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Fidelity Marketing



INSURING INTANGIBLE
SOURCES OF REVENUE

93-26

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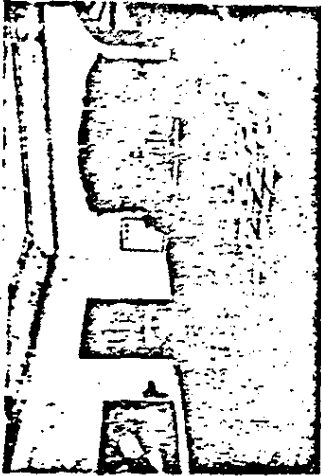
Every successful business recognizes and places a real value upon good-will, prestige, increased morale of employees, and other intangible sources of revenue. Railroads have realized the financial importance of these advantages by endeavoring to provide comfortable cars, efficient service, and various little conveniences for the traveling public and their employees. But too often they have overlooked another important opportunity—the station.

Will not they also, if made comfortable and attractive, return a dividend?

Looked below are the advantages which we believe will result from attractively decorated railroad stations:

1. *Good-will of all those who use railroad stations.*

People appreciate neatness and cleanliness when they travel. Especially on the stations where they usually pass some time in waiting. The road which provides attractive, pleasant waiting rooms for its passengers has a strong claim upon the favor of those passengers. Generalized it is true, but an endless chain of business because business success depends on the things which please it.



The station is a business asset. It is the place where the passenger meets the train. It is the place where the employee meets the public. It is the place where the business meets the community. It is the place where the station meets the station.

2. *Increased pride and better morale among railroad employees.*

No one can expect employees to have pride in something for which their employers have none. And when a man does not have pride in his work, he is not likely to be a clerk or whatnot. So they both suffer. Clean, attractively decorated station interiors give station employees something to be proud of. The net result is increased respect for their company, their station and their job.

3. *More efficient and therefore more cheerful surroundings.*

Experiments have established the fact that the efficiency of employees in office or shop can be appreciably increased by improving their surroundings. One way and one way to bring this about in railroad stations is to paint the interior walls with an attractive color scheme that can be kept bright, clean and neat by an occasional washing. The railroad that so improves the interiors of its various receiving all the benefits of more efficient, more courteous and more painstaking employees.

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property, the walls reflect from so little light than the same walls in a dirty, dingy condition. If the interiors of a railroad's stations are in the latter state it may be spending much more than is necessary for keeping them efficiently lighted. Scientific color schemes will reduce this needless expense.

5. *Added prestige and a reputation for being a well-managed railroad.*

The public judges largely from appearances. If stations are attractive, clean and well-painted inside and out, a railroad has nothing to fear from rumor-spreaders among passengers. They know little of a railroad's financial standing, and scarcely more of its management policy. But they will know that the property is well kept up and upon this will a railroad's reputation be based.

6. *Four complaints and trouble due to dispirited users of ill-kept stations.*

The traveling public may be thought difficult to please. But sometimes it is an apparently trivial matter which causes the ill-will. Among these may be included poorly decorated or neglected station interiors. Such conditions often reflect even upon train service, important as that is. The safest way to avoid this risk is to see that stations are kept attractive inside and out.

There are the results caused by properly decorated station interiors—and insured thru the use of Dutch Boy white-lead and flaxseed oil.

Paint made with Dutch Boy white-lead and Dutch Boy flaxseed oil may be a trifle higher in price but it will always save you money. This is because of its long life—three to four times that of inferior paint, its resistance to smoke, gases and general railroad conditions; its washable qualities—a thorough washing being equal to a new coat; its better appearance and its ease in working.

For decorating your stations we offer you the advice of our Department of Decoration—free and without obligation. Simply send your request to us—whether for one station or many—and it will receive prompt attention.

NATIONAL LEAD COMPANY

NEW YORK	ALBANY	CINCINNATI	DAYTON	CHICAGO
100 Broadway	100 State Street	100 Main Street	100 Main Street	100 Main Street
CLEVELAND	EL PASO	INDIANAPOLIS	ST. LOUIS	ST. PAUL
100 West Superior Avenue	100 Main Street	100 Main Street	100 Main Street	100 Main Street
PHILADELPHIA	PITTSBURGH	SPRINGFIELD	WASHINGTON	WICHITA
John T. Lewis & Son, Inc.	Howard Road & 4th St. of Pa.	100 Main Street	100 Main Street	100 Main Street
100 Chestnut Street				

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