

NATIONAL LEAD COMPANY

111 BROADWAY
NEW YORK 6, N. Y.

DECEMBER 5, 1962

MR. T. H. SARINE, MANAGER
ADVERTISING DEPARTMENT

Notice of Approval of Application

By Executive Committee, at meeting held: DECEMBER 5, 1962

Amount Approved: \$149,500.00

Date of Application: -

Subject: ADVERTISING BUDGET FOR ONCOR PIGMENTS
FOR THE YEAR 1963

Location: -

C. & R. Number: -

Comptroller's directions as to accounting charge:

Remarks:

/s/ J. J. HARRISON

Secretary

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

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NATIONAL LEAD COMPANY

111 BROADWAY
NEW YORK 6, N. Y.

DECEMBER 5, 1962

MR. T. M. SARINE, MANAGER
ADVERTISING DEPARTMENTNotice of Approval of Application

By Executive Committee, at meeting held: DECEMBER 5, 1962

Amount approved: \$95,000.00

Date of Application: -

Subject: ADVERTISING BUDGET FOR CHEMICALS FOR
THE YEAR 1963

Location: -

C. & R. Number: -

Comptroller's directions as to accounting charge:

Remarks:

/s/ J. G. HERRICH
SecretaryCC: MR. J. A. MARTINO
MR. D. A. MERSON
MR. T. F. OWENS
MR. G. A. DEWEY
MR. M. USS

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ONCOR PIGMENTS

45X Basic Silicate White Lead	M50 Basic Silicate Silico Chromate	T15 Lead Silico Titanate	23A Antimony Silico Oxide	Y47 Normal Lead Silico Chromate
			Budget 1962	Expenditures 1962
Trade Paper Space		\$ 97,000	\$ 93,000	\$ 90,000
Preparation Costs		39,000	26,300	25,000
Printed Matter		6,500	6,500	4,500
Exhibits		2,500	2,500	2,500
Salaries		3,000	2,000	2,000
Contingency		1,500	1,500	750
		<u>\$149,500</u>	<u>\$131,800</u>	<u>\$124,750</u>

Comment:

In 1962 we instituted a campaign in Business Week magazine. Inquiries from this have been most encouraging and we are planning a continuance in 1963.

We have also included a campaign in the marine field which we have not as yet directly approached.

We are suggesting a schedule in one of the petroleum papers going to oil distributors who maintain large numbers of storage tanks. Both these extra efforts also account for increased production costs since they involve 4-color inserts.

We have also made allowance in our schedule for announcement of our new Oncor pigment Y 47 Normal Lead Silico Chromate. This is a yellow pigment well suited for use in traffic paint as a replacement for the standard chrome yellow. It offers initial economy plus longer life.

The balance of the effort is substantially the same as in 1962.

APPROVED BY:
EXECUTIVE COMMITTEE

DEC 5 1962

NL 000040000

N 26148.02

CHEMICALS

Stabilizers	Bentones	Budget 1962	Expenditures 1962
Trade Paper Space	\$60,000	\$49,000	\$51,000
Preparation Costs	20,000	10,000	10,000
Plastics Show	5,500	---	---
Printed Matter	3,000	3,000	4,500
Chemical Materials Catalog	2,500	6,800	5,500
Salaries	3,000	3,000	3,000
Contingency	1,000	1,000	120
	<u>\$95,000</u>	<u>\$72,800</u>	<u>\$74,120</u>

Comment:

The increase in trade paper space is mostly accounted for (there are some rate increases) by an expanded schedule in Chemical Week. We have been in this publication for the past several years with a 12-page schedule which, since this is a weekly publication, is a bare minimum. The advertisements have mostly been the same as those run in the other magazines on stabilizers and gellants.

However, the time has come, we believe, to approach the top management and decision makers of prospect companies (Chemical Week goes primarily to this type of audience) with a story of what National Lead Company has done for others in these fields and what it is capable of doing for them. The agency has suggested a rather unusual series of advertisements to do this job. They have also recommended a 26-time or every other week schedule to insure high exposure to this audience. This different and expanded advertising effort we feel is completely justified.

The preparation costs have also expanded due to need for more ads and the use of color.

Nineteen hundred and sixty three is also the year for the Plastics Show which occurs every two years. We formerly alternated this cost with an insert in the Chemical Materials Catalog since they cost about the same. We now have a less expensive 4-page insert which can appear every year.

Our budget formerly included Canadian expenditures. Canadian Titanium have now agreed to absorb these, so the amount (\$3,600) has not been included in the above.

APPROVED BY:
EXECUTIVE COMMITTEE

DEC 5 1962

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N 26148.03