

AGENDA

Regular Meeting - Board of Directors
National Paint, Varnish and Lacquer Association, Inc.
Monday, October 30, 1961 - 9:30 A.M.
Pan American Room - Statler Hilton - Washington, D.C.

1. Call to Order - Chairman Hood
2. Introduction of Federation Officers - Chairman Hood
3. Minutes of Last Meeting - Secretary Gates
4. Financial and Budget and Expense Statements - Treasurer Cox
5. Report of Executive Committee - Chairman Hood
6. Association Activities - President Battley
7. Report of Public Relations Activities - Ted Deglin
8. 1961 Committee Reports for Action (Mailed) - President Battley
Report of the By-Laws Committee
9. Report of National Advisory Committee - C. E. Lambert
10. Membership - Secretary Gates
11. Miscellaneous
12. Adjournment

MINUTES
Regular Meeting
Board of Directors
National Paint, Varnish and Lacquer Association, Inc.
Monday, October 30, 1961
Statler Hilton, Washington, D. C.

Call to Order

The meeting was called to order at 9:45 A.M. by Chairman Hood with the following in attendance:

Wm. E. Hood (Chairman)
L. G. Backstrom
E. Colin Baldwin
Joseph F. Battley
R. S. Bennett
Guy J. Berghoff
E. F. Cox
John H. Daniels
H. Braith Davis
A. D. Duncan
D. E. Eichelberger

S. U. Greenberg
D. W. Greene
Gustave Klinkenstein
C. E. Lambert
R. L. McCann
R. S. McKay, II
W. F. H. Matlage
D. A. Merson
E. F. Musterman
N. W. Putnam
Charles W. Scott
Harry E. Stone
J. V. Thompson
Alton J. Ward
A. R. Wolff

Industrial Paint Mfg. Co.
Cook Paint & Varnish Co.
The Sherwin-Williams Co.
National Paint, Varnish & Lacquer Assoc.
Bennett's
Pittsburgh Plate Glass Co.
The Gilbert Spruance Company
Archer-Daniels-Midland Co.
Consolidated Coatings & Chemicals Inc.
The Glidden Company
Anthony Paint Co., Div. of U.S. Paint,
Lacquer & Chemical Co.
DeSoto Chemical Coatings, Inc.
Oliver Johnson & Co., Inc.
Maas & Waldstein Company
Lambert Corporation
New Jersey Zinc Company
The Dean & Barry Company
E. I. du Pont de Nemours & Co.
National Lead Company
Devco & Reynolds Company
Imperial Color Chemical & Paper Co.
Interchemical Corporation
American Lacquer Solvents Co.
Thompson & Company
Kellermann Paint & Lacquer Corp.
Enterprise Paint Mfg. Co.

Absent

W. P. F. Brauner
R. J. Eckart
Roy W. Lindsay
H. C. McClellan
Wm. F. Reich, Jr.
Henry H. Reichhold
F. G. Weed

W. P. Fuller & Co.
Sapolin Paints Inc.
Pratt & Lambert, Inc.
Old Colony Paint & Chemical Co.
Union Carbide Chemicals Co.
Reichhold Chemicals, Inc.
Rinshed-Mason Company

Guests

J. R. Alexander
E. J. Butler
R. M. Cox

New Jersey Zinc Company
McDougall-Butler Co., Inc.
The Gilbert Spruance Co.

NPC 012553

N 4440.01

Ted Deglin
Paul T. Eitel
E. A. Foy
W. L. Foy
Leo S. Guthman
J. A. Hager
D. J. Healy
H. S. Margetts
J. A. Martino
M. J. Merkin
Kevin B. Moore
John W. Nestor
A. A. Shuger
T. Spencer Shore
A. W. Steudel
A. P. Stresen-Reuter
J. Van Vloten

Ted Deglin & Associates
Porter Paint Co., Inc.
Foy-Johnston, Inc.
Foy-Johnston, Inc.
Bradley & Vrooman Company
Grand Rapids Varnish Corp.
Spencer-Kellog & Sons Inc.
W. P. Fuller & Company
National Lead Company
M. J. Merkin Paint Company
Willis-Moore Paint Specialties, Inc.
E. I. du Pont de Nemours & Co.
Baltimore Paint & Color Works
The Eagle-Picher Company
The Sherwin-Williams Co.
Fred'k A. Stresen-Reuter, Inc.
Kyanize Paints, Inc.

NPVLA Staff

A. W. Gates, Secretary
L. A. Elliott, Executive Vice President
D. S. Ring, General Counsel
R. A. Roland, Special Assistant to the President

Introduction of Federation Officers

Chairman Hood introduced William L. Foy, President-elect, Federation of Societies for Paint Technology.

Minutes of Last Meeting

The Chairman reported that the minutes of the last meeting were mailed to all members of the Board of Directors. The minutes were approved without reading.

Report of the Treasurer

Treasurer Cox reported that the Budget & Finance and Executive Committees had reviewed the financial statement for the fiscal year ending September 30, 1961. Total income was \$21,223.81 over expenses. Expenses were \$27,235.30 under the budget. The accounts have been audited by Ernst & Ernst. The financial statements were approved by the Budget and Finance and Executive Committees.

The 1962 budget was reviewed. Estimated income is \$767,760.00. Estimated expenses are \$732,620.00. Estimated excess income over expense \$35,140.00 before special requests.

Special requests of \$10,000.00 additional for the Paint Research Institute, \$250.00 for the Steel Structures Painting Council, and \$54,375.00 for a special color film were deferred until the January Executive Committee Meeting.

A motion was passed to notify the Paint Research Institute in January definitely whether or not they will receive the additional funds they requested.

The Budget and Finance and Executive Committees recommended that the 1962 budget be approved.

Membership

The Secretary reported that the Budget and Finance Committee recommends to the Board of Directors the following companies be dropped from Association Membership Rolls for non-payment of dues:

Class A

Empire Coatings & Chemical Co., Denver, Colorado
Frank Gill Co., Wisconsin Rapids, Wisconsin
The Harrington Paint Co., Inc., East Cleveland, Ohio
The Jacroy Co., Bedford, Ohio
A. L. Lakey Co., Kalamazoo, Michigan
Long Island Paint & Chemical Co., Glen Cove, New York
Maritime Laboratories, Compton, California
Nankee Aluminum Paint Co., Brooklyn, New York
Paint Products Inc., Knox County, Ohio

A motion made and seconded, to drop the above companies for non-payment of dues, was unanimously approved.

The Secretary reported the following applications having been approved by the Membership Committee are presented for vote by the Board of Directors:

Class A

Cash & Carry Paint, Inc., Miami, Florida
The Passonno Corporation, Watervliet, N. Y.
Pennsbury Paint Company, New Britain, Pa.
Pure Blend Paint & Chemical Co., Panorama City, California

Class B

Aceto Chemical Co., Inc., Flushing, New York
Chemtronic, Inc., New Bedford, Mass.
Nease Chemical Co., State College, Pa.

AL
A motion made and seconded, approving the above applications, was unanimously approved.

The Secretary reported for the record that since the last meeting, applications for the following concerns were approved unanimously by a mail vote of the Board of Directors:

Class A

Airkote, Inc., Miami, Florida
Arndt-Palmer Laboratories, Inc., Melvindale, Mich.
Capitol Paint Mfg. Corp., Oklahoma City, Okla.
Gosden Paint Company, Beverly, N. J.
Curtis Products, Inc., Detroit, Mich.

Glenwood Paint Co., Inc., Glenwood, Minnesota
Hoffmann Paint Mfg. Co., Redwood City, Calif.
LaSalle Paint & Varnish Co., LaSalle, Mich.
Presto Chemicals, Inc., Sun Valley, Calif.
Rice Paint Co., Div. of Nelio Chemicals, Inc., Jacksonville, Fla.
Southport Paint Co., Inc., Div. of Wesson Oil & Snowdrift Co., Inc.
Savannah, Ga.
Standard T Chemical Co., Inc., Chicago, Ill.
Union Paint, Inc., Pittsburgh, Pa.

Class B

Carbick-Hoechst Corporation, Mountainside, N. J.
FMG, New York, N. Y.
Spencer Chemical Co., Kansas City, Mo.

Canadian

Standard Manufacturing Co. Ltd., St. John's, Newfoundland

Report of the Executive Committee

Chairman Hood reported that the following action was taken at the Executive Committee meeting, Sunday, October 29:

1. Reviewed and approved the minutes of the July 1961 meeting.
2. Approved all actions of the Budget and Finance Committee.
3. Approved the following Resolutions Committee:

Harry E. Stone, Chairman
Guy J. Berghoff
E. Colin Baldwin

4. Approved the contribution of up to half cost of expanding the North Dakota State University of Agriculture and Applied Science paint test fence not to exceed \$500.00.
5. Approved the amendment to the Detroit Association's By-Laws.

Chairman Hood also reported that the following action had been taken during the past year:

10/26/60 - Budget & Finance & Executive Committee - Chicago, Illinois

Recommended that the financial statement and the budget be combined next year.

Approved \$35,000.00 contribution to Paint Research Institute.

Approved \$15,000.00 for "Quality Paint Promotion Project."

Denied Philadelphia's request for name change of Clean Up-Paint Up-Fix Up Bureau

Approved Cleveland amendments to By-Laws and Constitution.

New England Association notified By-Laws were amended leaving New England Zone separate.

10/27/60 - Board of Directors - Chicago, Illinois

Approved Oklahoma's affiliation with National.

Engraved memorial resolution given to Foy family.

Resolution passed honoring Can Manufacturers Institute.

10/29/60 - Board of Directors & Executive Committee - Chicago, Illinois

Elected new Executive Committee.

Appointed Unfair Competition Committee.

A. E. Horn congratulated on 75th birthday.

Engrossed resolution honoring J. V. Thompson unanimously approved.

Appointed Budget and Finance Committee.

1/26/61 - Budget and Finance & Executive Committee - Waldorf-Astoria, New York

There is a growing demand for a Census of Manufactures from our industry on an annual basis and \$6,000.00 was authorized for Statistical Committee to further work and study the proposed program to be carried out by the Bureau of Census. \$3,000.00 to be included in each of the 1962 and 1963 budgets for first two annual census of manufactures.

Authorized the expenditure of \$2,300.00 for the purchase of American Chemical Society's "Chemical Abstracts" for 1961 and our membership has been informed that these Abstracts are available in our Scientific Section "Abstract Reviews."

Reviewed PRI policy of no patents on any work done under its auspices subject to the following 2 exceptions:

- (a) Any University insisting on obtaining a patent must agree to dedicate it to the public, or
- (b) Must agree to license it, royalty free, to PRI and its members.

For purpose of the PRI patent policy only, "members" shall be defined as all those in the paint industry who support the PRI including all members of the NPVLA.

Recommended that we develop "fresh paint" signs and make available to members at a nominal cost.

Recommended that members submit their retirement plans and programs to Association Headquarters for circulation to members upon request.

Suggested that the Association's Statistical Division study a proposal for a quarterly report on operating costs for our members.

Suggested the General Counsel send out the new Precautionary Labeling Laws again and also that a special notice be sent out regarding Senate Bill S.11 which would eliminate the "Good Faith Defense" from the Robinson-Patman Act in cases of price reduction to meet competition.

Selected Grand Hotel, Point Clear, Alabama as the site of the April 1962 Board of Directors and Executive Committee meetings.

4/26/61 - Regional Vice Presidents and 74th Annual Meeting Program Committee - White Sulphur Springs, W. Va.

Suggested a Seminar on Credits and Collections for the Annual Meeting.

Revised copy for advertising program stressing fact that material is approximately 15-20% of cost of paint job.

Approved Seminar on Cost Accounting "Know Your Costs" for overflow session at Convention.

Approved seminar on Correlation on Sales Production and Laboratories.

4/27/61 - Budget and Finance & Executive Committee - White Sulphur Springs, W. Va.

Approved \$250.00 contribution to Steel Structure Painting Council.

Authorized the distribution of 30,000 paint science kits through science service. Expenditure not to exceed \$700.00.

Authorized the purchase of the story of Paint Kits for distribution to Local Associations. Expenditure not to exceed \$500.00.

Directed the General Counsel to submit a proposal for change in the By-Laws to carry out the recommendation of the Succession Committee for approval by the Executive Committee prior to submission to the By-Laws Committee.

Authorized mats for quality paint promotion program.

4/28/61 - Board of Directors - White Sulphur Springs, W. Va.

Appointed C. E. Lambert Chairman of the Regional Vice Presidents Committee.

Authorized the printing of "Fresh Paint Signs."

Elected John Daniels Vice-Chairman of Board of Directors.

7/27/61 - Budget and Finance and Executive Committee - Chicago, Illinois

Approved publication of credit manual at a cost of \$2,500.00 to be included in 1962 budget.

Referred request for Hidden Power Identification Program back to the Advertising and Sales Promotion Managers' Steering Committee for recommendation on distribution of the identification material and control of its use.

Considered request of the Advertising and Sales Promotion Managers' Steering Committee for new color film.

Advised the Federation of Societies for Paint Technology that their request for additional \$10,000.00 for PRI projects cannot be made available in this fiscal year.

Advised Chicago Association that we will support them on a 50-50 basis up to an overall total of \$900.00 for its program "Protect Your Children from Lead Poisoning."

Advised the Association of Better Business Bureaus that we would be interested in any future films they might produce which have a connection with paint products.

Authorized the Chairman to appoint a committee to obtain names of persons available in industry for service on various government boards.

It was the consensus of the Committee that there is a growing need for contractors and that something should be done to encourage or produce more good contractors for those who are not interested in "do-it-yourself" and that this problem should be turned over to the Joint Paint Industry Coordinating Committee for further consideration and action.

Suggested to the Joint Paint-Lumber Industry Steering Committee to re-examine the wording of the Minutes for its June 21-22, 1961 San Francisco meeting in order to clarify the intent of the Committee members with respect to testing methods for evaluating performance characteristics of exterior paints.

Selected Atlantic City for the site of the 1965 Annual Meeting.

Association Activities

President Battley reviewed the action taken by the Staff on the above report of the Executive Committee, and reported that he had been preparing the Staff to carry on after his retirement.

Colonel Elliott reported on the following: (1) The Executive Committee, at the July 27 meeting, authorized the Association to share expenses with the Chicago Association, on a 50-50 basis up to a total of \$900.00, for its program, "Protect Your Children from Lead Poisoning," and further authorized equal assistance to other Associations for similar projects. The Chicago Association has distributed 50,000 pamphlets on this subject printed in Spanish and the National Association has contributed \$200.00 to defray one-half the cost.

(2) A recommendation of the Statistics Committee for \$3,000.00 per year, for two successive years, to initiate an annual Paint Industry Census of Manufactures had previously been approved. This yearly Census was to supplement the long established 5 year Census of Manufactures, and the U.S. Bureau of the Census agreed to continue the annual report without charge after the first two years. However, the Census Bureau stipulated that the Census be made (a) on a Plant basis; and (b) on the basis of f.o.b. factory shipments. Our Statistics Committee believes the information should be collected on a company basis, and on company sales figures. To date, no final agreement has been reached, the subject still being under study by the Statistics Committee.

(3) The Operating Cost Survey has been carried through the preliminary test stage. A tentative report was submitted to a selected, industry-wide, list of small paint manufacturers. Replies clearly indicated a need for an established survey report of this type on an annual basis. Recommendations received as to format have been consolidated into a practical report form and plans are complete to initiate the new survey in the first quarter of 1962, the first report to cover operating costs for the 1961 business year.

(4) The Credit Manual, approved by the Board of Directors for publication this year, has been completed and copies mailed to all members. Copies have also been placed before each of you, here, today.

The Credits and Collection Committee under the Chairmanship of H. J. Wachter, Jewel Paint and Varnish Co., is due full credit for this valuable contribution to our Industry. Extra copies are available at Association Headquarters.

Mr. Roland reported on the following Association activities: (1) The Paint Industry segment of the Joint Paint Industry-Government Committee, working on the Quality Assurance problem under Test Method 1031 has submitted a proposal to the Bureau of Ships which provides some objective criteria for the government inspectors' determination of the degree of testing required under a given contract. Basically, the plan encompasses three different levels of testing based upon the degree of difficulty, cost and time consumed in the performance of the test. The first category includes basic tests such as weight per gallon, color, gloss and viscosity which are normally performed as a routine matter on each batch of quality paint. The second group covers more specialized and time consuming tests such as solvent resistance, abrasion resistance and flash point which may require special equipment. These tests would be performed only once under each contract or group of contracts run in consecutive batches. The third group are those tests usually of a qualified products nature which are so expensive and time consuming as to preclude their performance during the manufacturing cycle. These would be performed only once by a manufacturer under a particular specification as long as he continues to deliver satisfactory material under that specification regardless of the number of contracts. Vehicle analysis, pigment analysis, storage stability and color stability would be examples.

We have not, as yet, received any comment from the government on this proposal, however, there is reason to believe that they may look upon it favorably as a means of uniformly assuring compliance with Test Method 1031. At the present time it does not appear that the raw material suppliers are experiencing any serious difficulty under Test Method 1031.

Mr. Roland outlined the establishment of the new Defense Supply Agency in Washington and the role that they will play in the government procurement picture.

(2) We have made encouraging and constant progress with the Joint Paint-Lumber Steering Committee which was established earlier this year. At the present time the National Paint, Varnish and Lacquer Association is evaluating proposals for the development of an accelerated weathering test. These proposals will be submitted to the Scientific Committee and then to the Executive Committee at their January meeting. A Joint Sub-Committee of the Steering Committee is also investigating research organizations to work on the development of improved exterior clear finishes. A great many industry members have exhibited interest in the activities of the group and specifically in the problem of pre-primed and pre-finished wood siding. The National Association is endeavoring to keep all members informed of the activities of the Steering Committee. The next meeting of the Steering Committee will be held November 3 at Association Headquarters here in Washington.

(3) The National Association has developed a very interesting and successful program in conjunction with the Federal Housing Administration and Public Housing Administration designed to acquaint the field inspectors with the latest developments in paints and paint application. Conceived by the Director of our Trade Sales Division, the program utilizes local conferences with chapters of the Painting and Decorating Contractors of America, Regional Offices of the Government Agencies and local Paint, Varnish and Lacquer Associations. These conferences have been held in major cities across the country and have been enthusiastically supported by the Federal Government. This program will be continued and expanded.

Mr. Ring reported (1) that with a few changes the wording submitted for new labels under the Federal Hazardous Substances Labeling Act had been approved by the Food and Drug Administration. With respect to the placement of the warning on the containers, however, he stated that this would be determined when the petition for exemption from front panel labeling, now pending before the Food and Drug Administration, is acted upon.

(2) In the Mary Carter cases, the initial decision of the examiner had been filed but the official release had not been issued.

(3) Two bills on dual distribution were introduced in the Senate on the final day of the last session. They will be examined and recommendations for a position to be taken on the same will be made before any hearings take place.

(4) At the request of the Continental Can Company, our Association protested failure of the Food and Drug Administration to include among approved extractability tests the "tinfoil" test and the "cap closure" test developed by that company. These tests were submitted for approval at the time requests for clearance of substances for use in can linings under the Food Additives Amendment were presented to the Food and Drug Administration. The FDA has now informed us that the two tests involved related to work in process and not for the completed product. A copy of a letter approving such tests as satisfactory for such work in process in 1958 was presented to us. This clears up the last troublesome point involving us with respect to compliance with the complicated Food Additives Amendment.

(5) Successful tests have been made in Baltimore involving an improved method for removing old paint from interior surfaces, by use of steam plates upon surfaces coated with a water-rinsible remover. The demonstration was sponsored by the National Association and the U.S. Public Housing Administration. Dr. Huntington Williams, Health Commissioner of Baltimore, with members of his staff attended. Dr. Williams reported there were 35,000 homes in Baltimore which should have old flaking paint removed from interior surfaces. He said a simplified, economical and speedy method of paint removal was highly desirable. He declared he was impressed with the results, and asked for further demonstration on an old house which was made available and successfully performed a few days later. As a result, the Baltimore Health Department is now enthusiastically supporting the paint removal method. Plans are being made to repeat the demonstration in Philadelphia, New York and other cities. Mr. Garlock is handling arrangements.

1961 Committee Reports

President Battley stated that the Committee Reports were sent in advance to all members and urged all members to take the time to read them.

Upon motion made and seconded, the 1961 Committee Reports, including the report of the By-Laws Committee, were approved unanimously and referred to the membership for approval at the October 30 General Session.

Report of Public Relations Activities

Mr. Ted Deglin reported his activities for the past fiscal year. A copy of his report is attached.

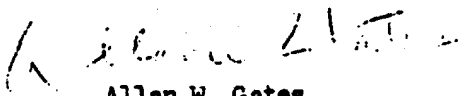
Report of National Advisory Committee

Mr. Lambert reported that the National Advisory Committee had a very successful meeting, October 29, which included a talk by Mr. Roland on the Industry Education Program. A copy of the minutes of this meeting will be sent to members of the Board of Directors.

Adjournment

On motion made and seconded, the meeting was adjourned at 11:50 A.M.

Respectfully submitted,


Allan W. Gates
Secretary

PUBLICITY REPORT TO THE MEMBERSHIP

The public relations program conducted by Ted Deglin & Associates for the National Paint, Varnish & Lacquer Association has from its beginning been aimed at one basic goal:-to help you, as a member SELL MORE PAINT and/or CHEMICAL COATINGS.

In the past two years, your Board of Directors redefined our goal by instructing us to help you sell more QUALITY paints.

We have employed every available means of communicating with your potential customers in order to reach this objective. We have worked with the nation's newspapers and the great feature syndicates that serve them; with television and radio on both network and local level; with magazines of all types, with company house organs and other specialized publications.

It goes without saying that we have told America how to paint the traditional surfaces and materials of which their homes are built: wood and plaster and concrete, iron and steel; walls and ceilings and floors and exteriors. We have gone beyond that. Many building products are sold on the claim that they never have to be painted, aluminum, ceramic tile, and vinyl wall coverings are familiar examples.

We have told the reading, watching and listening public why these surfaces need paint at some time in their lives and we have told them what types of paints to use and how to apply them.

A more detailed account of how we have worked to help you sell more paint is contained in the pages that follow, but first let us take a look at what Ted Deglin & Associates has done to implement the newer directive to stress quality paints.

Every story we have prepared, whether it was for a newspaper, magazine or a syndicate, has contained a reminder of the wisdom of using or specifying the use of only quality paints and the downright foolishness of using cheap bargain paints. The same is true of every television and radio script we have written. In addition, we have prepared and released a number of stories devoted entirely to the advocacy of quality paints.

Following the orders of the Board of Directors and the Public Relations Committee we conceived, prepared and executed an entire Quality Paint advertising and public relations kit for use by you and by dealer organizations throughout the country.

Chronologically, in our effort to help you sell more paint, we contacted every single daily newspaper published in the United States - some 1800 - offering them a package of thirty-two different paint stories from which they could choose any or all. These stories were suggested for use in special Clean Up-Paint Up-Fix Up sections, special Home Improvement sections, or for publication at any time during the year. About 250 papers asked for our stories and more than 100 new "customers" were found for the weekly Editors Desk stories.

Every one of these stories, the titles of which are listed on the next page, contained this hard-hitting "Quality" paragraph:

"Be sure, however, that you use only quality paints. Only quality paint has lasting hiding power, retains its color brilliance and is wear and weather resistant. To be sure that you are getting a quality product, ask a friend or neighbor who has had a satisfactory paint job which brand he used, or consult your established, reputable paint dealer."

NPC 012563

N 4440.02

The following are the titles of our package:-

HOW TO PAINT

1. - Aluminum
2. Basements
3. Bath Rooms
4. Ceilings
5. Concrete & Masonry
6. Galvanized Steel
7. Hardboard & Pegboard
8. Kitchens
9. Outdoor Furniture
10. Plywood
11. Pools
12. Screens & Shutters
13. Vinyl Wall Coverings
14. Walls
15. Windows
16. Wood Houses

17. Color can Change the Shape of your Rooms
18. Color Do's and Don'ts
19. Colors to Fit Your Personality
20. Color Makes Your House Look Larger
21. Estimating How Much Paint you Need
22. Floors - Finishing & Refinishing Them
23. Furniture - How to Enamel It
24. Furniture - How to Stain & Varnish It
25. Keep Cool with a White Roof
26. Mildew, How to Combat It
27. Painting on Credit
28. Painting for Safety
29. Putty & Caulking Compounds - How to Use Them
30. Quality Paints the Best Buy
31. Save Cost of a New Roof with Paint
32. Special Wall Effects with Paint
33. Editors Desk and Filler Features

Almost every newspaper in the country belongs to a news or feature service. A story bearing the logo or trade mark of such a syndicate makes it immediately acceptable to the subscribing newspapers. Recognizing this, we work closely with the syndicates and feature services and supply their editors and writers with material about paint which they can relay to their hundreds of members.

What is any one of these stories worth? One way of looking at it is to calculate what the space given to such a story would cost if purchased at current advertising rates.

We made such a calculation on a syndicated story entitled "Paint Your Fence" which began by saying "The pleasing effect created by a brand new paint job on your house can be spoiled by shabby, weather-beaten fences. Painting the fence not only will remove it from the eyesore category; it will prolong its life by protecting it from the elements."

This one story went to nearly 1,000 newspapers and it is estimated to have been used by at least 500 dailies in all parts of the country. We had an advertising agency figure the per line rate and project it to cover 500 newspapers. The amount which it would cost to buy the space given this story comes to approximately \$13,000. And that is just one story.

Listed below are the titles of some of the stores that have been carried by the various syndicates to every nook and cranny of the land:

How to Paint Windows
Colors for Dining Rooms
How to Paint Aluminum
Color Schemes for Bathrooms
How to Paint Screens
Painting the Nursery
How to Paint Vinyl Wall Fabrics
How to Use Texture Paints on Scarred Walls
Answers to Frequently Asked Paint Questions
The Proper Paint for Each Interior Surface
Definitions of Commonly Met Paint Terms
Definitions of Color Terms
How to Do Exterior Painting
Paint Makes Your Home Safer
Do-it-Yourself Decorating
Painting Swimming Pools
Special Wall Effects with Paint
Painting the Summer Cottage
Repainting Toys
Special Wall Effects with Texture Paint
Weekly Painting Pointers
Natural Furniture Finishes
Interior Painting
Care, Maintenance and Refinishing Floors
Refinishing Chipped Appliances
Painting Vinyl Wall Coverings
Do-It-Yourself Gifts Cost Less, Mean More
Expert Use of Colors Makes a Lovely Room
Some Decorating Hints for One-Room Layouts
Hall should be Pretty no Matter what Size
Painting Vinyl Walls
Refinishing Floors
How to Paint Vinyl
Fallacies about Paint and Painting
Last Winter's Snow May Cause Paint to Peel this Spring
(This was to anticipate complaints which were
not the fault of paint but appeared so.)
Fresh Colors Pep Up a Room
Venting Stops Peeling of House Paint
(The old problem of vapor barrier.)
Decorating Suggestions for Old Apartments
Now's the Time to Get that Paint Rolling
Paint Color Schemes for Dining Rooms
Let's Paint the Furniture
Now's the Time to Check for Winter Damage
Instructions on Painting

How to Turn Basement into Gay Playroom
Painting Outdoor Furniture
Decorate to Look Your Best
Painting Exterior of Your Home:
 a. Which Paints to Use
 b. Selecting Effective Colors
How to Remodel Rooms with Color
Little Pointers for Lady Painters
Custom Made Christmas Presents
"Youth-Serum" Paints for Old Apartments
Choosing Dining Room Color Scheme
Studio-Den--Ideal Room for Teenage Boy
Varnish Makes Old Desk Like New
Christmas Spirit (Painting old toys for orphans)
Easy to Make Christmas Gifts
Individual Paint Attention for Each Room
Antiquing Furniture
Paint Your Basement into Rumpus Room
Readying Boat for Spring launching
Garden Furniture - For Lawn or Forlorn
Painting Exterior of Your House
Get Ready for Holiday Entertaining
Make your Own Yuletide Decorations
Decorating with Paint and Color
Painting Furniture
Enamelling Floors

In addition to our work with the syndicates we send a weekly feature story and a selection of shorter pieces to some 1,000 papers. These stories cover a broad range of subjects relating to paint and have met with considerable acceptance by the country's editors. Here are some of the titles of this year's "Editors Desk" features:

Paint Yourself a Playroom
Get Ready for Winter Now
Color Schemes for Fallout Shelters
Paint: Your Boat's Life Preserver
Painting Exterior Metal
Paint Removing
Color Above All
House Painting's Easy
Shower Your Bathroom with Color
Off on a Painting Picnic
Summer Spruce-Up with Paint
Don't be Penny-wise with Paint
Before You Paint
The Newest Furniture Trend-Color
Limits on Claims for Aluminum Siding
Today's Paint Miracles

Earlier, it was mentioned that Ted Deglin & Associates had offered every daily paper in the country a package of paint stories for special editions. Our contribution to Clean Up-Paint Up-Fix Up was not limited to that effort, however.

We wrote a number of news and feature stories and editorials for distribution by the National Clean Up-Paint Up-Fix Up Bureau which were part of its 1961 press kit. We are currently rewriting the Bureau's organizational handbook, other promotion material and additional up-dated stories.

Several of the news syndicates already discussed supplying their customers with special home improvement stories: the Associated Press, Newspaper Enterprise Service, etc. The following are titles of some of the stories they offered their subscribers last year:

Old Items Get Elegant Look by Antiquing
Helpful Hints for Amateur Housepainter
Aluminum Must Be Primed Before Painting
Hardboard Surface Should Be Sealed
Re-roof Home with New Aluminum Paint
Proper Care Gives Screen Longer Life
Preparation Vital Part of Painting
Plan Your Paint Job Step-by-Step
Furniture Refinishing Aids
Painting Tips for House Exteriors
Caulk House for Economy
Replacing Pane is Simple Job
For the Handyman, A Paint Primer
No Shortcuts in Refinishing a Worn Floor
Stipple, Stripe for Texture
Bath Color: Choose Right Paint for Room Beauty
Painting Hints (Illustrated with drawings)
Easy Repayment Terms for Paint Improvements
Paint Up Home to Give it More Value
Improved Paints Available for Interior Fix-Up Jobs
Choosing Proper Paint for Exterior
Aluminum Paint Can Save Cost of Some Roof Repairs
Some Tips for Painting Screens Round House

In addition, there are a number of "back to school" special sections which include a number of our stories which are prepared for these sections.

Following are the names of some, actually, a few, of the daily newspapers, which carried our paint stories sometime during the year:

Boston Globe
Kalamazoo Gazette
Trenton Times
Milwaukee Journal
Dallas Times-Herald
Indianapolis Star
Bessemer (Ala.) Advertiser
Minneapolis Tribune
Redding (Cal.) Record
Ft. Lauderdale News
San Francisco Examiner
Hopkinsville (Ky.) New Era
Ravenna (O.) Record
New York Sunday Mirror

Remodel with Paint
Check Your Floors for Refinishing
In Painting Get the Best
Take Close Look at Your Floors
Spar Varnish Gives Moisture Protection
Paint Can Give Spacious Look
Beware of 2-for-1 Paint Deals
Paint Can "Raise" Your Ceiling
Clean Aluminum Before Painting
Make Bath Cheerier
Tips for Window Painters
Remove Wall Hardware for Neater Paint Job
Know Paints Before Buying
Paint for Kitchens

Chattanooga Times
 Mobile Press-Register
 San Diego Tribune
 Cleveland Press
 Salina (Kans.) Journal
 Asbury Park (N.J.) Press
 Orange (Texas) Leader
 Miami Daily News
 Allentown (Pa.) Calif
 Austin (Texas) American
 Sioux Falls (S.D.) Argus
 Walla Walla Union-Bulletin
 Topeka Sentinel
 Tucson Star
 Terre Haute Tribune
 Peoria Journal
 New Castle (Ind.) Courier-Times
 Coffeyville (Kans.) Journal
 Lenoir (N.C.) News-Topics
 Ft. Dodge (La.) Messenger
 Indianapolis Times
 Wilmington (Del.) Journal
 Lockport (N.Y.) Union-Sun
 Port Jervis (N.Y.) Union
 Burlington (Vt.) Free Press
 Oneida (N.Y.) Dispatch
 Baltimore Sun
 Owosso (Mich.) Argus
 New York Times
 New Albany (Ind.) Tribune
 Chicago Tribune
 Cincinnati Enquirer
 Middletown (O.) Journal
 Gary Post-Tribune
 San Francisco Examiner
 Corpus Christi Caller
 Everett (Wash.) Herald
 Easton (Pa.) Express
 Phoenix Republic
 Boston Advertiser
 Canton (O.) Repository
 New Orleans States & Item
 Jonesboro (Ark.) Sun
 Sunnyvale (Cal.) Standard
 Providence Journal
 Salem (O.) News
 Santa Ana (Cal.) Register
 Johnstown (Pa.) Tribune
 Woodbury (Tenn.) Cannon Courier
 Troy (N.Y.) Times Record
 Miami Herald
 Chicago American
 Richmond Times-Dispatch
 Columbia (S.C.) State
 Atlanta Journal-Constitution

Painting Not to Be Brushed Off Lightly
 Drop Cloths Designed for Home Painters
 Paint Prevents Rot
 Buy Paint, Jewels from Good Dealers
 Here's a Lesson on How to Paint
 Reconditioned Toys Can Gladden Hearts
 Aluminum Painted for Decorative Purposes
 Is it Good Paint?
 Beware of Bargain Paint
 Color Works Wonders to Brighten Up Family
 Tips for Home Painting
 Painted Aluminum Easy to Do, More Attractive
 Beware of 2-for-1 Paint Deals
 Save with Paint
 Painter's Guide for Problem Surfaces
 Beware of Give Aways
 Aluminum May be Refinished
 Thoughts on Painting Interiors
 Answers to Paint Problems
 Cheap Paint May Prove to Be a Poor Buy
 Cheaper Paint No "Bargain"
 Try Making Your Own Christmas Decorations
 Quality Not Cheap
 Painting Windows
 Painting Aluminum
 Farmers Urged to Know Paints
 Painting Hints
 Texture Paints for Walls
 Replacing Broken Windows
 House Needs Regular Care
 Painting Tips
 Proper Technique Depends on Type of Paint
 Painting Windows
 Only High Grade Materials Make Quality Paint
 Reduce Glare with Paint
 Texture Paints
 Painting Windows
 Painting Hints
 Painting Aluminum
 Painting Helps
 Painting Galvanized Roofs
 Match the Color
 Painting Windows
 Warn on "One Free" Sales
 How to Estimate Amount of Paint for Job
 Tips on Painting
 Paint Saves
 Painting Windows
 Beware of 2-for-1 Paint Deals
 Painting Windows
 Painting Tips
 Painting Made Easy
 Color Adds Variety to Aluminum
 Quality Brush a "Must" in Painting
 Can't Tell Paint by Can

Paducah Sun-Democrat
Hartford Courant
Charlotte (N.C.) News
Topeka Capital-Journal
New York World-Telegram
Buffalo Courier-Express
Sarasota (Fla.) News
Grand Rapids Shoppers Review
Sidney (O.) News
Norfolk Ledger-Dispatch
E. Liverpool (O.) Review
Portland (Me.) Telegram
Portland (Ore.) Oregonian
Santa Monica Outlook
Cleveland Plain Dealer
Princeton (N.J.) Leader
Camden So. Jersey Shopper
Rock Hill (S.C.) Herald
Jacksonville Times-Union
South Bend Tribune
Wichita Eagle
Rome (N.Y.) Sentinel
Newton Kansan
Boston Traveler
Catskill (N.Y.) Mall
Augusta Chronicle
St. Petersburg Times
Brooklyn (N.Y.) Sunset News
Miami News
Amarillo (Tex.) News
Phoenixville (Pa.) Republican
Whittier (Cal.) News
Marshalltown (La.) Times
Atlantic City Press
Mayfield (Ky.) Messenger
Winona (Minn.) Daily News
Sioux City Journal
Wheeling News Register
Cleveland (Tenn.) Banner
Kannapolis (N.C.) Independent
Stroudsburg (Pa.) Record
Ft. Worth Press
Williamsport (Pa.) Sun Gazette
Niagara Falls Gazette
Waterbury American
Lima (O.) Citizen
Kingsport (Tenn.) Times-News
Trenton Trentonian

Boston Record
Philadelphia Inquirer
Marion (O.) Star
Washington Post
Midland (Mich.) News
Frederick (Md.) News

Points that Help Improve Painting
Quality's Not Cheap
It's Ideal Time to Paint a Home
Paint, Varnish Will Touch Up Dingy Screens
Furniture Sets Tone for Paint
Quality Counts at Paint Store
Morning After Look Influenced by Colors
Beware of 2-for-1 Paint Deals
Amateurs Take Advantage of Painting Gadgets
Galvanized Roof Painting
Some Family Resolutions on Painting
Old Aluminum Easily Painted
Quality Paint
Paint No Better than Materials
Beware of Inferior Paint
Tips on Exterior, Interior Painting
Beware of 2-for-1 Paint Deals
Painting Aluminum
Paint for Hardboard
Texture Paints
No Saving with Cheap Paints
Painting Windows
Painting Screens
Easier Painting
How to Tell Paint Quality
Painting Aluminum
Paint for Hardboard
Caveat Emptor
Bargain Paint Can Cost You
Save with Quality Paint
Painting Windows
Quality Paint Costs More
Painting Screens
Hide Scarred Walls with Paint
Painting Hints
Painting Windows
Select Wall Paints to Suit Personality
Use Enamel in Painting Bathrooms
Use Enamel on Bathroom Walls
Color is Magic
Hints for Painting Concrete & Masonry
Do's and Don'ts in Repainting Home
Painting Galvanized Steel Not Difficult
Hardboard Paint Rules are Simple
Protection, Decoration: 2 Reasons to Paint
Aluminum Easiest of Metals to Paint
Check Your Screens
A Yardstick All you Need to Estimate Paint
Quality
Painting Ceiling Can Be Easy
Modern Paints-A Technical Miracle
Today's Paint Market Full of New Products
Older Apartments Benefited by Paint
How to Rejuvenate Old Apartment
Proper Paint Needed for Surfaces

Chamute (Kan.) Tribune	Proper Paint for Exterior Important
Worcester Telegram	Quality Enamel Best in Bathroom
Jefferson (Ind.) News	Haven for the Young Heiress
Titusville (Pa.) Herald	Best Paint for Bathroom is Enamel
Chicago Sun-Times	Women Take to House Painting
Milwaukee Journal	Flatter Furniture with Color
Flint (Mich.) Journal	Paint Can Add Summer Color
Birmingham News	Time for a Change with Paint Color
Rapid City (S.D.) Journal	Interior Paints
Colorado Springs Gazette	Use Cool Colors for Summer Months
San Diego Union	Paint Prevents Rust
Baltimore News	Paint Gives Room a Lift
Houston Chronicle	Width Decides Wall Colors
Miami News	Use Enamels on Floor
Watertown (N.Y.) Times	Painting Hints for Farmers
Johnson City (Tenn.) Press	How Much Paint?
Chamute (Kan.) Tribune	Improved Paints Available
Levittown (Pa.) Times	How Much Paint to Use?
Little Rock Gazette	Read, Then Wash Painted Walls
Council Bluffs Nonpareil	Here's Formula to Find Paint Need
Philadelphia News	Advice on Paint
Columbus (Neb.) Telegram	Paint Tips
Carlsbad (N.Mex.) Current Argus	How Much Paint
Washington (Pa.) Reporter	Feel Warmer with Paint

Magazines provide the second large print medium of bringing the story of paint before your customers. we continue to be in constant touch with one or more of the editors of the shelter magazines, the women's magazines, and general consumer publications. Here are some of the leading magazines which have used our material in the past year or which will do so in the early months of 1962:

American Home
Better Homes and Gardens
House Beautiful
House and Garden
Living
Ladies Home Journal
McCalls
Good Housekeeping
Family Handyman
Saturday Evening Post
American Legion Monthly
New York Times Magazine
Seventeen
Pool Life

These magazines number their total readership in the scores of millions and it is safe to say that hardly a literate home in this country has not been exposed by them to one aspect or another of our campaign for paint. The impact of these stories lasts long beyond the single month that the particular issue is current; people keep magazines and file away articles on subjects that interest them and projects that they expect to do in the future.

A different type of magazine is the House Organ published by a company for its employees or customers or both. In the aggregate, these publications have a circulation that numbers in the millions. We, therefore, supply nearly 500 house organs with monthly feature stories, fillers and questions and answers to painting problems.

So much for the printed word. All of the material in the newspaper stories we prepare is written in the form of radio scripts and mailed to some 300 independent radio stations in all parts of the country. From time to time we check to see whether our scripts are used, and the returns from the commentators are most encouraging. We also supply radio-slanted material to the news and feature syndicates which serve hundreds of stations, much the same way as they do newspapers.

Television is still under attack from many quarters, governmental and private, for past scandals and present shortcomings. It has, as we have pointed out before, been seized by an unaccustomed attack of "holiness." Nonetheless, we have succeeded in having paint mentioned in a number of network shows. One episode of "Dennis the Menace" shown on the CBS network was devoted in its entirety to the subject of Clean Up. Other network shows which have featured paint include "It Could Be You," the Art Linkletter Show, the Danny Thomas Show, and "The Real McCoys."

Television audiences are also constantly exposed to the slide films which we created in cooperation with the Encyclopedia Britannica, which bring the message of Quality Paint, Clean Up, Chemical Coating, and Tricks and Miracles with Paint, among other subjects, to the public.

We have engaged in many other activities to help you sell more quality paint that are difficult to put into a particular category:

- We have held discussions with the publicity representatives of the Can Manufacturers' Institute looking toward cooperative development and placement of stories on can linings and toward furthering the use of canned products.
- We gave wide publicity to the soon-to-be announced Federal Trade Commission Fair Practice Rules for the aluminum siding industry and have alerted home improvement editors to be wary of extravagant claims for these products.
- Chemical Coatings items are included wherever possible in our weekly releases.
- We have maintained contact with, and have supplied publicity material to many local paint associations; we have cooperated with RPWDA and with the PDCA.
- We have written or rewritten a number of the Association's booklets; we wrote the article on Paint for the New Book of Knowledge; we have supplied semi-technical and non-technical paint data to innumerable publications, house organs, and others; we have answered countless telephone and written inquiries from consumers referred to us by various publications and from editors and writers.

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This in broad strokes gives you a picture of our activities for the National Paint, Varnish and Lacquer Association. We are doing a job in your home town, in your business area, in the territory where your salesmen work. Whether you are small business or big business the Public Relations and publicity job we are doing must, by sheer weight of the written and spoken word help you

SELL MORE QUALITY PAINT

SELL MORE CHEMICAL COATINGS

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