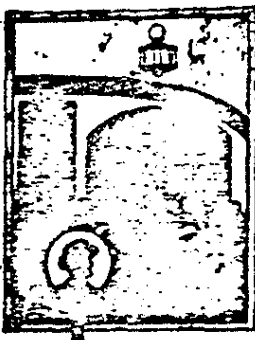


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Fluid Mailing.



WHAT IS HIS GOOD-WILL
WORTH TO YOU
?

HE may be a salesman living the greater part of his life on the railroad. He may be a manufacturer or a business man spending thousands every year in freight. Or he may be a commuter, a goodly portion of whose salary goes for daily transportation. He may be any one of a number of different persons. But the point is - he is buying transportation of one sort or another.

And transportation is a railroad's business. The fellow in the circle, with his thousands of brothers, is the railroad's customer. He pays its expenses and provides its profits. He decides the percentage of its dividends.

Are the railroads doing everything possible to obtain and hold his good-will?

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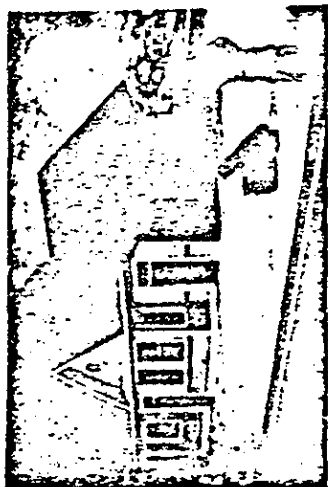
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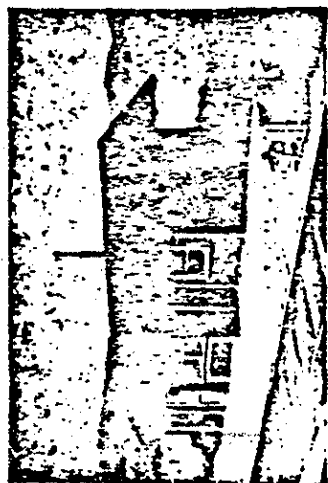
A large station building, showing the effect of the color scheme on the appearance of the building. The color scheme is a combination of white and gray, which gives the building a clean, modern appearance.

Can any railroad afford to allow these conditions to persist? Is it good business? Not only do stations such as these unfavorably influence all those who come in contact with them, but they suffer quicker and greater depreciation from lack of surface protection. This cannot be justified even on the plea of economy.

The cost of a good paint for protection applied with adequate frequency is infinitely less than the cost of repairs and replacement made necessary through neglect. As for the difference between a good paint and that made with pure white lead and linseed oil, the latter is always uneconomical when the factors of protection, long life and beauty are considered.

The illustrations above show how the smaller stations can be made to look when built up by the intelligent use of color. The fact that paint on railroad stations is subject to the combined attack of weather, gases, smoke and dirt is no reason why the color used should not be attractive. Color schemes such as these, for instance, are both attractive and suitable.

It should be remembered that sheltered, pleasing colors can be put on a station just as easily as unsatisfactory or depressing hues. It



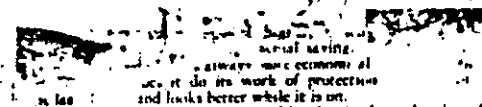
A small station building, showing the effect of the color scheme on the appearance of the building. The color scheme is a combination of white and gray, which gives the building a clean, modern appearance.

Many thousands have been spent on elaborate decorations in the larger city terminals. Every cent spent over and above that which was necessary for bare utility is for no other purpose than to impress those who see and use the facilities afforded—to secure and retain good-will.

Why should not the same principle apply to smaller stations dotting the main line of every railroad? Yet, so many of them are sadly neglected.

Dirty, weather-beaten, drab-colored stations are both dreary to the eye and depressing to the spirit. They make countless bad impressions every day, when they should be piling up good-will and genuine prestige for their owners. Even those who only see them as they pass them on fast trains carry with them the impression of neglect and carelessness. With those who are forced to use them, the impression is just so much worse.

Think of this vast amount of wasted good-will, the array of possible "business" changed to tireless "handcuffs," the name of the road associated with neglect and carelessness.



It is less expensive to do its work of protection and looks better while it is on. If ingenuity and decay can be prevented by the timely application of good paint, but many large users have found that protection is not the greatest advantage to be gained thru the use of paint. We believe paint possesses possibilities for gaining good-will too valuable for any railroad to ignore. Working out these possibilities in cooperation with your own experts is the function of our Department of Decoration. Without cost or obligation you can secure this service for adapting color to one or all of your stations. Send your request to us and it will be forwarded at once for their prompt attention.

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 enterprise to locations on the right of way.
4. Identifies the road thru standard color scheme.
5. Inspires pride and better morale among the employees.
6. Influences 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 mixed 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	BOSTON 100 State Street	CHICAGO 100 West 10th Street	ALBANY 100 1st Street	CINCINNATI 100 Franklin Avenue
CLEVELAND 100 West Superior Avenue	ST. LOUIS 100 Chestnut Street	SAN FRANCISCO 100 California Street	PHILADELPHIA John T. Lane & Son, Co. 60 Chestnut Street	PITTSBURGH National Lead & Oil Co. of Pa. 200 Smith Avenue

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