

GENERAL LACQUER SALES DEPARTMENT

BULLETIN NO.30

AUGUST 11, 1926.

Subject:- WOOD FINISHING LACQUER ENAMELS AND CLEARS

Several days ago we sent out a bulletin announcing our special Wood Finishing Lacquer Enamels. Since that time I have received a copy of a letter from one of the representatives of the Sherwin-Williams Company of Canada to Mr. W. C. Cottingham, Manager of Lacquer Sales, which bears on this subject. Here is the letter -

"I have been successful in landing the St. Boniface Hospital on Spraying Lacquer. They are refinishing all the furniture in the hospital. Some of the old pieces - tables, dressers, chiffoniers, etc. have not been painted for a number of years. On the white pieces they are spraying a coat of Clear Binder, followed with two coats of our Spraying Lacquer White, auto quality, and are getting a real first-class job. On the oak furniture they are sanding the old finish lightly, applying two coats of Furniture Lacquer Clear No. 44, and they are certainly pleased with the results.

It is quite a treat to see several men carrying these pieces down to the finishing shop - two or three men sanding them after they get there - and then they immediately carry back the pieces that are finished. It is just a continual parade. I must try and get a snap-shot taken of them all gathered around."

You will note that the furniture of the St. Boniface Hospital was carried down piece by piece to the finishing shop, refinished in Opex lacquer, and carried back and put in its place, the furniture not being tied up and out of use for days as would be the case if finished in enamel or varnish. Imagine the tremendous convenience this was to the hospital to be able to refinish complete rooms of furniture and put it back in service the same day.

C Because of this convenience lacquer makes a strong appeal to a large number of institutions such as hospitals, hotels, apartment houses, schools, summer resorts, etc.,

Bulletin No. 30 Continued

and I would like to urge you to aggressively solicit all such classes of trade on Opex Wood Finishing Lacquer Enamels, Clears, and Brushing Lacquer, all of which are especially well fitted for the purpose. You will find some of these places equipped to do the work themselves but where they are not equipped to do it refer it to the Opex Refinishing Shops. Many of these shops will be glad indeed to have this additional business, especially during the dull period for auto refinishing.

Let's see who will set the pace in securing this business.

Yours very truly,

A. E. HOLST

M A N A G E R

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Price List List