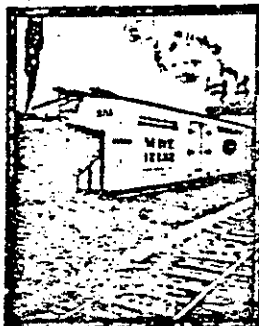


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Little Mailing



WHEN YOU SEE THIS—

YOU recognize it as a Merchants' Despatch refrigerator car.
You so quickly recognize a Woolworth store.

Because of a somewhat similar use of uniform color schemes, you easily identify many ferry boats, street cars, railroad cars, houses, etc., as the property of certain companies.

The idea evidently pays. Concerns like Merchants' Despatch and F. W. Woolworth are not given to fostering unprofitable schemes.

Can a railroad probably use this idea in decorating their stations?

It has been done to some extent, but not with uniform success. Buildings present a more complex problem than trucks or ferry boats. Railroad stations are not always the same in form, in material or in surroundings. The color treatment which is suitable for one may be uninteresting or even disagreeable in another.

This is the problem which has been studied by our Department of Decorations. As a result of this study, they have developed a plan

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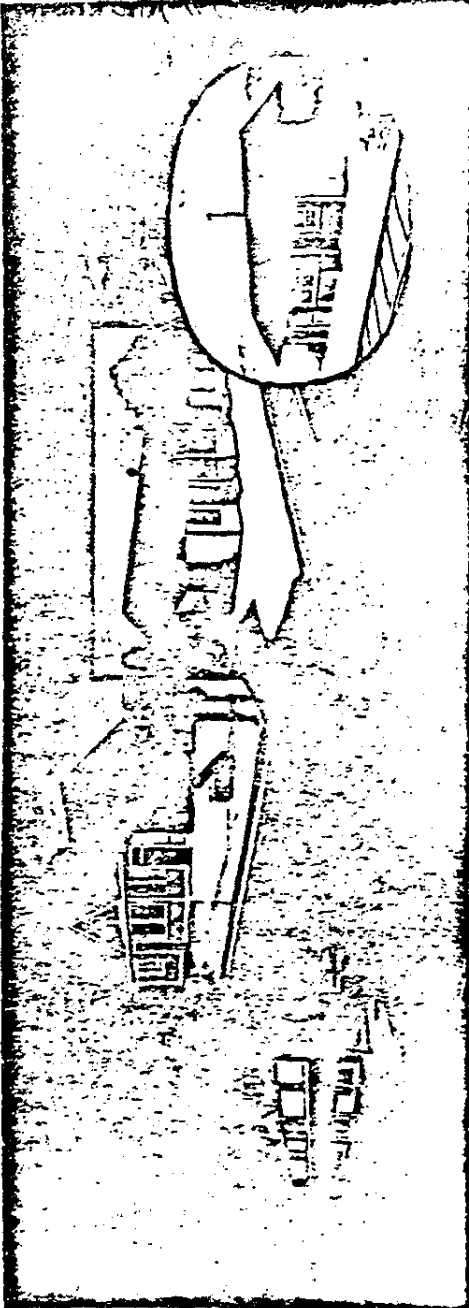
NLI 1100

NOTICE: If the film image is less clear than this notice, it is due to the quality of the document being filmed

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NLI 110071



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Advantages of Painting Station Property Attractively

1. Wins good-will of those who travel.
2. Aids in securing favor of city and town officials by improving appearance of town.
3. Means more passenger and freight traffic by attracting outside concern to its station on your right of way.
4. Identifies your road thru standard color scheme.
5. Improves pride and better morale among your employees.
6. Induces them to do their work better and more efficiently on account of cheerful surroundings.

Advantages of Paint Made with Dutch Boy White-lead and Dutch Boy Red-lead

1. It saves the surface.
2. It gives a better looking job.
3. It gives greater coverage with greater protection.
4. It can be used to suit varying needs.
5. It lasts two or three times as long as poor quality paint.
6. It is much more economical in total cost.

NATIONAL LEAD COMPANY

NEW YORK 100 Broadway	MINNEAPOLIS 100 First Street	CHICAGO 100 West 4th Street	ST. LOUIS 100 Pine Street	LOS ANGELES 100 Pacific Avenue
CLEVELAND 100 West Superior Avenue	ST. PAUL 100 Chicago Street	SAN FRANCISCO 100 California Street	PHILADELPHIA 100 N. 3rd St. & Arch St.	MEMPHIS 100 South Main

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