

NATIONAL LEAD COMPANY

Manufacturers of "DUTCH BOY" PRODUCTS

ADVERTISING DEPARTMENT
T. HOWARD SARINE, MANAGER



111 BROADWAY
NEW YORK 6

December 12, 1956

APPROVED BY:
EXECUTIVE COMMITTEE

DEC 12 1956 \$2,538,058

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

Dear Mr. Martino:

I am submitting for consideration the comprehensive advertising budget for 1957. The various budgets have had the approval of the responsible heads of the divisions involved.

The total for 1957 is \$2,544,358 as compared with \$2,362,419 in 1956, an increase of \$181,939. Reasons for the increases are detailed under each budget request.

Very truly yours,

Howard Sarine

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