

BULLETIN NO. 29

AUGUST 2, 1926.

Subject: OPEX COLOR MATCH CHART

For a long time we have been trying to develop, in co-operation with the Chemical Products Department, an Opex Color Match Chart as to which Opex enamels were matches for standard motor car colors as used by the automobile manufacturers or how to blend our colors to obtain these shades. It was found that almost 500 different shades were used by all the car makers for all their range of models. It is also true that these production shops often changed their standards for each new series rather than just on their yearly models. It, therefore, has become necessary to confine ourselves to a few colors that have proven most popular and have been most generally used in factory finishing.

It must be understood that the blends are approximate and that it is impossible to give you any definite figures as to the exact proportions to be used because in most cases only a slight amount of one color is needed -- just a touch to throw the shade over -- but this chart will nevertheless often serve as a helpful guide.

<u>Color Standard</u>	<u>Motor Car Mfg.</u>	<u>Our Blend or Match</u>
Ocean Blue	Paige-Gardner Marmon-McFarland	Neptune Blue shaded with Century Yellow Medium and Coach Black
Cobra Drab	Chrysler-Chandler Packard	Dustproof Gray shaded with Coach Black and a touch of Windsor Maroon
Desert Sand	Davis-Flint Cadillac-Chrysler	Chrysler Beige Brown shaded with Century Yellow, Medium, Coach Black and a touch of Windsor Maroon

Mr. Mason also informed me that he had been having trouble in securing a White Enamel for use in the kitchens of dining cars. He said that the scouring soaps used broke down this material very rapidly. Upon my suggestion, he did a kitchen the first of last May in Opex Enamel White and he informed me last week that the kitchen was in splendid condition and withstood the abuse better than any enamel he had ever seen and said that there was no doubt but what more of this material would be used in their dining car kitchens.

I am passing this information along to you thinking perhaps it might be of interest because it really was to me. It gave me more confidence in the goods and I think opened the way for the use of these enamels on the C & S coaches and it is being observed by the Burlington folks and the good word will undoubtedly be passed along to Chicago headquarters."

You will see from this letter that Sherwin-Williams Industrial Brushing Lacquer not only withstood a most severe test on the cement floor at the entrance of the shop but also showed up as a superior product in finishing dining car kitchens.

There are numerous uses for Sherwin-Williams Industrial Brushing Lacquer with the railroad, marine, and industrial trade for floors, wood and cement, decks, cabins, machinery of all kinds, service station gas pumps, park seats, amusement parks, circus equipment, baseball parks and stadiums, zone marking paint, etc..

Every representative will do well to study the many uses for which this material is adaptable and cash in on them.

Sherwin-Williams Industrial Brushing Lacquer is an especially fine product for the many purposes mentioned as well as hundreds more, and we will thank you to make a more aggressive effort to secure this business.

Yours very truly,

AHE:SS
Price List List

A. E. HOLST
MANAGER