

SUMMARY

	1964 Request	1963 Budget	1963 Expenditures
Paint	\$1,490,360*	\$1,446,743	\$1,382,650
Pacific Coast	427,500*	424,800	383,000
Schorn Division	48,500*	33,300	45,000
National Lead Co. of Hawaii	11,000*	11,000	11,650
Pigments	121,000	149,500	148,050
Chemicals	98,000	95,000	90,650
Metals	46,170	49,900	35,751
Nuclear Metals	10,000	17,474	9,634
Goldsmith Bros.	27,500	26,500	25,557
Baroid	311,188	305,923	275,479
Titanium Pigment	151,298	155,790	139,887
Doehler-Jarvis	137,700	126,500	108,380
Southern Screw	112,987	111,940	121,700
Magnus Metal	40,900	42,555	36,795
Titanium Alloy Mfg.	50,000	54,000	45,000
Chas. Taylor Sons	37,597	36,815	29,400
DeLore	7,500	5,000	5,932
American Bearing	2,500	2,500	40
Evans Lead	1,200	1,000	1,109
Texas Mining & Smelting	425	400	453
Master Metals	75	75	58
	<u>\$3,133,400</u>	<u>\$3,096,715</u>	<u>\$2,896,175</u>

* Already approved

NL 000039972

PIGMENTS

45X Basic Silicate White Lead	M50 Basic Silicate Silico Chromate	T15 Lead Silico Titanate	23A Antimony Silico Oxide	Y47 Normal Lead Silico Chromate
		1964 Request	1963 Budget	1963 Expenditures
Business Paper Space		\$ 55,000	\$ 97,000	\$ 96,000
Preparation Costs		22,000	39,000	39,000
Direct Mail		30,000	---	---
Printed Matter		6,500	6,500	7,000
Exhibits		3,000	2,500	2,400
Salaries		3,000	3,000	3,000
Contingency		1,500	1,500	650
		<u>\$121,000</u>	<u>\$149,500</u>	<u>\$148,050</u>

Comment:

In 1962 we started a campaign in Business Week to see if favorable action on M50 pigment could be stimulated by appealing to the management group comprising Business Week's audience. Response the first year was encouraging enough to continue the campaign during 1963. However, for 1964 it was felt that the Business Week campaign should be dropped and half of the money, or \$30,000, be set aside for a trial of direct mail. It is not our intention to immediately commit this entire sum but rather to try it out in easy stages to determine if results justify expenditure.

NL 000039973

CHEMICALS

Stabilizers

Bentones

Ben-A-Gel

	1964 <u>Request</u>	1963 <u>Budget</u>	1963 <u>Expenditures</u>
Business Paper Space	\$65,000	\$60,000	\$59,000
Preparation Costs	20,000	20,000	18,000
Plastics Show	----	5,500	4,500
Printed Matter	6,000	3,000	3,000
Chemical Materials Catalog	3,000	2,500	2,550
Salaries	3,000	3,000	3,000
Contingency	1,000	1,000	600
	<u>\$98,000</u>	<u>\$95,000</u>	<u>\$90,650</u>

Comment:

The expanded campaign in Chemical Week instituted in 1963 has created much favorable comment and, we believe, did a good job for the company. A continuation in 1964 is recommended. The increase in printed matter is necessary to allow for the production of a new Stabilizer Handbook.

NL 000039974

1964 Advertising

METAL DIVISION

	1964 <u>Request</u>	1963 <u>Budget</u>	1963 <u>Expenditures</u>
Business Paper Space	\$12,000	\$10,900	\$11,244
Business Paper Prep Costs	3,000	2,500	1,083
Directories	3,670	3,000	1,838
Printed Material	16,000	20,000	14,000
Trade Shows	5,000	6,000	3,784
Misc. Production Costs	1,000	3,000	1,047
Personal & Travel Expense	1,000	2,000	775
Salary	2,000	---	1,980
Contingency	2,500	2,500	---
	<u>\$46,170</u>	<u>\$49,900</u>	<u>\$35,751</u>

NUCLEAR METALS DIVISION

	1964 <u>Request</u>	1963 <u>Budget</u>	1963 <u>Expenditures</u>
Business Paper Space	\$ 4,880	\$ 8,974	\$ 4,092
Business Paper Prep Costs	1,200	2,500	1,432
Trade Shows	2,000	5,000	1,415
Personal & Travel Expense	500	500	415
Printed Material	1,000	---	2,029
Contingency	420	500	251
	<u>\$10,000</u>	<u>\$17,474</u>	<u>\$ 9,634</u>

NL 000039975

1964 Advertising

GOLDSMITH BROS. DIVISION

	1964 <u>Request</u>	1963 <u>Budget</u>	1963 <u>Expenditures</u>
Business Paper Space	\$15,500	\$15,500	\$15,074
Business Paper Prep Costs	3,000	3,000	3,386
Directories	2,000	2,000	1,800
Printed Material	4,000	4,000	4,557
Direct Mail	1,000	1,000	740
Trade Shows	1,000	---	---
Contingency	1,000	1,000	---
	<u>\$27,500</u>	<u>\$26,500</u>	<u>\$25,557</u>

NL 00039976

1964 Advertising

BAROID DIVISION (Including Baroid Chemicals, Inc.)

	1964 Request	1963 Budget	1963 Expenditures
Business Paper Space	\$111,572	\$111,953	\$111,792
Business Paper Production	26,520	26,877	20,478
Unscheduled Space	13,750	13,750	12,188
Unscheduled Production	4,326	4,692	2,389
Direct Mail	19,420	17,340	17,244
Catalogs	10,530	9,690	7,917
Technical Manuals	14,360	10,200	11,477
Store Directory	5,100	5,100	4,541
Publications	35,190	37,995	28,121
Classified Directories	7,600	6,800	5,361
Memo Pads	14,363	14,500	14,421
Trade Shows	10,281	6,216	5,455
Miscellaneous	3,030	3,030	2,023
Salaries	25,146	27,780	27,780
Contingency	10,000	10,000	4,292
	<u>\$311,188</u>	<u>\$305,923</u>	<u>\$275,479</u>

Comment:

The recommended budget represents an expenditure of 0.600 per cent of estimated sales compared to 0.583 per cent in 1963 and 0.625 per cent in 1962.

NL 000039977

1964 Advertising

TITANIUM PIGMENT DIVISION

	1964 Request	1963 Budget	1963 Expenditures
Business Paper Space	\$ 89,548	\$ 85,340	\$ 84,491
Business Paper Production	27,000	25,500	24,544
Printed Matter	25,000	35,200	21,427
Convention Souvenirs	9,000	9,000	9,000
Miscellaneous	750	750	425
	<u>\$151,298</u>	<u>\$155,790</u>	<u>\$139,887</u>

NL 000039978

1964 Advertising

DOEHLER-JARVIS DIVISION

	1964 Request	1963 Budget	1963 Expenditures
Business Paper Space	\$ 34,000	\$ 23,000	\$ 21,439
Business Paper Production	7,500	3,500	5,919
Trade Directories	4,000	4,000	4,934
Classified Telephone Directories	5,200	5,000	4,431
Direct Mail	40,000	21,000	5,302
Trade Shows	15,000	15,000	29,595
Publications	---	22,000	2,263
Chromeware Gifts	22,000	22,000	27,300
Salaries & Expenses	---	5,000	1,649
Contingency	10,000	6,000	5,548
	<u>\$137,700</u>	<u>\$126,500</u>	<u>\$108,380</u>

Comment:

On the basis of estimated casting sales of \$80,000,000, the above $\frac{1}{4}$ budget request is less than 2/10 per cent.

NL 000039979

1964 Advertising

SOUTHERN SCREW DIVISION

	1964 Request	1963 Budget	1963 Expenditures
Business Paper Space	\$ 82,787	\$ 81,740	\$ 92,000
Printed Matter	15,000	15,000	15,000
Novelties	4,000	4,000	3,600
Gifts	10,000	10,000	10,000
Miscellaneous	1,200	1,200	1,100
	<u>\$112,987</u>	<u>\$111,940</u>	<u>\$121,700</u>

Comment:

Mr. Martin states "We have made a detailed study of each item requested and feel that, if we are to continue to increase our fastener sales, each of the items on the 1964 requested budget is necessary."

NL 000039980

1964 Advertising

MAGNUS METAL DIVISION

	1964 <u>Request</u>	1963 <u>Budget</u>	1963 <u>Expenditures</u>
Business Paper Space	\$28,000	\$28,135	\$27,290
Business Paper Production	3,200	3,600	3,968
Trade Show	---	2,000	3,087
Railroad Publications	700	820	368
Direct Mail	5,000	2,500	---
Salaries	3,000	3,000	1,800
Contingency	1,000	2,500	282
	<u>\$40,900</u>	<u>\$42,555</u>	<u>\$36,795</u>

NL 000039981

Corrected Page

1964 Advertising

TITANIUM ALLOY MFG. DIVISION

	1964 Request	1963 Budget	1963 Expenditures
Business Paper Space	\$27,094	\$46,000	\$36,655
Business Paper Production	6,950	8,000	8,047
Direct Mail	12,500	---	---
Printed Matter	11,450	---	28,393
Exhibits	1,200	---	996
	<u>\$59,194</u>	<u>\$54,000</u>	<u>\$74,091</u>

Comment:

The 1964 budget request corrects a situation that existed before where only business paper space and production was included.

CHAS. TAYLOR SONS CO.

	1964 Request	1963 Budget	1963 Expenditures
Business Paper Space	\$20,117	\$19,565	\$19,075
Business Paper Production	4,800	4,800	4,300
Sales Literature	6,500	4,500	300
Direct Mail	2,000	3,250	1,528
Advertising Specialties	1,000	2,000	2,043
Photography	600	600	54
Agency Service Fee	2,580	2,100	2,100
	<u>\$37,597</u>	<u>\$36,815</u>	<u>\$29,400</u>

Comment:

Mr. Johnston states: "You will note that the total amount expended in 1963 is \$29,400 (\$7,415 under budget.) We reduced advertising in an attempt to cut costs during the year. We feel, however, that we must exploit some of the new products which are coming along, and I therefore recommend that the sum of \$37,597 be approved."

NL 000039982

1964 Advertising

TITANIUM ALLOY MFG. DIVISION

	1964 <u>Request</u>	1963 <u>Budget</u>	1963 <u>Expenditures</u>
Business Paper Space	\$46,000	\$46,000	\$40,000
Business Paper Production	4,000	8,000	5,000
	<u>\$50,000</u>	<u>\$54,000</u>	<u>\$45,000</u>

CHAS. TAYLOR SONS CO.

	1964 <u>Request</u>	1963 <u>Budget</u>	1963 <u>Expenditures</u>
Business Paper Space	\$20,117	\$19,565	\$19,075
Business Paper Production	4,800	4,800	4,300
Sales Literature	6,500	4,500	300
Direct Mail	2,000	3,250	1,528
Advertising Specialties	1,000	2,000	2,043
Photography	600	600	54
Agency Service Fee	2,580	2,100	2,100
	<u>\$37,597</u>	<u>\$36,815</u>	<u>\$29,400</u>

Comment:

Mr. Johnston states: "You will note that the total amount expended in 1963 is \$29,400 (\$7,415 under budget). We reduced advertising in an attempt to cut costs during the year. We feel, however, that we must exploit some of the new products which are coming along, and I therefore recommend that the sum of \$37,597 be approved."

NL 000039983

1964 Advertising

DE LORE DIVISION

	1964 Request	1963 Budget	1963 Expenditures
Business Paper Space	\$2,000	\$2,000	\$2,021
Directories	1,200	1,200	392
Calendars	1,300	1,300	3,127
Printed Matter	2,500	---	---
Contingency	500	500	392
	<u>\$7,500</u>	<u>\$5,000</u>	<u>\$5,932</u>

TEXAS MINING & SMELTING DIVISION

	1964 Request	1963 Budget	1963 Expenditures
Local Advertising	\$ 425	\$ 400	\$ 453

AMERICAN BEARING DIVISION

	1964 Request	1963 Budget	1963 Expenditures
General Advertising	\$2,500	\$2,500	\$ 40

MASTER METALS, INC.

	1964 Request	1963 Budget	1963 Expenditures
Telephone Directories	\$ 75	\$ 75	\$ 58

EVANS LEAD DIVISION

	1964 Request	1963 Budget	1963 Expenditures
Business Paper Space	\$1,200	\$1,000	\$1,109

NL 000039984