

GENERAL LACQUER SALES DEPARTMENT

BULLETIN NO. 40

OCTOBER 21, 1926

Subject: RE-FLO-COAT -- 04518 -

Any man that knows his Opex knows for a positive fact that Opex Automotive Enamels have a higher natural gloss as the material comes from the gun. We all know that this results in less polishing labor hours. The gloss comes up easier and quicker with Opex enamels.

Everyone knows that it is good practice to shoot a shower coat of clear thinner over the job after the last coat of lacquer enamel, just prior to the polishing operation to give a complete reflow of the enamel, eliminating any orange peel, spray dust, or sanding scratches that may be present. Opex Re-Flo-Coat is a specially formulated thinner to give the maximum results and greatest natural gloss.

Our ever aggressive and efficient research department has given you Opex Re-Flo-Coat, which will increase the gloss at least 30% in the hands of any spray man and with some colors sprayed by experienced mechanics bring up the gloss 100%, in many cases eliminating the necessity of polishing.

Opex Re-Flo-Coat will save valuable time and labor for shops that do quality work and save the polishing operation entirely for those shops that specialize on cheaper quantity work. Wherever possible sell Opex Re-Flo-Coat as a premium for using Opex enamels.

For best results spray on a good wet coat, almost to the point of sagging, wet enough to reflect the spray gun in your hand. Lap the wet edges for uniformity. While a job can of course be polished out in less time, six to eight hours should be allowed for a thorough drying and hardening of the lacquer enamels before the polishing operation is begun.

Do not be satisfied just to sell a gallon or two to each shop in your territory but demonstrate Opex Re-Flo-Coat for an order of a case of ones or a five gallon can.

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Where you are trying to break in with Opex enamels, spray 3 coats of Opex Coach Black or an Opex Green reduced with Opex Binder Thinner No. 2 as these "gloss up" to best advantage. Then apply a good wet coat of Opex Re-Flo-Coat and the enamel business will be yours; and you will soon have your competitors' salesmen wiring and writing their Sales Managers; "Why can't we have materials like Sherwin-Williams' Opex?"

Opex Re-Flo-Coat is new; it is practical; it is labor saving. Its use will make you solid with the custom shop trade -- add more power to your Opex volume.

Prices

		<u>1's</u>	<u>5's</u>	<u>Drums</u>
Opex Re-Flo-Coat	Box 04518	\$3.00	\$2.90	\$2.80

The above prices are on the EASTERN basis, add the following freight differentials for other sections:

Bangor, Me., Evansville, Ind., Fargo, N. D., Kansas City, Mo., Memphis, Tenn., Nashville, Tenn., New Orleans, La., Omaha, Neb., Saginaw, Mich., Sioux Falls, S. D., Charlotte, N. C. -----5¢

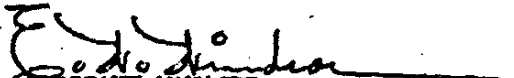
Atlanta, Ga., Birmingham, Ala., Chattanooga, Tenn., Jacksonville, Fla., Knoxville, Tenn., Little Rock, Ark., Oklahoma City, Okla., Tulsa, Okla. -----10¢

Amarillo, Texas, Dallas, Texas, Denver, Colorado, Houston, Texas -----15¢

El Paso, Texas, Los Angeles, Calif., San Francisco, Calif., Portland, Ore., Seattle, Wash., Spokane, Wash. -----20¢

Salt Lake City, Utah -----25¢

Yours very truly,


ASSISTANT MANAGER

EW Windsor:SS
Price List List

MR. C W ERMLER
THE SHERWIN-WILLIAMS CO.
115 TH & GOUGH GROVE AVE.
ROSELAND ST. CHICAGO, ILL



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