

BULLETIN NO. 60

MARCH 14, 1927

SUBJECT: BROOM HANDLE FINISHERS

Here is the result of two years' work in the special analysis of the broom handle finishing industry. The many investigations, tests, and personal inspections upon the part of our aggressive manufacturing department are crystallized in the development of this line. We feel these resins completely fulfill the requirements of this class of trade. Now you can present with confidence a complete but simplified proposition to every broom handle finisher in your territory and cash in on these painstaking activities.

A very interesting and helpful story on broom handle finishing by Paul Primm of the Chemical Products Department will appear in the next "Opex Observer", which will be in your hands shortly. Watch out for it; digest it, and then go after the broom handle finishers as the best posted lacquer man they have ever had the opportunity to shake hands with.

Specific requirements of a satisfactory product for the broom handle manufacturers are that they must have the utmost in hiding, a high gloss, a low price, and be thin enough in body to allow ease of dipping. Our present line fulfills all these. There should be no further necessity for specials on broom handle lacquers.

One method of finishing broom and mop handles is used universally, that being the squeegee system of dipping. Our enamels are furnished in a consistency ready for application, and we recommend no further reduction. This not only assures that the product is used at the proper viscosity, but also eliminates the bother of mixing thinning, etc.

We now offer to the trade a completely revised list of finishing with:

<u>Rex</u>		<u>1 1/2</u>	<u>5 1/2</u>	<u>Drams</u>
04603	Handle Lacquer Clear	2.45	2.35	2.25
29004	Handle Lacquer Red	2.70	2.60	2.50

-2-
Bulletin No. 60 Cont'd

<u>Box</u>		<u>1's</u>	<u>5's</u>	<u>Drums</u>
29005	Handle Lacquer White	2.70	2.60	2.50
29028	Handle Lacquer Yellow	2.70	2.60	2.50

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

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, Tex., Dallas, Tex., Denver, Colo., Houston,
Tex. ----- 15

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

Salt Lake City, Utah ----- 25

End SS

Price List List

E. H. Henderson
ASSISTANT MANAGER