

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 PAINT
ADVERTISING BUDGET FOR THE YEAR 1957 IN THE
SUM OF \$1,608,700.00* (INCLUDING THE AMOUNT
OF \$1,187,700.00* FOR THE EASTERN OPERATION
AND \$421,000.00 FOR THE PACIFIC COAST BRANCH),
AS DETAILED IN REPORT DATED NOVEMBER 27, 1956,
FROM MR. T. HOWARD SARINE, ADVERTISING MANAGER,
BE AND IT HEREBY IS APPROVED.

*ITEM OF \$6,300.00 FOR ADVERTISING
IN MODERN RAILROADS ELIMINATED FROM AMOUNT
OF REQUESTED BUDGET.

THIS AUTHORIZATION IS SUBJECT TO INSTRUCTIONS
TO BE ISSUED BY MR. D. A. MERSON.

VERY TRULY YOURS,

(SIGNED) J. B. HERRICK

SECRETARY

C.C. MEMBERS. J. A. MARTINO
D. A. MERSON
J. J. MORSEMAN, JR.
H. USS

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