

1957

DECEMBER 13, 1956

MR. T. HOWARD SARINE, MANAGER
ADVERTISING DEPARTMENT
BUILDING

DEAR SIR:

PLEASE BE ADVISED THAT AT A MEETING
OF THE EXECUTIVE COMMITTEE OF THE BOARD OF DIRECTORS
OF NATIONAL LEAD COMPANY HELD TODAY, THE FOLLOWING
RESOLUTION WAS ADOPTED:

RESOLVED, THAT THE PROPOSED
ADVERTISING BUDGET FOR THE YEAR 1957 IN
THE SUM OF \$2,538,058.00* (INCLUDING DUTCH
BOY PAINT ADVERTISING BUDGET OF \$1,608,700.00
SEPARATELY APPROVED BY THE EXECUTIVE COMMITTEE),
AS DETAILED IN LETTER AND REPORT OF DECEMBER
12, 1956 FROM MR. T. HOWARD SARINE, ADVERTIS-
ING MANAGER, TO MR. J. A. MARTINO, PRESIDENT,
BE AND IT HEREBY IS APPROVED.

*ADJUSTED FROM REQUESTED AMOUNT OF
\$2,544,358.00 BY REASON OF REDUCTION OF
\$6,300.00 IN DUTCH BOY PAINT ADVERTISING
BUDGET.

VERY TRULY YOURS,

(SIGNED) J. B. HERRICK

SECRETARY

C.C. HESSRS. J. A. MARTINO
J. J. MORSEMAN, JR.
N. USS

NL 000039806