

MANAGERS' MEETING

A meeting of the Managers was held in Buffalo, March 22-23, 1967, the following being present:

Mr. Beckman	Mr. Maycock
Mr. Brewster	Mr. Mehrhof
Mr. Brown	Mr. Meidinger
Mr. Dilsner	Mr. Murphy
Mr. Fischer	Mr. Rhode
Mr. Fisher	Mr. Ringle
Mr. Heindl	Mr. Roth
Mr. Hromadka	Mr. Schmitt
Mr. Hubbard	Mr. Schroeder
Mr. Huettel	Mr. Slaughter
Mr. Kellaway	Mr. Solly
Mr. Kessler	Mr. Somerton
Mr. LeVe	Mr. Stark
Mr. Lunden	Mr. Wilkinson
Mr. Lutz	Mr. Zimmer

Mr. Hardy - Secretary of the Meeting
(Minute 67-1 through 67-21)

67-1 REVIEW OF PRODUCTION

Oils

Linseed

Linseed oil continues steady at \$.122 per lb. raw basis, tankcars, Minneapolis (\$.1324 per lb. delivered Buffalo). Our current billing cost is \$.1326 per lb. Indications are that this price will continue steady.

Tung

These prices continue to decline and the current market price is \$.145 per lb. Buffalo. Our current billing cost is \$.2049 per lb.

Soybean

Current market price is \$.1185 per lb. Buffalo. There are ample stocks on hand and prices should remain firm. Our current billing cost is \$.1541 per lb.

Resins

Resin prices are generally firm with the exception of Phthalic Anhydride which is still in short supply and recently advanced in price from \$.12 to \$.13 per lb. Buffalo.

Solvents

Solvent prices have advanced between 1/2¢ and 1¢ per gallon in recent months and should remain steady at these increased prices. Items like Acetone and Toluol continue in short supply.

Pigments

Most dry colors have advanced in price in recent months and are now steady. Delivery has improved. Titanium prices in the United States are firm but have increased \$.0145 per lb. for the Rutile grades in Canada and the Anatase grades in Canada have increased \$.0045 per lb.

Containers

Steel container prices remain firm. Corrugated carton prices were increased on January 1 and should remain at the current levels. The demand continues to exceed production capacity.

Glycerine

Effective April 1, Glycerine will advance 1/2¢ per lb. to \$.25 per lb. Buffalo and continues to be in extremely short supply due to the heavy military demand.

Driers

Prices advanced \$.03 per pound the first of this year and should remain steady.

Ethyl Cellulose

Prices remain firm; however, we are on a 60 per cent allocation. Shortage of this item is also due to military demands. However, because of increased production, we are looking for a better supply situation by the third quarter of this year.

Manufacturing

A new 2,500 gallon reducing tank with a high system turbine agitator has been in operation since January 1967 to be used for Vapex products. 1,100 gallons was the largest possible batch before the installation of the new 2,500 gallon tank. A new "Cowles" dissolver has been operating at Fort Erie since January 1967. This is again of our own design and manufacture similar to units previously installed in Buffalo. This is used for products such as Vitralite Enamel, Lyt-all Flowing Flat, etc. It will eventually produce Vapex products in batches of 500 to a 1,000 gallons.

The manpower supply has improved from last year, but the rate of turnover is still high with a higher quality type of person presently applying for employment. Second shifts have been started in certain departments.

An employees' new lunchroom will be opened shortly to be operated by the Benevolent Association.

67-2 1967 SALES MEETINGS

Mr. Hardy reported that the 1967 Sales Meeting would be held as follows:

Buffalo - Parkway Inn, Niagara Falls, N. Y. - Tuesday, Sept. 12 and Wednesday, Sept. 13

New York - Belmont Plaza Hotel - Tuesday, Sept. 19 and Wednesday, Sept. 20

Chicago - Sheraton Blackstone Hotel - Monday, Sept. 25 and Tuesday, Sept. 26

Mr. Hardy reported that to date essentially the same type of program as followed in 1966 was planned for the 1967 Sales Meetings. The tentative program would be as follows:

First Day - 9:00 A.M. - 9:45 A.M. - Roll call and opening talks by P&L executives

9:45 A.M. - 10:30 A.M. - Product Discussion

10:30 A.M. - 11:00 A.M. - Coffee Break

11:00 A.M. - 12:30 P.M. - Product Discussion

12:30 P.M. - 1:30 P.M. - Luncheon

1:30 P.M. - 5:00 P.M. - Product Discussion

Second Day 9:00 A.M. - 10:30 A.M. - Advertising Discussion

10:30 A.M. - 11:00 A.M. - Coffee Break

11:00 A.M. - 12:30 P.M. - Presentation of the new 11th Edition Architectural Specification Manual and Divisional program

12:30 P.M. - 1:30 P.M. - Luncheon

1:30 P.M. - 5:00 P.M. - Divisional Programs

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The Western Division reported they were considering a program based upon a theme, "Pratt & Lambert Calling".

The Canadian and Central Divisions reported they would hold separate meetings, with the Central Division possibly having "buzz" sessions.

The Eastern Division reported it was considering a complete Architectural Presentation following the discussion of the 11th Edition of the Architectural Specification Manual.

It was left to the Marketing Department to work with the Trade Sales Divisions and develop a final program.

The Industrial Division reported that a possible meeting will be discussed by Messrs. Murphy, Mehrhof and Hoffman.

67-3 VAPEX FLAT WALL FINISH (GZ198)

Mr. Zimmer reported that at the Managers' Meeting held on December 1-2, 1966, the laboratory reviewed a proposed formula change in Vapex Flat Wall Finish. The proposed formula, Light Base No. 193, GZ193, bubbled and cratered when rolled. It was decided to improve the formula and send new samples to the Sales Offices for testing (Minute 66-68).

The latest formula, Light Base No. 198, GZ198, has been made in the plant and tested in the laboratory. GZ198 is equal to a recent sample of Glidden's Spred Satin in it's resistance to bubbling and cratering. GZ198 bubbles and craters less than the current formula for Vapex Flat Wall Finish Light Base, ZF275, and considerably less than the prior formula, GZ193.

Mr. Zimmer reported that GZ198 has the following advantages over the current ZF275:

- 1) Improved washability
 - a) Stains less and stains are more easily removed
 - b) Color rub-off is eliminated in most colors and reduced in others
- 2) More burnish resistant
- 3) Better leveling and less cratering when rolled
- 4) More "mushy" consistency

GZ198 has the following disadvantages as compared with ZF275:

- 1) Higher cost per gallon. Light Base - LO~~g~~, Deep Base - AL~~g~~, colors - LS~~g~~. The aggregate cost increase will amount to \$119,000 per year, based on 1966 production figures.
- 2) Poorer adhesion over enameled surfaces when scrubbed.

Mr. Zimmer stated that although the White and Ceiling White would be revised to have better application properties, they would not show the improvements in washability and burnish resistance typical of the colors and the Light and Deep Bases. The laboratory feels that such improvements are not required in these two items.

Mr. Zimmer further reported that test results from the Sales Offices varied, but in general, GZ198 was felt to be an improvement over the current ZF275.

The new formula GZ198 was adopted in the U. S. only. Labels on the new goods will be identified by a geometric symbol on either side of the color name.

Note: Subsequent to the meeting, an investigation revealed that dots were already imprinted on either side of the color names in the Vapex Flat Wall Finish line. This action was taken when the formula was changed in 1962. (Technical Dept. Bulletin #2614 - June 29, 1962 - File W-C-F-43)

The Label Committee and the Sales & Advertising Committee have therefore decided to eliminate the dots as soon as the new goods go into production, thus identifying the formula change.

All salesmen will be notified of the expected formula change.

It was decided to develop a special promotion for use after the new goods are on the market. The details are to be settled by correspondence.

67-4 LATEX ENAMEL SATIN-WHITE (GZ194)

Mr. Zimmer reported that the problem of formulating bases in Latex Enamel Satin has as yet not been solved, and that a completely satisfactory White has not been developed. After discussion, it was decided that the laboratory would continue its work, that test marketing would continue with the White, and that we would discuss the subject again at the June 1967 Managers' Meeting.

67-5 LYT-ALL MAINTENANCE EGGSHELL FLAT WHITE (G35809)

Mr. Zimmer reported that the current formula for LYT-all Maintenance Eggshell Flat White, EA22, can be applied by brush, roller or conventional spray. However, when it is applied by airless spray, it clogs the filter in the airless spray pump.

The laboratory has had requests for an airless spray type of material, and a revised airless spray formula has been developed, G35809, as an offset for EA22. G35809 has the same general properties as EA22 except for slightly lower angular sheen. It costs CA\$ per gallon less than EA22.

The revised formula, G35809, was adopted.

67-6 ARCHITECTURAL SPECIFICATION MANUAL - ELEVENTH EDITION

Mr. Zimmer reported that the Architectural Specification Manual Committee has recommended the adoption of six products as standard listed items to qualify them for inclusion in the Eleventh Edition. After discussion, it was decided to continue our past policy as it relates to the proposed Eleventh Edition of the Architectural Specification Manual; namely, to include only standard listed items with few exceptions.

a) Sildura

Sildura was adopted as a standard unlisted item in the U. S. and Canada, and is to be included in the Eleventh Edition. The items adopted are: White, Black, Light Base and Deep Base. Prices will be settled by correspondence. Items will be manufactured at Buffalo and Fort Erie, and will be filled in gallons and quarts. Stocks will be maintained at Buffalo as are other standard unlisted items. Label directions are to be developed.

b) Galvanized Metal Primer, G35566

Galvanized Metal Primer, G35566, was recommended by the laboratory for adoption at the August 31-September 1, 1966 Managers' Meeting (Minute 66-50). Since the primer required forty-eight hours to recoat, it was considered too slow. The laboratory was asked to develop a primer that could be recoated overnight. Mr. Zimmer reported that a satisfactory twenty-four hour primer would not be available for some time and, therefore, the Architectural Specification Manual Committee recommended adoption of G35566, until a faster drying formula could be developed.

Galvanized Metal Primer White, G35566, was adopted as a standard unlisted item and is to be included in the Eleventh Edition. Adopted in the U. S. and Canada in gallons and quarts, it will carry a back label. Prices will be established by correspondence.

c) Safety Spray Flat White and Semi-Gloss White

Safety Spray Flat White, G35825, an improved version of Safety Spray Flat White, G33906, was adopted.

Safety Spray Semi-Gloss White, G35926, a new formula recently developed in the laboratory, was also adopted. Both products will be available as specials, but will be included in the Eleventh Edition. They will not be stocked in Buffalo; they will be manufactured at all plants upon order. Prices, like other specials, will be set by the Sales Offices. No back label will be supplied on these items.

d) Fast Drying Red Oxide Primer

Mr. Zimmer reported that the laboratory had developed a fast drying rust-inhibitive shop primer. It dries dust free in ten to fifteen minutes, and may be recoated in one hour. It is recommended for spray application.

It was decided to adopt this item as a special under the name "Noxide Metal Paint, Fast Drying Primer Red" and with the sub-head "Rust Inhibitive". The primer will carry no back label. It will be included in the Eleventh Edition. It will be manufactured by subsidiary companies and at Fort Erie. Prices will be set by the Sales Offices.

e) Red Lead-Lead Chromate Primer No. 30503

This primer, a standard unlisted item, is now recommended in our Engineering Specification Manual. The Architectural Specification Manual Committee recommended that it be included in the Eleventh Edition for use as a shop primer.

It was decided to include this product in the Eleventh Edition.

f) Noxide One Day Primer White

The laboratory and the Architectural Specification Manual Committee recommend adoption of this product to replace the present Noxide One Day Primer Gray. It costs BK cents per gallon more than the latter. Since a decision on this recommendation is not needed in order to produce the new Architectural Manual, the subject was deferred to the June 1967 Managers' Meeting. If possible, this matter will be resolved by correspondence.

67-7 SEAMLESS FLOOR COATINGS

Mr. Ringle made a progress report and stated that the laboratory was not yet ready to recommend a system. The laboratory feels that its present epoxy sealer needs to be perfected and that the system should be tested on many additional substrates. Time will be needed for field testing and for the preparation of a brochure and a directions manual.

Mr. Ringle estimates that an additional four to six months will be required for technical work. He reported that seamless floor coatings had two questionable features; namely, strong odor and a possible health hazard to applicators.

It was decided to limit laboratory efforts at this time to new floors only. It was agreed that we would manufacture our own base resin.

It was also decided to delay work on a brochure or color card until we know the precise system and product we intend to market. The Marketing and Sales Departments will attempt to obtain information on application costs per square foot. A further progress report will be made at the June 1967 meeting.

67-8 COLOR COMMITTEE REPORT

a) Vapex Flat Wall Finish - Ceiling White

The Color Committee recommended that the color of ready-mixed Ceiling White be changed to match the color Ceiling White as produced in the Machine System.

The Color Committee's recommendation was adopted.

b) Interior Enamels and Wall Paints - Composite Color Card

Mr. Fischer reported that the Color Committee recommends adoption of a composite interior products color card to include:

- 1) Lyt-all Flowing Flat
- 2) Vitralite Enamel Eggshell
- 3) Vapex Flat Wall Finish
- 4) Cellu-Tone Satin

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The Color Committee recommended that each of the above lines contain the same fifteen standard ready-mixed colors. The color card will show these ready-mixed colors as well as forty-eight Machine System colors plus twelve strong accent colors also selected from the Machine System. The mock-up of the proposed color card was displayed by Mr. Fischer showing the following colors:

Fifteen Standard Ready-Mixed Colors - (Note: All selected from the Machine System)

5583	Ceiling White	(L)
2556	Bone White	
2544-1	Platinum	
5502	Popcorn	(L) (E)
2572	Pale Olive	(L) (C) (V) (E)
4012-1	Melon Green	
4502	Tahiti	(L) (E)
4061	Holiday Green	
5035-1	Wedgwood Blue	
5013	Pottery Blue	(L) (E)
3037	Panama	
5540	Riviera Sand	(L) (C) (V) (E)
6027	Tumbleweed	(L) (E)
5527	Tawny Gold	(L) (C) (V) (E)
7010	Peony Pink	(L) (E)

Colors with a letter in parentheses following the name indicates that the colors are recommended for adoption as standard ready-mixed colors in that specific line. The letters designate the following products:

- (L) Lyt-all Flowing Flat
- (C) Cellu-Tone Satin
- (V) Vapex Flat Wall Finish
- (E) Vitralite Enamel Eggshell

Where letters do not appear opposite the standard ready-mixed color names, the colors are presently available as standard colors in the respective lines. The one exception is Ceiling White which will be available only in Vapex Flat Wall Finish and Lyt-all Flowing Flat.

Forty-Eight Machine System Colors -

2526	Water Lily	2531	Mist
3004	Golden Straw	3078	Golden Mist
3507	Firefly	4047	Aqua Luster
4524	Winter Morn	5542	Antique Ivory
5510	Ginger Whip	6025	Satin Bark
6021	Soapstone	6017	Sandy Beige
2563	Scotch Mist	2515	Cadet Gray
3027	Spring Yellow	3018	Autumn Fern
4002	Emerald Tint	4031	Aspen Green
5008	Starlight	5526	Raffia Tan
5549	Miami Sand	6001	Peach Glow
6003	Peach Parfait	7009	Coquette
2554	Pearl Tint	3000	Lemon Whip
3045	Celery	3540	Spring Vine
4015	Spearmint	4506	Turquoise Mist
5010	Morning Glory	5505	Naples Cream
5520	Meerscham	6113	Peanut Shell

6510 Pink Cloud	7514 Cupid Pink
2544 Flax	3009 Yellow Tulip
3059 Lillium	3500 Misty Jade
4042 Serene Green	4519 Pearl Aqua
5000 Blue Smoke	5515 Jasmine Yellow
5524 Light Coffee	6103 Burnt Ivory
6548 Pink Coral	8004 Winter Iris

Twelve Accent Colors -

2590 Thunder Cloud	2591 Gunmetal
5573 Plantation Yellow	3079 Golden Olive
3528-1 Sherwood Green	3545 Thyme Green
5020-2 Siam Blue	6095 Prairie Sunset
5576 Beech	5562 Golden Brown
6533-3 Carnival Red	8033 Amethyst

All colors will be designated by name and Machine System number. The following standard ready-mixed colors are recommended for deletion in both Lyt-all Flowing Flat and Vitralite Enamel Eggshell:

Bisque Tint	Empire Green	Petal Pink
* Bramble	* Indian Turquoise	* Puritan Gray
Cocoa Brown	Lime Yellow	Sudan Ivory
Dusty Green	Oasis	

The following standard ready-mixed colors are recommended for deletion in both Vapex Flat Wall Finish and Cellu-Tone Satin:

* Bramble	* Puritan Gray	* Horizon Blue
* Rose	* Indian Turquoise	* Sundawn
* Ivory		

Note: all colors marked * were recommended for discontinuance at the December 1966 Managers' Meeting (Minute 66-94).

The composite color card will denote that Vitralite Enamel is available in White Gloss, White Eggshell, and Black Eggshell.

It was decided to discontinue Vitralite Enamel Eggshell Mixing White.

The color card will denote that Lyt-all Flowing Flat, Vapex Flat Wall Finish and Cellu-Tone Satin are made in White.

Mr. Fischer pointed out that the following numbers of standard ready-mixed colors will be added and deleted in the four lines:

Lyt-all Flowing Flat

Delete 11
Add 9

Vitralite Enamel Eggshell

Delete 11
Add 8

Vapex Flat Wall Finish

Delete 7
Add 3

Cellu-Tone Satin

Delete 7
Add 3

It was decided to adopt the composite interior product color card as proposed by the Color Committee and presented by Mr. Fischer as Chairman.

The announcement to the trade of the proposed discontinued colors will be discussed at the June 1967 Managers' Meeting. Mr. Solly reported a minimum of ten weeks to produce the new color card at an estimated cost of 15¢ each in lots of 150,000. Printing to be one color on the chip side, and four colors on the back side.

It was decided to stop production immediately of all proposed discontinued ready-mixed colors and Vitralite Enamel Eggshell Mixing White.

It was decided not to fill any of the newly adopted colors in Vitralite Enamel Eggshell in pints.

Mr. Wilkinson recommended that the sales of colors in pints for Vitralite Enamel Eggshell be reviewed because of the drop in shipments over a period of years. After this review, the decision whether or not to discontinue pint sizes in colors will be made by the Sales & Advertising Committee.

With the adoption of the new composite color card, color cards for Lyt-all Flowing Flat, Vitralite Enamel and the combined Vapex Flat Wall Finish and Cellu-Tone Satin will be discontinued.

c) Latex Enamel Satin

The Color Committee recommended adoption of the following standard ready-mixed colors in Latex Enamel Satin, if it is decided to market a short line of colors at a later date:

Bone White	Platinum	Melon Green
Pottery Blue	Panama	Tahiti
Peony Pink		

No action was taken on this recommendation.

d) House Paint Standard Ready-Mixed Colors and Machine System Colors

At the December 1966 Managers' Meeting (Minute 66-95), it was decided to accept the recommendation of the House Paint Study Group, Item #3, to develop a contemporary range of colors.

Mr. Fischer presented a mock-up of an Exterior Paint Color Card, as proposed by the Color Committee, displaying the following Machine System Colors:

/ 5524	Light Coffee	- 2550	Sand
/ 2518-1	Puritan Gray	/ 2511	Strata Gray
/ 5515	Jasmine Yellow	/ 5520	Meerscham
/ 5523	Sandrift	/ 3016	Green Banana
/ 5537	Pongee	/ 4034	Glade Green
/ 4016	Bayou Green	/ 4022	Mistletoe
/ 3041	Sunburst Yellow	/ 4527	Woodbine
/ 4530	Bikini Blue	/ 4533	Aden Blue
/ 6505	Copperglow	/ 5021	Trade Wind
/ 5002	Alice Blue	/ 4571	Azure Blue
/ 2593	Putty	/ 6061	Sandpiper
/ 6034	Yucatan	/ 6539	Topaz
/ 3019	Palmleaf	/ 5004	Sistine Blue
/ 3530	Light Olive	/ 5532	Bronze Gold
/ 4544	Adriatic Blue	/ 5516	Harvest
/ 3529	Spring Moss	/ 6076	Cameo Brown

*checked
prop. of color
card - 9/5
J*

All of the above colors carry a "Star" and a "Dagger".

The proposed Exterior Paint Color Card was adopted.

It was recommended that the new color card be completely redesigned, face and back, and that it not be a revision of the present PUC color card.

It was also recommended that the chips for Forecast Colors be larger and that the heading "FORECAST COLORS" be in a smaller type size.

It was requested that color card carry no reference to specific products, and that a notation be carried at the bottom of the card similar to: "Colors shown are also available in interior products".

e) P&L House Paint and Verdura

The Color Committee and the Marketing Department proposed the discontinuance of the following standard ready-mixed colors in P&L House Paint:

333 Light Chocolate	327 Sunset Red
329 Jonquil Yellow	331 Tropical Blue
328 Sage Green	339 Willow Green
304 Straw	

It was decided to adopt the proposal. It was also decided to discontinue 312 Maroon from the line.

It was agreed that the Advertising Department redesign the P&L House Paint Color Card. This will eliminate the present P&L House Paint Supplementary Color Card.

f) Vapex House Paint New Base

Mr. Zimmer reported that the laboratory had developed a Neutral Base in Vapex House Paint, with some limitations. Colors made with the new base and Chrome Yellow (colorant P) or Moly Green (colorant N) darken excessively on exposure. When Chrome Green (colorant L) is added to the new base, the color changes in the package upon ageing.

Mr. Zimmer further reported that the new base can be used successfully with lead-free colorants, or with lead-containing colorants, providing that less than two (2) fluid ounces of the lead-containing colorants are used per gallon of base.

There are 199 neutral base colors in the Machine System, of which 118 can be made with the new Vapex House Paint Neutral Base. The Color Committee proposes that the following 20 Machine Colors selected from the 118 mentioned above, be shown on the Vapex House Paint Color Card to replace the present 16 Machine Colors now displayed on the right side of the present color card:

5552 Navajo Tan	5029-1 Persian Blue
5556 Buccaneer	5084 Wildwood Blue
5581 Indian Brown	2567 Field Gray
5582 Falcon Brown	2568 Raven
2570 Dewkiss	6109 Peppercorn
5576 Beech	6108 Sepia Brown
3082 Bark Green	2592 Cafe Gray
3549 Mount Vernon Green	4075 Tea Leaf
3532 Peridot	4549-2 Thistle
2578 Thrush Gray	5079 Symphony Blue

Present formula cards for the above 20 colors would be reprinted to add: "or Vapex House Paint Base No. 4" in red ink.

It was decided to adopt the new base in Vapex House Paint in principle, but to name it Base No. 3, subject to the ability of the laboratory to resolve the technical details. Mr. Zimmer will report on this subject at the June 1967 Managers' Meeting. When the laboratory resolves the technical details, a new Vapex House Paint Color Card will be developed.

g) Tonetic Wood Stain

The Color Committee proposed a new Tonetic Wood Stain color, Cherry (2857-C), as a standard ready-mixed color in the line. The Committee also recommended that the MPT Tonetic Wood Stain Metal Panel Rack show Rich Mahogany and Walnut, on birch in place of mahogany and walnut respectively, as presently shown. These recommendations were adopted.

Cherry will be shown on a birch panel and will replace the Knotty Pine panel in the MPT Tonetic Wood Stain Panel Rack. The Advertising Department will develop a pressure sensitive name strip to be sent out with each Cherry panel for the identification of the new panel in the rack.

It was also decided to develop a color card insert to illustrate the new Cherry color. The insert will carry one chip only. The estimated cost of the insert is 5 $\frac{1}{2}$ ¢ each.

There was a brief discussion on the possibility of having architectural panels produced by an outside supplier. Mr. Solly quoted prices being a minimum of 65¢ per panel for a three-coat specification, plus 15¢ for each additional coat. These prices would not include the cost of the wood.

h) Seamless Floor Coatings

In order to give the laboratory some guidance, the Color Committee proposed ten colors for a Seamless Floor Coating line. The Committee feels that the ten color effects should match selected colors in terrazzo, asphalt tile and certain competitive seamless floor coatings.

It was decided to leave the final color selection for a line of Seamless Floor Coatings to the Color Committee.

i) House & Garden Colors for 1968

Mr. Fischer reported that House & Garden Magazine had added the following six new colors to the 1968 line:

Nutmeg	Pongee
Penrod	Purple Anemone
Persian Blue	Zinnia

The above colors will replace the following six colors that are in the 1967 line:

Apricot Ice	Empire Green
Coral	Jade
Eggplant	Purple Iris

Mr. Fischer reported that House & Garden has approved the new colors as formulated in the P&L Machine System.

The Color Committee recommended that new formula sheets be prepared the same as last year. The Committee also recommended that pressure sensitive overlay chips be produced for updating the House & Garden colors in the Color Centers and Counter Books. This would entail production of six new H&G chips and printed instruction sheets to go to a dealer along with the new 1968 formulas.

It was decided to adopt the Color Committee's recommendations. The pressure sensitive strips will cost about 8¢ for the six new colors. 4,500 sets will be required. The estimated cost including the instruction sheets is approximately \$500.00.

67-9 COLOR DIRECTORS

a) Reordering

Mr. Fischer reported that New York and Chicago will require 5,000 Color Directors each during the next twelve months. The estimated cost to the Sales Divisions for 10,000 Color Directors is \$4.95 to \$5.23 per book. Stocks in the Branches will last until about August 1, 1967. It was agreed not to reorder Color Directors, but to produce new Color Decks (see below).

b) Color Decks

Mr. Slauter claimed that chips in the Color Director could not be placed against a wall for color comparisons and that there was a demand for a feature to replace the old CCD Color Deck. "Strip" color cards, arranged by color families in deck form, were suggested for consideration.

It was agreed that that old CCD Deck or similar tool showing colors, was a desirable feature. Discussion followed as to whether the chips should be in one or two decks. Mr. Solly estimated that 10,000 sets of two decks cost \$5.00 per set, and 20,000 sets of two decks would cost \$4.00 per set.

It was decided to work toward a single deck, if feasible. It was agreed that we could charge \$3.00 per set of decks to our dealers, or for a single deck of 937 colors.

After firm prices have been secured by the Advertising Dept., the Executive Committee will make the final decision concerning this expenditure.

67-10 PAL-COTE LATEX FLAT PAINT - STANDARD READY-MIXED COLORS

Mr. Slauter reported that a substantial number of requests have come from Central Division salesmen for a short line of five or six standard ready-mixed colors in Pal-Cote Latex Flat Paint.

After discussion, it was decided to maintain our present policy not to produce Pal-Cote products in standard ready-mixed colors.

67-11 HOUSE PAINT STUDY GROUP REPORT

#1 (d) House Paint 306 One Coat Chalk Resistant White

Mr. Hardy reported that the House Paint Study Group had decided to rescind its proposal to discontinue House Paint 306 Chalk Resistant White, and now proposed to leave this product in the line.

The Study Group also proposed that the following Enamelized House Paint products be adopted as standard listed items in the U. S. and Canada:

4892 Chalk Resistant White

4975 Light Base

4990 Deep Base

It was decided to adopt the House Paint Study Group's proposals, but to change the designation of 4892 Chalk Resistant White to 4903 Chalk Resistant White.

It was decided that Enamelized House Paint would be manufactured by the subsidiary companies and Ft. Erie, including Orange, but not in Buffalo. It will be filled in gallons and quarts. Prices are to be settled by correspondence.

The selection of a name for Enamelized House Paint was left to the Sales & Advertising Committee. If a new name is adopted, the name "Enamelized" should appear as a subhead.

#5 Sash Enamel Black

The House Paint Study Group proposed that this product be discontinued. The Study Group's proposal was adopted.

It was decided to discontinue production and to review inventories in June 1967 to establish a date for an announcement to the trade.

#7 Low Luster House Paint

Deferred to the June 1967 meeting.

#8 Shake & Shingle Finish

Deferred to the June 1967 meeting.

#9 Exterior Rustic Stain

Deferred to the June 1967 meeting.

#11 Barn & Roof Paint

Deferred until the laboratory develops a latex product.

#12 Barn & Fence Paint White

Deferred until the laboratory develops a latex product.

#13 Screen Enamel Black

The House Paint Study Group proposed that this product be discontinued. The Study Group's proposal was adopted.

It was decided to discontinue production and to review inventories in June 1967 to establish a date for an announcement to the trade.

#14 Redwood Stain

It was decided to revise the formula for Redwood Stain utilizing the same vehicle that is used in Penetrating Rustic Stain. The label copy will be revised to suggest the expanded usage that results from the vehicle change.

It was agreed that the laboratory explore the possibilities of changing the vehicle in the entire Exterior Rustic Stain line and report back to the June 1967 meeting.

Mr. Brewster reported 1,552 gallons of Redwood Stain in the field, including factory inventories in all package sizes, and that about 10,000 gallons were shipped in 1966.

#15 Redwood Varnish

It was decided that the Sales Divisions and subsidiaries would investigate the market potential for a redwood colored varnish and report to the Marketing Department. Mr. Hardy will summarize the reports at the June 1967 meeting.

#16 Sildura

Sildura was adopted as a standard unlisted item. (See Minute 67-6(a)).

#17 Vapex House Paint

The Committee recommended the discontinuance of No. 60 White and that No. 33 Chalk Resistant White be retained with a revised formula. However, because the 1967 Spring House Paint Promotion will not be completed until July 15, 1967, the Committee recommends that No. 60 White not be discontinued until after the promotion is completed.

It was decided that the discontinuance date will be discussed at the September 1967 meeting.

#18 Vapex Masonry Paint

Deferred to the June 1967 meeting.

#19 House Paint Literature

Deferred to the June 1967 meeting.

67-12 VITRA-TILE EPOXY "SATIN"

Mr. Ringle reported that the greatest problem in developing a "satin" version of Vitra-Tile Epoxy is the gloss increase which occurs while the catalyzed material stands prior to application. Panels were displayed showing an increase of 20 points during the five hour pot life of a laboratory mix. Competing "satin" sheen epoxies show the same tendency.

Mr. Ringle pointed out that the sheen increase does not contribute a hopeless problem, but its solution is far more complex than reducing the sheen in an alkyd enamel like Cellu-Tone Satin. Several possibilities are under study, and a further progress report will be made at the June 1967 meeting.

Mr. Brown inquired about the possibility of solving the problem by using a clear glaze coat in a satin luster. Mr. Ringle reported that the laboratory had investigated this possibility and found:

- 1) An experimental glaze costs more per catalyzed gallon than Vitra-Tile Epoxy Tint Base No. 1.
- 2) A coat of the experimental glaze at about 2 mils dry film thickness over the 2 coat Vitra-Tile Epoxy System did not improve the tile-like appearance of the block.
- 3) A coat of the experimental glaze improved the acid resistance but detracted from the alkali resistance of the Vitra-Tile Epoxy System. Washability was unaffected.
- 4) Packaging would be in full containers. Mixing would be an equal parts ratio with a new activator. This could cause confusion. In view of these results, Mr. Ringle did not recommend this approach. The Sales Divisions, however, requested samples for their own investigation. Two quarts each of Vitra-Tile Epoxy Glaze and Vitra-Tile Epoxy Glaze - Catalyst will be sent to the Eastern, Central, and Western Sales Divisions.

67-13 "38" PALE TRIM VARNISH FLAT

Mr. Ringle reported that the laboratory had developed "38" Pale Trim Varnish in a flat sheen. He recommended that this product replace "61" Floor Varnish Dull, and Tonetic Flat Varnish. Mr. Ringle pointed out that the new flat varnish has the following advantages over "61" Floor Varnish Dull and Tonetic Flat Varnish:

- a) More burnish resistant
- b) Paler color
- c) More positive drying
- d) Better color permanence after application

It was decided to adopt the new flat varnish as a standard listed item to be known as "38" Pale Trim Varnish Flat. Prices and package sizes will be the same as the three other products in the "38" Pale Trim Varnish line. A label change will be made.

It was decided to discontinue production of "61" Floor Varnish Dull and of Tonetic Flat Varnish at once. The date for discontinuing the availability of the two items will be deferred until the June 1967 Managers' Meeting.

67-14 FAST DRYING FLOOR VARNISH KC537

Mr. Ringle reported that the laboratory had developed a fast drying floor varnish with a two hour recoat time, good mar resistance and a pale color. Samples have been sent to the Branches with varying test results. The drying time and pale color were satisfactory, but the sheen was generally reported to be too low for a gloss and the body and build was not generally satisfactory.

It was decided to test market KC537 by the Branches. The Branches will send orders to Mr. Brewster for gallons or quarts.

Mr. Ringle will make a further report at the June 1967 meeting.

67-15 DANISH OIL FINISH (D.O.F.)

Mr. Fischer reported that Danish Oil Finish was adopted as a standard listed item at the December 1966 Managers' Meeting. He proposed a "viking" ship design on the face label. This proposal was adopted. It was left to the Advertising Department to refine the design and "clean up" the label.

Mr. Fischer also proposed a large, wood grain metal overcap for the aerosol cans. A minimum order of 36,000 overcaps will be required in order to obtain a wood grain effect. Mr. Fischer proposed that the overcap be used on all of the following products:

D.O.F.
Varmor Gloss
Varmor Satin
Effecto Spray Enamel Clear

If the overcap is used on the above products, and if projected sales of Danish Oil Finish (D.O.F.) of 3,932 units are realized, it is estimated that 36,000 would last two years. The overcaps will cost two cents each, or \$720.00 for 36,000.

Mr. Fischer's proposals were adopted. The wood grain will be either teak wood or walnut with the Sales & Advertising Committee making the best selection based on salability considerations. A proposed shipper-display carton for pint cans was displayed.

67-16 SPRAY ENAMEL - LARGE METAL OVERCAP

Mr. Brewster displayed samples of overcaps in both metal and plastic. He pointed out the adoption of the metal overcap for all items would increase the cost an average of \$.0143 per can, or a total of about \$2,200.00, based on 1966 shipments. If the metal overcaps were used on all colors and the plastic overcap on black, white and metallic colors, the cost increase would be about \$.0106 per can, or a total of about \$1,600.00, based on 1966 shipments.

It was decided to adopt the metal overcap on all products in the Effecto Spray Enamel line and in the Noxide Equipment Spray Enamel line. This change was considered necessary because the paint industry has generally adopted the large overcap on aerosol cans. A price increase will be considered at a later date.

67-17 INDUSTRIAL DIVISION ADVERTISING REPORT

Mr. Fischer and Mr. Mehrhof reported that the advertisement in Industrial Finishing Magazine on Suede-Tex had resulted in many inquiries.

67-18 PALGARD PACKAGING

Mr. Slaughter proposed adoption of a combination package which would provide a mixing container of Palgard Coating partially filled, and a separate container of Palgard Activator. The first container would be a quart can half full; the second, a pint can of Palgard Activator. The cans would be attached. Mr. Slaughter felt this would reduce possible errors by store personnel in failing to sell both components and would provide an acceptable mixing container.

Mr. Brewster displayed sample packages.

After discussion, it was decided to continue our present packaging system without change.

It was decided to incorporate a warning on the face label such as "Add Palgard Activator Before Use" or to signal the need to use Activator in some better way. This was referred to the Label Committee to resolve.

It was further agreed to spotlight that Palgard is a 2-component system in the price list, when it is reprinted. One suggestion would be that one quart consisted of a pint of Palgard Coating and a pint of Palgard Activator. The price shown as a quart price would be for the two components.

67-19 CATALYTIC VARNISHES - BACK LABELS

It was decided to adopt the following Catalytic Varnish items as specials:

No. 428 Gloss
No. 63 Semi-Gloss
No. 64 Satin

The Western Division will continue to test market these items and will report the sales results to the Marketing Department. The other Divisions may also wish to test market these products. A Technical Department Bulletin will be issued. Back labels will be prepared.

67-20 COMBINATION STAIN & SEALER

Mr. Schroeder reported that the Western Division had a number of requests for a wood finishing system composed of one coat of stain which not only stains the wood but also seals it in one application. This would be followed with one coat of varnish.

The laboratory was authorized to develop a special clear stain base to which Machine Colors can be added. This combination stain-sealer, in conjunction with one coat of "61" Floor Varnish, will produce a satisfactory job on typical flush doors.

67-21 VITRALITE ENAMEL

Mr. Slauter proposed a special promotion on Vitralite Enamel. This might include a more attractive label, special shipper-display cartons and perhaps a panel for use as an instore or counter display.

It was decided to refer this to the Marketing Department for study. A report will be made at a later date.

APPROVED BY

A handwritten signature, likely "W. H. Hunt", is written over a horizontal line. The signature is in cursive and extends below the line.