

NATIONAL LEAD COMPANY



ADVERTISING DEPARTMENT
T. HOWARD SARINE, MANAGER

111 BROADWAY
NEW YORK 6
January 4, 1960

Mr. J. A. Martino, President
National Lead Company
BUILDING

Dear Mr. Martino:

I am pleased to submit herewith the Company's
General Advertising Budget for 1960. Comparative figures
for 1959 are also included.

As customary all budgets have the approval of the
responsible heads of divisions and departments.

Very truly yours,

T. Howard Sarine
Advertising Manager

Encls.

1/4/60 Copy sent to each member of the Executive Committee

NL 000040073

SUMMARY

1960 Advertising

	1960	1959
Paint	\$1,391,957 ✓	\$1,292,867 ✓
Pacific Coast	405,500	381,150
Schorn Division	26,000	25,000
National Lead Co. of Hawaii	10,000	10,000
Metals	68,160	41,740
Pigments - M 50	113,516	114,750
Pigments - 45-X	2,150	4,550
Chemicals	66,500	65,000
Nuclear Metals	9,500	7,800
Goldsmith Bros.	22,525	15,852*
Baroid	335,292	275,650
Southern Screw	160,537	141,130
Titanium Pigments	134,981	116,870
Doehler-Jarvis	109,000	82,850
Magnus Metal	57,500	58,000
Titanium Alloy Mfg.	48,854	48,400
Chas. Taylor Sons	32,949	32,800
DeLore	5,350	6,500
American Bearing	2,000	2,000
St. Louis Smelting & Refining	250	250
Texas Mining & Smelting	300	300
	<u>\$3,002,821</u>	<u>\$2,723,459</u>

* This was not included in the 1959 budget.

APPROVED BY:
EXECUTIVE COMMITTEE
JAN 20 1960

NL 000040074

N 26171.01

EASTERN

PAINT

BUDGET

NL 000040075

MEDIA

Magazines

<u>Publication</u>	<u>Circulation</u>	<u>Total Cost</u>
Saturday Evening Post	6,000,000	\$136,834
Look	6,000,000	94,710
Better Homes	4,850,000	95,105
Readers Digest	12,000,000	79,132
Extension Magazine	400,000	3,539
	<u>29,250,000</u>	<u>\$409,320</u>
Preparation Costs		25,000
		<u>\$434,320</u>
Less Pacific Coast Share		<u>65,148</u>
		\$369,172

Television

<u>No. Trading Areas</u>	<u>Total T-V Homes</u>	<u>Total Cost</u>
20	23,000,000	\$195,000
		<u>25,000</u>
Preparation Costs		\$220,000

Business Papers and Space Placed Direct

<u>Publication</u>	<u>Total Cost</u>
Paint and Wallpaper Dealer	\$ 6,537
Paint and Wallpaper Logic	1,150
Building Supply News	3,336
Coloramic	1,297
American Painter and Decorator	4,777
Spotlight	1,179
	<u>\$18,276</u>
Preparation Costs	5,000
	<u>\$23,276</u>
Less Pacific Coast Share	<u>3,491</u>
	\$19,785
Grand Total	\$608,957

NL 000040076

1960 Advertising

Dealer Advertising, Promotional and
Point-of-Sale Material

Cooperative Advertising	\$250,000	✓
Classified Directory Listings	55,000	✓
Booklets and Printed Matter	75,000	
Color Cards	175,000	
Dealer Magazine	20,000	
Trade Shows	10,000	
Window and Store Displays	40,000	
Store Signs and Decals	<u>50,000</u>	
	\$675,000	✓

NL 000040077

1960 Advertising

Contractual Agreements

Factory Sign Maintenance	\$4,000	
Disneyland	<u>6,500</u>	
		\$10,500

Administration

Association Memberships	\$2,000	
Personal and Travel Expense	5,000	
Office Expense	3,500	
Rent, Light, Heat	10,000	
Salaries	45,000	
Misc. Production Costs	<u>2,000</u>	
		\$67,500

Contingency

In Reserve	\$30,000
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NL 000040078

1960 Advertising

Recapitulation and Comparison with 1959

Media	1960	1959
Magazines	\$ 369,172	\$ 402,407
Television	220,000	137,160
Business Papers	19,785	23,300
	<u>\$ 608,957</u>	<u>\$ 562,867</u>
Advertising Through Dealers	\$ 675,000	\$ 617,000
Contractual Agreements	\$ 10,500	\$ 10,500
Administration	\$ 67,500	\$ 77,500
Contingency	<u>\$ 30,000</u>	<u>\$ 25,000</u>
	\$1,391,957	\$1,292,867

NL 000040079

**PACIFIC COAST
BRANCH
PAINT BUDGET**

NL 000040080

1960 Advertising

	1960	1959
Cooperative Advertising	\$ 74,000 ✓	\$ 55,000 ✓
General Advertising	123,000 ✓	115,500 ✓
Trade Paper Advertising	5,700 ✓	5,775
Dealer Presentation	6,600 ✓	8,725
Classified Directory Listings	15,000 ✓	14,500
Export Advertising	500	4,500
Displays and Exhibits	14,500	12,950
Booklets and Folders	5,000	8,500
Promotional Material	1,600	--
Dealer Signs	12,000	15,750
Company Store Signs	7,600	6,800
Company Store Displays	5,500	5,300
Company Store Advertising	4,000	6,350
Color System	--	9,000
Color Cards	90,000	80,000
Administrative Expense	40,500	32,500
	<u>\$405,500</u>	<u>\$381,150</u>
Schorn Division	26,000	25,000
National Lead Co. of Hawaii	10,000	10,000
	<u>\$441,500</u>	<u>\$416,150</u>

Comment:

The following quotes are excerpts from the budget request by Mr. D. D. Roberts, Manager of the Pacific Coast Branch:

"Pacific Coast Branch has benefited materially from the series of seasonal promotions that were staged in 1959, and it is our intention to follow a similar pattern in 1960. While all of our promotions have been well received by dealers, their success in stimulating consumer purchases has not been consistently good and we feel that each of the promotions scheduled for 1960 must be given more promotional support for this reason.

"In addition to three seasonal promotions, there is provision in this budget for advertising to architects, offering a new 'Western Architectural Painting Specifications' that will be available early in 1960; and to paint dealers, offering the benefits of the new 'Spectral Range' color system.

"We feel that all of these promotional activities are essential if we are to improve our market position in Pacific Coast Branch during 1960. And these activities, for the most part, account for the proposed increase in our budget over the previous year."

NL 000040081

METALS

	1960	1959
Trade Paper Space	\$25,160	\$ 6,240
Preparation Costs	8,000	--
Directory Advertising	2,500	2,500
Booklets & Folders	10,000	10,000
Trade Show	3,000	5,000
Misc. Production Costs	2,500	2,500
Personal & Travel Expense	2,000	1,500
Salaries	13,000	12,000
Contingency	2,000	2,000
	<u>\$68,160</u>	<u>\$41,740</u>

Comment:

The suggested budget represents a "stepping-up" of advertising the various metal products. This was radically cut back in 1959 and it is felt that in face of competitive pressure we should restore some of the advertising.

PIGMENTS

M50

	1960	1959
Trade Paper Space	\$ 70,311	\$ 54,000
Preparation Costs	31,705	55,000
Booklets	3,000	3,250
Direct Mail	1,500	2,500
Trade Show	6,000	--
Contingency	1,000	--
	<u>\$113,516</u>	<u>\$114,750</u>

Comment:

This proposed schedule is designed to continue the promotion behind M50 which has proved so successful since it was started in 1958.

The trade show item refers to the Production Club annual exhibit at which we exhibited in 1958. There is a possibility that we will want to introduce ONCOR and new pigments at that time. If not, the money will not be expended.

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	1960	1959
Trade Paper Space	\$1,650	\$2,580
Preparation Costs	500	1,970
	<u>\$2,150</u>	<u>\$4,550</u>

Comment:

This represents a minimum schedule.

CHEMICALS

Stabilizers	Bentones	Ben-A-Gel
	1960	1959
Trade Paper Space	\$42,000	\$41,000
Preparation Costs	14,000	15,000
Trade Show	6,000	--
Chemical Materials Catalog	--	6,500
Salaries	2,000	1,500
Brochures	1,500	*
Contingency	1,000	1,000
	<u>\$66,500</u>	<u>\$65,000</u>

Comment:

This program follows the pattern of recent years which properly covers the fields from which we get our major business.

NUCLEAR METALS

	1960	1959
Trade Paper Space	\$2,000	--
Printed Matter	2,000	1,800
Trade Show	4,000	4,000
Travel & Personal Expense	1,000	500
Contingency	500	1,500
	<u>\$9,500</u>	<u>\$7,800</u>

Comment:

This division has not previously advertised in trade papers. However, it is felt that the facilities of the Albany plant should be publicized.

GOLDSMITH BROS.

	1960	1959
Trade Paper Space	\$13,740 ✓	\$14,167
Directories	1,685 ✓	1,685
Preparation Costs	2,100 ✓	--
Printed Matter	3,000 ✓	--
Contingencies	2,000 ✓	--
	<u>\$22,525</u>	<u>\$15,852</u>

Comment:

This is virtually a continuing program with provision for new advertisements and a modest direct mail program.

BAROID DIVISION

	1960	1959
Trade Paper Space	\$135,763 ✓	\$112,000
Newspaper Space	4,302	---
Preparation Costs	34,450 ✓	33,600
Product & Service Bulletins	18,500 ✓	17,500
Catalogs	10,000	---
Technical Manuals	12,500	10,000
Store Directory	5,000	5,000
Publications (5)	41,300 ✓	36,550
Classified Directories	11,000	9,000
Memo Pads	13,837	16,250
Trade Shows	10,500	---
Salaries	25,140	23,250
Miscellaneous	3,000	2,500
Contingency	10,000	10,000
	<u>\$335,292</u>	<u>\$275,650</u>

Comment:

The recommended budget amounts to 0.57% of the estimated sales dollar compared with 0.503% for 1959.

NL 000040086

SOUTHERN SCREW DIVISION

	1960	1959
Trade Paper Space	\$130,837 ✓	\$104,330
Misc. Local Advertising	1,200 ✓	1,200
Hardware Shows	5,000 ✓	5,000
Printed Matter	10,000 ✓	10,000
Novelties	3,500 ✓	3,500
Gifts to Customers	10,000 ✓	10,000
Industrial Film	---	7,100 ✓
	\$160,537	\$141,130

Comment:

In submitting this budget Mr. R. Martin says "We have made a detailed study of the above requested budget and feel if we are to continue with our steady sales growth the above is deemed necessary. Each item has been carefully scrutinized and we have eliminated all items that we did not deem necessary."

NL 000040087

TITANIUM PIGMENT DIVISION

	1960	1959
Trade Paper Space	\$ 91,431 ✓	\$ 75,120 ✓
Preparation Costs	30,000 ✓	27,000 ✓
Convention Souvenirs	9,000	9,000
Sales Promotional Literature	3,800	5,000
Miscellaneous	750	750
	<u>\$134,981</u>	<u>\$116,870</u>

Comment:

The 1960 budget reflects rate increases as well as an expanded schedule and greater use of color.

DOEHLER-JARVIS DIVISION

	1960	1959
Trade Paper Space	\$34,500	\$25,000
Preparation Costs	6,000	4,000
Trade Directories	3,700	3,000
Classified Directories	1,800	1,500
Motion Picture Service	500	1,000
Booklet	5,000	5,000
Printed Matter	1,500	---
Trade Show	11,000	12,850
Research Bulletins	10,000	10,000
Chromeware Gifts	12,500	10,000
Salaries and Expenses	5,000	5,000
Direct Mail	5,000	---
Sales Promotion Material	7,000	---
Contingency	5,500	5,500
	<u>\$109,000</u>	<u>\$82,850</u>

Comment:

Mr. Koegler makes this comment regarding the proposed budget..."You will notice that the proposed 1960 budget of \$109,000 is substantially higher than the \$82,850 budgeted for 1959. This increase results from expansion of current programs and the addition of new programs all designed to provide necessary support in reaching our 1960 sales goal of \$100,000,000."

MAGNUS METAL DIVISION

	<u>1960</u>	<u>1959</u>
Trade Paper Space	\$38,000	\$36,000
Preparation Costs	7,500	9,000
Railroad Magazines	2,500	3,500
Direct Mail	3,500	3,500
Salaries	3,000	3,000
Contingency	3,000	3,000
	<u>\$57,500</u>	<u>\$58,000</u>

Comment:

Mr. E. M. VanWinkle refers to the above budget as follows: "For our 1960 program every possible economy has been stressed and perhaps it should be emphasized that it does not envision the promotion of any new products that Magnus might sell or manufacture during the coming year. These conceivably might require reconsideration of the present budget proposal and possibly additional funds as well."

TITANIUM ALLOY MFG. DIVISION

	1960	1959
Trade Paper Space	\$38,443	\$38,900
Catalog Space	3,991	3,200
Preparation Costs	6,420	6,300
	<u>\$48,854</u>	<u>\$48,400</u>

Comment:

This budget represents an almost exact replica of what was done in 1959.

CHAS. TAYLOR SONS

	1960	1959
Trade Paper Space	\$16,295	\$14,500
Directories	2,854	2,100
Preparation Costs	3,000	2,500
Direct Mail	2,000	4,900
Sales Literature	5,000	5,000
Agency Service Fee	1,800	1,800
Advertising Specialties	2,000	2,000
	<u>\$32,949</u>	<u>\$32,800</u>

Comment:

This proposed schedule is a continuation of the effort initiated in 1959.

DE LORE DIVISION

	1960	1959
Trade Paper Space	\$1,950	\$3,100
Directories	800	810
Calendars	1,100	1,300
Contingency	1,500	1,290
	<u>\$5,350</u>	<u>\$6,500</u>

AMERICAN BEARING

	1960	1959
General Advertising	\$2,000	\$2,000

ST. LOUIS SMELTING & REFINING DIV.

	1960	1959
Local Advertising	\$ 250	\$ 250

TEXAS MINING & SMELTING DIV.

	1960	1959
Local Advertising	\$ 300	\$ 300

EVANS LEAD DIVISION
MASTER METALS

These units report they intend to do no advertising
in 1960.

NL 000040092