

[*Confidential*]

IMPORTANT INFORMATION

FOR THE
SERVICE DEPARTMENTS
OF
DODGE BROTHERS DEALERS

Vol 1

APRIL 26 1928

No. S-13

LACQUER COLORS

Below is listed the various lacquer colors that have been used on our passenger cars, together with the car type, car number on which they entered production, date, etc. This information will greatly assist you in ordering the correct color when a match is desired.

When two colors appear on the list for one

car, the first color is that used on the upper part of body and the second color that used on the lower part of body

Orders for lacquer should be placed with The Cleveland Varnish Company, 3111 East 87th St., Cleveland, Ohio. Always specify the color name and stock number

Standard Six

<i>Colour Name</i>	<i>Cleveland Varnish Co. Stock No.</i>	<i>Car Type</i>	<i>Entered Production</i>	<i>Discontinued production</i>
Black	4571-F	Std.	No. J - 1	
Andalusite Blue	10235	Sedan	02-29-28	
Bretton Biege	10236	Std.	No. J - 626	
Norman Biege	10237	Coupe	03-05-28	
Ambato Green	10242	Cabriolet	No. J - 1488	
Peewee Green	10238		03-07-28	
Algerian Blue	4643	Std.	No. J - 2502	
Algerian Blue	4643	Sedan	03-09-28	

Victory Six

Black.	4571-F	Sedan	M-I	M-266
French Gray No. 3.	10027		11-21-27	12-06-27
Black	4571-F	Sedan	M-266	M-15578
Algerian Blue	4643		12-06-27	2-13-28
Ardsley Green	4739	De Luxe	M-304	M-7116
Armory Green	4658	Sedan	12-07-27	1-20-28
Black	4571-F	Coupe	M-1753	
Brunswick Blue	4950		12-21-27	
Biege	10051	De Luxe	M-1838	M-16276
Rubicelle Deep	4963	Coupe Brom.	12-24-27	2-13-28
Ambassador	10198	De Luxe	M-7116	
Blue York Blue	10197	Sedan	1-20-28	

<i>Colour Name</i>	<i>Cleveland Varnish Co. Stock No.</i>	<i>Car Type</i>	<i>Entered Production</i>	<i>Discontinued production</i>
Black	4571-F	Sedan	M-15578	
Ardsley Green	4739		2-13-28	
Biege Brown Dark	10194	De Luxe	M-16276	
Brewster Green Medium	10190	Coupe Brom.	2-13-28	
Biege Brown Dark	10194	Coupe	M-22126	
Brewster Green Medium	10190		2-24-28	
Napoleon Gray	10007	De Luxe	M-24315	
Tunis Blue	10192	Sedan	2-29-28	
Calgary Green	10034	De Luxe	M-26970	
Edmonton Green.	10035	Coupe Brom.	03-07-28	
Black	4571-F	De Luxe	M-30099	
Viceroy Maroon	10032	Sedan	3-16-28	
Calgary Green	10034	4-Pass.	M-32644	
Edmonton Green.	10035	Coupe	3-26-28	

Senior Six

Black	4571-F	De Luxe	I-S 10000	
Algerian Blue	4643	Sedan	05-10-27	
Black	4571-F	De Luxe	1-5 11166	
Norfolk Green	4846	Sedan	5-16-27	
Foggy Gray	4744	Cabriolet	I-S 12284	
Aquamarine Blue	4745		06-06-27	
Black	4571-F	De Luxe	I-S 12416	
Black-(Fire Opal Window Reveals)	4995	Sedan	5-21-27	
Norfolk Green .	4846	4-Pass.	I-S 13225	
Ansaldo Green .	4848	Coupe	06-07-27	
Norfolk Green	4846	De Luxe	I-S 13853	
Ansaldo Green	4848	Sedan	06-10-27	
Austin Blue	4847	De Luxe	I-S 14299	
Cornwall Blue	4849	Sedan	6-14-27	
Austin Blue	4847	4-Pass	I-S 14368	
Cornwall Blue	4849	Coupe	6-14-27	
Black	4571-F	De Luxe	I-S 14551	
Black-(Cream Window Reveals)	None	Sedan	6-14-27	
Black	4571-F	De Luxe	I-S 16282	
Austin Blue	4847	Sedan	6-28-27	
Foggy Gray	4744	De Luxe	I-S 18269	
Aquamarine Blue	4745	Sedan	09-02-27	
Black	4571-F	Cabriolet	I-S 19942	
Checkerling Straw Deep	4954		08-05-27	

<i>Colour Name</i>	<i>Cleveland Varnish Co. Stock No.</i>	<i>Car Type</i>	<i>Entered Production</i>	<i>Discontinued production</i>
Black	4571-F	Cabriolet	I-S 20299	
Brunswick Blue	4950		09-05-27	
Black	4571-F	Std.	1-521182	
Brunswick Blue	4950	Sedan	8-23-27	
Dover Green	4883	Sedan	I-S 21784	
Harvester Green	10033		9-16-27	
Black	4571-F	Sedan	1-5 21942	
Checkerling Straw Deep	4954		09-06-27	
Black .	4571-F	Sedan	1-522162	
Viceroy Maroon.	10032		09-12-27	
Viceroy Maroon .	10032	Sedan	1-5 22280	
Viceroy Maroon .	10032		9-14-27	
Ardsley Green .	4739	Sedan	1-5 22297	
Armory Green .	4658		9-14-27	
Bloomfield Grey	4419	Sedan	1-S 22405	
Dundee Gray	10040		9-16-27	
French Green Gray Dark	4831-A	Sedan	1-5 22430	
French Green Gray Light	4830-A		9-16-27	
Checkerling Straw Deep	0.4954	De Luxe	1-5 22616	
Checkerling Straw Deep	4954	Sedan	9-22-27	
Las Vegas Brown	10043	Sedan	I-S 22697	
Horned Lark Buff	10044		9-26-27	
Norfolk Green	4846	Std.	1-5 23689	
Ansald Green	4848	Sedan	10-24-27	
Calgary Green	10034	Sedan	1-5 23700	
Edmonton Green	10035	Sedan	10-24-27	
Black	4571-F	Sedan	1-5 24134	
Algerian Blue	4643		11-04-27	
Viceroy Maroon	10032	4-Pass.	1-5 24247	
Viceroy Maroon	10032	Coupe	11-08-27	
Dover Green .	4883	4-Pass.	1-5 24340	
Harvester Green .	10033	Coupe	11-10-27	
Bunker Brown Dark ..	10045	Cabriolet	1-5 24272	
Bunker Brown Light	10046		11-28-27	
Black	4571-F	Cabriolet	I-S 24275	
Viceroy Maroon	10032		11-09-27	
Black	4571-F	Cabriolet	I-S 24405	
Thistle Green	10041		11-04-27	
Ardsley Green	4739	Sport	1-5 24717	
Armory Green	4658	Sedan	01-07-28	

<i>Colour Name</i>	<i>Cleveland Varnish Co. Stock No.</i>	<i>Car Type</i>	<i>Entered Production</i>	<i>Discontinued production</i>
Black	4571-F	Sport	1-5 25398	
Viceroy Maroon	10032	Sedan	02-08-28	
Las Vegas Brown	10043	Sport	1-525513	
Horned Lark Buff	10044	Sedan	2-14-28	
<i>Four Cylinder</i> (116 " W. B. Cars)				
Dodge Brothers Blue.	4740	Sedan	A 400000 08-01-25	A 494124 01-01-26
Killarney Gray.	4319	Sedan	A 450300 10-12-26	A 424124 01-10-26
Tartan Green.	0.4174	Coupe	A 483882 12-09-25	A 836927 01-12-27
Coolie Blue	4332-B	A-Sedan	A 494125 01-01-26	A 528206 02-10-26
Coolie Blue	4332-B	B-Sedan	A 503814 1-14-26	A 832366 01-05-27
Dust Proof Gray No. 1.	4352	De Luxe Sedan	A 520000 1-30-26	A 560000 02-10-26
Pheasant Green	4358	Sport Roadster	A 557003 03-08-26	A 835739 01-10-27
Dust Proof Gray No. 2.	4418	De Luxe Sedan	A 560000 03-10-26	A 639329 05-12-26
Pheasant Green	4358	Sport Touring	A 583539 3-30-26	A 833364 01-06-27
Black	.4571-F	De Luxe	A 639330	A 835638
Maxine Blue	4446-A	Sedan	05-12-26	01-10-27
Coolie Blue	4332-B	Roadster	A 769963 09-11-26	A 834101 01-07-27
Black Lacquer	4571-F	No. 10 Chassis	A 770070 9-17-26	7-15-27
Coolie Blue	4332-B	Touring	A 771922 9-14-26	A 833364 01-06-27
Black Lacquer	4571-F	No. 1 Chassis	A 778656 9-18-26	7-15-27
Mamaroneck Gray	4666-A	Sedan	A 832336 01-05-27	A 877635 4-20-27
Packard Gray or Coolie Blue-Optional.	4346 4332-B	Touring	A 833364 01-06-27	A 990207 10-20-27
Tartan Green	4319	Roadster	A 834101 01-07-27	A 950264 08-05-27

<i>Colour Name</i>	<i>Cleveland Varnish Co. Stock No.</i>	<i>Car Type</i>	<i>Entered Production</i>	<i>Discontinued production</i>
Algerian Blue	4643	De Luxe Sedan	A 835638 01-10-27	A 930634 6-22-27
Armada Blue	4657	Sport	A 835739	A 870013
Diana Cream	4661-A	Roadster	01-10-27	03-07-27
Gendarme Blue	4667-B	Coupe	A 836927 01-12-27	A 890425 4-23-27
Green Gray Deep	4660	De Luxe Sedan	A 851169 1-31-27	250 cars only
Armada Blue	4657	De Luxe Sedan	A 854250 2 04-1927	250 cars only
Ardsley Green	4739	De Luxe Sedan	A 856662 02-09-27	250 cars only
Armada Blue	4657	De Luxe	A 859807	250 cars
Periscope Gray	4722	Sedan	2-14-27	only
Itala Green	4731	Sport	A 870013	A 912068
Diatto Green	4732	Roadster	03-07-27	5-25-27
Safari Blue	4799-A	Sedan	A 887635 4-20-27	A935255 07-05-27
Safari Blue	4799-A	Coupe De Luxe	A 890425 4-23-27	A 937738 7-13-27
Armory Green	4658	Cabriolet	A 890961 4-25-27	A 949469 08-06-27
Aquamarine Blue	4745	De Luxe	A 896793	A 930634
Foggy Gray	4744	Sedan	05-04-27	6-22-27
Czarina Beige	4843	Sport	A 912068	A 935484
Cossack Brown	4844	Roadster	5-25-27	07-07-27
Desert Brown	4981	Touring	A 990207 10-20-27	7-15-27

Four Cylinder

(108 " W.B. Cars)

French Green Gray Light	4830-A	De Luxe	A 930634	A 936193
French Green Gray Dark	483 I-A	Sedan	6-22-27	07-11-27
Safari Blue	4799-A	Sedan	A 935255 07-05-27	2-28-28
Safari Blue	4799-A	Coupe	A 937738 7-13-27	2-28-28
Black	4571-F	Sedan	A 946774	1000 cars
Safari Blue	4799-A		08-02-27	only
French Green Gray Dark	483 I-A	De Luxe	A 936193	A 950659
French Green Gray Light	4830-A	Sedan	07-11-27	08-09-27

<i>Colour Name</i>	<i>Cleveland Varnish Co. Stock No.</i>	<i>Car Type</i>	<i>Entered Production</i>	<i>Discontinued production</i>
Black	4571-F	De Luxe	A 950659	
Dover Green	4883	Sedan	08-09-27	2-28-28
Beige Brown	4981	De Luxe	A 986049	
Deep Desert Brown Light	4980	Sedan	10-11-27	2-28-28
Black	4571-F	Sedan	A 996904	1000 cars
Napoleon Gray	10007		11-09-27	only

Re: Dodge Brothers Paint Colour? [AND OTHERS]

Cleveland Varnish Co provided the OEM paint. It's long gone, absorbed into Sherwin Williams (I think) who did not save the formulas. DuPont and Ditzler lost all their 1928 era colour data in fires, and all that remains of the now-gone aftermarket suppliers are old, faded, useless chips with formulas you can't use today (mix one dollop of "acme mint green" into five semi-drops of acme "everfast yellow," etc.)

This is good news at least since no one can prove you wrong when you pick a colour. One good thing about the 20s paints is that the same colour name seems to be used across various makes and models of cars. Hence Admiral Blue for Studebaker is same for Dodge, etc. I'm not sure how far into the future you can carry this, but it seems to work within a "few" years.

The computer scans are very accurate and used by body shops to get just the right formula to match any job. Problem is, the scan matches faded and worn paint with a faded, worn formula, which is fine for body work on used cars. So it's garbage in/garbage out. You get a formula for the sample you provide so you need to be sure it is a factory fresh sample, in a hidden area if possible, but even this does not account for paint deterioration from pollution and heat and so forth. Keep in mind too most surviving paint chips from 1928, unless somehow stored on acid free paper in a vacuum, will also be faded and deteriorated. (It makes me cringe when people spend big bucks buying antique paint chips in hopes of matching them.)

What to do about Viceroy Maroon? Short of getting lucky in finding a formula somewhere, pick a pretty maroon that has the 20s flavour and be happy with it. No metallics, etc. Your sedan was a stately car not flashy. The combination was maroon and black. Fenders, frame, chassis are black as is the body above the beltline including all the bead moulding. Since I believe you have an earlier sedan, the window reveals and panels below the windows are also maroon. If a later car and a 3rd colour is given, the reveals and panels are the third colour. Pinstripe in the panels to follow the contours and above/below the belt moulding from radiator to rear. (No pinstripes if 3rd colour, I think) The top stripe of these two goes over the cowl. Pinstripe the edge of each hood louver and put a "Vee" on each wheel spoke. Panels top and bottom of radiator shell are black, as are the hubcap and bumper clamp insets. Pinstripe width is "fine," not horsey. 1/8 inch or so. Easy does it.