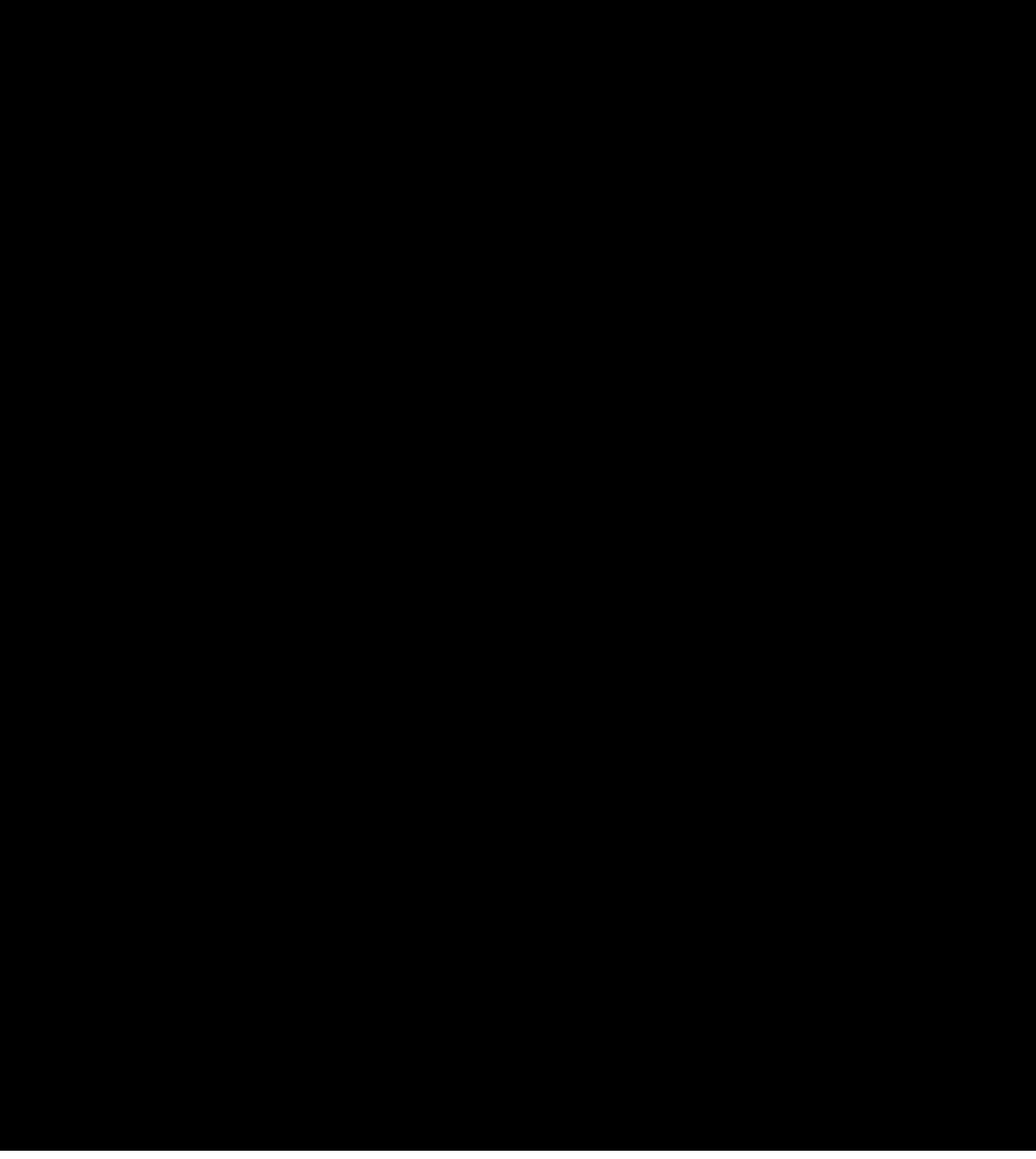




MANAGERS' MEETING

A meeting of the Managers was held in Buffalo, August 30-31, 1961, the following being present:

Mr. Anderson
Mr. Beckman
Mr. Brown
Mr. Hromadka
Mr. Hubbard
Mr. Lindsay
Mr. Lutz
Mr. Mather
Mr. Maycock
Mr. McManamy
Mr. Mehrhof
Mr. Meidinger
Mr. Murphy

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

Mr. Johnston - Secretary of the Meeting

61-56 REVIEW OF PRODUCTION

Oils

Linseed

Current billing cost - \$.1450 per lb.
Current market cost - \$.1584 per lb.

The August Government crop report showed little improvement in the flaxseed crop. However, it is generally agreed that a crop of 19 million bushels will probably be adequate for domestic use. Price of Linseed Oil declined one half cent per pound on August 18.

Tung Oil

Current billing cost - \$.275 per lb.
Current market cost - \$.280 per lb.

The market is strong and the Government continues to auction part of its holdings each week.

Refined Soya Bean

Current billing cost - \$.1475 per lb.
Current market cost - \$.1250 per lb.

The market is weak because the new crop of beans is estimated to be a new record. Export sales have dropped off. Spencer Kellogg and Sons are going to abandon the crushing of soya beans as soon as they can dispose of their three mills.

Resins

Rosin

We are nearing the end of the Gum Rosin producing season and prices seem to be firm. Synthetic resins are generally firm but we look for some weakness in the price of alkyds.

Phthalic Anhydride

The price of Phthalic Anhydride was reduced two cents per pound last week. The material is in surplus supply.

Solvents

There have been no price changes in solvents since our last report.

Pigments

Pigment prices are generally firm and unchanged.

Containers

Corrugated cartons will advance in price about 10% on September 1st. There are rumors of an increase in steel prices this Fall. If it occurs we can expect higher prices for our metal containers.

Miscellaneous

Glycerine prices remain weak and were recently reduced one quarter cent per pound. There is a sharp competition between soap makers and synthetic manufacturers.

Mr. Stark reported that the Buffalo factory was still operating at a high rate of production and 1961 shipments to August 1st were greater than for the corresponding period in 1960. Indications are, however, that August 1961 shipments will be about 10% lower than in August 1960.

61-57 1962 SALES MEETINGS

Mr. Wilkinson outlined a tentative program for the 1962 Sales Meetings, the first day following in general the program of previous sales meetings.

It was decided that the program for the second day would be developed and presented by the Sales Divisions. The morning will be devoted to an architectural session which will include a presentation of the new P&L Architectural Color System.

The subject for the afternoon session of the second day will be "New Accounts".

The Sales Divisions will advise Mr. Wilkinson regarding the details of their programs.

61-58 SPRING STOCK ORDERS

It was decided that a spring dating of April 1, 1962 would be adopted for U.S.A. and a Peanelogram would be sent out October 13, 1961, announcing that such a date would be given on spring orders effective November 1, 1961 - shipment to be made at our convenience.

61-59 1962 ANNUAL CONVENTION - RETAIL PAINT & WALLPAPER DISTRIBUTORS OF AMERICA, INC.

Mr. Wilkinson reported that this convention would be held at the Conrad-Hilton Hotel in Chicago, November 3-6, 1962.

It was decided to reserve a 20 ft. booth for this convention at a cost of approximately \$875.

61-60 1962 ANNUAL CONVENTION - CONSTRUCTION SPECIFICATIONS INSTITUTE

Mr. Wilkinson reported that this convention would be held in Atlanta, Ga. At the 1961 convention our booth cost \$400 and the total cost for P&L participation was about \$2200.

It was decided that we would not participate in the 1962 convention.

61-61 1961 ANNUAL CONVENTION - NATIONAL ASSOCIATION OF HOME BUILDERS, DECEMBER 3-7, 1961 AT McCORMICK PLACE, CHICAGO, ILL.

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

61-62 P&L MACHINE SYSTEM

a) Pricing Of Colors Made With Extra Deep Bases

1. It was decided not to have suggested retail prices for the following ready-mixed Lyt-all Deluxe Colors which are to be discontinued:

Burgundy
Caribbean Blue

Fern Green
Ruby Red

2. The following Lyt-all Deluxe Color Intermixes can be made with Extra Deep Bases:

Aster Blue
Avocado
Bark Brown
Cabana Red
Canyon Red
Charcoal
Cobbler Brown
Eggplant
Foxglove
Grape -
Gray Stone
Morocco

Nanking Blue
Pagoda Red
Parrot Green
Persian Blue
Plum
Quartz Green
Ridge Blue
Slate Gray
Spice Brown
Thistle
Wine

For these colors it was decided to adopt suggested retail prices in the Machine System price groups most closely approximating their retail price if sold over the counter to be intermixed. Major consideration is to be given pricing as in SR 137M.

(b) New Types Of Colorant Dispensing Machines

- I. Mr. Wilkinson reported that Autoblend Products Company had reduced the price on August 15, 1961 for color guns in U.S.A. (both 2 oz. and 4 oz.) by \$10.

In the future, as soon as approved by Pratt & Lambert, Inc., all orders for cannister sets will be filled with the new Polypropylene plastic cannisters which cost \$7.55 more per 10-cannister set and \$7.75 more per 12-cannister set. The price reduction on the gun is about the same as the price increase for the cannister sets, so Mr. Wilkinson recommended that no changes be made in our sales prices to our customers. This recommendation was adopted. Future orders should be placed in conformance with revised prices.

Canadian prices will approximate those in U.S.A., and Mr. Wilkinson will discuss the price situation with Mr. Beckman and Mr. McManamy later.

- II. The new plastic cannisters have a different shape and are slightly larger than the old, having a $2\frac{1}{4}$ quart capacity as compared with a 2 quart capacity for previous cannisters.

Autoblend Products Company have been testing P&L Colorants in the plastic containers for about one month and anticipate no trouble.

Mr. Zimmer advised that a thorough laboratory test of the cannisters would require about three months. In his opinion there is little doubt that Polypropylene would be satisfactory for P&L Colorants.

Mr. Wilkinson stated that Autoblend Products Company will maintain a reserve stock of the 2 quart tin cans for replacements of the units already in the field. They are issuing Service Manuals, Service Kits, and a Parts Price List. Manuals and kits will be supplied to each branch sales office for each machine in the field.

Autoblend Products Company have announced a new "Production Stand" for more efficient use of their system. It costs \$35.00. Autoblend Products Company will issue a color brochure on the new set-up which will be available in 2-3 weeks.

Mr. Wilkinson suggested that the branch sales divisions order supplies of this brochure directly from Autoblend Products Company.

Mr. Wilkinson moved that we approve the plastic cannisters and so advise Autoblend Products Company. This recommendation was adopted.

III. Mr. Wilkinson showed a new color machine known as the Allen Porta-Tinter manufactured by the Franklin Color Card Company, Franklin Park, Ill.

This machine is made of polypropylene plastic and can be supplied with 8, 10 or 12 cannisters.

Although the name indicates that the machine can be moved about easily, it is quite heavy when the cannisters are filled with colorant. Thus, considerable care will be required when moving it.

A 10-Cannister Unit costs \$63.50 and a 12-Cannister Unit costs \$76.20. Each machine has a 90 Day Warranty. Replacement parts are relatively inexpensive. Each Dispensing Unit costs \$5.50 and each cannister costs \$.80. The cannisters hold 20 oz. of colorant.

The laboratory has tested this machine for accuracy and approves it as making good color matches in our Machine System. Colorant agitation is manual, using a stirring paddle.

Mr. Wilkinson reported also that the H. G. Fischer Company will soon have a machine in the same price range as the Allen Porta-Tinter, which from a drawing presented, appears sturdier and better made than the Allen Machine.

When available the Fischer Machine will be examined and evaluated, and Mr. Wilkinson will advise the sales divisions regarding it.

It was decided to adopt the new Fischer Machine, subject to results of examination here.

(c) Color Guns For Paint Contractor

Mr. Anderson suggested that we make available the P&L color gun and the 2 volumes of Architectural Color Sampler No. 58 to painting contractors, selling at cost.

It was decided that if a painting contractor wants a 2 oz. color gun, it will be sold to him through our distributors, supplying Color Sampler No. 58 and Deluxe 10-Cannister Unit for \$175.45 cash, F.O.B., San Francisco California.

Our inventory of chip racks will soon be exhausted. It was decided not to order additional chip racks or replacement chips for racks now in the field.

Instead of a chip rack we will then furnish a copy of Color Sampler No. 58 to distributors or dealers who purchase a P&L Machine or P&L Color Gun, and who do not have the P&L Tube System.

Distributors or dealers who already have the P&L Machine or Color Gun System can buy Color Sampler No. 58 books at P&L overall cost. Selling price of this item will be established at the December 1961 Managers' Meeting.

A copy of Color Sampler No. 58, volumes I and II, will be supplied to each P&L salesman and these books will be carried in A&P stock.

Additional copies of Color Sampler No. 58 will be ordered from supplier for distributors, painters and P&L salesmen, and the present order for Architectural Color Sampler No. 58 books will be increased from 5,000 to 6,200.

The present order for backup sheets for these books will be increased from 3,000 to 3,500. Backup sheets for Color Sampler No. 58 ordered by distributor will be charged to distributor, price to be established at December 1961 Managers' Meeting. *Note: Increase in Quantities here. See copy.*

61-63 P&L TUBE SYSTEM

(a) Discontinue?

Mr. Wilkinson reported that the sales of P&L Tube Colorants for the first six months of 1961 were only 17% of the sales for the same 1960 period and only 10% of the sales for the same 1959 period. Sales for June 1961 were 5 1/2% of June 1960 and 2 3/4% of June 1959. Thus, we are arriving at a point where the discontinuance of the Tube System should be considered. Not only will this eliminate a line where sales are decreasing rapidly, but we may be forced to discontinue Tube Colorants because of the increasingly small orders placed with our supplier which are uneconomical to manufacture.

Mr. Wilkinson reported that the branch sales divisions still have the following Tube System accounts:

	<u>Canadian Division</u>	<u>Central Division</u>	<u>Eastern Division</u>	<u>Western Division</u>
Distributors	50	21	60	106
Dealers	-	38	38	96
Total	50 (est.)	59	98 (est.)	202

Mr. Stark reviewed the Tube System inventory. Most of the tubes in stock contain the slow moving colors.

At Rockote Paint Company the Tube Colorants have an inventory value of \$16,079.72. Total U.S.A. P&L inventory is \$19,266.28. Total Canadian inventory is \$5,448.00, making a total inventory of \$40,794.00.

Mr. Wilkinson recommended that a determined drive be made to change Tube System accounts to the Machine System or the Color Gun System.

The new low-priced machines may be helpful in this respect.

With the Tube System accounts there is no problem of take home chips because they already have a chip rack.

Mr. Brown stated that the New York inventory of Tube Colorants was low. If necessary he will order required colorants from the other divisions while their supply lasts.

(b) Policy Regarding Return Of Tube Inventories

At the December 1960 Managers' Meeting (Item 60-122-8), it was decided that the distributor would be offered his choice of the following procedures regarding Tube Colorants:

- (a) A credit of 50% of the value of his Tube Colorant inventory (A tubes only), he to retain possession of the Tube Colorants.
- (b) We will accept return of his Tube Colorant inventory (A tubes only), valued at his cost, for full credit. Distributor will pay return shipping costs.

The above policies refer only to the distributor.

It was decided to handle credit and return of Tube Colorant inventories for dealers in the same manner as for distributors.

(c) Policy Regarding Disposal of P&L Tube Inventories

Mr. Wilkinson presented this subject so that everyone would be thinking about the most economical method to dispose of P&L Tube inventories. He stated it was too early now to take action, but suggested everyone give consideration to this situation to minimize our loss.

61-64 SHALL WE REORDER TBS COLOR DECKS?

Mr. Mather reported that purchases of these decks for the past several years were as follows:

1956	-	10,000	at a cost of \$16,323.
1957	-	6,000	at a cost of \$11,939.
1959	-	5,000	at a cost of \$ 9,900.
1961	-	6,000	at a cost of \$11,640.

Inventory on June 30, 1961 was 3,142, with an estimated 4,754 decks yet to be delivered on the 1961 order for 6,000.

It was decided to consider reordering at the March 1962 Managers' Meeting.

61-65 REPORT ON REVISION OF PCB COLOR CARD BOOK

At the June 1961 Managers' Meeting, Mr. Slauter presented a ring binder for color cards which eliminates the use of paste in the present PCB Color Card Book.

Mr. Mather reported that this ring binder costs 175% more than the present PCB Color Card Book.

It was decided to retain the PCB Color Card Book.

61-66 SHALL WE REORDER SALESMEN'S CARRYING CASES?

Mr. Mather reported that 12 carrying cases had been required since December 1957 that cost \$15.95 plus 10%. The present cost is \$17.60 plus 10%.

It was decided to order six salesmen's carrying cases.

61-67 DATE FOR ARCHITECTURAL COMMITTEE MEETING

It was decided tentatively to hold a meeting on Tuesday, December 12 and Wednesday, December 13 to discuss the revision of the P&L Architectural Manual.

In the meantime the branch sales divisions will study the Advertising Department questionnaire relating to the Manual and will notify the Advertising Department by October 15 regarding their answers and any other subjects relating to the Architectural Manual. All ideas of each division will be circulated to each other individual division and to each member of the Architectural Committee, also by October 15, to facilitate work at the Committee Meeting.

61-68 SHALL WE REVISE PCSS CELLU-TONE SATIN WINDOW STREAMER SET TO INCLUDE VAPEX FLAT WALL FINISH? -

Mr. Mather reported that we had no Cellu-Tone Satin window streamers in stock.

In 1951, 4000 were ordered at a cost of \$460.00.

It was decided to prepare a streamer of comparable quality to the present streamer to include Cellu-Tone Satin and Vapex Flat Wall Finish at an approximate cost of \$600.00 for 4000 streamers.

61-69 MAILING LISTS

Mr. Mather reported that next spring it will be ten years since the present mailing lists were established.

It was decided not to review all present P&L mailing lists, but salesmen are to be notified to keep their lists up to date.

61-70 ADVERTISING SPACE IN PRICE GUIDE ISSUED ANNUALLY BY PAINT & DECORATOR CONTRACTORS OF AMERICA

Mr. Mather reported that this space had a cost of \$300.

It was agreed that we should have this advertising space for 1962 at this price.

61-71 1962 CONSUMER DIRECT MAIL ADVERTISING FOLDER

Mr. Mather read letters from Mr. Anderson and Mr. Brown with their suggestions regarding a Direct Mail Advertising Folder with a coupon for redemption.

At the June 1961 Managers' Meeting (Item 61-44) it had been decided to include the following P&L products in the 1962 Direct Mail campaign:

Vapex Flat Wall Finish	Varmor
Cellu-Tone Satin	"61" Floor & Porch Enamel
✓ The New Lyt-all Flowing Flat	House Paint
✓ Vitralite Enamel	Effecto Enamel
"61" Floor Varnish	Effecto Spray Enamel
✓ Tonetic Wood Stain	

continue next pg.

It was decided to omit the following P&L products from the Direct Mail local advertising:

New Lyt-all Flowing Flat
Vitalite Enamel
Tonetic Wood Stain

It was decided that each coupon would have a redemption value of \$2.00 for a gallon can and \$.75 for a quart can or a can of Effecto Spray Enamel.

The allowance to the distributor and dealer per coupon will be \$.35.

Each sales division will handle the redemption of coupons according to their own individual decisions. Subsidiary Paint Manufacturing Companies will be charged one third of the cost.

The cost of mailing and any other necessary undecided details regarding the 1962 Consumer Direct Mail Advertising folder will be referred to the Sales and Advertising Committee.

61-72 INTERIOR WOOD SEALER

Mr. Brown reported that Wood Sealers were selling in large quantity in the southern states and their sale was gradually increasing in other states.

Mr. Lutz reported that Interior Wood Sealers of this type weaken the varnish system in which they are used. All such sealers contain a large volume of zinc stearate for easy sanding. Thus, they easily scratch white, are quite brittle, and varnish systems using this type wood sealer are no better than systems using shellac in place of a wood sealer.

The laboratory can furnish a formula which will be similar to competitive Interior Wood Sealers now on the market. It will be no better, however, and is not recommended by the laboratory.

It was decided that the laboratory would continue work to formulate, if possible an Interior Wood Sealer that is better than currently available Wood Sealers.

61-73 VAPEX HOUSE PAINT

0007-PTL-001546

Mr. Lutz reported that 9,300 gallons of Vapex House Paint had been produced during the two years since it was adopted. Half of this total was produced in the past eight months. White represents 58% of the total volume.

To date, not a single complaint has been received regarding the application and other properties of Vapex House Paint. Thus, there is no longer any technical reason for restricting the sale of Vapex House Paint.

Bases have been formulated and can be adopted for this line if desired because they show satisfactory performance.

If this paint is adopted, it seems advisable to revise specifications for applying Vapex House Paint over moderately to heavily chalked old paint, as discussed at the June 1961 Managers' Meeting, Item 61-37.

Mr. Lutz suggested that if it is decided to recommend an additive for the first coat of Vapex House Paint when applying over moderately to heavily chalked old paint, Vapex Masonry Paint First Coat Additive be renamed, "Vapex Exterior Paint First Coat Additive" so that it can be used with both Vapex Masonry Paint and Vapex House Paint.

If this recommendation is adopted it will require label and literature changes for Vapex Masonry Paint, Vapex House Paint and Vapex Masonry Paint First Coat Additive.

It was decided to adopt Vapex House Paint as a standard listed item, U.S.A. and Canada. It is expected that eventually it will replace Vapex Masonry Paint.

It was decided to have a list price of \$8.25 per gallon, U.S.A., Zone I, in ones, changing classification from Group 4 to Group 1.

Canadian prices will be established later.

The Vapex House Paint Light and Deep Bases were adopted. Over 418 colors can be made with these Bases, the same number as with Vapex Masonry Paint.

The Bases will be marketed in short-filled fives, ones and quarts, with the following U.S.A. prices, Zone I, Group 1:

Light Base - \$8.00 per gallon
Deep Base - \$7.80 per gallon

These prices are based upon tank truck prices for the latex.

The Vapex House Paint line now consists of eight colors.

It was decided to make no change in the colors at present. These colors will be reviewed and changes made as required.

The name "Vapex House Paint" was retained for this item, the following to be placed somewhere on the face label:

"For Wood and Masonry Surfaces"

This paint will be referred to as latex type, omitting "acrylic" on the present back label.

It was decided to refer to all emulsion paints as latex paints hereafter, except as required by law. This decision applies to advertising and sales promotion materials as well as to labels.

Specifications will be changed to include the First Coat Additive.

The branch sales divisions will review color card requirements through 1962 and advise Mr. Mather accordingly.

Vapex House Paint will be announced to the trade as soon as stocks are ready for shipment. It will be manufactured at Buffalo until volume warrants making it elsewhere.

It was decided to prepare the following promotional material for 1962:

Newspaper Mats

500 lines - 1
200 lines - 1
84 lines - 2

Window Streamers - 2,000

0007-PTL-001548

61-74 "61" ENAMEL UNDERCOATING

As decided at the June 1961 Managers' Meeting, Item 61-40, Mr. Lutz reported that the laboratory was investigating the possibility of improving "61" Enamel Undercoating.

A sample of DuPont's Ovalite had been examined and was found to be inferior in hiding to Vitralite Enamel Undercoating and "61" Enamel Undercoating. The competitive sample was made with an alkyd vehicle like Vitralite Enamel Undercoating.

"61" Enamel Undercoating has inherently slower drying properties than Vitralite Enamel Undercoating and DuPont's Ovalite because of its oil base vehicle. It has better hiding, better stay-put properties on edges and better brushing properties.

Mr. Lutz stated that to date it is impossible in one product to get all the favorable properties of an alkyd undercoating, combined with all the favorable properties of an oil base product like "61" Enamel Undercoating.

61-75 FEDERAL HAZARDOUS SUBSTANCES LABELING ACT

At the June 1961 Managers' Meeting, Item 61-35, Mr. Lutz reported that the Food & Drug Administration had issued proposed rules to guide industry in complying with the Federal Hazardous Substances Labeling Act which caused a violent reaction from the paint industry and the Manufacturing Chemists Association. Protests were filed by both groups at a hearing held in July.

On August 12, the Food & Drug Administration issued its final rules. They included some of the changes desired by the paint industry, but many objectionable features were retained, including confusing requirements.

On August 22 and 23 the Label Committee of the National Paint, Varnish and Lacquer Association met to draft model labels to comply with the latest set of rules. They will be submitted in September for inspection and possible approval by the Food & Drug Administration.

Until model labels are accepted as guides for the paint industry, there is no object in changing any P&L labels.

Since much remains to be done before anyone can proceed safely in making label changes, the National Paint, Varnish and Lacquer Association will request Congress to extend the effective date of the act to February 1, 1963. There seems to be a reasonable chance that this extension will be granted.

Mr. Lutz further reported that in the meantime we are keeping informed on all developments and will change our labels as soon as we know how to do so.

61-76 WATER-THINNED LINSEED OIL HOUSE PAINT

Mr. Wilkinson reported that the laboratory had formulated a water-thinned linseed oil house paint. It is not an emulsion type product.

White Chalk Resistant White
- 12 -
Also, Light and Deep Bases have been formulated.

The name "Pratt & Lambert Hydrogloss House Paint" was suggested.

Mr. Lutz stated that it was necessary to use P&L House Paint 305 Exterior Primer White under this paint on new work.

Using the Light and Deep Bases, there will be 295 colors available, the same as in the House Paint and Low Luster House Paint lines.

It was decided to market this product in U.S.A. and also in Canada if cost permits.

In U.S.A. the White will be marketed in fives, ones and quarts.

The Bases will be marketed in ones and quarts.

*White Base
and Window
Paint*
The following prices were adopted for U.S.A., Zone I, Group 4:

White	-	\$8.50 per gallon
Light Base	-	\$8.25 per gallon
Deep Base	-	\$8.05 per gallon

Mr. Neumann, Mr. Maycock and Mr. Hromadka will advise Mr. Wilkinson how many fives in Bases have been shipped to date in 1961 for P&L House Paint and Low Luster House Paint.

It was decided to prepare 2000 window streamer sets at a maximum cost of \$1.00 per set to the various branches and 50,000 pamphlets describing this paint at an approximate cost of \$.02 each to the branches.

It was decided to have the following newspaper mats:

500 line	-	1
200 line	-	1
84 line	-	2

This new product will be announced to the trade by a giant Peanelogram, mailing as soon as possible after the factory has studied the required manufacturing process and thus can go into production. The mailing date should be as close as possible to October 1, 1961.

The name "P&L Hydrogloss House Paint" was not generally acceptable.

It was decided to present this matter to our advertising agency and have them submit a name for this paint as they did for Varmor.

61-77 HOUSE PAINT LOW LUSTER CHALK RESISTANT WHITE NO. 862

Mr. Slaughter recommended that this paint be adopted as a standard listed item.

Waggenner Paint Company and Dibble Color Company were not interested in a product of this type so it will continue to be made as a special at Cleveland only.

61-78 MACHINERY ENAMEL

Deferred to December 1961 Managers' Meeting as no competitive samples had been received for examination.

61-79 TONETIC WOOD STAIN NUTMEG AND WALNUT

Mr. Anderson reported that these colors on our color card do not represent a true Nutmeg and a true Walnut color.

Several suggestions were made regarding wiping the stains to get lighter colors and to use birch panels for the Walnut Stain.

It was decided to refer this problem to the Color Committee.

61-80 VAPEX FLOOR PAINT COLOR CARD AND SELECTION OF COLORS

Mr. Anderson stated that complaints from the field had been received regarding the colors shown on color card and recommended a better color selection.

This problem was referred to the Color Committee.

61-81 STICKER FOR "61" FLOOR VARNISH SATIN INDICATING "STIR BEFORE USING"

Mr. Hubbard reported that additional complaints had been received regarding the thickening of "61" Floor Varnish Satin and Dull.

Mr. Neumann reported that several cans had been returned from large jobs because of the thickening of "61" Floor Varnish Satin.

Mr. Lutz recommended that the following precaution on a sticker label be applied to the top of each can:

Stir Thoroughly
Thickening of This Product is Not a Defect

This recommendation was adopted.

61-82 EFFECTO ENAMEL PRIMER RED

Mr. Wilkinson reported that the sub-head on face label "Rust Inhibitive" had never been approved for Effecto Enamel Primer Red which is made only for the Cleveland Paint & Color Company.

This product contains a lead pigment which contradicts the Effecto back label, which states "Free from Lead Pigments. Meets the safety standards required for use on children's furniture".

Accordingly, it was decided to change the name of this item to "Pratt & Lambert Rust Inhibitive Primer Red" and relabel all stocks at Cleveland and in the Cleveland area.

61-83 PLASTIC SQUEEZE BOTTLES

Mr. Wilkinson reported that since the last Managers' Meeting he had further investigated the cost and use of plastic squeeze bottles for Multipurpose

Colorants. He stated that the cost per bottle was very high and 25,000 bottles must be ordered to get the best cost. There are certain other drawbacks also. It was decided not to package P&L Multipurpose Tinting Colors in plastic squeeze bottles.

61-84 P&L OIL STAINS - DISCONTINUANCE DATE

Mr. Wilkinson reported that very few orders were now received for Oil Stains and suggested that the trade be notified that the marketing of these stains would be discontinued. The Sales Divisions reported that this matter had been taken care of by them individually at the time Tonetic Wood Stains were announced to the trade.

61-85 VITRALITE ENAMEL GLOSS COLORS

Mr. Wilkinson reported that sales of these colors were now very small. Only 840 gallons in 25 colors had been shipped in the first six months of 1961. The Machine System has eliminated the need for these ready-mixed colors.

It was decided that Vitralite Enamel Gloss colors would be discontinued June 30, 1962 and that the trade would be so notified on October 1, 1961.

The factory will begin at once to work off its stock of colors.

The branches were authorized to send their stocks to Buffalo for whatever salvage value they have.

61-86 LYT-ALL STIPPLING EGGSHELL

Mr. Wilkinson reported that the sales of certain colors in this line were very low.

It was decided to discontinue all colors in this line which are the same as the colors to be discontinued in The New Lyt-all Flowing Flat and Vitralite Enamel Eggshell lines; discontinuance date to be set at next Managers' Meeting.

61-87 SILDURA

Mr. Johnston reported that the authorized descriptive sheet to be used in a survey for Sildura by the New York office had been prepared and two slightly different versions had been sent to the New York office for Mr. Brown's comments.

Also the factory had made the authorized 25 gallon batch of Sildura Hunter Green, plus 63 more gallons of this color which were required for orders.

Since the last Managers' Meeting, 55 gallons of Sildura White had been made to fill two 24 gallon orders and another 50 gallon batch of the White was in process.

It was decided that the marketing of Sildura as a standard listed item or as a standard unlisted item had certain drawbacks such as high cost and long testing periods before a customer might adopt its use.

Mr. Brown stated that a brief survey made in the Metropolitan New York area indicated that public utility companies wanted information based upon neutral laboratory tests and also based upon actual finished jobs.

In view of these drawbacks, it was decided that we would continue to market Sildura as a special, the Buffalo factory to have small quantities of Sildura White and Sildura Hunter Green in stock so that there would be no \$25.00 charge for orders less than 24 gallons in these two colors.

All other colors will be manufactured as specials and will require a minimum order of 24 gallons to avoid the \$25.00 small quantity charge.

Mr. Johnston will send the branches current billing costs based upon minimum quantities of the Sildura liquid.

61-88 FURNITURE AND FIXTURE LACQUERS

Mr. Johnston reported that the laboratory had made a review of the 32 lacquers now sold by the Trade Sales Divisions as Furniture and Fixture Lacquers.

The total gallonage of the 32 lacquers for 1960 was 23,581.

This survey indicated that 16 of the 32 lacquers could be eliminated by substituting other of these original lacquers which are very close in all properties. The 16 lacquers recommended for elimination total only 3,290 gallons shipped in 1960.

A report of this review has been sent to the various divisions with recommended lacquers for a low-priced line and a high quality line to be sold by the Trade Sales Divisions for furniture and fixtures.

The individual sales divisions will review this report and send their comments to Mr. Johnston.

61-89 BOWLING ALLEY FINISHES

Mr. Johnston reported that samples of competitive Base or Priming Coat and Alley Finish Lacquer had been sent to laboratory for examination which is now in process.

The results of this examination with recommendations regarding further procedure will be reported to the various sales divisions as soon as laboratory work is completed.

61-90 VAPEX MASONRY PAINT & ALKATITE CEMENT & STUCCO PAINT

Mr. Neumann reported that only 492 quarts of all colors of Alkatite Cement & Stucco Paint were sold in 1960 and only 395 quarts of all colors in the Vapex Masonry Paint line, indicating that probably the colors in quarts could be discontinued.

It was decided that the Color Committee would review the color lines in Alkatite Cement & Stucco Paint and Vapex Masonry Paint.

61-91 VITRA-TILE COATING

Mr. Neumann recommended that a notation be placed on the back label of Vitra-Tile Coating cans reading somewhat as follows:

"See Applicator's Manual Before Applying This Material"

It was decided that the Label Committee would select the proper wording for this statement and that it would be placed on the back label together with the manufacturer's warranty.

Also it was decided that the branch sales divisions would record sales of Vitra-Tile in their monthly reports.

Mr. Stark reported that the instability of Vitra-Tile had caused some trouble in job production. Certain color pigments accelerate deterioration and ready-mixed colors have a shorter storage life than the white.

It was decided that the Buffalo factory would not be responsible for defects in Vitra-Tile Coating supplied in colors after two months from date of shipment.

Mr. Lutz will issue a Technical Department Bulletin regarding the tendency of Vitra-Tile to body, outlining the effects that certain color pigments have when mixed with this product.

61-92 COLORS FOR GENERAL ELECTRIC COMPANY

Mr. Wilkinson reported that the General Electric Company had requested our cooperation in their proposed promotion of Textolite. They asked that we suggest harmonizing colors as outlined in their letter of August 23.

It was decided that we would make a selection of P&L colors, supplying 600 sets of color chips for each of General Electric Company's Textolite Twilight colors. There will be no charge for these color chips.

The Advertising Department will notify the branch sales divisions regarding the P&L colors selected for this purpose.

APPROVED BY

R. W. Lindeman

-MR. C. E. SOLLY
PRATT & LAMBERT-INC.

September 14, 1961

MR. R. B. MATHER

URGENT: MEMPHIS
AUGUST 30-31, 1961
MINUTE 61-76

This Minute does not mention Chalk Resistant White which was adopted in the Water-Thinned Linseed Oil House Paint line.

This product will be marketed in U.S.A. in fives, ones and quarts, and will have the same price as the White, which is \$8.50 per gallon in one, Zone I, Group 4, U.S.A.

Please change your copy of the Minutes to include this correction.

Yours very truly,

W. R. Johnston

Manager Transportation Sales

W. R. S.

WJ:rs

cc: Mr. Solly

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