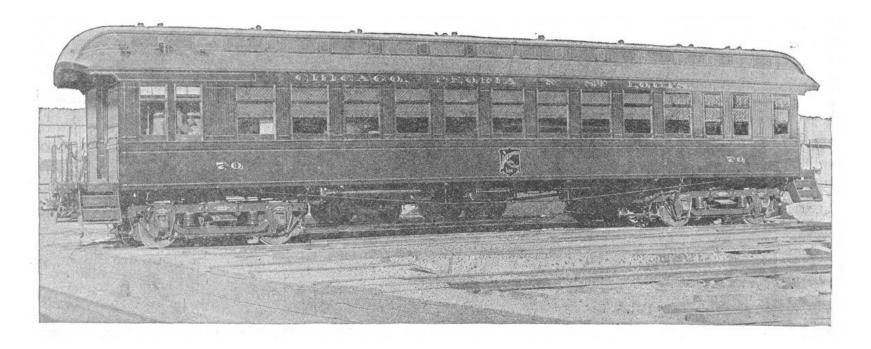








THE RED EXPRESS St. Charles Reclining Coach Car

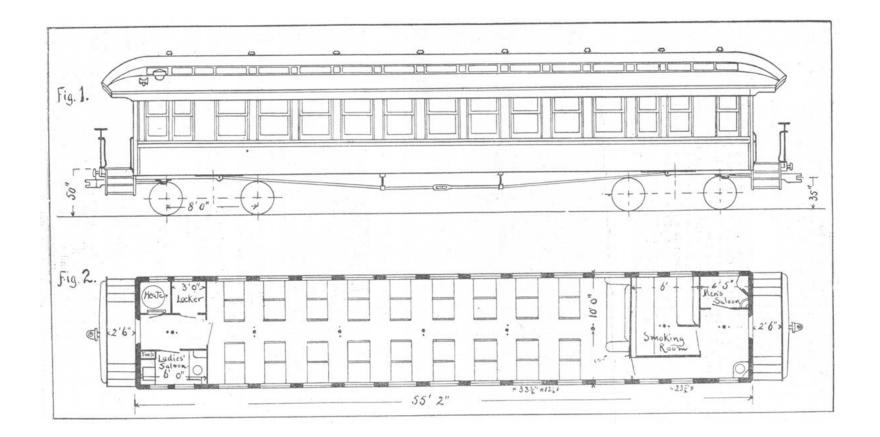








THE RED EXPRESS St. Charles Reclining Coach Car

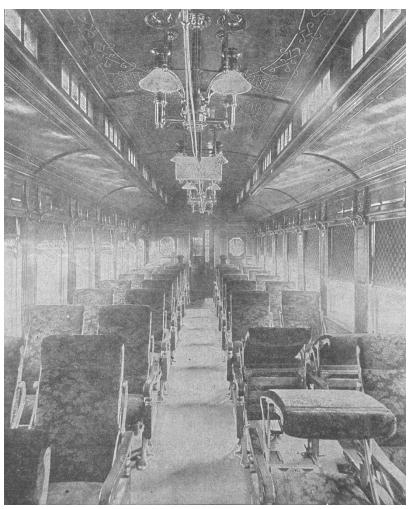








THE RED EXPRESS St. Charles Reclining Coach Car



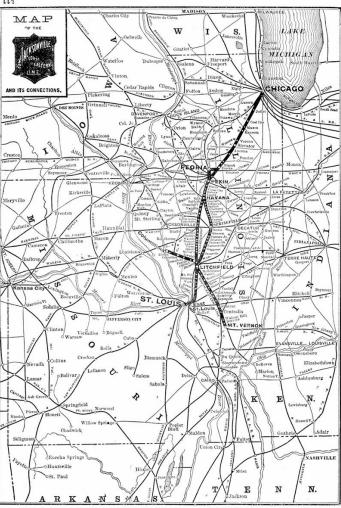








JSE Map and Timetable



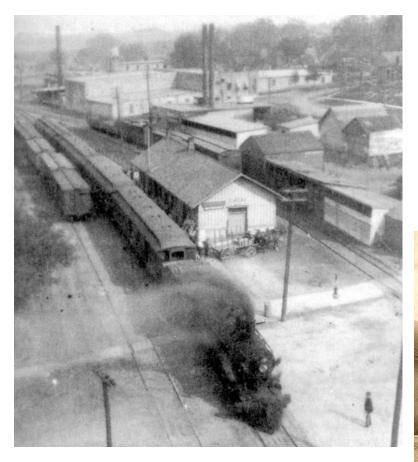
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Eureka Depot











CP&StL Atlantic No. 12









Dearborn Station ca. 1890









Dearborn Station ca. 1890

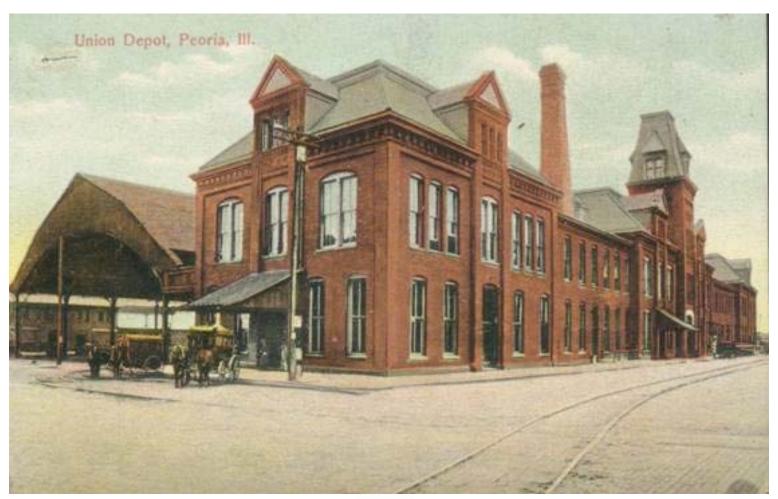








Peoria Union Depot



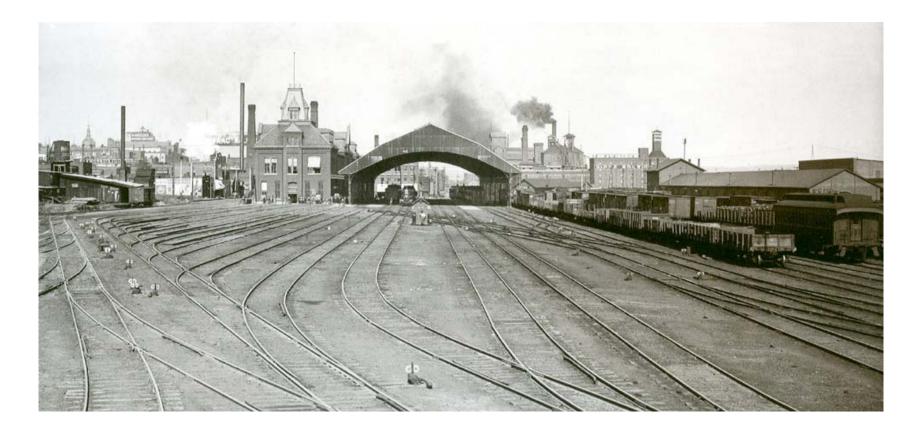






THE RED EXPRESS Peo

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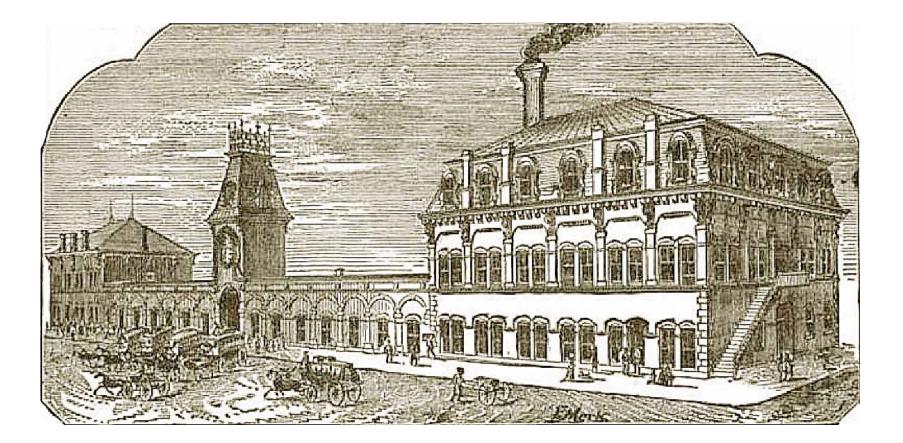








THE RED EXPRESS St. Louis Union Depot 1875-1893

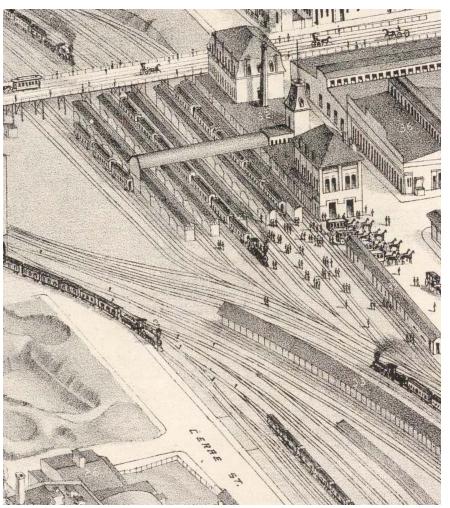








THE RED EXPRESS St. Louis Union Depot 1875-1893

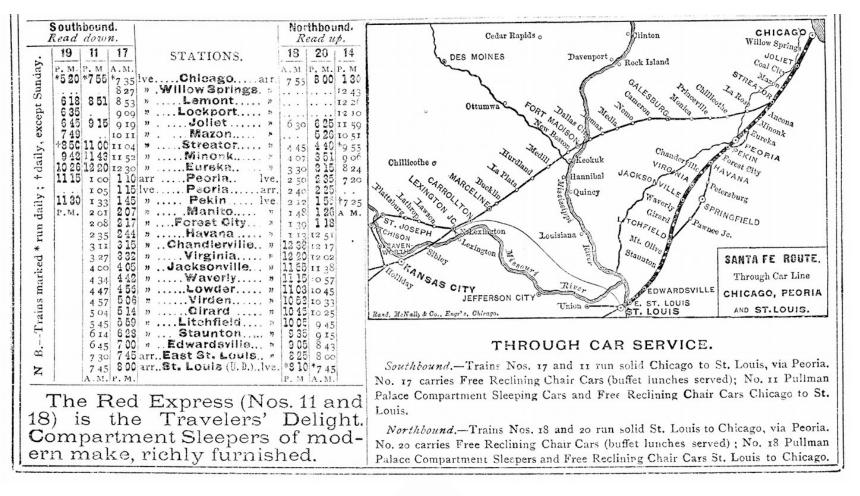








THERED EXPRESS Chicago, Peoria and St. Louis Line

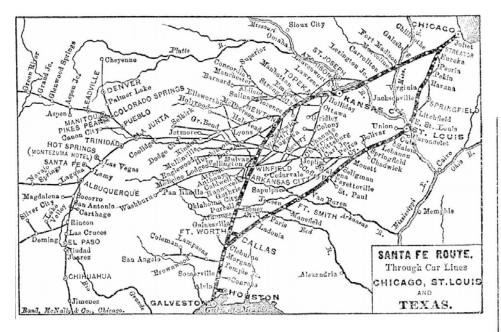








THE RED EXPRESS Oklahoma and Texas Line



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Through Solid Vestibule Trains						
between St. Louis and						

Galveston.







Through Sleeping Cars from Chicago and St. Louis

Jacksonville Southeastern Line

THE RED EXPRESS

"Santa Fe Route."

THE NEW THROUGH ROUTE

BETWEEN

CHICAGO AND ST. LOUIS.

The "RED EXPRESS" Trains are composed of Brand New Pullman Palace Sleeping Cars. Elegant New Reclining Chair Cars and beautiful Coaches and are run through on as quick time as any line.

We will endeavor to take good care of all classes of travel and at as reasonable rates as any route, and respectfully solicit inquiries, either personally to any of our Agents or by mail and will give prompt replies.

D. W. RIDER, W. W. KENT, Superintendent Cen'l Passenger Agent. JACKSONVILLE, ILLINOIS.









THERED EXPRESS Chicago, St. Louis and Denver Line

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	Mountains between Pueblo Kansa				No. 8-2, daily, Pullman Palace Sleeping Car Denver to La Junta, Hutchinson to Kansas City and Houston to Kansas City; Free Chair Cars Galveston and Caldwel to Kansas City, Superior to Kansas City and Denver to Kansas City; Palace and Tourist Sleepers and Dining Car Kansas City to Chicago.







Rate Wars

- Strong had long opposed pools and agreements. He considered them insufficient to control rates, and subject to cancellation or revision when the interests of one road or another favored it
- As Bryant writes, the building of the airline between Kansas City and Chicago "enabled Strong to pull the Santa Fe out of the Southwestern Railroad Association and to disown the pooling and traffic agreements at Kansas City." The loss of Santa Fe traffic at Kansas City "badly hurt the Alton and the CB&Q, causing these former allies of the Santa Fe to become its rivals, even enemies"
- In 1890, when the Chicago-Kansas City pool ordered the Santa Fe to divert traffic to other roads at Kansas City, Manvel – following in Strong's footsteps – refused, and the pool collapsed
- On October 23, 1890 less than two months before the Red Express would begin service – the *Chicago Daily Tribune* ran an article headlined, "The Atchison Topeka and Santa Fe – How It Has Manipulated Freight Traffic to Gain Business"







Rate Wars

- Given this history, the entry of the Santa Fe was bound disrupt the established order among the railroads offering passenger service on the Chicago-St. Louis route
- The strongest of these were the Alton, the Wabash, and the Illinois Central, as already noted
- On the Chicago-St. Louis route, the Alton held the upper hand because it ran through all of the major cities along the route, giving it more passenger and freight traffic than any of the other roads. It could therefore afford to charge 2 cents a mile; the others could not
- President Timothy Blackstone of the Alton, still angry at having lost out to the Santa Fe at Kansas City when Strong, having built the airline to Chicago, pulled out of the Southwestern Railroad Association and disowned the traffic arrangements at Kansas. Now facing competition from the Santa Fe on its St. Louis-Chicago route, Blackstone was in the mood for a fight







- True to expectations, barely had the first Red Express departed Dearborn Station for St. Louis than trouble broke out among the rival railroads over passenger rates and continued throughout the service life of the Red Express
- According to an article in the Chicago Daily Tribune on December 31, 1890, the Alton had secured proof that passenger tickets for the Santa Fe route from St. Louis to Chicago were being sold for as little as \$5.50, \$2 less than the value that had been agreed upon by the members of the Western Passenger Association (WPA)
- The Alton charged that, although the tickets were being sold by scalpers, the JSE was behind it, and asserted it would hold the Santa Fe responsible. This was understandable, since the Santa Fe belonged to the WPA, and effectively, controlled the JSE just as much as it did its own associated lines







- A sense of the situation that prevailed in the winter and spring of 1891 is given by an article that appeared in the *Chicago Daily Tribune* on February 17th, which stated, "Vice President Springer of the Santa Fe said the trouble caused by Chairman Finley's order to the roads in the Western Passenger Association to decline honoring tickets issued by the Jacksonville Southeastern Feb. 18 stood in a fair way of settlement"
 - "He had just come from a meeting of the roads interested in the Peoria and St. Louis passenger business, at which General Passenger Agent Kent of the Jacksonville Southeastern submitted positive proof that the Toledo, Peoria and Western and the Wabash had been selling 1,000mile tickets at 2 cents per mile for the last six years, and that the Lake Shore had been selling 5,000-mile tickets over the Wabash at 2 cents per mile for some years"
 - "The Jacksonville Southeastern had simply met the rate made by those roads and made the 2-cent per mile rate before it formed its alliance with the Santa Fe. The Alton and Rock Island were aware of these facts, Mr. Springer said, when they applied for a reduction in the mileage rate and their action, he thought, was due to an unfriendly feeling towards the Santa Fe"







- "After a long and animated discussion it was decided to suspend the order issue by Chairman Finley that tickets of the Jacksonville Southeastern must not be honored on and after Feb. 18 until next Monday"
- "In the meantime efforts will be made to bring about an arrangement with the Lake Shore, Big Four, Clover Leaf, and other roads which issue thousand-mile tickets over Western roads in competition with the Jacksonville Southeastern whereby the sale of those tickets is to be discontinued"
- "If matters cannot be adjusted satisfactorily Mr. Springer says there will be but two ways open for the Santa Fe - namely: either to withdraw from the Western Passenger Association or to cancel its contract with the Jacksonville Southeastern, and he could not say which of the two courses the company would pursue"







- By the end of February, the JSE had agreed to join the Western Passenger Association and to redeem all of its passenger tickets that might be found in the market. Still the Alton pressed its case. An article that appeared in the *Chicago Daily Tribune* on March 10, 1891, headlined "Still Clamoring for a Reduction," put the situation as follows,
 - "If the [Jacksonville Southeastern Line] makes all the concessions demanded and the Alton still insists upon reducing the mileage rate to two cents it will not be able to hold the Jacksonville Southeastern, or any other road responsible for it, but will have to admit that it made the reduction simply because it believed a rate of two cents per mile fair and reasonable."
- The JSE made the concessions demanded of it, and eventually, the Alton suspended for the time being its demand that it be allowed to sell 1000-mile tickets at the rate of two cents per mile







Rate Wars (Continued)

- But the passenger rate between St. Louis and Chicago continued to be a source of conflict, as exemplified by an article in the *Chicago Daily Tribune* on January 13, 1893, which stated,
 - "Reports come from many points that rates are being badly cut and manipulated. The Jacksonville Southeastern has made complaint that the Big Four is offering a rate of \$2.80 per capita for parties of ten or more between Peoria and Chicago in each direction. It also charges that the Big Four is making an open rate of one-fare for the round trip between Peoria and Chicago to the traveling men and that the Alton is enabling the Big Four to do it. The Southeastern says it proposes to meet the rates above mentioned"
- The Alton denied the charge







THE RED EXPRESS Passenger Rate Wars (Continued)

- The Santa Fe was in an awkward position, since it competed with Midwest roads like the Alton, and the Wabash, and the Illinois Central on the Chicago-St. Louis route, but most of its passenger (and freight) revenues came from its line between Chicago and the West Coast; its line between St. Louis and Texas via the Frisco and the GC&SF; and the branch lines it had built in Kansas
- The WPA boycotts of the JSE, which were imposed at the insistence of the Alton, justified the Alton, Wabash, and Illinois Central in refusing to interchange traffic with the Santa Fe at St. Louis, not only for the Chicago-St. Louis route but for the Frisco/GC&SF, and the Frisco/AT&SF routes, costing the Santa Fe substantial traffic, and therefore money
- Under these conditions, operating passenger trains between Chicago and St. Louis was not a profitable enterprise







THE RED EXPRESS End of the Red Express

- The situation finally came to a head in the summer of 1893. The JSE was unable to pay the balances it owed the Santa Fe, due to the financial panic that gripped the country, which exacerbated the untenable situation it was in
- On top of this, a new rate war was brewing, in part a result of the passenger business created by the Columbian Exposition in Chicago, and the Alton was again preparing to insist that the WPA boycott the JSE
- At this point, the Santa Fe threw in the towel. On August 4, 1893, the Santa Fe issued a circular, announcing that as of August 10th, it would no longer honor tickets sold by the JSE for the *Red Express* or the day express. With this action, the Santa Fe suspended the *Red Express* and effectively boycotted the JSE
- The Alton had won this time







Fall Out

- The JSE was outraged, charging that the Santa Fe had broken faith with it. But there was little it could do.
- It and the CP&StL continued to operate trains between St. Louis and Peoria, but without access to Chicago, neither the trains nor the JSE had a future
- The Jacksonville Southeastern Line went into receivership on September 21, 1893
- The line was broken up, the CP&StL and the Jacksonville, Louisville & St. Louis going to separate receivers







End of the Dream

- Ironically, the mighty Santa Fe soon followed, going into receivership on December 23, 1893, a victim of its overexpansion, the widespread rate cutting indulged in by CEO Reinhart and the bankers Kidder, Peabody & Company (which made the Santa Fe's financial position much weaker than its public financial statements made it seem), and the financial panic of 1893
- The Frisco was cut adrift, along with the Colorado Midland, in the 1895 reorganization in which the Atchison, Topeka & Santa Fe Railroad became the Atchison, Topeka & Santa Fe Railway
- The loss of the Frisco, coupled with the earlier failure to establish passenger service between Chicago and St. Louis, brought to an end the Santa Fe's dream of making St. Louis an integral part of its system







THE RED EXPRESS Epilogue: Or Maybe Not...

- On January 16, 1902, an article appeared in the *Ft. Madison Evening Democrat*, headlined "Santa Fe Line Into St. Louis," that stated:
 - "A through line on the Santa Fe from Chicago to St. Louis by way of the Chicago, Peoria & St. Louis Ry., is said to have been arranged for Santa Fe trains. This information comes from Pekin Illinois, where the Santa Fe at present has a terminal. The dispatch from Pekin follows:

"By March 1st, the S F Ry. will have established a through line from Chicago to St. Louis, by way of the CP&StL Ry. The S F has a terminus line at Pekin, and an official of that road today stated that arrangements had been made, for connection with the C.P.&St.L Rr. He also stated that through passenger traffic between St. L. & Chicago, would be conducted, running over the Terminal Ry. from Pekin to Peoria, thence into Chicago over the Rock Island & Peoria road, which the Santa Fe recently purchased. Four psgr trains are now being fitted up for this new service. The S F officials are also figure upon building extensive shops at Pekin..."







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