

SUMMARY

1963 Advertising

	1963 Request	1962 Budget	1962 Expenditures
Paint	\$1,412,243*	\$1,482,550**	\$1,429,436
Pacific Coast	430,100*	424,600	396,300
Schorn Division	25,000*	30,500	47,300
National Lead Co. of Hawaii	14,000*	14,000	14,700
Oncor Pigments	149,500*	131,946**	124,750
Chemicals	95,000*	72,800	74,120
Metals	49,900	58,565	52,296
Nuclear Metals	17,474	10,500	12,222
Goldsmith Bros.	26,500	25,700	22,400
Baroid	305,923	312,918	287,693
Titanium Pigment	155,790	155,746	128,531
Doehler-Jarvis	126,500	114,500	88,328
Southern Screw	111,940	117,245	117,700
Magnus Metal	42,555	51,423	50,143
Titanium Alloy Mfg.	54,000	51,653	52,446
Chas. Taylor Sons	36,815	34,744	34,274
DeLore	5,000	5,000	4,552
American Bearing	2,500	2,500	---
Evans Lead	1,000	---	330
Texas Mining & Smelting	400	400	441
Master Metals	75	75	57
	<u>\$3,062,215</u>	<u>\$3,097,365</u>	<u>\$2,938,119</u>

* Already approved

** Includes additional appropriation approved
after 1962 Budget was submitted

APPROVED BY:

EXECUTIVE COMMITTEE

JAN 16 1963

NL 000039988

METALS

	1963 <u>Request</u>	1962 <u>Budget</u>	1962 <u>Expenditures</u>
Business Paper Space	\$10,900	\$17,865	\$18,676
Business Paper Production	2,500	6,000	7,499
Directory Advertising	3,000	2,700	1,478
Booklets & Printed Matter	20,000	11,000	8,360
Trade Shows	6,000	8,000	7,674
Misc. Production Costs	3,000	3,000	1,550
Personal & Travel Expense	2,000	2,000	1,320
Salaries	---	6,000	5,739
Contingency	2,500	2,000	---
	<u>\$49,900</u>	<u>\$58,565</u>	<u>\$52,296</u>

NL 000039989

NUCLEAR METALS DIVISION

	1963 Request	1962 Budget	1962 Expenditures
Business Paper Space	\$ 8,974	\$ 2,000	\$ 1,665
Business Paper Production	2,500	---	---
Printed Matter	---	3,500	6,450
Trade Shows	5,000	4,000	3,646
Travel & Personal Expense	500	500	461
Contingency	500	500	---
	<u>\$17,474</u>	<u>\$10,500</u>	<u>\$12,222</u>

GOLDSMITH BROS. DIVISION

	1963 Request	1962 Budget	1962 Expenditures
Business Paper Space	\$15,500	\$14,500	\$15,100
Business Paper Production	3,000	2,000	2,000
Directories	2,000	1,700	2,100
Printed Matter	4,000	5,000	2,400
Direct Mail	1,000	1,000	800
Contingency	1,000	1,500	---
	<u>\$26,500</u>	<u>\$25,700</u>	<u>\$22,400</u>

1963 Advertising

BAROID DIVISION (including Baroid Chemicals, Inc.)

	1963 Request	1962 Budget	1962 <u>Expenditures</u>
Business Paper Space	\$111,953	\$100,803	\$100,803
Business Paper Production	26,877	24,990	24,990
Unscheduled Space	13,750	12,500	15,454
Unscheduled Production	4,692	3,544	5,363
Direct Mail	17,340	24,990	19,988
Catalogs	9,690	10,200	7,144
Technical Manuals	10,200	16,320	11,320
Store Directory	5,100	5,100	5,100
Publications	37,995	41,191	31,409
Classified Directories	6,800	6,000	6,000
Memo Pads	14,500	14,830	14,830
Trade Shows	6,216	10,000	8,930
Miscellaneous	3,030	4,030	3,374
Salaries	27,780	28,420	28,420
Contingency	10,000	10,000	4,568
	<u>\$305,923</u>	<u>\$312,918</u>	<u>\$287,693</u>

Comment:

The recommended budget represents an expenditure of 0.561 of estimated sales compared to 0.625 for 1962. The budget includes all Baroid Division products.

NL 000039991

1963 Advertising

TITANIUM PIGMENT DIVISION

	1963 <u>Request</u>	1962 <u>Budget</u>	1962 <u>Expenditures</u>
Business Paper Space	\$ 85,340	\$ 80,596	\$ 80,079
Business Paper Production	25,500	24,200	23,375
Printed Matter	35,200	41,200	15,573
Convention Souvenirs	9,000	9,000	9,000
Miscellaneous	750	750	504
	<u>\$155,790</u>	<u>\$155,746</u>	<u>\$128,531</u>

NL 000039992

1963 Advertising

DOEHLER-JARVIS DIVISION

	1963 Request	1962 Budget	1962 Expenditures
Business Paper Space	\$ 23,000	\$ 41,500	\$ 30,794
Business Paper Production	3,500	6,000	2,453
Trade Directories	4,000	3,500	1,861
Classified Telephone Directories	5,000	4,000	3,390
Direct Mail	21,000	10,000	17,682
Trade Shows	15,000	15,000	14,432
Publications	22,000	5,000	---
Chromeware Gifts	22,000	17,500	15,471
Salaries & Expenses	5,000	7,000	2,003
Contingency	6,000	5,000	242
	<u>\$126,500</u>	<u>\$114,500</u>	<u>\$ 88,328</u>

Comment:

Mr. Bauer states: "On the basis of estimated 1962 casting sales of about \$61,000,000, the proposed 1963 budget represents only slightly more than 2/10% of total casting sales. On the basis of anticipated 1963 casting sales the proposed budget of \$126,500 should represent considerably less than this."

NL 000039993

1963 Advertising

SOUTHERN SCREW DIVISION

	1963 Request	1962 Budget	1962 Expenditures
Business Paper Space	\$ 81,740	\$ 86,545	\$ 91,000
Printed Matter	15,000	15,000	12,500
Trade Shows	---	500	---
Novelties	4,000	4,000	3,600
Gifts	10,000	10,000	9,600
Miscellaneous	1,200	1,200	1,000
	<u>\$111,940</u>	<u>\$117,245</u>	<u>\$117,700</u>

Comment:

Mr. Martin states that the 1963 request does not exceed the budget of 1962 and that each of the items is considered necessary.

NL 00039994

1963 Advertising

MAGNUS METAL DIVISION

	1963 <u>Request</u>	1962 <u>Budget</u>	1962 <u>Expenditures</u>
Business Paper Space	\$28,135	\$37,623	\$37,400
Business Paper Production	3,600	5,000	4,950
Trade Show	2,000	---	---
Railroad Publications	820	800	417
Direct Mail	2,500	2,500	5,576
Salaries	3,000	3,000	1,800
Contingency	2,500	2,500	100
	<u>\$42,555</u>	<u>\$51,423</u>	<u>\$50,243</u>

NL 000039995

1963 Advertising

TITANIUM ALLOY MFG. DIVISION

	1963 Request	1962 Budget	1962 Expenditures
Business Paper Space	\$ 46,000	\$ 44,053	\$46,451
Business Paper Production	8,000	7,600	5,995
	<u>\$ 54,000</u>	<u>\$ 51,653</u>	<u>\$52,446</u>

Comment:

Mr. D. Wheeler, Sales Manager, states: "I feel that this is the best balanced budget that we have had and that it will give us effective promotion of our Ceramic, Chemical and Metallurgical products and, at the same time, allow us to accumulate worth while information on the effectiveness of Chemical advertising in connection with what should be an expanded future program as our sales to this industry increase."

CHAS. TAYLOR SONS CO.

	1963 Request	1962 Budget	1962 Expenditures
Business Paper Space	\$ 19,565	\$ 19,644	\$ 20,449
Business Paper Production	4,800	3,250	3,302
Direct Mail	3,250	3,250	3,458
Sales Literature	4,500	4,500	3,270
Advertising Specialties	2,000	2,000	1,695
Photography	600	--	--
Agency Service Fee	2,100	2,100	2,100
	<u>\$ 36,815</u>	<u>\$ 34,744</u>	<u>\$ 34,274</u>

Comment:

Although there have been some minor changes, in effect this represents the same program as followed in 1962.

NL 000039996

1963 Advertising

DE LORE DIVISION

	1963 Request	1962 Budget	1962 Expenditures
Business Paper Space	<u>\$2,000</u>	<u>\$2,000</u>	<u>\$2,348</u>
Directories	1,200	1,200	358
Calendars	1,300	1,300	1,346
Contingency	500	500	500
	<u>\$5,000</u>	<u>\$5,000</u>	<u>\$4,552</u>

TEXAS MINING & SMELTING DIVISION

	1963 Request	1962 Budget	1962 Expenditures
Local Advertising	<u>\$ 400</u>	<u>\$ 400</u>	<u>\$ 441</u>

AMERICAN BEARING CORP.

	1963 Request	1962 Budget	1962 Expenditures
General Advertising	<u>\$2,500</u>	<u>\$2,500</u>	<u>---</u>

MASTER METALS, INC.

	1963 Request	1962 Budget	1962 Expenditures
Telephone Directory	<u>\$ 75</u>	<u>\$ 75</u>	<u>\$ 57</u>

EVANS LEAD DIVISION

NL 000039997

	1963 Request	1962 Budget	1962 Expenditures
Ceramic Industry Advertising	<u>\$1,000</u>	<u>none</u>	<u>\$ 330</u>