

NATIONAL LEAD COMPANY

111 BROADWAY
NEW YORK 6, N. Y.

MAY 9, 1962

MR. T. H. SARINE, MANAGER
ADVERTISING DEPARTMENT

Notice of Approval of Application

By Executive Committee, at meeting held: MAY 9, 1962

Amount Approved: \$11,917.00

Date of Application: -

Subject: ADDITIONAL APPROPRIATION IN ADVERTISING
BUDGET FOR 1962 TO COVER THE ADVERTISING
OF M50 IN COLOR IN BUSINESS WEEK.

Location: -

C. & R. Number: -

Comptroller's directions as to accounting charge: -

Remarks: -

/s/ J. B. HENRICH

CC: MESSRS. J. A. MARTINO
D. A. HERSON
T. F. OWENS
G. A. DEWEY
M. USS

Secretary

NL 000040002

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To:

11,917 — Additional
Appropriation in
Advertising Budget for 1962
to cover the advertising
of M50 in color
in Business Week.

J. B. HENRICH

NL 000040003

N 26149.01

APPROVED BY: 1962 Advertising
EXECUTIVE COMMITTEE

ONCOR PIGMENTS

MAY 9 1962

45X	M50	T15	23A
Basic Silicate	Basic Lead	Lead Silico	Antimony
White Lead	Silico Chromate	Titanate	Silico Chromate

	<u>1962</u>	<u>Budget 1961</u>	<u>Expenditures 1961</u>
Trade Paper Space	\$ 81,229*	\$ 60,015	\$ 30,000
Preparation Costs	26,300	29,300	17,922
Printed Matter	6,500	6,000	3,000
Exhibits	2,500	3,500	1,700
Salary	2,000	---	1,064
Contingency	1,500	1,000	---
	<u>\$120,029</u>	<u>\$ 99,815</u>	<u>\$ 53,686</u>

Comment:

The under-expenditure in 1961 is due to a late start in our M50 trade paper advertising. The theme originally planned, which involved the use of state seals, had to be dropped and a new one substituted because only three of the states would give us permission to show their seal.

The increase in trade paper space of \$21,000 over 1961 is due in part to rate increases but mostly to the inclusion of Business Week in our schedule. This is being done to reach top management with the story of how the use of M50 pigmented paint can materially reduce maintenance costs because of its longer life and less frequent painting. We are dropping the petroleum field papers in which we spent \$15,500 in 1961. The total requested is still well in line with what we have budgeted in past years which was \$141,500 in 1958, \$110,840 in 1959 and \$105,250 in 1960.

REVISED BUDGET REQUEST

* ^{additional} \$11,917 is requested to cover the cost of the second color in the Business Week advertisements for M50.

The original budget was based on a schedule of black and white advertisements. After we saw the original ads just in black and white, we realized that we were missing a very effective selling argument by not showing the M50 application in color. Without question, this additional color adds a great deal to the effectiveness of the advertising especially in view of the fact that the use of M50 pigment is the only way in which a wide range of colors can be obtained in the finished coat utilizing an anti-corrosive pigment.

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