

MANAGERS' MEETING

A meeting of the Managers was held in Buffalo, November 28-29, 1962, the following being present:

Mr. Anderson
Mr. Beckman
Mr. Brown
Mr. Gamard
Mr. Hromadka
Mr. Hubbard
Mr. Lindsay
Mr. Lutz
Mr. Mather
Mr. Maycock
Mr. McManamy
Mr. Meidinger
Mr. Montanye

Mr. Murphy
Mr. Neumann
Mr. Nolan
Mr. Roth
Mr. Ruggles
Mr. Schmitt
Mr. Schroeder
Mr. Slauter
Mr. Solly
Mr. Stark
Mr. Webster
Mr. Wilkinson
Mr. Zimmer

Mr. Johnston - Secretary of the Meeting

62-90 REVIEW OF PRODUCTION

Oils

Linseed

Current billing cost - \$.11465 per lb.
Current market cost - \$.1354 per lb.

The current crop seems ample for all needs.

Tung Oil

Current billing cost - \$.3975 per lb.
Current market cost - \$.3975 per lb.

Since our last report Red China has delivered Tung Oil to England and to some satellite countries. There seems to be no chance of further offerings. When our greatly curtailed domestic crop is exhausted we must look to The Argentine for further lots and our requirements will probably be met.

Refined Soya Bean

Current billing cost - \$.105 per lb.
Current market cost - \$.106 per lb.

This market is slightly stronger than last reported, due to increase in export demand. However, there is more than ample for domestic and foreign needs.

Resins

A few grades of Acrylic resins were recently reduced but the majority of synthetic resin grades are firm and unchanged. Our own alkyd resin

vehicles have been reduced in cost \$.01-\$.02 per gallon due to lower prices of phthalic anhydride and glycerine.

Solvents

All solvents continue firm and unchanged except Benzol which is weak at \$.255 per gallon.

Pigments

Lead oxides were recently advanced one-half cent per pound, following a similar increase in lead metal prices. Other pigment items are unchanged.

Containers

A firm market prevails for corrugated cartons and all kinds of metal packages.

Billing costs per one gallon varnish cans are \$.03 each higher due to lower proportion of lithographed cans now being used.

Mr. Stark reported that shipments to date were approximately 2% greater than for the corresponding 1961 period, although this year's shipments in October and November were slightly lower than the same 1961 months.

62-91 1963 SALES MEETINGS

Mr. Wilkinson reported that the program for the 1963 Sales Meetings was complete except for the afternoon session of the second day. The program for the first day is as follows:

9:00 - 9:45 A. M.

a) Roll Call

b) Opening of Meeting

Buffalo - J. C. Roth

Chicago - O. E. Anderson

New York - C. W. Brown

c) Talk by H. E. Webster

d) Talk by R. W. Lindsay

9:45 - 12:30 P. M.

Advertising Session - R. B. Mather

12:30 - 1:30 P. M.

Lunch

1:30 - 5:00 P.M.

Product Discussion

B. F. Wilkinson - W. H. Lutz

Vapex Flat Wall Finish
"6-T-1" House Paint
Federal Hazardous Substances Act
Vapex Floor Paint
Lyt-all Stippling Flat
Sports Field Line Marking Paint
P&L Machine System

The morning of the second day will be devoted to a discussion of Vitra-Tile, to be handled principally by Mr. William Ringle, General Research Chemist, who is largely responsible for the development of Vitra-Tile. Also, he has had considerable field experience on Vitra-Tile jobs.

The last half hour of the morning session will be devoted to "selling" Vitra-Tile. This part of the program will be handled by the sales divisions.

As soon as plans are completed for the second day afternoon program, each sales division will send this information to Mr. Wilkinson so that the complete program can be issued to those who are interested.

62-92 PAINTING AND DECORATING CONTRACTORS OF AMERICA CONVENTION, FLAMINGO HOTEL, LAS VEGAS, NEVADA, FEBRUARY 12-13, 1963

Mr. Wilkinson reported that Booth No. 17 (10') had been reserved at a cost of \$325.00.

62-93 PAINT & WALLPAPER ASSOCIATION OF AMERICA CONVENTION, CLEVELAND AUDITORIUM, CLEVELAND, OHIO, NOVEMBER 22-24, 1963

Mr. Wilkinson reported that Booths 223 and 224 (20' corner) had been reserved at a cost of \$825.00.

62-94 NATIONAL ASSOCIATION OF BUILDING OWNERS AND MANAGERS CONVENTION, FONTAINEBLEAU HOTEL, MIAMI BEACH, FLA., JUNE 30 - JULY 4, 1963

Mr. Wilkinson reported that a booth could be obtained at this convention for about \$475.00.

It was decided that we would not participate in this convention.

62-95 CONVENTION OF CONSTRUCTION SPECIFICATION INSTITUTE, COBO HALL, DETROIT, MICH., MAY 20-23, 1963

Mr. Wilkinson reported that the cost of participating in the 1961 convention was \$2200.00. We did not participate in the 1962 convention.

It was decided not to participate in the 1963 convention.

62-96 PRICE SCHEDULES NOS. 138, 238, 338

- (a) Mr. Wilkinson reported that the tentative effective date for these schedules, as established at the September 1962 Managers' Meeting, was December 1, 1962.

After considerable discussion, it was decided to adopt January 10, 1963 as the effective date.

- (b) Mr. Wilkinson reported that the price of Vapex Exterior Paint First Coat Additive had been increased from \$6.95 to \$8.90 per gallon in ones, Zone I, U.S.A. at the September 1962 Managers' Meeting (Minute 62-86). This increase was necessary because of the much higher cost of tung oil.

The laboratory has now formulated a superior product at a much lower cost.

Mr. Wilkinson recommended that the price increase for this item be rescinded. The recommendation was approved.

- (c) It was decided that Mr. Wilkinson would send to the U.S. Trade Sales Divisions a proposed letter to the Trade for use in notifying our customers regarding the revised price schedules. This letter will indicate that "there have been no changes in the prices of any products, except the following, in which adjustments have been necessary:

Cabinet Rubbing Varnish	Union Japan Drier
No. 1 Asphaltum Varnish	Traffic Paint White
Paste Filler No. 1 Natural	Traffic Paint Yellow"

The amount of increase in prices will not be shown in the letter.

- (d) Vitralite Enamel Gloss Bases

Mr. Johnston reported that a decision made at the June 1960 Managers' Meeting (Minute 60-35) states that Vitralite Enamel Gloss Bases would be marketed in ones and quarts only.

The Chicago office, however, has been receiving Vitralite Enamel Gloss Light Base in screw cap 5-gallon pails (15/16 full).

Price Schedules 137, 237 and 337, effective January 16, 1961, show on page 14 that Vitralite Enamel Gloss Bases are available in screw cap 5-gallon pails (15/16 full), but page 8 shows they are not available in these screw cap 5-gallon pails. It was this error which resulted in orders and shipment.

It was decided that the Buffalo factory would supply Vitralite Enamel Gloss Bases in regular 5-gallon pails (15/16 full) if there was a sufficient demand for them. Price Schedules will indicate availability of these Bases in gallons and quarts only.

It was decided, also, that instruction sticker labels would be placed on Vitralite Enamel Gloss Bases in 5-gallon cans explaining how the tint should be mixed.

The Chicago office had reported that it was impossible to get a good color mix by adding Machine Colorants to Vitralite Enamel Gloss Bases in fives and mixing on a shaker machine.

Mr. Zimmer reported that laboratory results check with the Chicago claims.

The new Red Devil horizontal shaker does a good job in agitating tints in quart and gallon cans, but hand-mixing should be employed for five gallon pails.

It was decided that Mr. Johnston would write the branches regarding the Red Devil shaker machine.

(e) Effecto Enamel Bases

The original reports from the Chicago office stated that trouble had been experienced in mixing tints made with Effecto Enamel Bases in short-filled fives.

No Effecto Enamel Bases had been filled in fives at the Buffalo factory, and subsequently the Chicago office stated that the report regarding trouble experienced with tinting Effecto Enamel Bases in fives was incorrect.

It was decided that Effecto Enamel Bases would be marketed in gallons and quarts only in accordance with the original decision.

62-97 REMOVAL OF STARS FROM FACE LABELS

(a) Low Luster House Paint 842 Black

It was decided to discontinue stars on the face label.

(b) House Paint 303 Chalk Resistant White

It was decided to discontinue stars on the face label.

(c) Cellu-Tone Satin White, Tints and Bases

It was decided to discontinue stars on the face label.

The branch sales divisions will be notified when stocks of these starred labels are exhausted.

(d) Multipurpose Tinting Colors Green Light, Green Medium and Green Dark

It was decided to continue the use of stars on face labels for these products.

62-98 LABELS

Mr. Lutz stated that the Federal Hazardous Substances Labeling Act necessitated an examination of all our labeling practices. As a result, it was discovered that variations existed between branch sales offices with respect to replacement of damaged labels, and also there were variations in our plant procedures with respect to the labeling of specials.

(a) Relabeling

Whether relabeling is done at Buffalo, at a subsidiary manufacturing company, or at a branch office, the label is supposed to comply with three types of law, as follows:

1) Formula labeling, and/or product registrations

Five states - Virginia, North Dakota, Minnesota, Montana and Vermont have such laws.

2) Lead hazards

At least two cities and two states, New York City, Baltimore, Illinois and Kansas have lead labeling laws.

3) General hazard - including fire and health

The Federal Hazardous Substances Labeling Act is in this category, and it is supplemented by 7 state hazardous substances labeling laws. In addition, New York City, Buffalo, New York State, California and New Jersey have specific regulations to the labeling of flammable materials.

In general, these laws relate to trade sales paints. Usually industrial finishes are exempt. The laws, however, are not limited to paint sold through retail outlets and there is no specific exemption for products sold to painting contractors.

The safest way to insure proper labeling of trade sales paint is to use labels prepared and printed in Buffalo and that are factory-applied at the time of filling. The paint in the can will then match the composition imprinted on the ingredient statement. It will be known if lead is present or absent and the appropriate caution for lead and other hazards can be selected. Information regarding ingredient statements, label claims and cautions undergo constant change. Thus, it is hazardous to relabel any trade sales paint after leaving the originating factory, unless an exact duplicate of the original label is used. It is impossible to supply or reproduce every label printed in the past few years because usually the old type is destroyed to avoid the possibility of error in printing new labels.

Mr. Lutz recommended that we discontinue the stocking of labels at Chicago for use in replacing damaged labels.

If labels are damaged in transit, he recommended that the receiver of the damaged labels set them aside until a P&L salesman calls. If labels are merely scuffed a little, there is no reason for replacing them.

Mr. Lutz also recommended that a few labels required by a branch office for relabeling part of a shipment be supplied, but the request should be limited to the actual number of labels required, and no additional labels be stocked.

It was decided to leave decisions where replacement labels are needed to the heads of the branch divisions involved.

(b) Labeling of special products

Mr. Lutz reported that the practice at Buffalo was to use only imprinted labels on special products and on special colors of standard listed items.

Cleveland uses the same procedure.

Waggener follows the same procedure also, except on some rush orders a strip label is pasted over the name of the standard listed item. The color name of this special is usually multigraphed on this strip label. On specials, other than special colors of listed items, Waggener Paint Company multigraphs the label copy on a completely blank P&L label.

Dibble Color Company labels special colors of standard items by typing in the color name in a blank space on a regular label, where the color name would ordinarily be printed.

All of these procedures were adopted long before present day labeling laws existed, in the interest of rendering fast service to customers.

Waggener and Dibble justify their need for present practices because frequently orders for special colors are received in the morning, with delivery expected the same day. This precludes obtaining necessary labels from the Printing Department at Buffalo in time for expected delivery.

Mr. Lutz stated that he did not know whether subsidiary special labels include an ingredient statement, when necessary; whether that statement is correct, and whether the proper caution statement is always used.

To provide necessary fast label service on subsidiary paint manufacturing company specials, he recommended that the subsidiaries use completely blank P&L labels, imprinted only with Cautions 52 or 53. The subsidiaries will then type in the product name and special color name. With this plan, there will be no ingredient statement and the paint may not completely satisfy the requirements of hazardous substances labeling regulations. Mr. Lutz's recommendation was made on the assumption that most specials are ordered for painter use on large jobs and, therefore, require no directions; that the paint is not sold at retail; and that it is not stored or applied in occupied dwelling places.

If a special is to be sold in a state where formula labeling is required, it is the responsibility of the interested sales department to see that the label includes an ingredient statement. It is impossible to register any such special in less than two or three days and these products cannot be legally sold without registration.

It was decided that the subsidiary paint manufacturing companies would follow present procedures for replacing damaged labels and for labeling specials.

62-99 MAGAZINE SPACE RATE CHANGES FOR 1963

Mr. Mather reported that the following changes have occurred since the schedule of Consumer Magazine and Trade Paper Space Advertising for 1963 was adopted at the June 1962 Managers' Meeting (Minute 62-38):

1) Reductions

American Home rate reductions result in a saving of \$835.00 per P&L 1963 insertion. For the scheduled 3 insertions, the reduction is \$2,505.00.

2) Increases

American Paint & Wallpaper Dealer
Building Materials Merchandiser
American Painter & Decorator

Increase for black, plus red, full page ads in these publications results in an aggregate increase of \$930.00 for P&L scheduled advertisements.

3) Changes

At the September 1962 Managers' Meeting (Minute 62-71), it was decided in Canada to have two ads in Maclean's Magazine (English) and Le Magazine Maclean (French) at a total cost of \$8,500.00, which is an increase of \$3,055.00 over the \$5,545.00 approved for Canadian Consumer Advertising at the June 1962 Managers' Meeting.

In place of one insertion in Building Materials Merchandiser at \$875.00, Mr. Mather recommended substituting one insertion at \$870.00 in the annual "Purchasing and Specification File" issue of Building Supply News. This would result in a saving of \$5.00.

The Canadian division recommends a modest series of ads in the French Leader Magazine "Le Quincaillier", consisting of four full-page insertions at \$285.00 each, or \$1,140.00 total for space plus nominal expense for preparatory work.

The net result of these changes is as follows:

Increases	-	\$ 930.00
Additions	-	<u>1,140.00</u>
Total	-	\$ 2,070.00

This increase is offset by the following reductions:

American Home	-	\$ 2,505.00
Building Supply News	-	<u>5.00</u>
Total	-	\$ 2,510.00

Net saving	-	\$440.00
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0007-PTL-001675

This program was approved.

Mr. Mather stated that the original magazine space rate schedule adopted for 1963 totaled \$98,667.25, which compared with \$101,041.00 for 1962 and \$113,065.00 for 1961. Subsequently the appropriation for 1963 was reduced by the Planning Committee to \$84,634.00.

Mr. Mather recommended that in 1963 we add two one half pages in House Beautiful at a cost of \$10,900.00 which would still keep the 1963 space advertising total under the original requested appropriation of \$98,667.25.

It was decided not to have the two one half pages in House Beautiful.

62-100 DEALER MAGAZINE ADVERTISING, FRENCH-CANADIAN, 1963

As decided in preceding minute (Minute 62-99), there will be 4 ads in Le Quincailleur at a total cost of \$1,140.00 for space plus nominal preparatory expense.

62-101 DODGE REPORT SERVICE, 1963

Mr. Mather reported that Central Sales was the only division interested in subscribing to the Dodge Report Service for 1963.

It was decided to subscribe to this service for the Central Sales Division at a cost of \$4,036.00.

62-102 ITINERANT DISPLAY

It was decided not to use the present itinerant display at the Painting and Decorating Contractors of America Convention in Las Vegas, Nevada, February 12-13, 1963. It will be used at the Paint & Wallpaper Association of America Convention at Cleveland, Ohio, November 22-24, 1963, making any minor changes or repairs that seem necessary.

It was decided to make no major change in this display.

62-103 REVISION OF COLOR CARDS

Mr. Mather reported that with January 1, 1964 as the target date, the Advertising Department had continued its study and investigation to improve and simplify our color cards, making them more functional, and, if possible, reduce the total cost. Several sources had been contacted regarding improved color cards that would be distinctive but uniform.

To date, the Advertising Department has incurred no expenses in this investigation and has made no commitments.

Mr. Solly reviewed proposals and submitted suggested color cards from the General Printing Company which can be created with art work or photography as desired. They can be ordered as a group or individually. The General Printing Company's quotations in total are less than the average costs of current color cards.

It was decided to adopt the General Printing Company's proposal and to have a complete new set-up ready to present at the 1964 Sales Meetings.

At Mr. Lutz's recommendation, it was decided to rescind the decision made at the September 1962 Managers' Meeting that one of the proposed color cards representing a P&L major line, and to have a white background, be produced, in quantity needed, by the Matherson-Selig Company. This card was to be distributed to determine its acceptance by the trade.

62-104 REVISION OF PCB COLOR CARD BOOKS

Deferred to March 1963 Managers' Meeting.

62-105 DEALER-LOANER COLOR SELECTOR BOOKS

Deferred to March 1963 Managers' Meeting.

62-106 COLOR CALIBRATORS

Mr. Schroeder reported that the Chicago office had in stock 1200 circular faces for the small color calibrator and 400 calipers. He suggested that sufficient cloth be purchased to make approximately 1200 calibrators to be assembled by the Chicago office as needed. This recommendation was adopted and 400 small calibrators will be assembled at once.

62-107 EPOXY COATINGS

Mr. Schroeder reported that competitors were marketing Epoxy paints in color lines with attractive promotional sales helps. He stated that frequent requests are received for more information on Epoxies. He suggested that we consider marketing a line of Epoxies for the retail and wholesale trade, possibly developing bases.

Mr. Lutz stated that the laboratory and factory could formulate and produce materials of this type. They would be luxury products, however that are used in a highly specialized market. He stated that Epoxy Bases would be impractical because the addition of certain tinting colors reduced the original chemical resistant properties.

It was decided not to market a standard line of Epoxy products.

It was further decided that Mr. Lutz would issue a Technical Department Bulletin on Epoxies and their properties. It was also decided that Mr. Ringle would include a discussion of Epoxy Glazes during the Vitra-Tile presentation at the 1963 Sales Meetings.

62-108 REVISION OF SALESMEN'S PROPOSITION BOOK

Mr. Schroeder recommended that the material in the salesman's proposition book be brought up to date.

It was decided that the Advertising Department would bring this book up to date.

62-109 NO. 81 ALKYD ENAMEL SEMI-GLOSS IN LIGHT AND DEEP BASES

Mr. Lindsay reported that a decision was made at the Planning Committee meeting not to have bases for No. 81 Alkyd Enamel Semi-gloss.

62-110 VITRA-TILE SYSTEM

(a) Review of Package Sizes for Catalysts

Mr. Wilkinson reported that some orders had been received for the Catalyst in one liquid ounce glass bottles. There are several disadvantages in supplying the Catalyst in glass bottles, among which is the lack of space on a one ounce bottle for the necessary caution.

It was decided to adhere to the original decision of marketing the Catalyst in quarts and pints, but to watch the market and then supply the Catalyst in half pints, if it seems advisable.

(b) Folders

Mr. Mather reported that there were 651 folders in stock November 1, 1962.

The various sales divisions estimated their needs at 4,800 copies for next year.

Certain revisions have been made in Vitra-Tile and it would probably be necessary to make copy revisions in the printed folder. Such revisions could not be made in quantity of 4,800 at a reasonable cost.

Under these conditions, Mr. Mather recommended that the folder be discontinued when stocks are exhausted and in the future use only reprints of the addendum sheet for the 9th Edition of the Architectural Specification Manual - these sheets to be used for information purposes only.

It was decided to reprint 10,000 copies of the Vitra-Tile Folder, making any necessary changes after a review by the laboratory.

(c) Promotion

Mr. Brown reported that he had sent a letter to all State of Virginia architects and received 41 return cards from 200 letters. This letter referred particularly to fire retardancy of Vitra-Tile.

A similar letter was sent to 50 State of Connecticut architects, with 21 replies.

A similar letter sent to 50 State of Massachusetts architects resulted in 20 replies.

In view of the great interest shown by architects in these three states, Mr. Brown decided to send similar letters to all architects in each New York territory.

Mr. Brown emphasized the promotional possibilities of Vitra-Tile, and suggested that we promote this product more intensively.

Mr. Mather reported that the only direct promotion for Vitra-Tile for 1963 would be ads in the Architectural Record. At the present time we plan six full pages plus six fractional pages of P&L ads in Architectural Record for 1963.

It was decided to devote two full pages in the Architectural Record to Vitra-Tile in 1963. If suitable photos of buildings where Vitra-Tile has been used are obtainable they will be used as illustrations. The Advertising Department will plan details for these ads.

It was decided to have one direct mailing in letter form to architects, with reply card, following in general the style of the New York letter sent out by Mr. Brown. This letter will be signed by Mr. Lindsay.

62-111 EFFECTO SPRAY ENAMEL LINE - BONE WHITE

Mr. Gamard stated that there was a demand for an off-white in the Effecto Spray Enamel line and recommended that our Bone White color be added.

It was decided to defer definite action to the March 1963 Managers' Meeting.

In the meantime, Mr. Gamard will send information to Mr. Wilkinson regarding the demand for this color.

62-112 ADVERTISING IN 1963 SILVER ANNIVERSARY ISSUE OF SPOTLIGHTS MAGAZINE

Mr. Gamard reported that this magazine is the official publication of the Painting and Decorating Contractors of America and a special silver anniversary number will be issued in June 1963, consisting of 52 pages. A full page ad in this issue will cost \$225.00; one half page, \$140.00, and a quarter page, \$75.00.

Mr. Gamard recommended that we have a full page ad in this silver anniversary issue. This recommendation was adopted and the ad will be prepared by the Advertising Department.

62-113 SPECIFICATION FOR SEWAGE DISPOSAL AND WATER TREATMENT PLANTS

A committee was appointed at the June 1962 Managers' Meeting, with Mr. Howard Struck of the Chicago office as chairman, to study specification requirements for sewage disposal and water treatment plants and to make recommendations for a brochure or specification book.

In Mr. Struck's absence, Mr. Zimmer, a committee member, made the following recommendations:

- 1) The committee be authorized to have 2,000 copies of a specification manual printed. It will consist of approximately 25 pages to include specifications, description of materials, surfaces to be painted, and surface preparation.
- 2) The laboratory be authorized to formulate coatings needed for specific surfaces in sewage disposal and water treatment plants at an estimated cost of \$2,000 - \$3,000.
- 3) An expenditure of \$500.00 be authorized for outside consultant work. Consoer, Morgan and Associates of Chicago, specialists in this work, have offered their consulting services at \$100.00 a day.

This program was adopted.

Two thousand books with printing on one side of each page have been estimated to cost \$750.00. With printing on both sides of the page, this cost could be reduced to about \$540.00. For each of the 2000 books, there will be an additional cost of \$.10 for comb binding.

It was decided to multigraph pages on one side only.

It was recommended that this manual include specifications for all types of structures where the construction is in charge of an engineer. This recommendation was not adopted.

62-114 COLOR COMMITTEE REPORT

Mr. Solly read excerpts from the minutes of the last Color Committee Meeting held September 7, 1962 as follows:

a) New CCD Color Deck

Mr. Solly described this proposed new color deck, stating it contained 418 colors, with each sheet in the deck coated on both sides.

It was hoped that some decks would be ready for the 1963 Sales Meetings.

Mr. Wilkinson suggested that the trade sales divisions keep a record of all decks which are given away so that we would know exactly how much these decks are costing the company in each sales division.

It was decided that the Central Sales Division would keep a record for one year of all the decks that are given away. Their records will be used as a future cost guide.

A selling price of \$1.50 per deck has been established and 15,000 Calibrated Color Decks have been ordered.

b) Alkatite Cement & Stucco Paint

The Color Committee made the following recommendations:

- 1) Discontinue all standard colors except White and the Primer, at a date to be determined later.
- 2) Adopt new colors as follows:

Dune White
Yellow Mist
Haze Gray

Swimming Pool Green
Swimming Pool Blue
Polar White (an off-white gray tone)

These colors will not be ready-mixed. They will be made by tinting the white with Machine Colorants.

The Color Committee's recommendation was adopted.

It was decided that all tint formulas would appear on a new color card under each respective color.

The Advertising Department will prepare necessary color card.

These colors will be made only from Alkatite Cement & Stucco Paint White. It was decided to limit total addition of colorant to not more than two fluid ounces per gallon of White.

Mr. Lutz recommended that Alkatite Cement & Stucco Paint Primer be discontinued when the ready-mixed colors in this line are discontinued. This recommendation was adopted.

Beginning with December 31, 1962 inventories, the Branch offices and the Waggener Paint Company will send bi-monthly inventories to Mr. Montanye so that stocks of colors to be discontinued may be minimized through exchange.

c) Vapex Floor Paint

The Color Committee recommended:

a) Discontinuance of these colors:

Terrace Green
Tile Red

Steel Gray
Leather Brown

b) Adoption of these colors:

Pottery Red
Cork

Plateau Gray
Patio Green

These recommendations were adopted.

Mr. Wilkinson recommended that a price of \$7.75 per gallon in ones, Zone I, U.S.A. be adopted for Vapex Floor Paint. This was approved.

It was decided to discontinue the old Vapex Floor Paint line, December 31, 1962.

No old formula colors will be supplied on spring orders. The new formulas will be backordered on spring orders if necessary.

The new line will be announced at the 1963 Sales Meetings, with color card, if available.

Stocks of the new colors will be ready, if possible, by January 10, 1963, when the new Price Schedule is issued.

The new line of Vapex Floor Paints will be designated as "New".

Stocks of the old Vapex Floor Paint will be written off in 1962.

d) Vapex House Paint Colors

The Color Committee recommended that the standard ready-mixed colors in this line be discontinued when stocks are exhausted.

This recommendation was adopted.

Beginning with December 31, 1962 inventories, the Branch offices and the Waggener Paint Company will send bi-monthly inventories to Mr. Montanye so that stocks of colors to be discontinued may be minimized through exchange.

e) Solidex Colors

The Color Committee recommended that all standard colors in the line of Solidex, except White and Bone White, be discontinued, effective June 1, 1963. The recommendation regarding discontinuance of colors was approved but the date of discontinuance will be determined at a future Managers' Meeting.

Beginning with December 31, 1962 inventories, the Branch offices and the Waggener Paint Company will send bi-monthly inventories to Mr. Montanye so that stocks of colors to be discontinued may be minimized through exchange.

f) Machinery Enamel Colors

Deferred to March 1963 Managers' Meeting.

62-115 ARCHITECTURAL SPECIFICATION MANUAL

Mr. Mather reported that work was progressing satisfactorily on the Architectural Specification Manual, 10th Edition, but a better job could be done if the May 1, 1963 deadline could be deferred possibly until some time in the fall. This deferment would eliminate the necessity of overtime work to meet the original deadline.

September 1, 1963 was adopted as the deadline for the 10th Edition of the Architectural Specification Manual.

62-116 "6-T-1" HOUSE PAINT

Mr. Mather reported that all publicity authorized at the September 1962 Managers' Meeting had been prepared as follows:

- 1) A one column by nine inch newspaper mat for release to 4,500 U.S. and Canadian newspapers.
- 2) An article for distribution to home page editors of 300 major U.S. daily newspapers.
- 3) A news release is also ready for distribution through nationally syndicated shopping columns with placement in a minimum of 100 publications guaranteed.
- 4) Script for a one minute radio commercial. 0007-PTL-001682
- 5) Script and glossy photograph for a one minute television commercial.

Short filled fives in Light and Deep Bases

Mr. Wilkinson reported that no sizeable demand had developed for short filled

screw cap fives in "6-T-1" House Paint. It was decided to adhere to our original decision to market "6-T-1" House Paint Bases in gallons and quarts only.

62-117 CCB COLOR FOR HARMONIOUS LIVING BOOKS

Deferred to March 1963 Managers' Meeting.

62-118 DISPOSAL OF OLD WINDOW DISPLAYS

Deferred to March 1963 Managers' Meeting.

62-119 P&L CALIFORNIA PLANT PUBLICITY

Mr. Mather reported that we had already obtained a considerable amount of good publicity in the City of Orange, California newspaper and in trade, business and commercial papers and magazines concerning the establishment of our West Coast plant.

He recommended a second publicity release when the building nears completion and equipment is being placed, and key personnel are being announced. This recommendation was adopted.

Mr. Mather also recommended a third publicity release when the plant is dedicated and operations are started. This recommendation was adopted.

62-120 1964 SWEET'S CATALOG CONTRACT

Mr. Mather recommended the same 16 P&L pages to appear in the 1964 Sweet's Catalog as prepared and adopted for 1963 at a total cost of approximately \$9,000. This recommendation was adopted.

62-121 1964 MAGAZINE AND TRADE PAPER ADVERTISING

Mr. Mather stated that the development of a full year's program requires 12-15 months to get ready for publication. To adequately prepare for 1964 advertising, he requested either confirmation of the type of program which we have been producing, or guidance as to the direction which our advertising should take to give desired support to the promotion and sale of our products in important regions and markets.

It was decided to continue the same general program for 1964 as was adopted for 1963.

62-122 1964 DIRECT MAIL ADVERTISING

Deferred to March 1963 Managers' Meeting.

62-123 1964 LOCAL ADVERTISING

(a) AB64 Local Advertising Book

Mr. Mather reported that our AB63 Local Advertising Book had been very favorably received.

He requested instructions regarding an AB64 Book for 1964, stating we could continue as is with the AB63 Book, adding to it as necessary, or we could issue a new book.

It was decided to issue a new book for 1964 which would be suitable for 1965 also, omitting dates on this book.

(b) Consumer Direct Mail

Deferred to March 1963 Managers' Meeting.

(c) Radio Commercials

Deferred to March 1963 Managers' Meeting.

62-124 POSL OUTSIDE ILLUMINATED SIGNS

Mr. Solly reported that a new supply of these signs was required.

In the past we have ordered 50 signs at one time which lasted about one year.

We can now order 50 signs at \$205.00 each which is a reduction from the last price paid.

It was decided to order 50 POSL Illuminated Signs.

62-125 FULL LINE DEALER

Requirements for a Full Line Dealer were adopted at the March 1958 Managers' Meeting (Minute 58-36).

Mr. Wilkinson reported that a revision of these requirements is necessary because of:

- a) Discontinuance of P&L Tube System
- b) Adoption of additional Machine System Bases

It was decided that a Full Line Dealer must carry products as outlined in one of the following groups, and upon recommendation by Mr. Anderson, the group consisting mainly of Machine System products will be designated as Group A and the standard listed lines will be designated as Group B.

GROUP A

- 1) P&L Machine System Colorants
- 2) P&L House Paint Bases or -
Low Luster House Paint Bases or -
"6-T-1" House Paint Bases or -
Vapex House Paint Bases or -
Vapex Masonry Paint Bases
- 3) Vitralite Enamel Bases (Gloss or Eggshell) or -
Effecto Enamel Bases or -
Effecto Enamel in colors

- 4) New Lyt-all Flowing Flat Bases or -
Cellu-Tone Satin Bases or -
Solidex Bases
- 5) Vapex Flat Wall Finish Bases
- 6) "61" Floor Varnish or -
Varmor

NOTE: Extra Deep Bases are not included in
above requirements.

GROUP B

- 1) P&L House Paint or -
"6-T-1" House Paint or -
Low Luster House Paint or -
Vapex House Paint or -
Vapex Masonry Paint
- 2) "61" Floor Varnish or -
Varmor
- 3) Effecto Enamel in colors or -
Vitalite Enamel Eggshell in colors
- 4) One or more of the following lines in colors:

New Lyt-all Flowing Flat
Cellu-Tone Satin
Vapex Flat Wall Finish

62-126 EFFECTO SPRAY ENAMEL AND VARMOR SPRAY CANS

Mr. Wilkinson reported that Sprayon Products Company expects to begin production of the new Fanspray Actuator about January 15, 1963. The substitution of these improved actuators will result in a cost increase to Pratt & Lambert of approximately \$.003 per spray can.

Sprayon Products Company are also investigating promotion of the Fanspray Actuator as an accessory item.

It was decided that we will advise Sprayon Products Company to substitute the Fanspray Actuator, as soon as possible, for the regular DANVERN actuator on all shipments of Effecto Spray Enamel and Varmor spray cans.

62-127 SPORTS FIELD LINE MARKING PAINT OLYMPIC WHITE

Mr. Johnston reported that to date, 1,715 gallons of this paint had been sold in the four trade sales divisions.

Reports of results for this paint have been favorable and all sales divisions agree that it has a great potential market.

In order to get an early spring start, Mr. Johnston recommended that the booklet describing this paint be brought up to date, latest information regarding tests and actual use be sent to Mr. Johnston, and additional information regarding applicators for this paint be obtained in time for presentation at the March 1963 Managers' Meeting.

It was decided not to wait for presentation at the next Managers' Meeting, but to prepare the booklet and other necessary information as quickly as possible so that a good start can be made without waiting until next March.

62-128 LITHOGRAPHED CANS FOR "61" FLOOR VARNISH

Mr. Maycock stated that the lithographed cans used for "61" Floor Varnish had a blue-gray color and were not as white on the shelf as P&L cans with paper labels.

Mr. Stark reported that the filled cost of lithographed cans is lower than for the regular cans.

Mr. Lutz stated that the lithographed cans did not show the latest formula for "61" Floor Varnish, and recommended that their use be discontinued.

The factory has a stock of lithographed cans which will probably last to July 1963.

It was decided to change from lithographed cans to regular labeled cans when present stocks of the former are exhausted.

62-129 CARTONS

It was claimed that P&L cartons were very difficult to open. It was suggested that less glue be used to seal the cartons. Mr. Montanye will investigate this claim, with the possibility of using less sealing glue.

APPROVED BY

