

MINUTES
Regular Meeting - Executive Committee
National Paint, Varnish and Lacquer Association, Inc.
The Palmer House - Chicago, Illinois - November 15, 1954

Call to Order

The meeting was called to order at 10:00 A.M. by the Chairman with the following in attendance:

DAVID H. MORAN, Chairman	BERNHARD MAUTZ
JOSEPH F. BATTLE, President	D. A. MERSON
LATHROP G. BACKSTROM	E. S. NICKERSON
WILLIAM B. DABNEY	C. J. O'CONNOR
T. L. DANIELS	E. D. PECK
H. BRAITH DAVIS	A. W. STEUDEL
O. J. S. DE BRUN	ERNEST T. TRIGG
H. S. FELTON	<u>Advisory Members:</u>
W. S. HANNA, JR.	JOSEPH A. HAGER
GEORGE W. JENKIN	J. A. MARTINO
A. J. KNAPP	F. G. WEED
ROY W. LINDSAY	

Regional Vice Presidents

E. F. COX	WILBUR L. RICE
O. C. GREGORY, JR.	JOHN V. VAUGHN
LEO S. GUTHMAN	

Guests

T. E. ALWYN	HARRY E. STONE
ROY B. ANDERSON	W. M. STUART
JAMES BECKETT	F. L. SULZBERGER
T. C. FOGARTY	J. V. THOMPSON
S. U. GREENBERG	HAROLD E. WEBSTER
R. G. KENLY	FRANK WEST
M. J. MERKIN	VAL WURTELE
G. R. SEIDLITZ	J. BARRY YORK

Staff Members

DANIEL L. BOLAND	JOHN C. MOORE
LAURENCE KIEFER	M. VANDENDRIESSCHE

Absent

A. H. GIBSON	T. SPENCER SHORE
H. S. MARGETTS	

Report of the Budget and Finance Committee and Treasurer

The Treasurer discussed the financial report. He pointed out the Association surplus is \$491,240.11, of which \$86,108.49 is in cash. The balance of assets are in Government bonds, buildings, equipment, etc.

The Treasurer further reported that even with the additional costs for new services, personnel and materials, the Association operated well within the overall budget for the past fiscal year. Expenditures for special projects were: Moisture the Hidden Menace Program, \$13,100; TV Test Program, \$48,480; "Here's How" film program, \$10,300; "House in the Middle" Program, \$15,710; "Keep America Beautiful, Inc.", \$1,000; Survey of Consumer Painting Habits, \$3,000. These additional projects totaled \$91,600 made excess expenses over income of only \$3,008.74. Without these special expenditures there would be an excess income over expenses of \$88,000.

The Financial Report (copy attached) was approved unanimously.

Report of the President

The Chairman introduced the guests at the meeting.

President Battley presented his report. (Copy attached)

President Battley outlined the New York City Board of Health's newly adopted regulation for a warning label on paints containing more than one percent lead (Pb). This was a new amendment to the Sanitary Code effective immediately, but the enforcement date is May 1, 1955 so the industry has time to adjust to the labeling. President Battley then commended the American Standards Association for the work done by its Z-66 Subcommittee (on which there was Association representation) on the subject of safe labeling of paints.

He reported on his meeting with U. S. Department of Health-Education and Welfare officials who are cooperating with the industry in promoting our Health-Education Program. He described the Association procedures when investigating alleged lead poisoning cases due to eating painted surfaces.

President Battley stated that Mr. Markin suggested that a uniform label be drafted for industry use and submitted to the Executive Committee members for comments. He stated this would be done immediately.

President Battley reported that paint manufacture by the Navy has steadily decreased. Furthermore, the industry must produce more types of paints to meet Navy specifications and needs. He felt that the industry is well qualified to handle all Navy and other Government needs.

Mr. Sulzberger said the present "Menace of Moisture" Program is doing a fine job. However, he feels that this program should be approached from a new and different angle. All agreed and President Battley requested everyone present to send him suggestions on new approaches for the project to be presented to the public. He stated that he would have the staff and the Ender's Advertising Agency work on a new campaign and submit it to them for comments.

President Battley reported that we now have black and white prints of "Here's How" in a quarter-hour version and in a series of five-minute spots. Requests have been