

GENERAL LACQUER SALES DEPARTMENT

Bulletin No. 55

March 1, 1927

Subject: NEW OPEX AUTOMOTIVE ENAMELS

For further details refer to our Bulletin No. 54.

<u>Rex No.</u>	<u>Name</u>
31068	Suntan
31069	Paradise Green
31070	Jungle Green
31071	Cabriolet Green
31072	Peerless Gray
31073	Taupe Brown
31074	Cleveland Cream
31075	Panama Green
31076	French Mauve
31077	Maive Glow
31078	Ritz Blue
31079	Chateau Gray
31080	Arabian Tan
31081	Surf Green
31082	Coburn Gray
31083	Glacier Blue
31084	Tuscan Tan
31085	Cameo Cream
31086	Palmetto Green
31087	Lichen Gray
31088	Thrush
31089	Caledonian Brown

These twenty-two new enamels are offered to the trade at the regular automotive finish price of \$6.00 per gallon with the established differentials for quarts and pints.

EW Windsor:SS
Price List List

E. J. de la
ASSISTANT MANAGER

N13616

<u>Color Standard</u>	<u>Motor Car Mfg.</u>	<u>Our Blend or Match</u>
Chicle Drab	Peerless-Marmon Chrysler	Chrysler Beige Brown shaded with Coach Black and Century Yellow, Medium
Kensington Gray	Peerless-Marmon Wills St. Claire	Tudor Gray shaded with Cadillac Buck- ingham Gray
Thebes Gray	Chrysler-Nash	Sage Brush Green Light shaded with Coach Black and Century Yellow, Medium.
Sea Fog Gray	Paige-Gardner Marmon-McFarland	Neptune Blue shaded with Auto White and Century Yellow, Medium
Arizona Gray	Peerless-Paige Chevrolet McFarland	Sahara Gray shaded with Coach Black and Century Yellow Medium
Westminster Gray	Packard	Six parts Coach Black, three parts Auto White shaded with Victoria Blue
Algerian Blue	Chrysler-Marmon Chevrolet McFarland	Five parts Packard Blue, four parts Sage Brush Green Light, three parts Taricab Green
Cactus Gray	Ajax - Diana	Three parts Sage Brush Green Light, three parts Hampton Gray, shaded with Century Yellow, Med.

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<u>Color Standard</u>	<u>Motor Car Mfg.</u>	<u>Our Blend or Match</u>
Cadillac Ducking- ham Gray	Packard - Chandler Cadillac-Paige Jordan-Harmon Oldsmobile-Oakland Buick-Chevrolet	Cadillac Duckingham Gray (31041)
Bambalina Blue	Chrysler-Marmon Buick	Marmon Blue (31049)
Yellow Cab Yellow	Yellow Cab	Yellow Cab Yellow (31016)
Sage Brush Green Light	Moon-Diana	Sage Brush Green Light (31011)
Brewster Green Medium	Moon-Diana	Brewster Green Medium (31030)
Windsor Maroon	Ford	Windsor Maroon (31047)
Channel Green	Ford	Channel Green (31046)
Moleskin Gray	Ford	Moleskin Gray (31051)
Drake Green	Ford	Drake Green (31052)
Packard Blue	Packard	Packard Blue (31044)
Overland Blue	Overland	Overland Blue (31042)
Dustproof Gray	Packard	Dustproof Gray (31020)

From now until October all the manufacturers will be bringing out their 1927 models which will, no doubt, introduce in most cases a complete new line-up of colors. Refinements in design and dress will feature next years cars rather than any radical changes or startling innovations. Color will, no doubt, play an even greater role

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in the salability of motor cars. Later another similar bulletin will be issued particularly relating to these new motor cars concerning our matches or blends.

Yours for Lacquer Sales & Service,

EWV:SS
Price List List


ASSISTANT MANAGER