

#2 - Mr. H. J. Douglas

September 8th, 1926.

For your information and for what it is worth, we are pleased to outline the "Requirements of a Perfect Prepared Paint" below.

THE REQUIREMENTS OF A PERFECT
PREPARED PAINT

CONDITION IN PACKAGE
WORKING CHARACTERISTICS
COVERING CAPACITY
HIDING POWER
DRYING QUALITIES
GLOSS -- Amount, Durability
COLOR -- Clearness, Permanence
LIFE -- Wearing Qualities
REPAINTING CONDITION

Color	)	Working	)
Gloss	) Improved	Hiding	) Improved
Wearing	) by Zinc	Drying	) by Lead
Covering	)	Repainting	)

Condition in Package - - Improved by Magnesium Silicate
Life and Gloss -- Improved by Quality of Linseed Oil

"BEWARE OF THE HIGHER COST
OF THE LOWER PRICE" per gallon

Yours very truly,

A. W. Everett
Sales Manager.

ANE*R
cc WPC

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