



NEWS LETTER

No. 228 - 1946 November 27

MARTINO NOW EXECUTIVE VICE-PRESIDENT

J. A. Martino was elected executive vice-president of the Company at the Board of Directors meeting yesterday. Made a vice-president last April, at which time he was comptroller, Mr. Martino is also a director and member of the Executive Committee. He has been with the Company 30 years.

GARESCHER ELECTED A VICE-PRESIDENT

At the same meeting, C. F. Garescher was elected a vice-president. Mr. Garescher, who observed his 25th anniversary with the Company in April, is head of the Titanium Pigment division. He is also a director and member of the Executive Committee.

WELCH APPOINTED GEATTY ASSISTANT

Announcement was made on November 23 of the appointment of William J. Welch as assistant to C. A. Geatty, manager of the Metal Department. At present sales manager of Morris P. Kirk & Son, Inc., Company unit at Los Angeles, Mr. Welch starts his new duties in January. Before going to the Coast seven years ago, he was with the metal department of Atlantic Branch and prior to that was assistant to Gen. E. C. Dill, general manager of the U. S. Cartridge Co. He began with the Company in 1916.

SALES COMMITTEE MEETS

The new Dutch Boy House Paint, scheduled to go on the market in the Spring, was the main subject on the program of the meeting of the White Lead Sales Committee held at The Knoll, Boonton, N. J., Nov. 20 and 21. Fred McCarthy, chairman, presided. Topics covered included the technical side of the product, manufacturing, marketing and advertising.

METAL MEETING HELD

With C. A. Geatty presiding, a meeting of the Metal Sales Committee was held in New York on Nov. 22 and 23. In addition to the committee, representatives of the Laboratory, manufacturing, engineering and legal staffs attended the meeting.

ROSE ELECTED TO PRODUCTION CLUBS POST

Carlton R. Rose, paint department head of the Research Laboratories, was installed as vice-president of the Paint and Varnish Production Clubs during the annual convention of the organization at Atlantic City early this month.

CLEVELAND BRANCH MEN HONORED

Theodore Fournier, paint products sales manager of Cleveland Branch, has been elected chairman of the Associate Members of the Cleveland Chapter of the Painting and Decorating Contractors of America, Inc.

J. G. Ludey, Toledo representative of Cleveland Branch, has been named vice-president of the Toledo Paint, Varnish and Lacquer Association.

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HALLETT REACHES 35TH SERVICE MILESTONE

R. L. Hallett, chief chemist, completed 35 years of service with the Company on November 16. The occasion was marked by a luncheon with Company executives.

ATLANTIC BRANCH VETERAN PASSES

William G. Kells, who retired in 1944 after 47 years of service with the Company, died on November 4. Prior to his retirement, Mr. Kells had been employed in various capacities in the metal department of Atlantic Branch.