A meeting of the Managers was held in Buffalo, December 2-3, 1964, the following being present:

Mr. Anderson	Mr. Murphy
Mr. Beckman	Mr. Nolan
Mr. Brewster	Mr. Rhode
Mr. Brown	Mr. Roth
Mr. Hromadka	Mr. Ruggles
Mr. Hubbard	Mr. Schmitt
Mr. Lutz	Mr. Schroeder
Mr. Mather	Mr. Slauter
Mr. Maycock	Mr. Solly
Mr. McManamy	Mr. Stark
Mr. Mehrhof	Mr. Webster
Mr. Meidinger	Mr. Wilkinson
Mr. Miller	Mr. Zimmer

Mr. Johnston - Secretary of the Meeting

(Minute 64-82 through 64-116 inclusive)

64-82 REVIEW OF PRODUCTION

Oils

Linseed

Current billing cost - $.1414 per lb.
Current market cost - $.1474 per lb.

On October 27th the price of linseed oil was increased 6 points. Further advances seem unlikely as the crop is adequate for requirements.

Tung

Current billing cost - $.245 per lb.
Current market cost - $.255 per lb.

This market remains inactive with adequate supplies for all requirements.

Refined Soya Bean

Current billing cost - $.11 per lb.
Current market cost - $.15 per lb.

The soybean market appears to be in the hands of speculators and rumors flood the market regarding large domestic and export sales. In our opinion the crop is too large to support the present run-away market.

Resins

Resin prices appear firm at current levels. Since our last report Phthalic Anhydride was increased one cent per pound to a level of $.115 lb. Buffalo.

Solvents

Toluol and xylol are now selling on a delivered basis in this area which means a reduction of one half cent per gallon. Other prices appear to be firm.

Pigments

Advances have occurred in Zinc Oxides, Lead Oxides, Aluminum Paste and Powder and, effective January 4th, Chrome Yellows, Oranges and Molybdate Oranges advance two cents per pound. Zinc Yellow will be increased one cent.

Containers

One supplier of 5-gallon pails has announced an increase ranging from $15.00 to $20.00 M. We do not purchase from this source. It will be interesting to see if others follow suit in this highly competitive market.

Other steel containers are unchanged and we have not as yet heard of any can price increases.

Carton prices are firm and unchanged.

Mr. Brewster reported that the Buffalo Factory recently had returned to 26 gauge 5-gallon pails in place of 28 guage because latter damaged more easily in transit. This increases cost of pails $58.00 per M, or about $550.00 per month at present consumption.

Mr. Brewster reported also that the Buffalo Factory expected to use 2-1/8" (outside dimension) screw top nozzles on five gallon pails instead of the present 1-3/4" screw top nozzles. The larger opening permits entrance of the paddle on Red Devil agitators which some of our customers are now using.

Mr. Brewster reported that two of the larger resin kettles will be equipped with fume scrubbers to reduce air contamination resulting from the cooking process. Also they will be provided with solvent dehydration equipment which permits the manufacture of resins that could not be made previously in these kettles. Delivery is expected in late February.

Shipments to date in 1964 are slightly below shipments in the corresponding 1963 period.

64-83 1965 SALES MEETINGS

At the September 1964 Managers' Meeting, the basic outline for 1965 Sales Meetings was adopted.

Mr. Wilkinson reported that subject to minor changes, the Product Discussion for these Sales Meetings will be as follows:

First Day - 9:45 A.M. - 12:30 P.M. -
- Revised Price Schedules.
- Machine System (New Bases, Colors, Machines, etc.).
- Pro-Hide Flat Wall Finish.
- Non-Slip Additive.

1:30 P.M. - 5:00 P.M. -
- Cellu-Tone Satin.
- Vitralite Enamel Eggshell (revised).
- Latex Paints (Mr. Lutz).
- Vapex Flat Wall Finish.
- Epoxy Enamel line.
- Super Spar Varnish.

Some of the above items were included, subject to decisions later in this Meeting.

Schedule for Second Day:

9:00 A.M. - 11:00 A.M. - Advertising Session.

11:00 A.M. - 4:30 P.M. - Divisional Meetings.

Programs for Divisional Meetings have not yet been developed by individual Sales Divisions.

At the September 1964 Managers' Meeting it was suggested that a discussion on the Sewage Disposal, Water Treatment and Engineering Projects Specification Manual be included in the program.

Mr. Wilkinson suggested that it would be more beneficial to discuss this Manual in the Divisional Programs.

Mr. Wilkinson recommended, also, that Mr. N. J. Miller, new Technical Director, speak at the Sales Meetings. This recommendation was adopted.

64-84 PAINT & WALLPAPER ASSOCIATION OF AMERICA 1965 CONVENTION, DETROIT, MICH., NOVEMBER 19-21, 1965

At the September 1964 Managers' Meeting, it was decided that we would have an exhibit at this convention.

Mr. Wilkinson reported that Booths No. 333 and No. 335 had been reserved, at a cost of $935.00.

64-85 PAINTING AND DECORATING CONTRACTORS OF AMERICA 1965 CONVENTION, DALLAS, TEXAS, FEBRUARY 23-24, 1965

At the September 1964 Managers' Meeting, it was decided that we would have an exhibit at this convention.

Mr. Wilkinson reported that Booth No. 1 had been reserved, at a cost of $325.00.

It was decided that the New York and Chicago Offices would each have a representative at this convention and that Mr. Rhode of the Waggener Paint Company would assist also.

It will be decided later if the Central Sales Division is to be represented.

64-86 NATIONAL ASSOCIATION OF BUILDING OWNERS AND MANAGERS, JUNE 27th - JULY 1, 1965, VANCOUVER, B. C.

It was decided that we would not exhibit at this convention.

64-87 SUPER SPAR VARNISH

At the September 1964 Managers' Meeting (Minute 64-77), Mr. Lutz reported that the laboratory had formulated a Super Spar Varnish and briefly described its properties. It was decided then that the Sales Divisions would made a survey of the market for a Super Spar Varnish and report at this meeting.

Mr. Lutz reported this survey had been made and the New York Office found no particular interest in a varnish of this type.

Canadian Sales had reported that the boating sections of their territories favored a Super Spar Varnish, with the word "Marine" on the label. A test on a boat in Canada had given good results.

The Central Sales Division reported that boating sections in their territories were in favor of marketing a Super Spar Varnish.

Mr. Anderson reported that 25 salesmen in the Western Division were interested in a varnish of this type and 14 were not interested.

Mr. Schroeder reported that the market for a Urethane Varnish was limited, but there was probably a fair-sized market for a Super Spar Varnish.

Mr. Lutz reported that the durability of the proposed Super Spar Varnish was about twice that of "61" Spar Varnish. In Florida it had good durability for 15 months, as compared with 7½ months for "61" Spar Varnish. In Buffalo, Super Spar Varnish would have good durability for approximately 30 months as compared with 15 months for "61" Spar Varnish.

The proposed Super Spar Varnish is somewhat darker in color initially than "61" Spar Varnish, but does not discolor as soon when exposed outdoors.

The Super Spar Varnish shows some separation upon aging in the container but this separation is easily dispersed.

It will be necessary to market in round cans.

The proposed Super Spar Varnish was adopted in gloss only in U.S.A. and Canada.

It was decided to include this varnish in the new Price Schedule soon to be issued.

Several suggestions were made regarding the label; that it contain the word "Marine", possibly as part of the name. Also that the label include "Ultra Violet Absorber". One suggestion was that "61" Spar be included in the name to permit use under present architectural specifications.

Decisions regarding the name of the Super Spar Varnish, type of label and sizes for marketing will be settled by correspondence with the Branches.

Stocks of this varnish will be ready by February 1, 1965.

64-88 CELLU-TONE SATIN

(a) New Formula

At the September 1964 Managers' Meeting (Minute 64-64), a new formula was adopted for Cellu-Tone Satin, to be manufactured immediately at our Orange, California Plant and for certain Dibble Color Company accounts where trouble had been experienced with the current formula.

Mr. Lutz stated that he had received no reports regarding results obtained with the proposed new Cellu-Tone Satin formula until shortly before this meeting when Mr. Schroeder stated that the new formula was unacceptable because it did not level well when applied by roller.

Mr. Maycock had three reports on practical tests, all of which were favorable; two applications by roller and one by brush.

Mr. Lutz explained that the improved "stay-put" properties of the proposed Cellu-Tone Satin affected somewhat adversely the leveling properties when applied by roller.

It was decided to adopt the proposed formula for Cellu-Tone Satin in U.S.A. and Canada.

Manufacturing capacity is limited at present. About one month's supply of the necessary vehicle can be produced by December 11. Kettles for manufacturing the required vehicle should be ready by April 1, 1965.

It was decided that the Subsidiary Paint Manufacturing Companies would order from Buffalo supplies of the vehicle for the new formula at once so that sufficient resin can be furnished to ship reasonable amounts of new Cellu-Tone Satin by February 15, 1965. The amount of resin ordered by the Subsidiary Paint Manufacturing Companies before February 15, 1965, will be decided by these companies and the Buffalo factory.

It was decided that no shipments of the new formula would be made before February 15, 1965 except for certain territories where the new formula was already approved. The old formula will be shipped until then.

It was decided that the various Sales Divisions and Subsidiary Paint Manufacturing Companies will send inventories of the present Cellu-Tone Satin at once to Mr. Johnston.

It was decided to put dots on each side of the color name on the face label on all production of the new Cellu-Tone Satin formula.

All orders for Cellu-Tone Satin face labels will specify if these dots on the face label are required.

This subject will be discussed at the 1965 Sales Meetings, so P&L salesmen will not expect immediate shipment of the new formula in all colors and sizes.

It was decided to make tests with various type rollers to determine the best one for use in applying the new Cellu-Tone Satin formula. The most satisfactory type roller will then be recommended for this product, putting the information on the back label. Until this information is ready, the present back labels will be used.

(b) Neutral Base - Approval Of Adoption

Mr. Lutz reported that a Cellu-Tone Satin Neutral Base had been formulated.

It was decided to adopt this Neutral Base.

(c) Neutral Base - Sizes And Prices

It was decided to market Cellu-Tone Satin Neutral Base in gallons and quarts.

Prices for this item will be established by correspondence.

64-89 NEW LYT-ALL FLOWING FLAT

(a) White

Mr. Lutz reported that the hiding of New Lyt-all Flowing Flat White had been criticized periodically in the past. To date, upgrading the hiding had not been considered seriously because it would affect the 12 intermix colors on the New Lyt-all Flowing Flat color card and the 21 intermixes with white on the New Lyt-all Flowing Flat Spectrum color card. These intermixes are less important now because of the adoption of the Machine Colorant System.

Mr. Lutz presented a new better hiding formula which applies to New Lyt-all Flowing Flat White only.

Before taking any further action, it was decided that the Branch Sales Divisions would make practical tests with the proposed white formula. They will send orders for testing samples to Mr. Lutz within 15 days.

(b) Ceiling White

At the September 1964 Managers' Meeting (Minute 64-66), it was decided that the various Sales Divisions would investigate the need of a Ceiling White color in the New Lyt-all Flowing Flat line.

Results of this investigation showed that there was no real demand for this color.

It was decided not to add a Ceiling White to the New Lyt-all Flowing Flat line.

64-90 VITRALITE ENAMEL EGGSHELL WHITE NO. 35052

Mr. Lutz reported that Vitralite Enamel Eggshell White No. 35052 had the same improvements over the present Vitralite Enamel Eggshell White formula as the proposed Cellu-Tone Satin formula in comparison with the present Cellu-Tone Satin formula.

Tests made by the various Sales Divisions resulted in 12 reports which were mostly favorable for Vitralite Enamel Eggshell White No. 35052.

Four other reports stated that the new formula had poor leveling when applied by roller and that there appeared to be more difference in the leveling of the proposed and present Vitralite Enamel Eggshell Whites than there was between the old and new Cellu-Tone Satin formulas.

Mr. Kellaway of the Canadian Sales Division reported that the proposed formula was too mushy for the professional painter but was satisfactory for the "do-it-yourself" operator.

One report stated that the spreading rate of the proposed formula was lower than the present formula.

Another report stated that the gloss of the proposed formula was too high, while a report from the Chicago Division indicated the gloss of the proposed formula was lower than that of the present formula.

It was decided to adopt the Vitralite Enamel Eggshell White No. 35052 formula as "Vitralite Enamel Eggshell White", lowering the gloss slightly; the exact degree of gloss to be decided by the laboratory.

The new formula will be presented at the 1965 Sales Meetings.

It was decided also that the laboratory would continue work to improve leveling by roller application of the newly adopted formula. If no noticeable improvement can be made after one month's work, the No. 35052 formula will be adopted.

It was decided to identify the new formula by putting dots on the face label on either side of the product name - same as with the newly adopted Cellu-Tone Satin.

Machine System Bases and ready-mixed colors will be revised same as the white.

Inventories of the old formulas in each Sales Division will be sent to Mr. Johnston as soon as possible.

64-91 VAPEX FLAT WALL FINISH

(a) New Formula

Mr. Lutz reported that he hoped an improved formula for Vapex Flat Wall Finish would be ready before the end of 1964.

Samples will then be forwarded to the Branch Sales Divisions for practical tests.

(b) Package White In Two-Gallon Pails

No action taken.

(c) Black

Mr. Wilkinson reported that there had been some demand at recent distributor schools for a black in the Vapex Flat Wall Finish line.

The consensus was that demand was insufficient to justify adoption of this item.

64-92 FIRE RETARDANT PAINT

Monsanto is cooperating with Pratt & Lambert and other paint companies because they are promoting Phos-chek P/30 which is a phosphorous compound intended for use in intumescent fire retardant paints. Monsanto had been unable to make a good paint with Phos-chek P/30 and hoped that we could do so.

In return for our interest, they agreed to run flame spread ratings in a modified tunnel test. We have no adequate equipment for making fire tests. This mutual arrangement was non-exclusive as it was extended to several paint companies.

Phos-chek P/30 is not now commercially available, but experimental quantities can be obtained. Monsanto expects to produce Phos-chek P/30 commercially within the next nine months providing there is sufficient interest to make its manufacture commercially practical.

The laboratory has made a satisfactory intumescent latex fire retardant paint using Phos-chek P/30 which should have a flame spread rating of 20 or less on wood. It is washable but does not necessarily retain a good flame spread rating after washing.

The P&L paint made with Phos-chek P/30 has an estimated raw material cost of $2.99 per U.S. Gallon, which is $.68 higher than the cost of Lyt-all Fire Retardant Paint. This cost is only a guess, however, because Monsanto as yet has no commercially available selling price for Phos-chek P/30. It is presumed that the price of Phos-chek P/30 paint will not be appreciably higher than $2.99 per U.S. Gallon, and will probably be less, once Phos-chek P/30 is in production.

The applied cost of the Phos-chek P/30 P&L paint should be appreciably lower than that of Lyt-all Fire Retardant Paint beacuse only two coats of the Phos-chek P/30 paint are required for a good job, while three coats of Lyt-all Fire Retardant Paint are recommended. Labor application costs

would also be less because two coats are applied instead of three.

To date about $4,000 have been spent in development of this paint.

Mr. Lutz stated that the Underwriters' Laboratories tests with this new paint would cost approximately $4,500 and the necessary tunnel is booked solidly three months in advance. It would be necessary to book tests with our paint immediately to get results by mid-1965.

For most purposes, the approval of the Underwriters' Laboratories is necessary for acceptance, especially by school boards and other authorities.

The laboratory was authorized to formulate colors with the Phos-chek P/30 formula and to proceed with tests with white and colors at an estimated cost of $4,500 - the tests to be made on selected substrates.

Colors

It was decided to have twelve colors and a white in the Fire Retardant Paint line. Suggested colors and recommendations for let-downs and intermixes will be sent to Mr. Mather by the various Sales Divisions.

The colors will be reviewed by the laboratory relative to estimated fire retardance, after which a selection will be made by the Color Committee from those approved.

64-93 INTERMIXES OF COLORS IN P&L LINES

Mr. Lutz recommended that a caution be included wherever necessary for all lines where intermixes are shown on color cards, stating that actual colors obtained by intermixing approximate those intermixes on the color card.

This recommendation was adopted, the exact wording to be decided later by the Advertising Department.

64-94 1965 MAGAZINE ADVERTISING

A program for 1965 magazine advertising was adopted at the March 1964 Managers' Meeting.

For this program, Mr. Mather proposed the following specific magazine advertising, with costs:

Publication	Insertions	Space Cost Each	Space Cost Total	Estimated Prod. Costs	Total Costs
CONSUMER					
American Home	3 ½ Pgs. Bleed 4C	$10,965	$32,895		
House & Garden	2 ½ Pgs. Bleed 4C	8,220	16,440		
Macleans (English)	2 ½ Pgs. Std. 4C	3,640	7,280		
Macleans (French)	2 ½ Pgs. Std. 4C	1,270	2,540		
			$59,155	$13,628	$72,783

This program was approved.

Mr. Mather reported that due to rising costs of magazine space during the past several years, we have changed from high circulation magazines to publications with smaller circulation and have reduced the number of insertions.

He compared P&L consumer advertising costs for the years 1951 through 1964 inclusive. Total costs rose to a peak of $75,438 in 1961 and then decreased to $57,761 in 1964.

Recently, our advertising agency, Barber & Drullard, made a comprehensive study to determine the public awareness of Pratt & Lambert and P&L products, as follows:

A list of 200 upper income people was compiled for each of 5 representative marketing areas in the United States (Atlanta, Hartford, Cincinnati, Houston and San Francisco). These people were asked:

1. What does Pratt & Lambert manufacture?
2. Do you know a store where their products are sold?

A tabulation of more than 30% of the cards revealed:

57% did not know what P&L makes.
17.4% did know what P&L makes, but not where to buy it.
25.6% knew what P&L makes and where to buy it.

A return of more than 30% of cards sent to these 1000 with higher incomes was considered excellent, as was the 25.6% of the 300 return cards from people who knew what P&L makes and where to buy the P&L products.

Mr. Mather reported that our advertising agency, as a result of this survey, recommended the following and Mr. Mather supported this recommendation:

1. Make a moderate increase in our consumer advertising immediately. This recommendation was not adopted.

2. Extend the use of Telephone Yellow Page listings to more cities where P&L dealers are located.

It was decided that we would make a further study of P&L and distributor advertising in Telephone Yellow Page listings. Mr. Mather will conduct this study, possibly getting Donnelley & Company to give us a listing of all P&L dealers in the U.S.A. represented in the Yellow Page section.

Mr. Hubbard recommended that distributors' listings in Telephone Book Yellow Pages be made a part of P&L cooperative advertising.

It was decided to make a further study of this recommendation.

64-95 1965 TRADE PAPER ADVERTISING

A program for 1965 Trade Paper Advertising was adopted at the March 1964 Managers' Meeting.

Mr. Mather proposed the following Trade Paper Advertising, with costs:

Category	Insertions	Space Cost Each	Space Cost Total	Estimated Prod. Costs	Total Costs
ARCHITECT					
Progressive Architecture	6 Pg. inserts 4C	$ 1,065	$ 6,390		
	6 ½ Pg. B&W	290	1,740		
			8,130		
Jrnl. R.A.I.C. (Canada)	2 Pg. inserts 4C	475	950		
			9,080	$ 9,659	$ 18,739
SCHOOL					
Am. School & Univ.	4 Pg. inserts 4C	830	3,320		
School Progress (Canada)	3 Pg. inserts 4C	331	994		
			4,314	5,290	9,604
HOSPITAL					
Modern Hosp.	4 Pg. inserts 4C	955	3,820		
Canadian Hosp.	2 Pg. inserts 4C	290	580		
			4,400	3,897	8,297
DEALER					
Am. Pt.&Wlpr. Dlr.	2 Pg. inserts 4C	730	1,460		
	4 Pg. B&R	670	2,680		
			4,140		
Bldg. Sup. News	1 Pg. insert 4C	990	990		
	1 Pg. B&R	935	935		
			1,925		
Bldg. Mat. Mdsr.	1 Pg. insert 4C	950	950		
	1 Pg. B&R	970	970		
		ST	1,920		
Le Quincaillier	2 Pg. inserts 4C	320	640		
	4 Pg. B&R	311	1,244		
		ST	1,884		
			9,869	5,398	15,267
PAINTER					
Am. Ptg. Contr.	6 Pg. B&R	610	3,660	1,900	5,560

This Trade Paper Advertising program, in all categories, was adopted.

Consumer and Trade Paper Advertising for 1965 is as follows:

	Space Cost	Est. Prod Cost	Total Cost
CONSUMER SPACE ADV.	$ 59,155	$ 13,628	$ 72,783
TRADE PAPER ADV.	31,323	26,144	57,467
	$ 90,478	$ 39,772	$130,250

64-96 1965 TRADE DIRECT MAIL ADVERTISING

Mr. Mather recommended for 1965 the same basic schedule of direct mail advertising to trade categories as employed in recent years. Specifically he recommended the following program:

Architects - 2 mailings (1 each spring and fall)
Schools - 1 mailing in spring
Hospitals - 1 mailing in fall

Folders for the above to be printed in 4 colors utilizing illustrations from trade paper advertisements.

Painters - 2 mailings (1 each spring and fall) to be printed in 2 colors, promoting use of P&L products.

Estimated costs for producing and mailing are:

Architect	$ 7,643.00
School	4,778.00
Hospital	3,150.00
Painter	6,500.00
Total	$22,071.00

This program was adopted.

The total cost is less than the programs for 1963 and 1964.

Mr. Mather reported also, for record purposes, that already authorized mailings for 1965 are as follows:

2 Merchandising Kits (1 each spring and fall) to P&L dealers at a total estimated cost of producing and mailing of $19,123.00.

64-97 1965 LOCAL COOPERATIVE ADVERTISING

Mr. Mather reported that the following, which had already been authorized, are completed for 1965:

1. A new newspaper mat book.
2. A new series of radio commercials.

It was decided that the mat book and radio commercials would be announced to P&L salesmen at the 1965 Sales Meetings.

The mat book and radio script with Peanelogram and reply card will be mailed to P&L dealers and distributors about the middle of January.

P&L salesmen will be notified by the Advertising Department at the 1965 Sales Meetings regarding the new consumer direct mail folder. The Sales Divisions will notify their customers regarding this folder.

Total cost for 1965 Cooperative Advertising is estimated at $13,487.00.

64-98 DODGE REPORT SERVICE - 1965

Mr. Mather reported that only the Central Sales Division is interested in Dodge Report Service for 1965.

He recommended that this service be approved for the Central Sales Division for 1965 at a cost of $4,295.

This recommendation was adopted.

64-99 COLOR DISPLAY

Mr. Anderson reported that the Western Division had received criticisms from customers because there were no P&L color displays available for dealers' stores.

He presented several competitive displays of this type.

In his opinion, a display most suitable would have color panels hanging from pegs so that the color panels could be removed.

Mr. Lutz recommended that each Sales Division send ideas regarding store color displays to Mr. Mather - describing their recommendations for this type of rack and number of colors to be included.

It was decided that Mr. Mather would prepare a questionnaire regarding details relating to store color displays, outlining information required. This questionnaire will be sent to the various Sales Divisions for necessary detailed information regarding their recommendations.

64-100 SMALL COLOR CALIBRATOR

Mr. Anderson reported that only 70 small color calibrators were in stock at Chicago.

There are 800 printed color wheels at Chicago.

It was decided to make the necessary parts so that all color wheels available could be made into complete small color calibrators.

64-101 DEALER-LOANER BOOKS

Deferred to March 1965 Managers' Meeting.

64-102 J. C. PENNEY COLORS

Mr. Schroeder reported that J. C. Penney Company had recently changed their standard colors; also that Sherwin-Williams, Pittsburgh Plate Glass Co., and Devoe & Raynolds had matched the new standards.

It was decided that liquid samples of the new colors will be obtained by Mr. Schroeder and submitted to the laboratory for color matching purposes, the General Sales Department to absorb this laboratory cost.

P&L Machine System formulas for the new colors will then be sent to the various interested Sales Divisions.

64-103 SEWAGE DISPOSAL, WATER TREATMENT & ENGINEERING PROJECTS SPECIFICATION MANUAL

Mr. Zimmer presented suggestions from architects regarding changes to be made in this Manual when reprinted.

Mr. Lutz recommended that Mr. Wilkinson appoint a new committee of three or four, with Mr. Zimmer as chairman, to make a study of suggested changes and report at the March 1965 Managers' Meeting.

This recommendation will be considered later by Mr. Wilkinson.

64-104 INTERIOR-EXTERIOR STAINS: COLOR COMMITTEE REPORT

At the Color Committee Meeting held June 2, 1964, it was suggested that two completely new lines of stains be considered for the Machine System instead of a revision of the Exterior Rustic Stain line.

One of the new lines was to be a solid hiding type and the other a penetrating type.

Mr. Anderson was requested to have colors selected by the Western Division and circulate them to the other Sales Divisions.

In Mr. Anderson's letter of August 4, 1964, he listed 24 suggested colors for the Solid Hide Rustic Stain line.

(a) Solid Hide Rustic Stain Line

Mr. Zimmer reported that Machine Colorant System formulas had been developed for the 24 recommended colors that use either a Neutral Base or an Extra Deep Base. The Neutral Base contains no hiding pigment. A small amount of hiding pigment is used in the Extra Deep Base.

Mr. Mather reported that at the October 14, 1964 Meeting of the Color Committee it was decided to recommend the adoption of 22 of the 24 colors submitted. This recommendation was adopted at this meeting.

Light Coffee and Reed Yellow were eliminated because they did not produce solid hiding in one coat.

It is desirable to be able to specify this line for use on shingles, shakes, rough-sawn lumber, and smooth lumber.

Because of the limited exposure data of the new Stains on smooth lumber, the laboratory recommended for the present, the new Solid Hide Rustic Stain line be adopted only for regional distribution in the Pacific north west to include northern California, Oregon, Washington and British Columbia.

It was decided to market this line in the entire state of California, as well as in Oregon, Washington and British Columbia.

The Bases will be made at the Orange, California Plant for California, Oregon and Washington.

The Bases will be made at the Fort Erie Plant for British Columbia.

The following names recommended by the Western Division for these stains, were adopted:

STAIN MATCHED TO	ADOPTED NAME
Olympic Madrona	Oak Bark
P&L 54 Red	Peat Moss
P&L 236 Rustic Brown	Pine Cone
Olympic Ebony	Ebony
P&L 6533-6 Bittersweet	Bittersweet
P&L 6054 Clove Brown	Clove Brown
P&L 59 Dark Brown	Buckeye
Olympic Russet	Burl Wood
P&L 3527 Forest Tone	Forest Tone
Olympic Woodside Green	Pine Needle
P&L 4549 Jade	Jade
Cabot RH65 Turquoise	Marina Blue
Olympic Mesa Gray	Yucca Green
P&L 2537 Boulder Gray	Boulder Gray
P&L 222 Cactus Green	Cactus Green
Cabot RH17 Spruce Blue	Blue Clay
P&L 5525 Tiber Gold	Tiber Gold
P&L 5042 Blue Slate	Blue Slate
P&L 6524 Raleigh Red	Raleigh Red
P&L 6037 Tarragon	Tarragon
P&L 2506 Twilight Gray	Twilight Gray
Olympic Deep Charcoal	Ripe Olive

The following name was adopted for this stain line:

Solid Hide Rustic Stain
(for Exterior and Interior use)

The Extra Deep Base will be designated as "P&L Solid Hide Rustic Stain Base No. 1".

The Neutral Base will be designated as "P&L Solid Hide Rustic Stain Base No. 2".

The Solid Hide Rustic Stain Bases will be marketed in screw cap 5-gallon pails, ones and quarts, in U.S.A. and Canada.

The U.S.A. Gallon will contain 112 U.S. fl. oz.; the Canadian Gallon will contain 140 Canadian fl. oz..

Prices will be established by correspondence with the Branches.

It was decided to have wood color panels similar to panels in the competitive Olympic stain deck, using one coat of stain to finish each panel.

It was decided that, to reduce costs, each panel will be designated by number rather than by name and number, such numbers to be assigned by the laboratory.

(b) Penetrating Rustic Stains

Mr. Zimmer reported that Mr. Anderson in his letter of July 29, 1964, listed 40 suggested colors for the proposed penetrating type of semi-transparent stain line.

When the October 14, 1964 Color Committee Meeting was held, Machine System formulas for 18 of the 40 colors had been completed. These colors will use a clear base.

In a U.S. gallon can filled with 112 fl. oz. of Base, up to 16 fl. oz. of colorant can be added. The Clear Base is an alkyd resin varnish reduced to stain consistency and contains a fungicide.

In developing this new line of stains, the laboratory was confronted with problems of color matching and color variation. The former resulted because some of the stains were too close in color and color variation resulted when stains were used on different woods and light and dark sections of the same wood.

This color matching problem was resolved with the help of representatives on the west coast, by eliminating 8 colors and adding one new color. The color variation now of the same stain on different woods, and, on light and dark sections of the same wood, is no greater than that obtained with competing samples and is not considered objectionable.

All colors can be matched using from two to four Machine Colorants per formula.

The 33 recommended colors have now been formulated. Thirty are matched on cedar and 3 on redwood.

It was decided to adopt the 33 recommended colors.

Because of limited exposure tests of the new stains on smooth lumber, the laboratory recommended that the sale of the new Penetrating Rustic Stain line be limited to regional distribution in the Pacific North West, to include Northern California, Oregon, Washington and British Columbia.

At the recommendation of the Western Division, it was decided to include distribution in all California.

This line of stains will be known as Penetrating Rustic Stains (For Exterior and Interior Use). The Machine System Base will be designated Penetrating Rustic Stain Clear Base.

The Base will be made at the Orange, California plant for North West U.S.A. and at the Fort Erie plant for British Columbia.

It will be marketed in screw cap 5-gallon pails, gallons and quarts.

The U.S.A. Gallon will contain 112 U.S. fl. oz.; the Canadian Gallon will contain 140 Canadian fl. oz.

Prices will be established by correspondence with the Branch Offices.

These stains will be designated by number only, numbers to be decided by the laboratory.

Mr. Lutz recommended that the Advertising Department prepare color decks of these stains in the most efficient way at the lowest possible cost, the quantity of decks to be decided by the Western Division.

This recommendation was adopted.

64-105 VAPEX HOUSE PAINT DEEP COLORS: COLOR COMMITTEE REPORT

Mr. Mather reported that the Color Committee at its October 14, 1964 meeting (Minute C64-8), recommended the following deep colors be adopted for Vapex House Paint line:

Black	Manchester Red
Deep Charcoal	Monterey Green
Rustic Brown	Hunter Green

This recommendation was adopted for U.S.A. and Canada except the Hunter Green. On account of high cost, it was decided to replace Hunter Green with a color match for Sherwin-Williams Velour Green - new name to be selected by the Sales & Advertising Committee.

These six colors will be designated as "Vapex House Paint Deep Colors".

These colors will be marketed in ones and quarts. Prices will be established by correspondence with the Branch Offices.

It was decided to issue a window streamer for this line in bright and attractive colors.

64-106 VITRA-TILE COLORS: COLOR COMMITTEE REPORT

At the Planning Committee Meeting held September 1, 1964, it was recommended that present Vitra-Tile be made only in a selected number of standard factory colors.

These colors would be made only on order (i.e. they will not be stocked), and formulas for the selected colors would be established by the laboratory.

Mr. Mather reported that at the Color Committee Meeting held October 14, 1964 (Minute C64-9), it was decided that the Sales Divisions would submit, by November 20, 1964, color selections for Vitra-Tile to the chairman of the Color Committee, the laboratory and other Sales Divisions.

These color selections were to be picked from the Machine System of Calibrated Colors in time for presentation at this meeting.

Mr. Zimmer reported that 48 colors had been recommended by the Eastern Division, 52 by Central Division and 54 by Western Division, plus Black and White, but the laboratory, to date, had not had time to evaluate these colors in both

polyester and epoxy formulas.

After these colors are reviewed by the laboratory, they will be presented to the Color Committee for selection of colors to be available in both the polyester and epoxy lines.

64-107 EPOXY ENAMEL: COLOR COMMITTEE REPORT

Mr. Mather reported that it was recommended at the Color Committee Meeting held October 14, 1964 (Minute C64-10), that Mr. Wilkinson would make a selection of colors for the Epoxy Enamel line and submit to members of the Color Committee.

Mr. Wilkinson reported that he had received some helpful suggestions from several sources, but had not yet completed a proposed color selection.

It is planned to have a short line of ready-mixed colors, with additional colors from the Machine System.

Mr. Zimmer reported that the laboratory had a revised Epoxy Enamel which is superior to the current formula - as follows:

Improved "stay-put" properties.
Increased dry mil thickness, from 1 to 2 mils.
Higher gloss.
Better hold out.
Same, or lower cost.
Can add as much as 4 oz. of Machine Colorant per mixed gallon instead of 2 oz.
Better chemical resistance.

The new formula has the following disadvantages:

Somewhat poorer brushing properties, but equals competitive Epoxies in this property.

Very slightly poorer adhesion.

The laboratory will check application by roller.

It was decided to adopt this line as standard listed products in U.S.A. and Canada. It will be marketed in gallons and quarts.

It was decided that further investigation was necessary regarding packaging of white, colors and activator, which will be settled by correspondence.

The Sales and Advertising Committee will decide on names and prices after correspondence with the various Sales Divisions.

64-108 EFFECTO SPRAY ENAMEL

Deferred to the March 1965 Managers' Meeting.

64-109 P&L MACHINE SYSTEM: STICKER LABELS

Mr. Slauter showed a sticker label for use on colors made with Machine System Bases and Colorants by distributors and dealers, and recommended that a label of this type be adopted.

Mr. Hubbard recommended that a pressure sensitive sticker label of this type be placed over the name of the Base and on the face label, using one size label for fives, gallons and quarts, if possible.

It was decided that the various Sales Divisions would check competitive methods of using sticker labels on Machine System Colors and report at the March 1965 Managers' Meeting.

64-110 P&L HOUSE PAINT

(a) 319 Fast Drying Gloss Black (New)

Mr. Johnston reported that at the September 1959 Managers' Meeting (Minute 59-56), it was decided to adopt an alkyd type formula for P&L House Paint Fast Drying Gloss Black and designate it as "P&L House Paint Fast Drying Gloss Black (New)".

Mr. Johnston recommended that the "(New)" as part of the name be discontinued because the new formula has now been manufactured for over five years and all stocks of the oil base formula should have been exhausted.

This recommendation was adopted.

(b) Reduction In Sales Of House Paint

Mr. Slauter stated that reduction in sales of many house paint items, in his opinion, was due to anticipated discounts given by competitors for early payments on spring dating shipments. He suggested anticipated discounts be considered.

No action was taken.

64-111 PRO-HIDE FLAT WALL FINISH WHITE - IN QUARTS

Mr. Wilkinson stated that the Western Division had originally suggested that we market this item in quarts.

The Eastern and Central Divisions reported little demand for quarts.

The Canadian Division reported a sizeable demand for quarts.

Mr. Anderson stated that now the majority of salesmen in Western Division territory reported that quarts were not required.

It was decided not to adopt Pro-Hide Flat Wall Finish White in quarts in U.S.A., but approval was given to market quarts in Canada.

64-112 VARMOR SATIN: CAN TOP CAUTION REGARDING STIRRING

Mr. Wilkinson recommended that we adopt for Varmor Satin the same can top caution regarding the necessity of STIRRING BEFORE USING as is currently used on "61" Floor Varnish Satin and Dull.

This recommendation was adopted.

64-113 "38" PALE TRIM VARNISH

(a) Satin and Dull - Can Top Caution Regarding Stirring

Mr. Wilkinson recommended for "38" Pale Trim Varnish Satin and Dull the same can top caution regarding the necessity of STIRRING BEFORE USING as is currently used for "61" Floor Varnish Satin and Dull.

This recommendation was adopted.

(b) Recommendation For Floor Use

Mr. Wilkinson recommended that we promote "38" Pale Trim Varnish for use on interior wood floors where an extremely pale finish is desired.

This recommendation was adopted and it was decided to revise the "38" Pale Trim Varnish back label to include this recommendation, exact wording to be decided by the Label Committee.

64-114 TONETIC FLAT VARNISH

It was recommended that we adopt for Tonetic Flat Varnish the same can top caution regarding the necessity of STIRRING BEFORE USING as currently used for "61" Floor Varnish Satin and Dull.

This recommendation was adopted.

64-115 EFFECTO ENAMEL - RECOMMENDATION FOR FLOOR USE

Mr. Wilkinson reported that there had occasionally been a demand for Bases in P&L "61" Floor & Porch Enamel line in order to widen the range of colors.

If this procedure were adopted, the result would require a considerably higher price for colors made in the Machine System than for the ready-mixed "61" Floor & Porch Enamel colors because it would require unnecessary increased hiding, in the Light Base in particular, to match Machine System Colors.

The demand for a much wider color range for use on floors can be supplied largely by employing Effecto Enamel for this purpose.

The laboratory has made tests of Effecto Enamel on floors and recommends it for this purpose.

Mr. Wilkinson recommended that the Effecto Enamel back label be changed to specify its use on interior and exterior floors not in direct contact with earth - exact wording to be decided by the Label Committee.

This recommendation was adopted.

It was decided, also, to include this "floor use" recommendation in sales promotion materials prepared by the Advertising Department.

It was decided to add the use of Effecto Enamel on floors to the label for P&L Non-Slip Additive also, if space limitations permit.

64-116 OMNI-FILL SYSTEM FOR AEROSOL CANS

Mr. Zimmer described the Omni-Fill System for aerosol cans and stated it was very difficult to handle.

Also, the color of the enamel when applied from this type aerosol can may not match the color of the same enamel when brushed.

It was decided that Pratt & Lambert will not promote this type can for trade sales products.

The Industrial Sales Division will recommend its use to their customers, when and if the need arises.

64-117 LYT-ALL STIPPLING FLAT - WHITE AND BASES IN QUARTS

Mr. Wilkinson stated that there had been some demand for quarts in Lyt-all Stippling Flat White and Bases.

It was decided not to adopt quarts for these items in U.S.A. and Canada.

APPROVED BY B. F. Wilkinson