Studebaker
AUTOMOTIVE SALES CORPORATION
SOUTH BEND 27, INDIANA

Service Letter
PARTS AND SERVICE

SUBJECT 1964 MODEL PASSENGER CAR PAINT FORMULAS

NUMBER W-1964-1

FROM C. R. McIntosh, Manager
Passenger Car Technical Service

DATE September 23, 1963

The formulas for the colors used on 1964 model passenger cars are as follows:

Astra White Baking Enamel
Vehicle - Alkyd - Melamine
Pigmentation:

Non-Chalking Titanium Dioxide	100%
Carbon Black	Trace
Yellow Iron Oxide	Trace
	100%

Bordeaux Red Baking Enamel
Vehicle - Alkyd - Melamine
Pigmentation:

Maroon	50.6%
Moly Orange	36.8%
Red Iron Oxide	12.6%
Carbon Black	Trace
	100.0%

Golden Sand Baking Enamel
Vehicle - Alkyd - Melamine
Pigmentation:

Non-Leafing Aluminum	100%
Ferric Hydrate	Trace
Monastral Red	Trace
Indo Orange	Trace
Carbon Black	Trace
	100%

Jet Green Metallic Baking Enamel
Vehicle - Alkyd - Melamine
Pigmentation:

Phthalocyanine Green	68.01%
Aluminum	14.40%
Carbon Black	13.94%
Phthalocyanine Blue	3.65%
	100.00%

Laguna Blue Baking Enamel (Metallic)
Vehicle - Alkyd - Melamine
Pigmentation:

Phthalocyanine Blue	11.93%
Non-Leafing Aluminum	88.07%
	100.00%
Monastral Violet	Trace

Moonlight Silver Metallic Baking Enamel
Vehicle - Alkyd - Melamine
Pigmentation:

Non-Leafing Aluminum	100%
Ferric Hydrate	Trace

Midnight Black Baking Enamel
Vehicle - Alkyd - Melamine
Pigmentation:

Carbon Black	100%

Strato Blue Metallic Baking Enamel
Vehicle - Alkyd - Melamine
Pigmentation:

Phthalocyanine Blue	70.98%
Aluminum	13.51%
Lamp Black	15.51%
	100.00%

Horizon Green Metallic Baking Enamel
Vehicle - Alkyd - Melamine
Pigmentation:

Aluminum	80.00%
Thalo Green	8.00%
Indo Yellow	12.00%
Carbon Black (Tint)	Trace
	100.00%

Bermuda Brown Metallic Baking Enamel
Vehicle - Alkyd - Melamine
Pigmentation:

Aluminum	46.5%
Gold Drops	21.00%
Indo Red	4.5%
Monostral Red	22.5%
Carbon Black	4.5%
	100.00%