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First Mailings



IF YOU COULD CHOOSE

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Or How?

Such a condition of affairs, if general over the whole line, will add much to the position which that road holds in the minds of its patrons. Bright, attractive stations are a part of good service. A road which provides clean, comfortable trains and runs them on time is risking too much by neglecting its stations. Their condition is one of the apparently unimportant factors that often determines whether a man shall be a knacker or a booster.

This is not a theory. It is based upon fact. Color has a great deal to do with a person's reactions. Some colors will soothe and refresh, others will irritate and jar upon the nerves. Hospitals and hotels have determined this truth thru many careful experiments. Railroads can adopt the same idea to their field and profit by it.

The redecoration of station interiors along the proper lines will send also to have a beneficial effect upon those employees who must spend most of their time there. It has been proved that employees do more and better work under pleasant, cheerful conditions. By making the surroundings of railroad employees more attractive they will be inspired with pride in their road, which, in turn, will result in more courteous service to the traveling public.

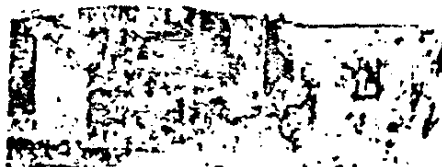


Would You Spend An Hour Here?

YOUR reaction is a natural one—just as it is natural for every one having occasion to use railway stations.

There is little need to explain that a station interior like the one shown is a poor advertisement for the railroad which tolerates such conditions. A passenger forced to wait any length of time in these dismal, depressing surroundings will not be inclined to think very favorably of the road. He is much more likely to become a knacker—one not averse to telling his opinion of that road to every one he meets. No railroad, no matter how large, can afford to let the good-will of the traveling public. It is simply good business for a railroad to do everything financially possible to keep the favor of the public on its side.

The illustration on the opposite page shows one way—a comparatively inexpensive way—of making boosters of passengers. A cheerful, inviting waiting room such as this will help the traveler pass the time more quickly and pleasantly. Without retelling the reason, perhaps, a passenger waiting in this station is going to be in a better frame of mind. His reaction toward the railroad is very apt to be a spirit of good-will rather than petty fault-finding.



Prop. Color Schemes Station Interiors

- 1. Wins good-will of those who travel.
- 2. Inspires pride and better morale among your employees.
- 3. Influences them to do better work and be more efficient in cheerful surroundings.
- 4. Affords bright interiors which diffuse daylight and reduce lighting charges.
- 5. Tends to lessen the impatience of those who must wait for trains.
- 6. Indicates progressive spirit and increases prestige.

Advantages of Using Paint Made with Dutch Boy White-lead and Dutch Boy Flatting Oil

- 1. Surface can be washed frequently without injury.
- 2. A better looking job results.
- 3. Greater coverage is obtained with greater protection.
- 4. The paint can be mixed to suit varying needs.
- 5. Dutch Boy White-lead lasts two or three times as long as poor quality paint.
- 6. Economy in final cost is achieved.

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