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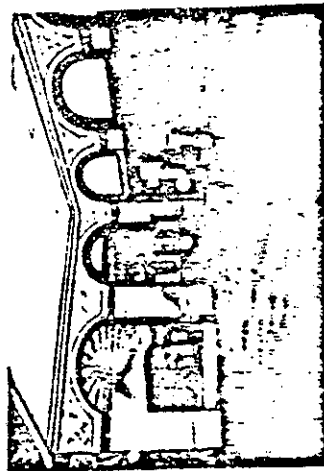
EVEN THE BEST MANAGED
RAILROAD

13-3

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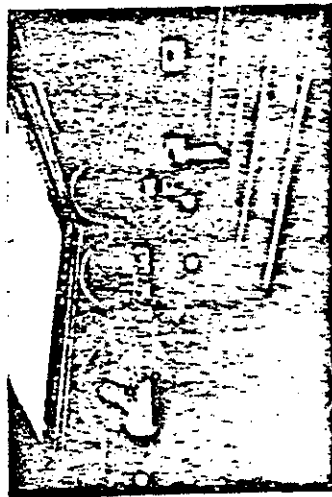


This is the interior of a train car. The car is clean and well-lit. The floor is covered with a patterned carpet. The ceiling has a series of arched windows or skylights.

It is reasonable that people will think more highly of the railroad which takes pains to keep its property, including stations, clean and bright with paint. Service is important, of course, but it is not a just of their service to provide comfortable and attractive stations. To be scrupulous about trains and schedules and then neglect stations is like clothing oneself well except for shabby shoes. The entire effect is spoiled.

In these days, when progress toward a better understanding between railroad and public has been so marked, it is a wise policy to allow ill-kept stations to exert their harmful influence.

It has been proved that the use of proper colors has a very marked effect upon the state of mind. Why not determine what these colors are and then use them to acquire good will? Put them on the station interior. Make it a pleasure for passengers to see the waiting rooms. Entice women and other travelers in an area of "beauty." Make them see that there are waiting rooms which look after the little things that make for their comfort and welfare. It is not too much to claim that the railroad which does this will reap a probable harvest in good will and increased travel.



Even before the current because they have a lot of people here but no power. The car is clean and well-lit. The floor is covered with a patterned carpet. The ceiling has a series of arched windows or skylights.

THE best managed road in the country cannot avoid occasional late trains. Elements beyond their control inevitably take a hand in making late train schedules. However, those who are forced to wait for a late train, or for friends on a late train, do not always know these conditions, and if they do, it does not detract much from their impatience and dissatisfaction.

In a great many stations this natural feeling of restlessness is further intensified by dirty, smudged, disreputable walls. Such conditions encourage rather than correct a feeling of depression and nervousness.

There is such a thing as making the interior of a station so restful and attractive that passengers will relax and the restless traveler will wait more patiently. This is not a far-fetched theory. Hospitals, for example, have found it true. Replacing the usual deadly white of their reception rooms with warm, cheerful colors helps to counteract patients' natural dread of hospitals. Those waiting to see patients, or even prospective patients themselves, gradually lose their nervousness under the spell of pleasant surroundings. When the use of color gives such splendid results under such trying conditions, it surely ought to be effective in a station waiting room.

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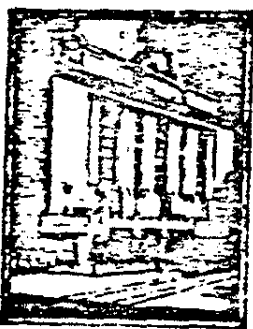
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Secret Making



IF THIS IS GOOD BUSINESS ~

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