

A meeting of the Managers was held in Buffalo, March 22-23, 1961, the following being present:

Mr. Anderson
Mr. Beckman
Mr. Brown
Mr. Gamard
Mr. Hromadka
Mr. Hubbard
Mr. Lindsay
Mr. Lutz
Mr. Mather
Mr. Maycock
Mr. McManamy
Mr. Montanye
Mr. Murphy

Mr. Neumann
Mr. Nolan
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

61-1 REVIEW OF PRODUCTION

Oils

Linseed

Current billing cost .. \$.1400 per lb.
Current market cost - \$.1431 per lb.

The linseed oil market has been slow and is awaiting better weather for an increase in sales.

Tung Oil

Current billing cost - \$.240 per lb.
Current market cost - \$.315 per lb.

This market has had a record advance for recent years. Apparent failure of the Chinese crop plus reluctance of Argentina to quote, advanced the domestic market to \$.30 lb. f.o.b. the South.

Refined Soya Bean

Current billing cost - \$.1311 per lb.
Current market cost .. \$.1500 per lb.

This market has been at almost record high due to heavy speculation in future positions and constant rumors of heavy export business. There have been some weaknesses in prices during past two weeks.

Resins

Rosin

Gum Rosin prices have been easier due to end of current producing season and prospect for start of new crop production in April. Synthetic resin prices are generally firm.

Phthalic and Maleic Anhydride

Production of phthalic anhydride is still greatly hampered by low coke oven production of naphthalene. However, one new petroleum naphthalene producer came on stream the last week of February and this material, plus anticipated increase in steel activity, should improve this picture by April and May. Situation is improving.

Maleic anhydride is in over production and the previous shortage is now past.

Solvents

All solvent prices are firm and supply seems ample.

Pigments

Since last report, lead-free Zinc Oxide was reduced \$.02 lb. and leaded grades \$.015 lb. Other white pigments and dry colors are firm and in ample supply.

Containers

In our last report we mentioned an increase in tin can prices (about 3%) on January 1st.

Steel pails, steel drums and cartons are unchanged since our last comments.

61-2 1962 SALES MEETINGS

Mr. Wilkinson reported that the following schedule had been adopted:

Buffalo - Hotel Statler Hilton - Tues. & Wed., January 23-24, 1962.

Chicago - Hotel Drake - Mon. & Tues., January 29-30, 1962.

New York - Hotel St. Moritz - Tues. & Wed., February 6-7, 1962.

61-3 P&L MACHINE SYSTEM

(a) Effecto Enamel Bases

Mr. Lutz reported that the Effecto Enamel Bases adopted at the December 1960 Managers' Meeting, contingent upon the color selection that can be safely specified in the Tube and Machine Systems, had been formulated.

In the Machine System it is safe to make all daggered colors (those specified for Vapex Masonry Paint) with these bases for exterior or marine applications. These colors total 418 and include the 295 colors that are also starred. All colors in the Machine System can be made safely with the Effecto Enamel Bases for interior use, and all such colors are lead-free.

The back labels for our ready-mixed Effecto Enamel line and for Effecto Spray Enamel include the following statement: "Free from lead pigments; meets the safety standards required for use on children's furniture".

In the Tube System the problem is more complex because some of the Tube System Colorants contain lead.

In the Tube System it is safe to make all colors specified for Vapex Masonry Paint with the Effecto Enamel Bases. These colors, however, are not shown with the dagger in the chip rack.

The Tube System colors designated by daggers can be located in the latest TBS Color Deck.

There are 67 Tube System Calibrated Colors with daggers, some of which are also starred.

The remaining 30 starred Tube System Calibrated Colors contain lead and are not suitable for use as Vapex Masonry Paint. They are also contrary to our statement that Effecto Enamels are free from lead. All of these colors would require special labelling for marketing in Baltimore, Md.

Effecto Enamel Bases were adopted for use in the P&L Machine System, recommending all colors for interior use and the 418 colors designated by daggers for exterior use.

Mr. Wilkinson suggested the following directions be included on the back label for Effecto Enamel Bases:

Colorant and Base System

All Calibrated Colors made with P&L Machine System Colorants and Effecto Enamel Bases are suitable for interior use and are free from lead pigments. On exterior or marine surfaces, use only those colors specifically recommended.

In the P&L Tube System, only Calibrated Colors especially designated should be made with P&L Tube Colorants and Effecto Enamel Bases. These designated colors are free from lead pigments and are recommended for interior, exterior, and marine use.

To produce selected color, use specified P&L Colorants and Effecto Enamel Base. Mix on mechanical shaker or stir thoroughly. Mix enough enamel for entire job at one time. For future reference, write in number or name of color in the space provided on the label.

I. Prices of Bases

The following list prices, Zone I, Group 2, U.S.A., recommended by Mr. Wilkinson were adopted:

		<u>Gal.</u>	<u>Qt.</u>
Light Base No. 1175	-	\$9.10	\$2.59
Deep Base No. 1190	-	8.65	2.47

These prices are \$.40 per gallon lower than the prices for Vitralite Enamel Light and Deep Bases in U.S.A.

Effecto Enamel is also \$.40 per gallon less than Vitralite Enamel in U.S.A.

In U.S.A. the profit on Effecto Enamel Bases at the above list prices is satisfactory, being slightly higher than the profit on Effecto Enamel White.

The recommended prices were adopted.

II. Suggested Retail Prices

Mr. Wilkinson recommended that the U.S.A. Suggested Retail Prices for all SR Price Lists be \$.40 less per gallon and \$.10 less per quart than corresponding Vitralite Enamel prices.

For Zone I, Machine System SR Prices would then be as follows:

	<u>Price Groups</u>				
	<u>I</u>	<u>II</u>	<u>III</u>	<u>IV</u>	<u>V</u>
<u>SR-137T</u>					
Gallon Can	\$9.65	\$10.05	\$10.45	\$10.65	\$10.90
Quart Can	2.95	3.11	3.32	3.44	3.59
	<u>I & II</u>		<u>III</u>	<u>IV & V</u>	
<u>SR-137M</u>					
Gallon Can	\$9.60		\$10.00	\$10.50	
Quart Can	2.82		2.92	3.07	

These prices were adopted.

III Identification in Machine System Color Display Books

- Mr. Wilkinson reported that there are 860 sets of Machine System Calibrated Color Display Books in the field and in inventory.
- There are 190 sets of Machine System Calibrated Color Display Books on order for which the descriptive pages and the tab sheets are already printed.

To print stickers containing necessary data regarding Effecto Enamel Bases for all 1050 sets will cost approximately \$30.00.

To imprint the data regarding Effecto Bases on descriptive pages and tab sheets for the 190 sets on order will cost \$345.00 and will not have a neat appearance.

To replace the descriptive pages and tab sheets on order would cost approximately \$1000.00

It was decided to adopt a descriptive sticker for all Display Books in the field, in inventory, and in process.

IV. Discontinuance of Effecto Enamel Supplementary Color Card

Mr. Wilkinson reported that complaints had been received that supplementary colors made from Effecto Enamel White plus Tube Colorants do not match corresponding color chips in the color card.

The adoption of Effecto Enamel Bases eliminates the need for the supplementary color card.

Mr. Wilkinson recommended that we announce to our customers that the Effecto Enamel Supplementary Colors had been discontinued with the introduction of Effecto Enamel Bases and that stocks of the supplementary color card be destroyed. This recommendation was adopted.

V. Formula Cards for Effecto Supplementary Colors

Mr. Wilkinson stated that Machine System formulas had been developed for the Effecto Enamel Supplementary Colors and could be printed on buff formula cards if desired. There is nothing with which to show these colors, however, as they are matched to the standards and not the chips in the color card.

It was decided that formula cards were not required.

(b) P&L Colorgun System

- 1) Mr. Wilkinson reported that sales are proceeding satisfactorily, as 86 units had been sold to March 15.
- 2) Instruction Manual (Minute 60-122-10)

At the December 1960 Managers' Meeting it was decided that an instruction manual would be issued for the use of the Colorgun System with P&L Machine System Calibrated Color formulas, to include necessary directions for use and maintenance of the gun and cannisters.

This manual was delayed for two reasons:

- 1st - Every gun is accompanied by complete instructions for use and care of the gun. It also includes certain maintenance requirements for the cannisters.
- 2nd - We have been advised that during March 1961, Auto-blend Products Company will have available so-called "Service Sheets" which supposedly will relate to

maintenance of their equipment. To date, we have not seen one of these "Service Sheets", so do not know exactly what will be included in it.

Mr. Wilkinson reported that a sheet of instructions had been printed regarding use of P&L Machine System Colorants in Autoblend cannisters. They have been sent to Autoblend Products Company for inclusion in all shipments to P&L customers. Additional copies have been sent to our branch sales divisions.

The matter of an instruction manual will be reviewed again as soon as the above mentioned "Service Sheets" are received. It is hoped they will include sufficient information to make unnecessary the printing of an instruction manual.

It was decided that for the present, no instruction manual would be prepared.

Mr. Wilkinson will keep the branch sales divisions advised regarding any new developments.

- (c) Filing of Conditional Sales Contracts for Colorant Dispensing Machines.

**REDACTED FOR
PRIVILEGE**

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PRIVILEGE

(d) Measuring Devices for Painter-Maintenance Use

Mr. Wilkinson presented two measuring devices designated as "PLUNKERATORS". They are intended to measure colorant accurately and tests indicate that they are accurate. They are \$35.00 per set and are designed for painter or maintenance accounts so that colors can be matched with relatively small expense for the measuring equipment.

Laboratory tests show that good color matches can be made by the "Plunkerators" in comparison with the Machine System - the poorest of these color matches being with the use of 1/48 oz. of colorant.

Mr. Wilkinson presented these measuring devices for information only.

(e) Plastic Fly Sheets for Machine Color Books

It was reported by the branch sales divisions that the plastic sheets and the separator or divider sheets in some books are becoming "dog-eared" and should be replaced.

Several plastic sheets of different gauges were presented by Mr. Solly which could be used for replacements.

It was decided to adopt for future books, and for replacements, the heavier .030 gauge plastic sheets and have them extend sufficiently far to cover tabs. These sheets cost about \$.28 each and there are four sheets in each book.

There are 190 books on order with lighter gauge plastic sheets. Mr. Solly was instructed to try to have the .030 gauge sheets used in these books. The lighter gauge sheets cost \$0.12 each, the .030 gauge sheets cost about \$0.28 each so the increase for 4 sheets in each of the 190 books will be approximately \$0.64 per book.

The branch sales divisions will notify the Advertisement Department how many replacements are needed.

It was decided that the Advertising Department would also investigate the cost of obtaining replacements for worn separator or divider sheets.

(f) New MSI Machine System Cross Index Book

Mr. Mather reported that this book had been completed and delivered.

(g) Time Payment Plan for Colorgun

Mr. Brown reported that it would help to obtain faster distribution in U.S.A. if a time payment plan were adopted for colorguns.

He recommended that in U.S.A. the computation for cost of time payment be made for a period of eight months using the same method as for colorant dispensing machines and the base prices for "package deals" as given in Minute 60-122-5. This recommendation was adopted. Mr. Wilkinson will establish prices in accordance with the decision.

61-4 P&L TUBE SYSTEM

- (a) The 67 colors designated by a dagger in the TBS Book were adopted for use with Effecto Enamel Bases. All are free from lead and recommended for interior, exterior and marine use.
- (b) It will be indicated in the TBS Book which colors can be made with Effecto Enamel Bases.
- (c) Mr. Wilkinson recommended that the SR-137 prices be the same as the SR-137T prices for colors involved. This recommendation was adopted. Prices are as follows:

	<u>Color Numbers</u>			
	<u>1025-1077</u>	<u>1080-1151</u>	<u>1152-1188</u>	<u>1201-1285</u>
<u>SR-137 Effecto Enamel</u>				
Gallon Can	\$9.65	\$10.05	\$10.45	\$10.90
Quart Can	2.95	3.11	3.32	3.59

61-5 VITRA-TILE SYSTEM

(a) Addition of Vitra-Tile Block Filler and Vitra-Tile Wall Primer

Originally a new formula for Primafil and a new formula for Vapex Wall Primer were specified under Vitra-Tile Coating. These specifications were changed for two reasons:

- 1) Vitra-Tile Coating does not cure properly over the old formulas of Primafil and Vapex Wall Primer and there is a large quantity of these items in the field which could result in trouble and complaints.
- 2) Painters who had previously substituted cheaper block fillers for Primafil might assume that they could do the same for use under Vitra-Tile Coating with resultant trouble. Also we could lose the sale of Block Filler.

Consequently it was decided to include in P&L Specifications and Price Lists, the two new items, Vitra-Tile Block Filler and Vitra-Tile Wall Primer.

Their addition had already been approved by the branch offices and at Mr. Wilkinson's recommendation, this approval was confirmed by the managers.

(b) Approval of List Price Basis, New Catalyst Formula and Changes in Packaging

Mr. Wilkinson stated that at the September 1960 Managers' Meeting, it was decided to market the Vitra-Tile products as a standard unlisted line with net prices F.O.B. Buffalo (Minute 60-79-3). Prices were adopted and a Sales Bulletin was issued on October 11.

The branch sales divisions and some customers did not like the net pricing. Consequently, it was decided to price the Vitra-Tile System the same as other standard unlisted products - on a List Price and delivered basis with a Group 2 discount. A Sales Bulletin announcing this change was issued March 3, 1961.

In February 1961 it was decided to adopt a new and more expensive formula for Vitra-Tile Catalyst, to establish a higher selling price, and to package the catalyst in plastic bottles instead of glass.

Also it was decided to eliminate the gallon size for Vitra-Tile Bodying Agent, to add the pint size, and to package this product in plastic bottles instead of glass.

All these changes were approved by the branch sales divisions and Mr. Wilkinson moved approval at this meeting of the Vitra-Tile prices and package sizes as outlined in Sales Bulletin dated March 3, 1961. These changes were approved.

(c) Vitra-Tile Metal Primer

Originally, No. 25 Zinc Chromate Primer was specified as a first coat on metal under Vitra-Tile Coating. Later it was discovered that when No. 25 Zinc Chromate Primer was coated with Vitra-Tile Coating after its normal drying time, the primer tended to lift.

The laboratory therefore developed a special primer for this purpose.

Mr. Wilkinson moved the adoption of this formula with the name, "Vitra-Tile Metal Primer". This recommendation was adopted - the primer to be packaged in ones and quarts with List Prices respectively, \$8.30 and \$2.39, Zone I, Group 2, U.S.A.

(d) Warranty Correction of Minute 60-107c

Minute 60-107c and d of the December 1960 Managers' Meeting limited the use of the Vitra-Tile product warranty to the Application Manual.

Later it was decided that the warranty should be on labels also.

Mr. Wilkinson moved that the Vitra-Tile warranty shall appear on Vitra-Tile product back labels and in the Vitra-Tile Application Manual.

This recommendation was approved.

(e) Veiling Base

Mr. Hubbard presented panels showing a veiling finish developed by the laboratory that is more attractive and more easily applied than a spatter effect.

This veiling base was adopted to be marketed in the same size as the spatter base - 1.25 double-tite cans, gallons only, U.S.A. and Canada. Prices will be adopted by correspondence after Mr. Wilkinson gets necessary billing cost.

(f) Brochure

Mr. Brown inquired regarding the status of the Vitra-Tile System brochure and Mr. Mather reported that printing had been completed and copies were ready for distribution.

(g) Architects Mailing

Mr. Mather reported that the brochure would be mailed to architects during the month of April.

It was suggested that something be attached to the brochure, or a special envelope be used, to insure the reading of the brochure.

It was decided to enclose a return post card with the brochure.

(h) Addendum Sheet for Architectural Specification Manual

Mr. Mather reported that copy had been written and edited and will go into type in about three weeks, with distribution in about one month.

(i) Advertising Vitra-Tile in Architectural and Other Appropriate Publications

Mr. Mather reported that one ad regarding the Vitra-Tile System would appear in the Architectural Record.

(j) Vitra-Tile Panels

Mr. Mather presented various types of panels and color combinations for Vitra-Tile and its many variations, including spatter and veiling finishes.

He showed ten plastic panels with spatter that could be held over any color background to show various Vitra-Tile finishes.

The cost would be about \$1.50 per set of ten plastic panels.

It was decided that the Advertising Department produce 1000 sets of ten pieces each at a total cost not to exceed \$2,000, showing spatter and veiling.

It was suggested that ten basic colors for use as backgrounds with the ten plastic panels be picked from the Machine System, competitive lines or standard ceramic tile colors.

It was then recommended that the branch sales divisions submit color suggestions for these background panels to Mr. Mather by April 10, 1961, the panels to be ready in about three months. This recommendation was adopted.

It was decided that the Advertising Department would produce 1000 samples of Vitra-Tile finish on aggregate or concrete block, such samples to be similar to those previously prepared by the Chicago office.

Also it was decided that the Advertising Department produce 1000 samples of Vitra-Tile finish on cement asbestos board to give to architects at a maximum cost of \$.10 each - the finish to be the best selection decided by the Advertising Department.

Mr. Hubbard presented a disc made with Vitra-Tile, which in handling, demonstrated the hardness and toughness of this finish.

It was decided that the Advertising Department supply 300 solid blocks or discs of Vitra-Tile at a cost of approximately \$1.00 each.

(k) Application Manual

Mr. Mather stated that copy had been written for the manual and checked by the laboratory.

It will now be necessary to add information regarding the Vitra-Tile Veiling finish.

Mr. Mather showed a dummy setup of the manual with illustrations.

It was decided that illustrations would be used only where instructive.

The manual should be ready for distribution in about one month.

61-6 VAPEX WALL PRIMER

Mr. Lutz reported that in accordance with a decision made at the August 1960 Planning Committee Meeting, an improved Vapex Wall Primer, GZ128, had been test marketed in Buffalo and Akron, O. areas.

In laboratory tests the improved formula had these advantages over the current formula:

- 1) Hides slightly better because it is tinted as are competing primers.
- 2) Higher vehicle solids which produce a tougher, thicker film.
- 3) Lower sheen which theoretically provides easier recoating.

4) Slightly heavier consistency.

5) Provides a smoother film.

Two thousand gallons have been made and shipped, with little reaction regarding the formula.

Two customers of Summit Hardware Company, Akron, O. stated it didn't hide nor have adequate body.

One customer in East Aurora, N.Y. liked the improved hiding.

The improved formula costs \$.11 more per gallon. Based upon 1960 production the total increase in cost would be \$9,000.00.

The proposed formula compares favorably with leading competing products, while the current formula does not.

It was decided to adopt the new formula, notifying distributors of improvements in Vapex Wall Primer when the new formula is ready for shipment.

61-7 VAPEX MASONRY PAINT WHITE

Mr. Lutz reported that in March 1959 the formula for Vapex Masonry Paint White was modified to have a true white color and the new formula was designated by stars on the label. His recommendation that these stars now be discontinued was approved.

61-8 MULTIPURPOSE TINTING COLORS, GREEN LIGHT, GREEN MEDIUM, AND GREEN DEEP

Mr. Lutz reported that these three green tinting colors contain a mixture of phthalocyanine blue and chrome yellow pigments. This combination was selected originally to match mass tone and tint colors obtainable with Chrome Green Oil Colors.

When the present Green Multipurpose Tinting Colors are added to Vapex Flat Wall Finish, they produce tints that are bluer than when they are added to New Iyt-all Flowing Flat. Thus, Vapex Flat Wall Finish Tints do not match tint colors on the color card.

Also, the present green colors contain lead. They cannot be used to tint Vapex Masonry Paint because they lack alkali resistance.

Also, their costs are high.

Mr. Lutz proposed that the present three greens in the Multipurpose Tinting Color system be replaced with corresponding greens made with phthalocyanine green, iron oxide yellow and drop black. They overcome the disadvantages of the present green and cost from \$1.09 to \$1.18 less per gallon.

The new formulas proposed by Mr. Lutz were adopted. They will be identified by stars on half pint and quart cans, but not on tubes.

61-9 A COUNTER MERCHANDISING PACKAGE DEAL ON VARMOR

Action deferred. (See Minute 61-30)

61-10 SQUEEZE BOTTLES FOR TINT COLORS

Mr. Wilkinson presented squeeze bottles for holding tinting colors, from which the tinting color can be squeezed when adding to bases of other products. These bottles have the disadvantage of retaining 10-15% of the tinting color in the bottle after complete use. Also they are difficult to fill and label.

It was decided that more information was necessary before any action could be taken regarding these squeeze bottles.

Mr. Wilkinson will check comparative costs and other sales details.

Mr. Stark will investigate the problem of filling and any other manufacturing details.

61-11 PACKAGE DIFFERENTIALS

Mr. Wilkinson stated that at the December 1960 Managers' Meeting (Minute 60-100) it was decided to raise U.S.A. List Price Differentials \$.03 per can on quarts, $\frac{1}{2}$ pints and $\frac{1}{4}$ pints, based upon competitive differentials.

Later it was learned that certain information regarding competitive differentials was incorrect.

Subsequently it was decided to raise differentials \$.03 per quart can and \$.02 per pint, $\frac{1}{2}$ pint and $\frac{1}{4}$ pint can. This decision was approved by Mr. Lindsay and the U.S.A. branch sales divisions and a Sales Bulletin was issued December 29, 1960, giving the new List and Net Price Differentials. These revised Differentials were approved at this meeting.

61-12 FREIGHT RATES

Mr. Anderson reported that minimum freight rate requirements had increased and for many shipments from Chicago were now too high for a freight prepaid shipment of 24 gallons to qualify.

Also he stated that some of our competitors had raised the minimum gallonage for freight prepayment.

No action regarding raising the minimum weight for freight prepayment was taken at this meeting.

It was decided that the branch sales divisions would send information regarding increased freight rates to Mr. Wilkinson for review and later presentation.

61-13 CONSTRUCTION SPECIFICATIONS INSTITUTE - CONVENTION, HOTEL COMMODORE, NEW YORK CITY, MAY 22-24, 1961

Mr. Wilkinson reported that Booth No. 100 had been reserved at this convention at a cost of \$400.00.

61-14 SILDURA

Mr. Johnston presented favorable reports on several jobs finished with Sildura paints two to three years ago.

He recommended that we adopt the Sildura line as unlisted items, to include possibly three colors, plus black and white, and a descriptive color card be prepared.

Net prices would be established F.O.B. Buffalo.

It was decided to take no action at this meeting regarding the adoption of a Sildura line.

Mr. Stark will investigate billing costs for Sildura colors with the resin in Sildura manufactured in various quantities.

Mr. Johnston will then contact the branch sales divisions regarding prices and colors to be included in a possible Sildura line.

A final decision will then be made as soon as possible by the Sales and Advertising Committee.

61-15 FURNITURE AND FIXTURE LACQUERS

Mr. Johnston stated that 34 unlisted cellulose nitrate lacquers of various types were now being sold for architectural purposes. The total gallonage for these 34 lacquers for 1960 was 29,031. Several of the items appeared to be duplications, or at least appeared to be sufficiently close in cost and other properties, so that some of them could be eliminated.

It was decided that Mr. Johnston would review these 34 lacquers to see if some could be eliminated and to determine if unlisted lines marketed by the various sales divisions could be consolidated.

Most of these lacquers were formulated years ago.

Also Mr. Johnston will review formulas with the laboratory to see if it is worthwhile to try to improve any of the formulas to bring them up-to-date, and/or lower cost.

61-16 SAFETY SPRAY PRODUCTS

Mr. Johnston reported that the Waggener Paint Company had formulated so-called Safety Spray products in a flat white and aluminum which had a dry fall-out when sprayed on ceilings and walls.

Panels presented at the meeting showed that the Dry Spray White formula from Waggener Paint Company had slightly better hiding than Solidex, with a cost of \$1.13 as compared with cost of \$1.36 for Solidex.

The Dry Spray Flat White is designed for spray application only, while Solidex can be brushed or sprayed.

The Waggener Paint Company has sold this Dry Spray White for several large jobs.

The Dry Spray Aluminum formula has a relatively high cost but has been sold successfully by the Waggener Paint Company.

This information was presented so that the branch sales divisions would know that products of this type are available.

It was decided that Mr. Johnston would send necessary information on these products to the branch sales divisions.

61-17 BOWLING ALLEY AND BOWLING PIN FINISHES

Mr. Johnston reported that there had been certain inquiries regarding bowling alley and bowling pin finishes - a market which has grown to very large proportions in the last few years.

It was decided that Mr. Johnston would review this market to see if it would be advantageous for us to promote lacquers principally for bowling alley finishes.

61-18 VAPEX HOUSE PAINT

Mr. Wilkinson reported that in 1960 and to March 1961, 2380 gallons of Vapex House Paint had been marketed, 1260 gallons being the White. Sales should increase appreciably if/when an all emulsion system can be recommended for use on wood, masonry and asbestos cement surfaces.

Mr. Lutz stated that reports to date were satisfactory and painters generally emphasized the good working properties of this paint and the good color of the White.

Mr. Zimmer reported that Vapex House Paint Bases had been formulated and were under test for nearly a year.

Also he reported that the laboratory was working on an additive to be mixed with the first coat of Vapex House Paint when application is over a medium chalked wood surface.

61-19 MACHINERY ENAMEL

Deferred to June 1961 Managers' Meeting.

61-20 NEW LYT-ALL FLOWING FLAT

Deferred to June 1961 Managers' Meeting.

61-21 "61" FLOOR VARNISH SATIN

Mr. Hubbard reported that several complaints had been received regarding the condition of certain batches of "61" Floor Varnish Satin which made them unsuitable for application. He recommended that a sticker label be applied to each can indicating that it should be stirred before application.

Mr. Lutz stated that trouble had been experienced at various periods in the past with "61" Floor Varnish Satin which related only to certain batches but subsequently the trouble was overcome.

Mr. Montanye reported that manufacturing procedures had now been adopted which were expected to overcome future trouble.

It was decided not to place sticker labels on "61" Floor Varnish Satin cans.

61-22 ARCHITECTURAL SPECIFICATION MANUAL REVISION

(a) Revision of SB Architectural Specification Manual

Mr. Brown stated that at least one year would be required to prepare a revision of the Architectural Specification Manual.

Mr. Mather stated that 15,089 copies of the Ninth Edition of the Architectural Specification Manual had been prepared and there were 3,810 in total stock, December 30, 1960.

It was decided to have a meeting of the Architectural Committee at the time of the June 1961 Managers' Meeting to start preparations for a revised Manual.

(b) Mr. Mather reported that addendum for Tonetic Wood Stain specifications for Architectural Manual were now being prepared.

61-23 WET PAINT SIGNS

Mr. Hubbard reported that complaints had been received regarding the wording on our new wet paint sign.

It was decided to discontinue this sign and again use the old P&L wet paint sign.

61-24 INSPECTION AND TESTING MATERIALS TO MEET FEDERAL SPECIFICATIONS

On March 15, 1961, Mr. Lutz wrote the branch sales divisions and subsidiary paint manufacturing companies regarding a change in the purchasing of government specification products.

The Eastern Division had sold government specification products for defense installations and Mr. Brown requested a discussion of required changes under the new setup.

Mr. Lutz explained that under the new system a local government inspector has complete responsibility regarding materials supplied by paint manufacturers. He can accept paint products, or can assume no responsibility until a shipment has been fully tested by a government laboratory. The agency or company that receives the paint can also reject shipments, regardless of prior approval by an inspector, especially if the material arrives in damaged condition.

In most cases it will be necessary for the laboratory to do considerably more work than under the old rules and this additional cost will be added to the cost of the manufactured product.

No action was taken but these conditions will be considered when bidding on government inquiries and other requests for prices on government specification products.

61-25 REVISION OF METAL PANEL RACKS

Mr. Brown suggested that Cellu-Tone Satin panel racks show that these colors are available also in Vapex Flat Wall Finish.

Mr. Mather reported that this was being done and new panel racks would show the newly adopted colors also. These racks are now in preparation.

It was decided that the branch sales divisions would check the Cellu-Tone Satin racks now in the field to see if they were in condition for reuse. If so, they will be returned to Buffalo without panels and reused for the new line.

The same plan will be followed with Vitralite Enamel panel racks. If suitable for reuse they will be returned without panels to the Advertising Department for reuse with the revised Vitralite Enamel line.

Likewise the condition of Oil Stain panel racks in the field will be checked for possible reuse for panels in Tonetic Wood Stain.

61-26 MULTI-COLOR FINISHES

Mr. Brown reported, and others agreed, that the market for Multi-Color Finishes is decreasing quite rapidly and the consensus was that it was not desirable to market a finish of this type.

61-27 VAPEX FLOOR PAINT WINDOW STREAMER SETS

Mr. Mather reported that these sets were now ready for distribution.

61-28 ADVERTISING FEATURES

Mr. Mather reported:

- 1) Tonetic Wood Stain Color Cards are now in stock.
- 2) There was a small stock of the original Varmor envelope enclosures and they have been imprinted, "Available in Satin". New, revised envelope enclosures also are ready for distribution after the old ones have been used.
- 3) There are 6000 TBS Color Books on order. Shipment is expected the latter part of April.
- 4) Eight thousand YPf Books are on order and should be received the early part of May, or three weeks after the colors are approved.

- 5) Seven hundred fifty AY Color Plaques are ordered. Nineteen hundred individual sheets will be ready about May 15th.
- 6) PCB Book is in production now and should be ready for distribution in about one week.
- 7) Lyt-all Fire Retardant Paint folder is now available.

61-29 VITRA-TILE

Mr. Slaughter recommended that the Architectural Specification Manual include a reference to the Vitra-Tile Application Manual, under the designation, "Instructions For Application".

It was decided to include this reference in the addendum for the Architectural Specification Manual.

61-30 PACKAGE DEAL FOR VARMOR

It was agreed that a package deal for Varmor was desirable.

Mr. Mather stated that editorial promotion could be included with space advertising as the former is often of great value.

It was decided that Mr. Mather would submit a proposed promotion plan to the Sales and Advertising Committee at a cost not to exceed \$15,000.

APPROVED BY

R. W. Lindsay