

MANAGERS' MEETING

A meeting of the Managers was held in Buffalo, September 4 and 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. Slaughter
Mr. Solly
Mr. Stark
Mr. Webster
Mr. Wilkinson
Mr. Zimmer

Mr. Johnston - Secretary of the Meeting.

(Minute 63-69 through Minute 63-88 inclusive)

63-69 REVIEW OF PRODUCTION

Oils

Linseed

Current billing cost - \$.1354 per lb.
Current market cost - \$.1314 per lb.

Due to an excellent crop report, the price of Linseed Oil was reduced to \$.123 lb. Minneapolis equal to \$.1314 Buffalo raw basis, tankcars. Ample supplies seem assured.

Tung

Current billing cost - \$.3950 per lb.
Current market cost - \$.3475 per lb.

Dealers and consumers are marking time until the effect of the new crop is felt in the market. Importers are reluctant to bring in oil at current high prices.

Refined Soya Bean

Current billing cost - \$.110 per lb.
Current market cost - \$.102 per lb.

Another record crop is in prospect and weather is excellent in the growing belt. This news with drop in export demand, sent soya bean oil to lows for the year.

Resins

Alkyd resin prices are under pressure due to low Phthalic Anhydride prices. This material seems to be now firm at \$.09 bags, carloads. Our current billing cost is \$.10 lb. Allied Chemical has increased price to \$.12 lb.

Solvents

Since last report, the price of Xylol has been reduced from \$.30 gallon to \$.265 gallon and Toluol from \$.25 to \$.225, both tank car basis Buffalo. Other solvents are unchanged.

Pigments

Prices of principal pigments are unchanged since last report.

Containers

On August 1 the prices of cartons were generally advanced $7\frac{1}{2}\%$. However, this increase has not as yet been passed along to us and we may go to the end of the year at current levels. There has been no further change in can and pail prices.

Mr. Stark reported that we were now using 2 gallon pails with 29 gauge in place of 26 gauge metal, with a 26 gauge cover. No problem is anticipated by this change, but Mr. Stark will be interested in getting reports regarding results obtained in the field with the use of the 29 gauge metal pail. Mr. Stark has notified the subsidiary paint manufacturing companies regarding this change in the metal for 2 gallon pails.

63-70 1964 SALES MEETINGS

Mr. Wilkinson recommended the following tentative program for the 1964 Sales Meetings:

1st day - Morning - Follow same general procedure as last year. In the morning this would include customary introduction, followed by the talks of Mr. Webster and Mr. Lindsay; the remainder of the morning to be devoted to Mr. Mather's discussion of "Advertising".

1st day - Afternoon - The afternoon session would consist of Product Discussion by Mr. Wilkinson and Mr. Lutz. Tentatively, Mr. Wilkinson suggested this discussion include the following products:

- 1) Vapex Masonry Paint.
- 2) Noxide-Machinery Enamel (if adopted).
- 3) *Completed line of* "6-T-1", House Paint.
- 4) New "Production Type" Enamel - if ready.
- 5) Special products listed in the new Sewage Disposal Specification Manual.
- 6) Cellu-Tone Satin - if improved.
- 7) P&L Machine System which would include:
 - a) Lyt-all Stippling Flat Bases
 - b) Chain Store Color Systems

- c) New House Paint Color Card.
- d) Comparison of sales of Bases and Ready-Mixed color sales. This comparison would be handled by Mr. Wilkinson on a relatively general basis.
- e) Review of profits to distributor and dealer on the various product lines in the Machine System.

In addition to Product Discussion, it is planned to have two talks by Mr. Lutz:

- a) Color and Color Control - This will be a discussion of color pigments and P&L methods of color control.
- b) Preprimed and Pre-finished Wood Siding - Mr. Lutz's purpose in this discussion is to bring our salesmen up-to-date on this subject which is now receiving considerable publicity.

It was felt that the above suggestions for discussion would require more time than allotted for the afternoon session. The subject of Cellu-Tone Satin was deleted as in the opinion of the laboratory an improved formula will not be ready, field-tested and produced in time.

It was decided that it would be advisable to discuss on the second day of the meetings the special products used in the new Sewage Disposal and Water Treatment Plant Specification Manual, as this subject on products is a necessary adjunct to discussion of the manual.

- 2nd day
- The Trade Sales Divisions will handle this program individually, to include:
 - 1) Discussion of new Architectural Manual, which is expected to take about two hours.
 - 2) Discussion of special products used in Sewage and Water Treatment Plant specifications.
 - 3) Discussion of new Sewage and Water Treatment Plants Specification Manual.

It is expected that both manuals will be ready for discussion at the 1964 Sales Meetings and should furnish an interesting basis for the architectural session.

It was decided that a glossary of terms used in Sewage Disposal and Water Treatment plants be prepared by Mr. Struck. This will be multilithed for distribution at the Sales Meetings.

It was also decided that any unusual terms used in the glossary would be described to the salesmen, preferably by use of pictures obtained from engineering firms, or slides made from these pictures. The Chicago Office will attempt to obtain pictures illustrative of such terms.

Mr. Wilkinson stated that the program outlined for the second day can be supplemented by sessions devoted to distribution and/or maintenance, if time is available.

It was decided that the final details of the programs for the 1964 Sales Meetings would be determined at the December 1963 Managers' Meeting. Previous to that time, the Branches will send outlines of their 2nd day agendas to Mr. Wilkinson.

63-71 SPRING STOCK ORDERS

Mr. Wilkinson recommended that a spring dating of April 1, 1964 be adopted for U.S.A. and a Peanelogram be mailed October 11 announcing that such a dating would be given on spring orders, effective November 1, 1963, shipments to be made at our convenience. This recommendation was adopted.

(a) House Paints

Mr. Slauter stated that we were losing considerable house paint business because competitors were giving summer datings in addition to spring datings. He mentioned specifically the summer datings given by some competitors.

It was decided that we would give a summer dating of July 1, 1964, making shipments any time after March 1, 1964 at our convenience.

The summer dating will be announced in the same Peanelogram as the spring dating. The Peanelogram will also include the names of the exterior paint lines to be included in the summer dating as follows:

- P&L House Paint
- Verdura Trim and Shutter Paint
- "6-T-1" House Paint
- Low Luster House Paint
- Vapex House Paint
- Vapex Masonry Paint
- Alkatite Cement & Stucco Paint

Only one dating will be allowed a customer on the above exterior products. He may take his choice of either a spring or a summer dating.

63-72 PAINT & WALLPAPER ASSOCIATION OF AMERICA. 1964 ANNUAL CONVENTION, CONRAD HILTON HOTEL, CHICAGO, ILL., NOVEMBER 20-22, 1964

Mr. Wilkinson reported that exhibit spaces for this convention would be available about October 25th.

It was decided that the General Sales Department would reserve a 20 ft. booth at a cost of approximately \$875.00 when copy of floor plans is received.

The P&L itinerant display will be used at this convention.

63-73 PAINTING & DECORATING CONTRACTORS OF AMERICA. 1964 ANNUAL CONVENTION, PORTLAND, OREGON, FEBRUARY 11-12 AT THE HILTON HOTEL

It was decided that Pratt & Lambert would have an exhibit at this convention to be staffed by the Western Division.

The General Sales Department will reserve a 10 ft. booth for approximately \$325.00, the display for this booth to be prepared by the Western Division.

63-74 NOXIDE - MACHINERY ENAMEL

Minute 63-46 of the June 1963 Managers' Meeting reads as follows:

"Approval was voted for the action indicated by Minute 63-34 of the March 1963 Managers' Meeting, namely, that, (1) a color card called "Noxide The Enduring Metal Finish" be developed, (2) equipment colors be reformulated to be rust-inhibitive, wherever possible and (3) colors in both Machinery Enamel and Noxide lines will be reviewed by the Color Committee, recommending changes as seems desirable.

The Canadian, Central and Eastern Divisions will submit their proposals to all members of the Color Committee by August 15, 1963. The Western Division has already done so."

In reviewing the above Minute, Mr. Wilkinson recommended:

- 1) The Machinery Enamel line be discontinued; discontinuance date to be decided later.
- 2) The Machinery Enamel line be replaced with a line to be designated as "Noxide Equipment Enamel".
- 3) That for purposes of the color ^{card} and other sales promotional material, except the face labels, this combined line be referred to as "Noxide, The Enduring Metal Finish", as established by Managers' Meeting Minute 63-46.
- 4) That the face labels be revised as follows:
 - a. For the equipment enamels the sub-head under the heading Noxide read - "Equipment Enamel" instead of "The Enduring Metal Paint".
 - b. For the primers and paint items, the sub-head under the heading Noxide read - "Metal Paint" instead of "The Enduring Metal Paint".
- 5) That the face labels of all Noxide products, where applicable, indicate that they are rust-inhibitive. This can be done in the same manner as the current procedure with the primers and 101 Red.

- 6) That, in accordance with previous Minutes 63-46 and 63-34, a color card be developed for "Noxide, the Enduring Metal Finish", with color chips for equipment enamels on one side of the interior and for metal paints on the other side.

These recommendations were adopted.

Minute 63-45 of the June 1963 Managers' Meeting reads in part as follows:

"9) Color Committee Meeting

It was decided that the next meeting of the Color Committee would be held on Tuesday, September 3, 1963."

This Color Committee Meeting was not held because the only subject on the agenda was the selection of colors for the revised Machinery Enamel - Noxide The Enduring Metal Paint line.

Therefore, Mr. Wilkinson reviewed all suggestions submitted by the various branch sales divisions for colors to be included in both of the new lines. It was decided to include the following colors in the Noxide Equipment Enamel line:

- | | |
|--------------|---|
| Red | - Match International Harvester Red. |
| Orange | - Match International Orange (Federal Standard Color 12197). |
| Blue | - Match blue in present Machinery Enamel line as closely as possible. |
| Green | - Match John Deere Green. |
| Gray Dark | - Match Ferguson Gray. |
| Gray Light | - Match No. 22 Gray as submitted by the Laboratory. |
| Yellow Light | - Match John Deere Yellow. |
| Yellow Deep | - Match International Harvester 409 Schoolbus Yellow. |
| Black | - It was decided to adopt a rust-inhibitive black which is slightly off from a jet black color due to presence of a rust-inhibitive pigment. |
| White | - It was decided not to include a white in this line because a good white color could not be obtained if a rust-inhibitive pigment was included in the formula. |

Mr. Wilkinson recommended that the items in the Noxide Equipment Enamel line each be designated by a number and name, as are the products in the present Noxide The Enduring Metal Paint line; exact names for each color to be selected later, with the exception of the Orange which will be called International Orange, with the sub-head "Federal Standard Color No. 12197".

Also he recommended that the formulas for these products include a rust-inhibitive pigment.

These recommendations were adopted.

It was decided to market the Noxide Equipment Enamel line in gallons and quarts, Group 1, U.S.A. and Canada, and that it be manufactured at Buffalo for U.S.A.

It was decided that prices for Noxide Equipment Enamels would be established by correspondence with the Branches when costs are available for all the new colors.

It was decided that the following items currently in the Noxide Metal Paint line would be retained:

- ✓ 90 Red Lead Primer
- ✓ 96 One Day Primer Red (New)
- ✓ 107 One Day Primer Gray (New)
- ✓ 97 Natural Graphite
- ✓ 98 Smokestack Black
- ✓ 101 Red
- ✓ 105 Aluminum

- 4 It was decided that 106 Green be reformulated with rust-inhibitive pigment and that the color and name remain the same.

It was decided to discontinue Noxide Metal Paints No. 99 Black, 103 Pearl Gray and 104 Dark Gray.

It was decided to add two Noxide Metal Paints, both to be made with rust-inhibitive pigments:

- 9 a) A light gray to match the color of No. 22 Gray as submitted by the laboratory, name to be established later.
- 10 b) Smoke gray to match the color of P&L House Paint Smoke Gray.

The content of the color card for "Noxide, The Enduring Metal Finish" was discussed next.

It was decided that color chips for the following Noxide Metal Paints would be included:

- ① No. 22 Gray (color name to be established)
- ② Smoke Gray
- ③ 101 Red
- ④ 106 Green
- ⑤ 105 Aluminum

6.118 - It was also decided to include small color chips to show the color of Noxide 90 Red Lead Primer, 96 One Day Primer Red (New), 107 One Day Primer Gray (New) and P&L No. 25 Zinc Chromate Primer.

9 - It was decided to include product descriptions of P&L No. 25 Zinc Chromate Primer and P&L Aluminum Paint.

The color card will conform to the adopted new style for P&L color cards.

Recommendations were made to include in the color card product descriptions, information on surface preparation and finishing schedules. It was decided that the color card copy shall consist of product descriptions. Other information on surface preparation and finishing schedules may be issued in some printed form later according to suggestions to be developed by Mr. Schroeder as and when approved by the sales divisions.

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.

63-75 REVIEW OF MEDIA SELECTIONS FOR 1964 SPACE ADVERTISING

Mr. Mather reported that the appropriation for 1964 space advertising, as outlined in Minute 63-62, must be changed because since that time several publishers had announced increases in space rates to take effect in 1964.

Increases for 1964 space advertising total \$3,305, with the possibility that there might even be additional increases announced by other publishers before the end of the year.

Mr. Mather reported that the space advertising program had been reviewed since the price increase announcements and his modified recommendations for 1964 space advertising showed a net increase of only \$493 over the program outlined at the June Managers' Meeting. Mr. Mather's recommendations were adopted.

63-76 DISPOSAL OF OLD ITEMS IN A&P INVENTORY

Mr. Mather summarized the inventory of window displays and other old advertising features which are currently listed in A&P inventory.

The total cost of window displays in A&P inventory as of August 30, 1963 was \$11,646.47. The total cost of other miscellaneous advertising features on the same date amounted to \$11,641.64, or a total cost of all old features in A&P stock as of August 30th was \$26,288.11. He recommended that this inventory be written off and that these advertising features then be made available to the branch sales divisions at no cost.

It was decided that the August 30th inventories would be compared with the corresponding inventories as of December 31, 1962. Detailed information will then be sent to the branch sales divisions and a further review will be made at the December 1963 Managers' Meeting to decide what procedures to follow.

Mr. Ruggles recommended that a similar review of all advertising feature inventories be made once each year for tax purposes. This recommendation was adopted, with the suggestion that these inventories be reviewed at each September Managers' Meeting, and a final decision regarding what advertising features are to be written off each year for tax purposes will be reported to Mr. Ruggles.

It was recommended that the Branch offices and Subsidiary companies also review once each year their stocks of old advertising material and that those considered obsolete be written off.

63-77 STATUS OF MINUTE 62-108 - REVISION OF SALES PROPOSITION BOOK

Mr. Brown inquired about the present situation with regard to this book.

Mr. Mather reported that a target date had been set for some time in the summer of 1964. He stated that much information in this book would be obsolete if made ready prior to next summer because of the many changes now in preparation.

63-78 PVT PAINT & VARNISH TRANSFER SIGNS

Mr. Brown inquired about the discontinuance of these transfer signs which had been used on delivery trucks and similar surfaces.

Mr. Mather reported that 2400 transfer signs had been purchased in 1964³ at \$.325 each. A recent inventory showed that 46 were in stock at Chicago only. There is a present need for 170. These signs can be purchased now at the following prices:

Lots of 250 - \$4.61 each
Lots of 500 - \$2.53 each
Lots of 1000 - \$2.16 each
Lots of 500 - \$1.96 each (3 colors only)

Mr. Mather stated that these signs were not adapted for truck doors or panels because the adhesive was on the face of the signs so that they could be used on the interior of store windows.

It was decided that we would not now get a new supply of these signs because of their relatively high price.

Mr. Mather will continue investigation to see if they can be obtained at a lower price.

63-79 LATEX FLAT WALL PAINT (DRIPLESS TYPE)

Mr. Lutz stated that it was decided at the June 1963 Managers' Meeting (Minute 63-41), that the various sales divisions would order testing quantities of a Latex Flat Wall Paint (Dripless Type), which had been formulated by the laboratory, to determine its potential value especially in comparison with Solidex.

This Latex Flat White Paint is designated as GZ164. Laboratory tests show that it has the following advantages when compared with Solidex White:

1. Whiter White.
2. Better Stay-put.
3. Better hiding and coverage.
4. Better color uniformity for Machine Colors between brushed and rolled areas.
5. Does not "thin down" when Machine Colorants are added.
6. Better color stability - less after yellowing on exposure.
7. Easy clean-up with soap and water.
8. Liquid paint is less of a fire hazard in maintenance work.
9. No settling.

10. Multiple coats have less tendency to "mud crack".
11. Faster drying.
12. Faster recoat.
13. Does not run down brush.
14. Better touch-up.

Formula No. GZ164 has the following disadvantages when compared with Solidex White:

1. Slightly poorer leveling.
2. Slightly poorer scrubbability (greater erosion).
3. Subject to freezing.
4. Shorter "stay-open" time.

The large volume current billing cost of GZ164 is \$.B.AN; Solidex White, EB17, is \$.B.AS, and Vapex Flat Wall Finish White, ZES, is \$.BKB.

Mr. Lutz had received no report to date regarding tests made by the New York Office. Favorable reports were received from the Waggener Paint Company and Cleveland Paint & Color Company. The Chicago Office reported that there was no market for GZ164, as Vapex Flat Wall Finish White does a better job. GZ164, however, costs \$.EL less than Vapex Flat Wall Finish White and would compete with products like Solidex which has a lower selling price than Vapex Flat Wall Finish White.

It was decided to await results of New York tests, deferring any definite action until the December 1963 Managers' Meeting.

63-80 NO. 68 ALKYD ENAMEL SEMI-GLOSS BASES

Mr. Brown reported the following shipments by the New York Office:

January 1 - August 15, 1962 - 2,668 gallons
January 1 - August 15, 1963 - 3,700 gallons

Action regarding bases was deferred to the December 1963 meeting.

63-81 PITTSBURGH PLATE GLASS COMPANY'S SPEEDHIDE LINE

Mr. Hubbard described the extreme competition from Pittsburgh Plate Glass Company's Speedhide line, especially in Rochester, N.Y. This company claims that their Speedhide line at a lower cost, is equal in all properties to their highest grade or Wallhide line. Because of their warehouse distribution setup they can quote very low prices to obtain a given job. Reports showed that this same intensive price competition was experienced in other territories.

It was decided to continue study of this situation.

63-82 THE PACKAGING OF MULTIPURPOSE COLORANTS IN PLASTIC DISPENSING BOTTLES

Mr. Slaughter reported that according to his experience, painters will pay an increased price for Multipurpose Colorants marketed in plastic dispensing bottles. The 16 fluid ounce size is most popular.

Mr. Lutz reported that these plastic bottles can now be bought in any quantity but there may be a minimum quantity that can be purchased for the caps for these bottles.

He stated also that it was illegal in New York City to market paint products in plastic dispensing bottles. The National Paint, Varnish & Lacquer Association is appealing this decision.

It was decided that Mr. Slaughter will obtain competitive selling prices on this item and send them to Mr. Wilkinson along with an actual bottle of competitive material. Mr. Wilkinson will obtain prices on such bottles and will report at the December 1963 Managers' Meeting.

63-83 ARCHITECTURAL PROMOTION OF EXTERIOR RUSTIC STAINS

Mr. Slaughter reported that the popularity of exterior stain finishes is increasing. He stated that we do not have any good selling aids to promote P&L Exterior Rustic Stains, especially wood panels to show the types of finishes available.

He presented a Rez cabinet showing what had been done to help the promotion of Rez stains. He recommended that we have a set of Exterior Rustic Stain panels for sales promotion, for inclusion in the bottom compartment of our architectural cabinets, or possibly a color deck for promotional purposes.

Mr. Anderson reported that the Chicago Office had made individual color decks for Exterior Rustic Stains, principally for distribution on the Pacific Coast.

Mr. Zimmer stated that the laboratory was investigating a revised line of stains that could be used for interior as well as exterior use.

It was decided that Mr. Mather would investigate the cost of preparing a color deck for Exterior Rustic Stains.

It was also decided that the laboratory would investigate the possible development of a machine tinting system for Exterior Rustic Stains.

Reports on these decisions will be made at the December 1963 Managers' Meeting.

63-84 EFFECTO ENAMEL FRENCH GREEN

Mr. Wilkinson reported that we had two Pratt & Lambert colors designated as "French Green". One is in the Effecto Enamel line and the other is Color 4025 in the Machine Colorant System. They differ noticeably in color, which is contrary to the P&L policy of having the same color for all products that have identical color names.

It was decided to change the name of Effecto Enamel French Green to Effecto Enamel Evergreen.

It was estimated that there was a three months' stock of this color at Buffalo labelled "Effecto Enamel French Green".

Mr. Wilkinson recommended that the new production of this color be labelled "Effecto Enamel Evergreen" and that the present stock of labels for Effecto Enamel French Green be destroyed.

Mr. Wilkinson recommended also that a sub-head be included on the face label of Effecto Enamel Evergreen to read as follows: (Former name - French Green).

These recommendations were adopted.

It was decided that all P&L warehouses will make shipment of all Effecto Enamel French Green stocks before supplying any Effecto Enamel Evergreen.

Mr. Brewster will notify Mr. Wilkinson when the Buffalo factory is ready to supply this color under the new name, "Effecto Enamel Evergreen". Mr. Wilkinson will notify the U.S.A. Trade Sales Divisions.

It was decided to reprint the Machine System formula card for 4025 French Green, to include the warning "Color does not match Effecto Enamel French Green, Ready-Mixed".

It was decided to place a symbol before the name "Evergreen" on the new Effecto Enamel color card with a footnote to explain that the former name was Effecto Enamel French Green.

63-85 P&L MACHINE SYSTEM CHIP RACKS. REPORTS ON PROBLEM OF COLOR DISPLAY. JUNE 1963 MANAGERS' MEETING, MINUTE 63-65

Mr. Gamard reported that it seemed advisable to eliminate chip racks. Chips frequently disappeared rapidly, or after removing were replaced in the wrong section for each respective color.

Mr. Anderson reported that the same condition existed in the Chicago territory and that frequently the No. 58 Sampler was now used in place of the Machine System chip racks.

The branch offices will take inventory of their chip rack color chips and forward this information to the Advertising Department with their comments as to the length of time they think the inventories will last. The Advertising Department will combine these figures with those of their own inventory in order that an estimate for the entire company may be arrived at as to how long such inventories will last. This estimate will be presented at the December Managers' Meeting.

The Advertising Department will investigate means of creating a focal point for the merchandising of color in our dealer's stores.

63-86 THE NEW LYT-ALL FLOWING FLAT

Mr. Mather recommended that the word "new" included in the name of this product be discontinued.

It was decided to continue the use of the word "New" as part of the name.

63-87 ALKATITE CEMENT & STUCCO PAINT. SHALL WE FURNISH THE WHITE IN 5-GALLON PAILS WITH SCREW CAP TOPS?

Mr. Wilkinson recommended that Alkatite Cement & Stucco Paint White be marketed in 5-gallon pails with screw cap tops to facilitate tinting operations, at an increase of \$60 - \$70 per year based upon 1962 shipments. This recommendation was adopted.

63-88 SEWAGE DISPOSAL PLANT SPECIFICATIONS. POLICY REGARDING SPECIAL PRODUCTS

Mr. Wilkinson presented this subject so that a policy could be established regarding the various products in these specifications which are not standard listed Trade Sales items. Such products in these specifications are as follows:

Epoxy Resistant Finishes

Epoxy Red Lead Primer No. 347, KP347
Epoxy Resistant Coating Dark Gray No. 71512, K71512
Epoxy Resistant Coating Silver Gray No. 71513, K71513
Epoxy Resistant Coating White No. 1822, K1822
Epoxy Activator No. 6330, 6330

NOTE: Although it is possible to make the Epoxy Coatings in other colors, we have concentrated on the above for use on this type of work. It is recommended that only the above colors be considered as standard unlisted items and if other colors are required, they will have to be ordered as specials.

Vinyl Resistant Coatings

Vinyl Primer No. 104-132, 104-132
Thinner No. 1571, 1571

NOTE: Since the Vinyl Finish Coats may be ordered in various colors it is not advisable to stock them as standard unlisted items.

Red Lead Primer No. 30503, G30503
Heat Resistant Aluminum No. 7227, GX7227
High Heat Resistant Aluminum Paint No. 31483, G31483
Safety Spray Aluminum No. 34707, G34707
Petroleum-Epoxy Paint Black, K0535
Petroleum-Epoxy Catalyst No. 1136, 1136
No. 46 Metal Pretreatment, 105-93
No. 46 Metal Pretreatment Activator, 1509
Effecto Enamel International Orange

Only two products in the above list have been sold in fair sized quantities during 1962 and the first six months of 1963. They are:

- 1) No. 46 Metal Pretreatment (new name for Wash Primer 105-93)
- 2) Red Lead Primer No. 30503

Mr. Wilkinson stated that it had been decided to go to the expense of producing a specification manual for Sewage Disposal, Water Treatment and Engineering Projects because we expect:

- 1) A sizeable volume of business on the special resistant coatings.
- 2) Protection for our regular trade sales products in other areas of such projects where we now get a substantial volume, but on which competition is trying to force us out of the specifications - especially those who have established a line of resistant finishes which we have not previously had.

The new specification manual should help us get additional business, especially because we can recommend a complete system of resistant coatings in addition to our regular architectural products.

It was decided to adopt as standard unlisted items, with back labels, the products outlined above. These standard unlisted items will be stocked at Buffalo in quantities deemed advisable.

These items will be marketed in Group 2 and the list prices will be established by correspondence; Mr. Wilkinson making final report at the December 1963 Managers' Meeting.

Mr. Zimmer stated that final copy for this manual has been given to the Advertising Department.

APPROVED BY

R. W. Lindsay