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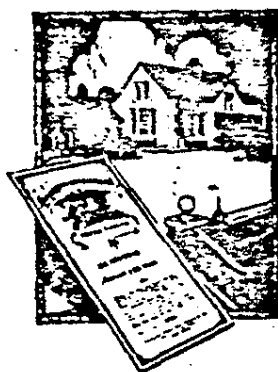
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Fidelity Marketing



INSURING INTANGIBLE
SOURCES OF REVENUE

93-20

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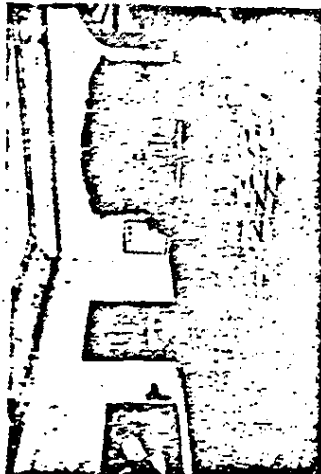
Every successful business recognizes and places a real value upon good-will, prestige, increased morale of employees, and other intangible sources of revenue. Railroads have realized the financial importance of these advantages by endeavoring to provide comfortable, efficient service, and various little 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 in 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. We are sure you will find an endless chain of business because business success begins in selling these things which please it.



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property in 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 good 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 poorly decorated station interiors—and insured thru the use of Dutch Boy white-lead and flaking oil.

Paint made with Dutch Boy white-lead and Dutch Boy flaking oil may be a trifle higher in first cost 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	BUFFALO	CINCINNATI	CHICAGO	CHICAGO
141 Broadway	141 Main Street	141 Main Street	141 Main Street	141 Main Street
CLEVELAND	ST. LOUIS	ST. LOUIS	ST. LOUIS	ST. LOUIS
141 Main Street	141 Main Street	141 Main Street	141 Main Street	141 Main Street
PHILADELPHIA	PITTSBURGH	PITTSBURGH	PITTSBURGH	PITTSBURGH
John T. Lewis & Son, Inc.	Howard Road & 14th St. of Pa.	Howard Road & 14th St. of Pa.	Howard Road & 14th St. of Pa.	Howard Road & 14th St. of Pa.
141 Main Street	141 Main Street	141 Main Street	141 Main Street	141 Main Street

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