

MANAGERS' MEETING

A meeting of the Managers was held in Buffalo, December 4-5, 1963, the following being present:

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

Mr. Murphy
Mr. Nolan
Mr. Rhode
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

(Minute 63-89 through 63-121 inclusive)

63-89 REVIEW OF PRODUCTION

Oils

Linseed

Current billing cost - \$.1344 per lb.
Current market cost - \$.1364 per lb.

On October 7, Linseed Oil advanced to a basis of \$.128 lb. Minneapolis or \$.1364 Buffalo, raw in tankcars and appears firm at the higher figure. November 1 billing cost was \$.1344 lb. Ample supplies seem assured.

Tung

Current billing cost - \$.3650 per lb.
Current market cost - \$.3275 per lb.

Domestic Oil is now being pressed and there is a fair entry of South American oil. The price level is now \$.3275 lb. Buffalo and the market appears to be weak.

Refined Soya Bean

Current billing cost - \$.11 per lb.
Current market cost - \$.10 per lb.

Huge amounts of speculation drove Soya Bean Oil to a seasons high of \$.123 lb. but the market then had a drastic decline and at one point refined oil was \$.091. Firmness then developed and it is now \$.10 lb.

Resins

Alkyd resin prices are firm to higher due to a more stable market for phthalic anhydride and glycerine. We do not look for any immediate change in this situation.

Solvents

Since last report butyl alcohol and acetate were reduced in price; other solvents appear to be firm.

Pigments

Effective January 2, chrome yellows and greens will advance two cents per pound. This is due to the numerous increases in price of lead metal.

Containers

Due to increase in labor and other costs, cans will advance in price February 1. The amount of the increase has not yet been announced.

Carton markets generally are firm but due to some price cutting in the Buffalo area our prices were recently reduced.

Mr. Stark reported that the Buffalo factory had investigated the possible use of end-opening cartons but found that they were not generally satisfactory.

The Buffalo factory also checked the possible use of a carton similar to what we are now using but with overlapping glued joints instead of taped joints. The former cost \$174.00 per M, while our present cartons cost \$191.00 per M. The overlapping glued joint type has given equally good results and has been adopted at a saving of approximately \$550.00 per month, or \$6600.00 per year.

Mr. Brewster stated that a 28 gauge steel pail with 26 gauge steel cover had been approved by railroads and truck freight classification committees, and had been adopted for use at the Buffalo factory. Products shipped in these pails must have a flashpoint above 80°F. The adoption of the 28 gauge steel pail results in a saving of \$58.00 per M, or \$500.00 - \$600.00 per month.

63-90 1964 SALES MEETINGS

Mr. Wilkinson reviewed the programs for the 1964 Sales Meetings as follows:

- 1st day - Morning - Same general procedure as last year, reported in Minute 63-70, September 4-5, 1963 Managers Meeting.
- 1st day - Afternoon - Mr. Wilkinson suggested that the afternoon program, as outlined in Minute 63-70, 1963 Managers' Meeting, be changed to include the presentation of color reel entitled "Color News Reel 1964" which was shown at the National Paint Varnish and Lacquer Association Convention in New York City on October 28-30, 1963. It is in the form of a sound film

which requires 27 minutes for showing. Two reservations should be considered as follows, regarding the showing of this film on color:

- 1) Do we have deep wall colors in our lines to approximate the colors used in the rooms of the house employed in making this film?
- 2) Will the film be ready for presentation by the time of our 1964 Sales Meetings? It is expected to be ready by the end of December 1963.

This film costs \$200.00.

Mr. Wilkinson proposed that a discussion of P&L House Paints in general replace the discussion of "6-T-1" House Paint - with special emphasis on the new color card of 32 colors selected from the Machine System.

This discussion will include also the use of the Machine System Bases to increase sales of all House Paints including "6-T-1".

Mr. Wilkinson's suggestions were adopted, subject to his getting further information regarding the color film.

The agenda for the afternoon of the first day will then be as follows:

- | | |
|-------------------------------------|-----------------|
| 1) Vapex Masonry Paint | - Mr. Wilkinson |
| 2) House Paint and Tomorrow's House | - Mr. Lutz |
| 3) P&L House Paints | - Mr. Wilkinson |
| 4) Color and Color Control | - Mr. Lutz |
| 5) Color News Reel 1964 -film | |
| 6) Noxide The Enduring Metal Finish | - Mr. Wilkinson |

2nd day

- At the September 1963 Managers' Meeting it was decided that the Branch Sales Divisions would send outlines of their second day programs to Mr. Wilkinson, the final details of the programs to be decided at this meeting (December 1963).

For various reasons these outlines were not sent to Mr. Wilkinson.

The agenda for the second day will include the following topics, exact details to be determined by each Sales Division for its own meeting:

- | | |
|-------------------------|---|
| 9:00 - 10:30 A.M. | 1) Discussion of newly revised Architectural Specification Manual. |
| 10:30 A.M. - 12:30 P.M. | 2) Discussion of special products used in Sewage Disposal and Water Treatment Plants. Two hours have been allotted for this discussion which will be handled by Mr. Zimmer. |
| 1:30 - 2:30 P.M. | 3) Presentation of glossary and slides. |
| 2:30 - 4:30 P.M. | 4) Discussion of new Sewage Disposal and Water Treatment Plants Specification Manual. |
| 4:30 P.M. | 5) Closing Talk - Mr. Lindsay. |

It had been decided at the September 1963 Managers' Meeting that a glossary of terms used in Sewage Disposal and Water Treatment Plants would be prepared by Mr. Struck and multilithed for distribution at Sales Meetings. Mr. Anderson reported that Mr. Struck's preparation of this glossary was nearly completed.

Mr. Mather stated that the Advertising Department would do the multilithing.

The Chicago office had been requested also to obtain pictures illustrating any unusual terms included in the glossary so that they could be presented at the Sales Meetings either by projection of pictures, or by slides made from the pictures.

Mr. Anderson reported that Mr. Struck had obtained these pictures which will be accompanied by descriptions written by him. There will be about twenty pictures, which the Advertising Department will have made into slides.

Mr. Wilkinson recommended that three sets of slides of these pictures be ordered - one for each Sales Meeting. They can be used in sales training in the future. The cost per set of slides will be approximately \$30.00.

It was decided to order three sets of slides.

63-91 PAINTING & DECORATING CONTRACTORS OF AMERICA NATIONAL CONVENTION, HILTON HOTEL, PORTLAND, ORE., FEB. 11-12, 1964

Mr. Wilkinson reported that Booth No. 10 had been reserved at this convention at a cost of \$325.00.

The Chicago office will staff this booth.

63-92 PAINT & WALLPAPER ASSOCIATION OF AMERICA NATIONAL CONVENTION, CONRAD HILTON HOTEL, CHICAGO, ILL., NOV. 20-22, 1964

Mr. Wilkinson reported that Booths 1314 and 1316 had been reserved for this convention at a cost of \$850.00.

Mr. Wilkinson reported that at a Planning Committee Meeting held December 3, 1963, it was decided to become a national sponsor for the correspondence training program being developed by the Paint & Wallpaper Association of America, Inc., at a cost of \$1500.00.

63-93 NATIONAL ASSOCIATION OF BUILDING OWNERS AND MANAGERS CONVENTION, PALMER HOUSE, CHICAGO, ILL., JUNE 28th to JULY 2nd, 1964

Mr. Anderson recommended participation in this convention, stating that no hospitality room was required.

It was decided that Pratt & Lambert would be represented at this convention at a cost not to exceed \$600.00. The Chicago office will handle all details.

63-94 NOXIDE THE ENDURING METAL FINISH

(a) Equipment Enamel Names

Mr. Wilkinson reported that the following Equipment Enamel names had been established through discussion and correspondence with the Trade Sales Divisions. He recommended that these names be approved:

- 16 Black
- 152 Bright Blue
- 156 Bright Green
- 158 Bright Red
- 160 Bright Yellow
- 153 Medium Gray
- 154 Haze Gray
- 157 International Orange
- 159 School Bus Yellow

These names were approved.

(b) Equipment Enamel Prices

Mr. Wilkinson reported that the following Equipment Enamel List Prices in gallons, Group I, Zone 1, had been established by correspondence with the U.S.A. Trade Sales Divisions:

16 Black	- \$ 6.95
154 Haze Gray) 153 Medium Gray)	- 7.25
152 Bright Blue) 156 Bright Green) 160 Bright Yellow)	- 7.95
158 Bright Red) 157 International Orange) 159 School Bus Yellow)	- 8.80

These prices were approved.

Canadian prices will be established at a later date.

(c) Metal Paint Prices

Mr. Wilkinson reported that 106 Green in the Noxide Metal Paint line had been reformulated to include a rust-inhibitive pigment and two new colors have been added to this line:

108 Haze Gray
109 Smoke Gray

He recommended that the following list prices in gallons, Group 1, Zone I, U.S.A. be adopted:

106 Green	- \$ 9.20 (same as present 106 Green price)
108 Haze Gray) 109 Smoke Gray)	- 8.00 (same as present list prices for 103 Pearl Gray and 104 Smoke Gray)

These prices were adopted.

(d) Elimination of Word (New) in Names of Noxide One Day Primers

Mr. Wilkinson reported that through discussions with the Trade Sales Divisions and the Technical Department, it was decided to eliminate the word (New) in the names Noxide No. 96 One Day Primer Red and 107 One Day Primer Gray.

The word "New" has been used in these names for several years and there should be no stocks on the market of the previous formula in which the word "New" was not included in the name.

It was decided to eliminate the word "New" in these products. *

(e) Heat Resistant Aluminum Paint No. 7227

At the September 1963 Managers' Meeting the possibility of including Heat Resistant Aluminum Paint No. 7227 in the new Noxide line was discussed but no decision was made.

This product has heat resistance up to 500°F. compared with 400°F. for P&L Aluminum Paint and Noxide 105 Aluminum Paint.

At the September 1963 Managers' Meeting it was decided to establish Heat Resistant Aluminum Paint, GX7227 as a standard unlisted product in the group of resistant finishes adopted for the new Sewage Disposal and Water Treatment Plant Specifications.

After the September 1963 Managers' Meeting, Mr. Wilkinson discussed with the various Trade Sales Divisions the advisability of including Heat Resistant Aluminum Paint, GX7227 in the Noxide line and it was agreed not to do so.

If there was an over-the-counter demand for a product of this type, it was believed the demand would be satisfied by having it available as a standard unlisted item.

Mr. Wilkinson, therefore, recommended that we do not include GX7227 as a heat resistant aluminum paint in the Noxide line. This recommendation was adopted.

After considerable discussion it was decided to mention GX7227 in the Noxide color card as a heat resistant aluminum paint that withstands temperatures up to 500°F., this inclusion in the color card to be made whenever it can be done readily. *

(f) Marketing Date for Revised Line

The last sentence of Minute 63-74, September 1963 Managers' Meeting reads as follows:

"The new Noxide lines will be announced at the 1964 Sales Meetings; at that time giving date when all products will be ready for marketing."

Mr. Wilkinson reported that it is expected the new color card will be ready and also stocks of all new Noxide Equipment Enamels and new formulas in the Noxide Metal Paint line will be available when 1964 Sales Meetings are held. He moved that the marketing date of the Noxide line be established as of the 1964 Sales Meeting dates. This recommendation was approved.

(g) Policy for the Subsidiary Paint Manufacturing Companies Regarding Current Stocks of Goods and Labels

- 1) Mr. Wilkinson recommended that as of 12/15/63 all stocks of the old formula for Noxide 106 Green be relabelled as P&L House Paint 310 Blind Green. This relabelling will eliminate any confusion with the revised rust-inhibitive formula which will be designated as "Noxide 106 Green".

It was recommended also to replace at the Subsidiary Paint Manufacturing Companies, covers on all cans in stock of the old formula with covers containing the code number of 310 Blind Green.

- 2) Mr. Wilkinson recommended that we continue shipping all stocks of present Noxide Paint items until December 31, 1963, or until stocks are exhausted, whichever comes first.
- 3) Mr. Wilkinson recommended that, with the exception of primers, only containers with the revised label be shipped after January 1, 1964.

He recommended also that after January 1st, the stocks of Noxide 103 Pearl Gray and 104 Dark Gray be considered exhausted, and any remaining stocks be worked off in P&L House Paint.

- 4) Since the stocks of unused old labels should be relatively small, Mr. Wilkinson recommended that all stocks of unused old labels be destroyed.

The above four recommendations were adopted.

Mr. Wilkinson recommended if current stocks of products to be retained in the Noxide line are exhausted before January 1, 1964, that new labels be used on containers for any necessary additional batches of these Noxide Paint products.

The demand for these paints during the next two months will probably be very small and there should be no harm if a few gallons of each product retained in this line are marketed with new labels before the revised line is announced.

This recommendation was adopted.

(h) Discontinuance Date for Machinery Enamel Line and Certain Noxide Metal Paints

Mr. Wilkinson reported that it was decided at the September 1963 Managers' Meeting to discontinue P&L Machinery Enamel line at a "date to be decided later".

Since we shall soon be announcing the discontinuance dates for certain colors in the Vapex Masonry Paint line, discontinued colors in the Solidex line, discontinuance of Vapex House Paint colors, and probably the discontinuance dates for Alkatite Cement & Stucco Paint colors and Low Luster House Paint colors, it seemed advisable to notify the Trade before the 1964 Sales Meetings that early in 1964 a new line of Equipment Enamels will be introduced and the Machinery Enamel line will be discontinued as of March 31, 1964.

Also some of the Noxide Metal Paint colors will be changed and Noxide 99 Black, 103 Pearl Gray, 104 Dark Gray will be discontinued when stocks are exhausted and an improved formula for 106 Green will be introduced early in 1964.

In Mr. Wilkinson's opinion it was advisable to make such an announcement to the Trade by December 10th or as soon as possible thereafter.

Mr. Wilkinson further recommended that the discontinued Machinery Enamels and Noxide products remaining in inventory on June 30, 1964, and old color cards for the Machinery Enamel line and the old color cards for the Noxide line be written off as of that date. *

It was decided to announce at the 1964 Sales Meetings that the above mentioned Machinery Enamel line and Noxide colors will be discontinued when stocks are exhausted.

It was decided that of December 31, 1963 we would write down the value of the stocks of these discontinued products and color cards to their estimated salvage value.

63-95 ALKATITE CEMENT & STUCCO PAINT

At the November 1962 Managers' Meeting it was decided to discontinue the standard colors and primer in the Alkatite Cement & Stucco Paint line but no discontinuance date was established.

The subject was again reviewed at the June 1963 Managers' Meeting and was deferred to this meeting.

Mr. Wilkinson reported that during this period the stocks of the colors and primer had been reduced, supposedly to a minimum, and it is doubtful that they would go appreciably lower if we continue the line, as the present inventory of 2500 gallons includes fives, ones and quarts in ten colors.

He recommended that on December 10th, or as near as possible to that date, an announcement by sales bulletin from the branch sales offices be issued stating that the ready-mixed colors and primer in the Alkatite Cement & Stucco Paint line will be discontinued when stocks are exhausted. Also he recommended that any stocks of these products or of the TC color cards remaining in inventory as of June 30, 1964, be written off at that time by the parent and subsidiary paint manufacturing companies.

After considerable discussion a decision regarding the discontinuance announcement to the Trade was deferred to the June 1964 Managers' Meeting. *

It is requested that as of December 31, 1963 and March 31, 1964, inventories of the colors and primer be forwarded to Mr. Stark by the Branch Offices and the Waggener Paint Company. It was agreed that filling of individual orders may be delayed, if necessary, to permit transfer of stocks from one location to another.

63-96 LOW LUSTER HOUSE PAINT

At the June 1963 Managers' Meeting it was decided to retain only the following ready-mixed colors in the Low Luster House Paint line:

Cavalier Gray
Deep Red
Surf Green

The line would also include White, Chalk Resistant White, Black and Machine System Bases.

The following new colors were added to the line:

Char Black
Dune White
Petal Pink
Savoy Blue

No decision was made at the June 1963 Managers' Meeting regarding the discontinuance date for the colors to be dropped.

Mr. Wilkinson recommended that on May 31, 1964 we advise the Trade that on October 31, 1964 the following ready-mixed colors would be discontinued:

Cactus Green
Canyon Pink
Dover Gray
Eden Green

Niagara
Sandstone
Sungold
Tusk Ivory

and that also on May 31, 1964 we introduce the new color card for Low Luster House Paint. *

It was decided to defer the selection of a discontinuance date to the June 1964 Managers' Meeting.

In the meantime the Branch Sales Divisions and Subsidiary Paint Manufacturing Companies will send to Mr. Wilkinson inventories as of April 30, 1964 of the colors to be discontinued.

The decision of the June 1963 Managers' Meeting to send such inventories to Mr. Wilkinson as of December 31, 1963 was rescinded.

63-97 DISPOSAL OF OLD ITEMS IN A&P INVENTORY

At the September 1963 Managers' Meeting (Minute 63-76), Mr. Mather reported an accumulation of miscellaneous old advertising totalling \$26,288.11.

A decision concerning the disposal of these old advertising features was deferred to this meeting.

It was decided to write off certain items.

The Advertising Department will contact the various architectural sales divisions to determine what items are to be written off, final decision to be made by Mr. Mather and Mr. Wilkinson.

63-98 EXTERIOR RUSTIC STAIN COLOR DECK

At the September 1963 Managers' Meeting (Minute 63-83), the Advertising Department was requested to investigate the possibility of obtaining a suitable color deck for Exterior Rustic Stain.

Mr. Mather reported that none of our color card manufacturers was interested in this proposition, so no outside quotations were available.

Mr. Wilkinson further recommended that the discontinued Machinery Enamels and Noxide products remaining in inventory on June 30, 1964 and old color cards for the Machinery Enamel line and the old color cards for the Noxide line be written off as of that date.

It was decided to announce at the 1964 Sales Meetings that the above mentioned Machinery Enamel line and Noxide colors will be discontinued when stocks are exhausted.

It was decided that as of December 31, 1963 we would write down the value of the stocks of these discontinued products and color cards to their estimated salvage value.

63-95 ALKATITE CEMENT & STUCCO PAINT

At the November 1962 Managers' Meeting it was decided to discontinue the standard colors and primer in the Alkatite Cement & Stucco Paint line but no discontinuance date was established.

The subject was again reviewed at the June 1963 Managers' Meeting and was deferred to this meeting.

Mr. Wilkinson reported that during this period the stocks of the colors and primer had been reduced, supposedly to a minimum, and it is doubtful that they would go appreciably lower if we continue the line, as the present inventory of 2500 gallons includes fives, ones and quarts in ten colors.

He recommended that on December 10th, or as near as possible to that date, an announcement by sales bulletin from the branch sales offices be issued stating that the ready-mixed colors and primer in the Alkatite Cement & Stucco Paint line will be discontinued when stocks are exhausted. Also he recommended that any stocks of these products or of the TC color cards remaining in inventory as of June 30, 1964, be written off at that time by the parent and subsidiary paint manufacturing companies.

After considerable discussion a decision regarding the discontinuance announcement to the Trade was deferred to the June 1964 Managers' Meeting.

It is requested that as of December 31, 1963 and March 31, 1964, inventories of the colors and primer be forwarded to Mr. Stark by the Branch Offices and the Waggener Paint Company. It was agreed that filling of individual orders may be delayed, if necessary, to permit transfer of stocks from one location to another.

63-96 LOW LUSTER HOUSE PAINT

At the June 1963 Managers' Meeting it was decided to retain only the following ready-mixed colors in the Low Luster House Paint Line:

847 Ivy Green
849 Red
850 Rustic Brown

The following paints will be retained also:

840 White
863 Chalk Resistant White
842 Black

Light Base No. 875
Deep Base No. 890

The following ready-mixed color will be added:

Char Black

No decision was made at the June 1963 Managers' Meeting regarding the discontinuance date for the ready-mixed colors to be dropped and Char Black added.

Mr. Wilkinson recommended that on May 31, 1964 we advise the Trade that on October 31, 1964 the following ready-mixed colors would be discontinued:

843 Cactus Green
844 Canyon Pink
845 Dover Gray
846 Eden Green

848 Niagara
851 Sandstone
852 Sungold
853 Tusk Ivory

and also that on May 31, 1964 we introduce the new color card for Low Luster House Paint.

It was decided to defer the selection of a discontinuance date to the June 1964 Managers' Meeting.

In the meantime the Branch Sales Divisions and Subsidiary Paint Manufacturing Companies will send to Mr. Wilkinson inventories as of April 30, 1964 of the colors to be discontinued.

The decision of the June 1963 Managers' Meeting to send such inventories to Mr. Wilkinson as of December 31, 1963 was rescinded.

63-97 DISPOSAL OF OLD ITEMS IN A&P INVENTORY

At the September 1963 Managers' Meeting (Minute 63-76), Mr. Mather reported an accumulation of miscellaneous old advertising totalling \$26,288.11.

A decision concerning the disposal of these old advertising features was deferred to this meeting.

It was decided to write off certain items.

The Advertising Department will contact the various architectural sales divisions to determine what items are to be written off, final decision to be made by Mr. Mather and Mr. Wilkinson.

63-98 EXTERIOR RUSTIC STAIN COLOR DECK

At the September 1963 Managers' Meeting (Minute 63-83), the Advertising Department was requested to investigate the possibility of obtaining a suitable color deck for Exterior Rustic Stain.

Mr. Mather reported that none of our color card manufactueres was interested in this proposition, so no outside quotations were available.

Mr. Solly presented a sample color deck which could be produced in P&L Printing and Finishing Departments at about \$1.10 each in lots of 1000. The cost to the Sales Departments would be about \$1.22 each. Requirements for these color decks were estimated as follows:

Chicago	-	1000
Central Sales	-	500
New York	-	500
Canadian	-	150

It was decided to make 2000 decks at once, dividing them proportionately among the Architectural Sales Divisions according to the requirements outlined above.

63-99 CALIBRATED COLOR DISPLAY CENTER

At the September 1963 Managers' Meeting (Minute 63-85), the Advertising Department was requested to investigate a suitable means for creating focal points in dealer's stores for the merchandising of color.

Mr. Mather reported that a field study had been conducted by a reputable display manufacturer at no cost to us.

Mr. Solly presented illustrations or drawings showing four tentative proposals as follows:

- 1) End of counter display - \$11.50 each in lots of 1500 without legs or lamp, or \$14.20 each with legs.
- 2) Lined display board type - \$6.00 each in lots of 1500 without illumination; \$7.00 each in lots of 1500 with illumination.
- 3) Corrugated Board shelf - \$13.75 each in lots of 1500.
or booth display
- 4) Hardboard shelf or booth - \$30.00 - \$35.00 each in lots of 1500.
display

All prices are F.O.B. point of manufacture.

It was decided that 1500 Calibrated Color Displays were not required.

Number 1 above seemed to be the most suitable. It was decided to get prices on this type of display in 500 and 750 lots and also to ascertain the cost of making a pilot model. If the cost of a pilot model is not excessive, one will be ordered. *Delayed by Mr. Mather's letter 11/9 - 120-20*

Some color pictures of this display can be prepared if required.

63-100 MAGAZINE SPACE RATES

Mr. Mather reported that since the September 1963 Managers' Meeting, he had received notice of increases in space rates as follows:

Maclean's Magazine
Per 4-color, 1/2 Page an increase of \$315
from \$3,150 to \$3,465.

Le Magazine Maclean
Per 4-color, 1/2 Page an increase of \$110
from \$1,100 to \$1,210.

Total space rate increases for the year are \$980. These increases were approved.

63-101 DODGE REPORT SERVICE CONTRACT FOR 1964

Mr. Mather reported that the Central Sales Division was the only one interested in Dodge Reports for 1964.

It was decided to renew the Central Sales Division contract with the F. W. Dodge Corporation for the same coverage as in the current contract at an increase of \$250.00, or from \$4,036.00 to \$4,295.00 for 1964.

The renewal of this contract was approved at the increased rate.

63-102 POSL SIGNS

Mr. Mather reported that our most recent order for these signs was placed November 30, 1962 for 50 units at \$205.00 each. There are 18 signs remaining from these 50 units which normally would last into the early months of 1964. About 6 weeks' lead time is required for manufacturing.

Since the last order, certain structural improvements have been made in the sign but the cost has been lowered from \$205.00 to \$198.00 each in lots of 50.

Mr. Mather recommended placing a blanket order for 50 POSL signs to be paid for as withdrawn but with a terminal billing date of 6 months from the date the last sign is shipped against our last previous order. This procedure is in accordance with the one followed previously. *

It was decided to order 50 POSL signs on the above terms.

63-103 LATEX FLAT WALL PAINT (DRIPLESS TYPE)

At the September 1963 Managers' Meeting, Mr. Lutz stated that the Cleveland Paint & Color Company and the Waggener Paint Company had reported favorably on the proposed product, GZ164.

The Western Division was not interested because in their tests Vapex Flat Wall Finish did a better job. It was not then realized by the Western Division, however, that GZ164 cost 12¢ per gallon less than Vapex Flat Wall Finish.

At that time it was decided to defer action pending outcome of Eastern Division tests.

On October 24, 1963, Mr. Gamard reported the results of two tests of GZ164 in comparison with Solidex. In both tests, GZ164 dried faster, had better color and better working properties than Solidex.

Ten gallons were shipped also to Mr. Frey at Columbus, Ohio. He reported that tests showed GZ164 had all the qualities of Solidex, brushed or rolled on concrete block.

It was decided to adopt goods GZ164 in U.S.A. and Canada as a standard listed product. This product will be packaged in gallon cans and five gallon pails.

A U.S.A. list price in gallons of \$5.85, Group 1, Zone I was adopted.

The price in Canada will be established later.

The name for this product will be selected by the Sales and Advertising Committee.

63-104 REVISION OF BACK LABELS FOR PAINTING PREPRIMED SIDING

Mr. Rhode reported that some trouble had been experienced when a single coat of a P&L house paint is applied on preprimed siding. It was his opinion that regardless of prepriming, a coat of House Paint primer should first be applied on preprimed siding under the top paint coat.

He recommended that the back label include instructions to use the same schedule of painting preprimed siding as for new siding.

This matter was referred to the June 1964 Managers' Meeting.

In the meantime the Sales Divisions will report complaints they have received regarding the painting of preprimed siding to Mr. Lutz. These complaints will then be reviewed to see if there is a need for changing back label instructions as recommended by Mr. Rhode.

63-105 VARMOR

Complaints regarding the use of Varmor over P&L Paste Filler and Sealers, including Shellac were discussed at a Planning Committee Meeting held December 3, 1963.

At that meeting, a product designated as Varmor Filler-Sealer was adopted for use under Varmor Clear Gloss and Satin on open-grained wood both for interior and exterior use.

The Planning Committee also agreed to incorporate a warning against the use of Varmor Clear Gloss and Satin over shellac, sanding sealer and lacquer sealer. This warning, coupled with the adoption of Varmor Filler-Sealer, is expected to eliminate the cause of many Varmor complaints.

Varmor Filler-Sealer is produced on the same type formula as "61" Filler-Sealer, except for slower thinners. Slower thinners prevent lap marks when Varmor Filler-Sealer is tinted to darker colors with P&L Machine Colorants.

Mr. Lutz will issue a Technical Department Bulletin describing Varmor Filler-Sealer which was adopted for marketing in gallons and quarts.

List Price in U.S.A. and Canada will be the same as the current price of "61" Filler-Sealer.

It was decided that Varmor Filler-Sealer will not be discussed at the 1964 Sales Meetings.

63-106 CELLU-TONE SATIN

Mr. Lutz stated that at the June 1963 Managers' Meeting (Minute 63-43), it was decided that the laboratory would improve the hiding, "stay-put" and drying qualities of Cellu-Tone Satin - at a sacrifice in spreading rate if necessary.

It was decided also to formulate an improved semi-gloss or eggshell production enamel, incorporating the best features of competing enamels examined in June, sacrificing if necessary the relatively low odor and spreading rate of Cellu-Tone Satin.

Mr. Lutz reported that to date it has been impossible to develop a better Cellu-Tone Satin formula even with a sacrifice in spreading rate, although a large amount of work had been devoted to this project.

The development of a semi-gloss or eggshell production enamel, combining the best features of competing enamels examined in June, resulted in a modified No. 81 Alkyd Enamel White Semi-gloss, samples of which were submitted for tests to the three U.S. Branch Architectural Sales Divisions. The samples were not acceptable and laboratory re-tests confirmed this fact.

It was generally agreed that the present formula for No. 81 Alkyd Enamel White Semi-gloss had the best properties of any P&I painter product, but lacked the speed and mushiness desired.

It was decided that the laboratory would concentrate on improving Cellu-Tone Satin.

63-107 VITRALITE ENAMEL EGGSHELL

Mr. Lutz stated that samples of an improved Vitralite Enamel Eggshell White were submitted to the U.S. Branch Architectural Sales Divisions on October 25, 1963.

Laboratory tests showed that the improved formula had better color, better color permanence, and better "stay-put" qualities than the standard formula at the expense of odor and leveling.

The New York and Chicago Divisions reports on their tests were unfavorable.

The Central Sales Division reported favorably on the improved formula.

The proposed Vitralite Enamel Eggshell White had poor leveling in New York and Chicago tests. Chicago reported that it was not equal to DuPont Super Dulux Odorless Enamel 299 Eggshell in leveling as well as certain other properties.

It was decided the laboratory would continue work to formulate an improved Vitralite Enamel Eggshell White.

63-108 VITRA-TILE

(a) Coating White and Glaze

Mr. Lutz reported that the Branch Sales Divisions were notified on September 29, 1963 that it was possible to make Vitra-Tile Coating and Glaze with a milder, less "gassy" odor.

Samples of the improved products were tested by New York and Chicago.

Chicago approved the change.

New York reported that the odor in the can was improved but the advantage was not so noticeable when a room was being finished. New York made no recommendation for or against adopting the products with the improved odor.

The material costs of the Coating and Glaze are approximately \$.01 per U.S. gallon more than the present formulas.

It was decided to adopt the new formulas.

(b) Filling 1's and 5's

Mr. Gamard reported that painters had trouble in making deep tints of Vitra-Tile Coating in one gallon cans and five gallon pails because they were too full for the addition of necessary tinting colors. He recommended that we do not fill ones and fives to capacity.

It was decided to market this product only in short-filled gallons and fives (15/16 full) and adjust prices to produce approximately the same gross profit.

(c) Additional Promotion Aids

Mr. Gamard reported that many compliments had been received regarding the last mailing to architects. He recommended a similar mailing in the near future.

Mr. Mather stated that in 1964 two mailings would be made to architects, both of which are already prepared. Neither relates to the new Architectural Specification Manual. It was decided to have a third architectural mailing in the form of an announcement folder regarding the manual.

Mr. Gamard withdrew his recommendation.

- (d) At the June 1963 Managers' Meeting, it was decided that the Eastern Division would continue experiments to develop a selection of color effects for the architect, in cooperation with the Advertising Department. There were to be 18-20 colors that could be produced practically in the field by tinting Vitra-Tile White.

Mr. Gamard reported that trouble had been experienced when attempting to tint Vitra-Tile colors to the same colors as Vitralite Enamel.

These 18-20 selected colors would be presented to the architect for use as Vitra-Tile specials rather than let the architect select any color he desired.

A program of this type would require controlled tinting strength of Vitra-Tile White at a higher manufacturing cost.

It was decided that this job was too comprehensive for any one Sales Division - and also it related to the company as a whole, so was a company problem.

No action was taken.

63-109 EXTERIOR RUSTIC STAINS

At the September 1963 Managers' Meeting (Minute 63-83), it was decided that the laboratory would investigate the possible development of a Machine Tinting System for Exterior Rustic Stains.

Mr. Lutz reported that standard Exterior Rustic Stains can be made using Bases and Machine System Colorants.

This was a progress report because exterior exposure tests have not yet been made to determine the durability of these Machine System stains. It may be possible to produce a combination interior-exterior stain, using Machine System Bases and Colorants.

63-110 P&L MULTIPURPOSE TINTING COLORS

At the September 1963 Managers' Meeting (Minute 63-82), it was decided that Mr. Slauter would obtain competitive selling prices on colorants marketed in plastic dispensing bottles and forward to Mr. Wilkinson along with an actual bottle of competitive material. This was done.

Mr. Wilkinson reported that one weakness of these bottles was that they sometimes collapsed and that comprehensive laboratory tests would be required before making any final decision regarding their adoption. Only the Waggener Paint Company is equipped to fill plastic bottles.

Mr. Lutz stated that clear plastic bottles would show any tendency for the contents to settle, or for color to separate.

It was decided that the potential market for P&L Multipurpose Colorants in plastic bottles was of insufficient size to justify the addition of such a line at this time.

63-111 PDS PORCELAIN ENAMEL DEALER SIGNS

Mr. Mather stated that stocks of this sign were low (14 in inventory), and if there is still interest in this feature a quantity should be reordered. He stated that 150 could be obtained for \$15.80 each which is the same as the last cost.

It was decided to order 150 signs to be paid for as withdrawn.

63-112 TRANSFER SIGNS AND INSIGNIAS FOR DEALERS' TRUCKS

At the September 1963 Managers' Meeting (Minute 63-78), the Advertising Department was requested to investigate the possibility of getting transfer signs, especially for use on truck doors and panels, at a lower price than had been quoted.

Mr. Mather reported that he was unable to get any lower quotations.

He presented a vinyl type transfer which could be offered dealers for their trucks with a kit containing certain privilege panels (paints, wallpaper, etc.). He stated that it would be cheaper for the truck owner to use transfers of this type than to have the trucks lettered.

No interest was shown in these transfer signs.

It was decided that the Advertising Department would investigate the possibility of using for a door sign a reproduction of the P&L bull's-eye illuminated sign design.

63-113 DISTRIBUTION OF 1964 DEALER MERCHANDISING PLAN FILES

Mr. Mather reported that our local advertising material for 1964 is being prepared in the form of a file box about 10 x 12 x 4 inches, hinged top, containing folders of various pieces of promotional matter including newspaper ads. This procedure was in accordance with a decision made at the June 1963 Managers' Meeting (Minute 63-56).

Mr. Mather presented several methods of delivery of these boxes to dealers.

It was decided that all boxes will be shipped from Buffalo. It is expected they will be ready about February 1, 1964.

63-114 CMS-AG CONSUMER DIRECT MAIL FOLDERS

(a) Inventory

Mr. Mather reported that 200,000 copies of this folder had been printed and 99,700 copies remained in inventory as of November 14, 1963 at a value of \$5,975.84.

- (b) It was decided that this stock of folders would be offered to dealers at a price of \$1.50 per M in minimum quantities of 500. If imprinted, there will be an additional cost of \$1.50 per M but no imprints will be made in lots of less than 500.

After all orders are completed, any remaining stocks will be written off in 1964.

63-115 PCA PAINTER CAPS

Mr. Mather reported that our present contract for the purchase of painter caps expires March 2, 1964. It can be renewed for a period of one year at the prevailing cost of \$80.00 per M caps F.O.B. Ripon, Wisconsin.

The supplier of these caps will change from a white to a blue visor at no increase in cost if we think it advisable.

It was decided to renew the order for caps with a white visor at \$80.00 per M.

63-116 SB10 ARCHITECTURAL SPECIFICATION MANUAL

Mr. Mather stated that the estimated needs of the various Sales Divisions for the Tenth Edition of this Manual totalled 12,800 copies.

The original intention of the Management had been to purchase only 12,000 copies and this intention has subsequently been reaffirmed.

Based upon this smaller quantity, the allotments for each Trade Sales Division have been reduced proportionately as follows:

		<u>Estimated Needs</u>	<u>Reduced Apportionments</u>
Central	-	2,200	2,060
Eastern	-	4,000	3,750
Chicago	-	5,700	5,350
Canada	-	900	840

These new allotments were approved.

An announcement folder concerning availability of the 10th Edition of the Architectural Specification Manual will be sent to all architects on P&L mailing lists.

63-117 FREE OFFER OF STORE BANNERS FOR URETHANE VARNISH

Mr. Mather reported that the Urethane Chemical Sales National Aniline Division of Allied Chemical Corporation had produced a 2 color, 11-1/4 x 28-5/8 inches paper banner for in-store use reading as follows:

"Yes! We Now Have...New! Urethane toughest finish for any wood surface outwears ordinary finishes two-to-one! Ask us about it!"

These banners are available to us in any reasonable quantity without cost to promote Varmor.

No interest was shown in these banners.

It was decided that it was more advantageous to carry on our own brand name promotion rather than the promotion of a raw material which is part of the composition of Varmor.

63-118 PLASTIC CALLING CARD HOLDER FOR SALESMEN

Mr. Gamard presented a plastic calling card holder which he stated our salesmen could use for fastening on our books or other promotional material given to architects rather than stapling the name card of the salesman on these items. These holders can be obtained for \$15.25 per M in lots of 10,000.

No interest was shown in this holder.

63-119 SEWAGE DISPOSAL PLANT SPECIFICATIONS

At the September 1963 Managers' Meeting (Minute 63-88), 16 resistant finishes specified in the Sewage Disposal and Water Treatment Plant Specification Manual were adopted as Standard Unlisted Products. Agreement on list prices for these products was not reached through correspondence. Mr. Wilkinson recommended the adoption of the following list prices for gallons, Group 2, Zone I, U.S.A.:

<u>Goods</u>	<u>Code</u>	<u>List Price</u>
Epoxy Red Lead Primer No. 347	KP347	16.50
Epoxy Coating Dark Gray No. 71512	K71512	14.50
Epoxy Coating Silver Gray No. 71513	K71513	14.50
Epoxy Coating White No. 1822	K1822	15.60
Epoxy Activator No. 6330	6330	15.60
Petroleum-Epoxy Black	K0535	10.20
Petroleum-Epoxy Catalyst No. 1136	1136	2.75 (Quart)
Vinyl Primer No. 104-132	104-132	10.90
Vinyl Thinner No. 1571	1571	3.25
Red Lead - Lead Chromate Primer No. 30503	G30503	11.60
Heat Resistant Aluminum Paint No. 7227	GX7227	8.70
High Heat Resistant Aluminum Paint No. 31483	G31483	33.80
Safety Spray Aluminum Paint No. 34707	G34707	7.50
No. 46 Metal Pretreatment	105-93	9.30
No. 46 Metal Pretreatment Activator	1509	4.60
Effecto Enamel International Orange	G34732	9.50

The recommended prices were adopted.

Canadian prices will be established at a later date.

63-120 NO. 68 ALKYD ENAMEL SEMI-GLOSS BASES

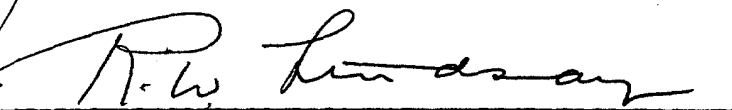
Deferred to March 1964 Managers' Meeting.

63-121 EFFECTO SPRAY ENAMEL GOLD

Mr. Wilkinson reported that laboratory tests, including Florida exposures, showed that a new formula for Effecto Spray Enamel Gold had far superior exterior durability, smudged less and tarnished less. The new formula, however, was inferior to our present product in brightness and smoothness. Cost of the new formula would be about 20% higher than the current formula and it would have to be ordered in a minimum of 2000 cans.

It was decided that we would retain our current formula for Effecto Spray Enamel Gold and not adopt the proposed new formula as an additional item.

APPROVED BY



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It was decided to order 150 signs to be paid for as withdrawn.

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63-114 CMF-AG CONSUMER DIRECT MAIL FOLDERS

(a) Inventory

Mr. Mather reported that 200,000 copies of this folder had been printed and 99,700 copies remained in inventory as of November 14, 1963 with a total value of \$5,975.84, or a value of approximately .06 each.

(b) Price

It was decided that the branch sales divisions would offer these folders now in stock to dealers at a price of \$1.50 per hundred in multiples of one hundred, with no imprints.

If imprinted they would be offered to dealers at same price but in minimum lots of five hundred.

The branch sales divisions will absorb all charges above the \$1.50 per hundred charged the dealer.

After all orders are completed any remaining stocks will be written off in 1964.

63-115 PCa PAINTER CAPS

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APPROVED BY

R. W. Lindsay