

SUMMARY

1962 Advertising

	<u>1962</u>	<u>Budget 1961</u>	<u>Expenditures 1961</u>
Paint	\$1,456,750*	\$1,437,841	\$1,263,879
Pacific Coast	424,600*	415,500	411,700
Schorn Division	30,500*	30,000	26,750
National Lead Co. of Hawaii	14,000*	10,000	9,700
Metals	58,565	68,040	59,800
Oncor Pigments	120,029 =	99,815	53,686
Chemicals	72,800	70,800	58,674
Nuclear Metals	10,500	10,000	4,853
Goldsmith Bros.	25,700	23,200	19,584
Baroid	312,918	308,207	254,127
Titanium Pigments	155,746	139,797	135,174
Southern Screw	117,245	146,100	150,350
Doehler-Jarvis	114,500	110,000	93,817
Magnus Metal	51,423	55,660	45,914
Titanium Alloy Mfg.	51,653	53,683	54,889
Chas. Taylor Sons	34,744	34,784	32,730
De Lore	5,000	5,000	4,206
American Bearing	2,500	2,000	---
Texas Mining & Smelting	400	350	383
Master Metals	75	---	53
	<u>\$3,059,648</u>	<u>\$3,020,777</u>	<u>\$2,680,269</u>

* Already Approved

APPROVED BY:
EXECUTIVE COMMITTEE

FEB 14 1962

NL 000040007

METALS

	<u>1962</u>	<u>Budget 1961</u>	<u>Expenditures 1961</u>
Trade Paper Space	\$17,865	\$21,540	\$18,970
Preparation Costs	6,000	5,000	6,188
Directory Advertising	2,700	2,500	1,979
Booklets & Printed Matter	11,000	10,000	8,396
Trade Shows	8,000	10,000	7,567
Misc. Production Costs	3,000	3,000	2,702
Personal & Travel Expense	2,000	2,000	1,832
Salaries	6,000	12,000	12,166
Contingency	2,000	2,000	---
	<u>\$58,565</u>	<u>\$68,040</u>	<u>\$59,800</u>

Comment:

The proposed 1962 program is comparable to what was actually done in 1961.

ONCOR PIGMENTS

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

NL 000040009

CHEMICALS

Stabilizers	Bentones	Budget	Ben-A-Gel
	1962	1961	Expenditures 1961
Trade Paper Space	\$49,000	\$30,000	\$31,083
Preparation Costs	10,000	10,000	7,729
Trade Show	---	6,000	9,683
Chemical Materials Catalog	6,800	6,800	6,006
Salaries	3,000	3,000	3,000
Printed Matter	3,000	14,000	928
Contingency	1,000	1,000	245
	<u>\$72,800</u>	<u>\$70,800</u>	<u>\$58,674</u>

Comment:

In 1961 we deliberately cut our normal trade paper schedule to allow for the plastics show and for a new handbook on Ben-A-Gel. The latter did not materialize and will not be ready until 1963. The 1962 figure allows for the restoration of our normal schedule in addition to higher space rates.

NUCLEAR METALS DIVISION

	<u>1962</u>	<u>Budget 1961</u>	<u>Expenditures 1961</u>
Trade Paper Space	\$ 2,000	\$ 2,000	---
Printed Matter	3,500	3,000	\$ 223
Trade Shows	4,000	4,000	4,630
Travel & Personal Expense	500	500	---
Contingency	500	500	---
	<u>\$10,500</u>	<u>\$10,000</u>	<u>\$ 4,853</u>

Comment:

In a discussion of the principal budgeted items, Mr. Wunder agrees that, with the Albany plant operations in mind, it seems desirable to use a modest amount of aviation trade paper advertising to offset competitors' promotion of aircraft counterweight materials other than depleted uranium.

Also, the Division's stocks of printed pieces are completely exhausted and new material must be purchased to meet numerous inquiries and for use by men in the field.

Trade show exhibits continue to be a prime source of inquiries about the Division's products and services and adequate representation in the 1962 ATOMFAIR in Washington, D. C. is highly desirable.

GOLDSMITH BROS. DIVISION

	<u>1962</u>	<u>Budget 1961</u>	<u>Expenditures 1961</u>
Trade Paper Space	\$14,500	\$14,000	\$11,630
Preparation Costs	2,000	2,000	2,860
Directories	1,700	1,700	2,030
Printed Matter	5,000	3,000	2,700
Direct Mail	1,000	1,000	364
Contingency	1,500	1,500	---
	<u>\$25,700</u>	<u>\$23,200</u>	<u>\$19,584</u>

Comment:

In explaining the two items of increased cost over last year's budget, Chicago Branch says that (a) space rates in some of the trade papers used have been increased and, (b) the \$2,000 additional in the "Printed Matter" category is intended to cover costs of producing new brochures on GB's jobber-handled items for distribution via National Lead Branches.

BAROID DIVISION
(including Baroid Chemicals)

	<u>1962</u>	Budget <u>1961</u>	Expenditures <u>1961</u>
Trade Paper Space	\$113,303	\$127,794	\$123,435
Preparation Costs	28,534	31,000	22,636
Product & Service Bulletins	24,990	16,500	10,797
Catalogs	10,200	6,000	2,368
Technical Manuals	16,320	11,000	3,402
Store Directory	5,100	5,000	4,823
Publications	41,191	44,700	31,196
Classified Directories	6,000	6,000	5,447
Memo Pads	14,830	13,423	13,423
Trade Shows	10,000	6,000	4,500
Salaries	28,420	27,540	28,000
Miscellaneous	4,030	3,250	2,100
Contingency	10,000	10,000	2,000
	<u>\$312,918</u>	<u>\$308,207</u>	<u>\$254,127</u>

Comment:

The recommended budget amounts to 0.625% of the estimated sales dollar compared with 0.616% in 1961.

TITANIUM PIGMENT DIVISION

	<u>1962</u>	<u>Budget 1961</u>	<u>Expenditures 1961</u>
Trade Paper Space	\$ 80,596	\$ 95,047	\$ 94,515
Preparation Costs	24,200	30,000	25,534
Convention Souvenirs	9,000	9,000	9,000
Sales Promotional Literature	41,200	5,000	5,466
Miscellaneous	750	750	659
	<u>\$155,746</u>	<u>\$139,797</u>	<u>\$135,174</u>

Comment:

The increase in the total budget is the result of need in 1962 for revision of the Handbook and the catalog; for sales promotional literature for the introduction of new pigments and for stimulation of greater sales to the paper industry.

SOUTHERN SCREW DIVISION

	<u>1962</u>	<u>Budget 1961</u>	<u>Expenditures 1961</u>
Trade Paper Space	\$ 86,545	\$118,900	\$130,000
Misc. Local Advertising	1,200	1,200	850
Hardware Shows	500	2,500	500
Printed Matter	15,000	10,000	3,500
Novelties	4,000	3,500	3,500
Gifts to Customers	10,000	10,000	12,000
	<u>\$117,245</u>	<u>\$146,100</u>	<u>\$150,350</u>

Comment:

The marked reduction in space cost is due to the elimination of over half the publications on the 1961 list. However, the 1962 list still includes coverage of the important fields.

DOEHLER-JARVIS DIVISION

	<u>1962</u>	<u>Budget 1961</u>	<u>Expenditures 1961</u>
Trade Paper Space	\$ 41,500	\$ 32,500	\$33,531
Preparation Costs	6,000	6,600	7,263
Trade Directories	3,500	3,250	3,376
Classified Directories	4,000	2,000	1,566
Direct Mail	10,000 (a)	700	1,979
Trade Shows	15,000	15,500	18,194
Research Bulletins	5,000	7,500	5,428
Sales Promotion	17,500 (b)	8,000	16,249
Motion Picture Service	---	250	100
Booklet	---	7,200	---
Printed Matter	---	1,500	---
Chromeware Gifts	---	12,500	---
Salaries & Expenses	7,000	8,500	4,760
Contingency	5,000	4,000	1,371
	<u>\$114,500</u>	<u>\$110,000</u>	<u>\$93,817</u> †

(a) Now also includes booklets and printed matter

(b) Now also includes chromeware gifts

Comment:

Mr. Koegler makes this comment: "You will note that the 1962 proposed budget while similar to 1961 in total is quite different in its structure. Several items which appeared in previous budgets have either been eliminated or combined with others, and the distribution of funds between items has changed. These changes reflect new approaches to advertising and sales promotion which have been developed during 1960 and 1961. For this reason direct comparison between our 1962 proposals and previous budgets is difficult".

NL 000040015

MAGNUS METAL DIVISION

	<u>1962</u>	<u>Budget 1961</u>	<u>Expenditures 1961</u>
Trade Paper Space	\$37,623	\$36,000	\$35,695
Preparation Costs	5,000	7,500	2,782
Railroad Magazines	800	4,160	4,045
Direct Mail	2,500	2,500	1,592
Salaries	3,000	3,000	1,800
Contingency	2,500	2,500	---
	<u>\$51,423</u>	<u>\$55,660</u>	<u>\$45,914</u>

Comment:

This represents what should be considered as a minimum advertising program.

TITANIUM ALLOY MFG DIVISION

	<u>1962</u>	<u>Budget 1961</u>	<u>Expenditures 1961</u>
Trade Paper Space	\$42,350	\$45,180	\$43,755
Directories	1,703	1,603	1,603
Production Costs	7,600	6,900	9,531
	<u>\$51,653</u>	<u>\$53,683</u>	<u>\$54,889</u>

CHAS. TAYLOR SONS

	<u>1962</u>	<u>Budget 1961</u>	<u>Expenditures 1961</u>
Trade Paper Space	\$19,644	\$20,684	\$19,396
Preparation Costs	3,250	3,000	3,015
Direct Mail	3,250	2,500	1,900
Sales Literature	4,500	4,500	4,480
Agency Service Fee	2,100	2,100	1,800
Advertising Specialties	2,000	2,000	2,139
	<u>\$34,744</u>	<u>\$34,784</u>	<u>\$32,730</u>

Comment:

Both these requests cover programs substantially the same as followed in 1961.

NL 000040017

1962 Advertising

DE LORE DIVISION

	<u>1962</u>	<u>Budget 1961</u>	<u>Expenditures 1961</u>
Trade Paper Space	\$2,000	\$2,300	\$1,679
Directories	1,200	1,000	1,208
Calendars	1,300	1,200	1,319
Contingency	500	500	---
	<u>\$5,000</u>	<u>\$5,000</u>	<u>\$4,206</u>

TEXAS MINING & SMELTING DIVISION

	<u>1962</u>	<u>Budget 1961</u>	<u>Expenditures 1961</u>
Local Advertising	\$ 400	\$ 350	\$ 383

AMERICAN BEARING

	<u>1962</u>	<u>Budget 1961</u>	<u>Expenditures 1961</u>
General Advertising	\$2,500	\$2,000	none

MASTER METALS

	<u>1962</u>	<u>Budget 1961</u>	<u>Expenditures 1961</u>
Telephone Directory	\$ 75	none	\$ 53

NL 000040018