

June 29, 1928

RITZ-CARLTON RESTAURANT SERVICE  
FOR THE PENNSYLVANIA RAILROAD'S "BROADWAY LIMITED."

The Pennsylvania Railroad in its advertisements of limited train service constantly features the superior cuisine of its dining cars, admittedly a most important factor in passenger traffic competition.

A distinctive appeal would be obtained by having the dining cars on the Pennsylvania's two premier trains, "The Broadway Limited" and "The American", operated under Ritz-Carlton management. The latter's own corps of maitres d'hôtel, chefs and waiters, would be placed on the dining cars of these trains and the menus would be those currently used in Ritz-Carlton hotels with the modification that the table d'hôte service, so popular on long distance trains, should be available. It would, no doubt, be inadvisable, at least at the outset, to increase charges and the arrangement would entail losses which would have to be borne by the railroad. The increased deficits of dining car operation caused by introducing the suggested service on two limited trains would be more than offset by increased passenger traffic obtained thereby.

Ritz-Carlton Restaurant Service would have a great appeal to discriminating travelers and should go a long way in siding the "Broadway Limited" to achieve a popularity equal to that of its competitor on the New York Central Lines. Since the war, the travelling public has been very critical and often hostile to the Pennsylvania's passenger service. Notwithstanding that it is the principal passenger carrying road, it has lost and is continuing to lose many patrons who could be regained to the great benefit of the road's earnings if necessary improvements in quality of service should be made. The dining car department is probably the principal object of criticism by passengers.

JWB:HW

J. W. EMMERSON, III  
PERSONAL FILE