

INTER-OFFICE LETTER

FROM

Boston

OFFICE

DEPT.

FOR Cleveland

OFFICE

DATE January 29, 1927

MR. H J Douglas

SUBJECT Text #4

ANSWERING LETTER OF

DICTATED BY

The structure representing SWP rests upon a firm foundation - the policy of the founders to make the best paint possible and sell it at a fair price.

The materials that enter into this structure (SWP) have been given an acid test in our own laboratories and field observations, and the results of our findings have been thrown into the crucible of intelligent paint analysis and have checked up 100% with the experience of the enlightened and best informed paint makers of the day.

SWP stands head and shoulders above all prepared paints.

Text #4 is a masterpiece in simplicity. All conclusions have been carefully substantiated by undeniable facts and the reader is carried along step by step to the final conclusion that SWP is the greatest house paint value money can buy. The text is interesting, concise, complete, and convincing. Nothing seems to have been omitted save possibly under the caption SWP wears longer, Page 14. Reference might be called to the fact that the pigments in SWP react less chemically with Linseed Oil than do other Lead paints, thereby prolonging the life of the oil, and in turn, prolonging the life of the paint.

Reference might also be called to the mat film produced by Lead, Zinc, and Magnesium Silicate which holds together on the surface even after the Linseed Oil has broken down and worn out.

It is a wonderful paper, more power to the writer.

Now for Text #5.

HBE/R

H.B. Enright
Sales Manager

0007-SWP-040539

N28918