

PAINT DIVISION
1956 ADVERTISING BUDGET

	BUDGET 1955 FISCAL	EXPENSE 1955 ESTIMATED 10 MONTHS	EXPENSE 1955 ADJUSTED FISCAL *	BUDGET 1956 FISCAL
Trade Sales National (Winter-Spring)	\$ 722,694	\$ 640,000	\$ 640,000	\$ 762,248
Trade Sales National (Fall)	250,000	40,000	233,000	276,538 -
Other National	173,329	141,729	170,729	269,037
Local Advertising	1,568,500	1,376,500	1,594,608	1,545,000
National Service	120,000	103,000	123,000	-----
	<u>\$2,834,522</u>	<u>\$2,301,229</u>	<u>\$2,761,337</u>	<u>\$2,872,823</u>

* Includes September & October 1954 Expense

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1956 "OTHER" NATIONAL ADVERTISING BUDGET

	BUDGET 1955 FISCAL	EXPENSE 1955 ESTIMATED 10 MONTHS	BUDGET 1956 FISCAL
Industrial Space	\$ 59,429	\$ 49,030	\$ 51,083
" Preparation	*	*	2,000
" Movie	-0-	-0-	4,000
Transportation Space	10,000	3,180	25,000
" Preparation	*	*	3,000
Maintenance Space	20,000	17,000	25,174
" Preparation	*	*	5,000
Graphic Arts Space	6,400	4,750	8,000
" " Preparation	*	*	3,500
Export Space	-0-	-0-	5,000
" Preparation	-0-	-0-	2,200
Outdoor Advertising	17,000	13,000	15,000
Telephone Directory	25,000	22,000	27,000
Exhibits & Shows	8,000	4,700	8,000
Unscheduled	2,000	869	3,000
Other National Preparation	25,500	27,200	*
	<u>173,329</u>	<u>141,729</u>	<u>244,357</u>
General National Preparation	10,000 +	10,500 +	12,000
General National Miscellaneous	3,000 +	2,500 +	3,000
	<u>\$ 186,329</u>	<u>\$ 154,729</u>	<u>\$ 259,357</u>

* Budget and expense for 1955 included in Other National Preparation

+ Budget and expense for 1955 included in National Service

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CANADA

OTHER

CLASS A

4	Catalogs, Booklets, Folders	\$ 17,000	\$ 20,000	\$ 5,000	\$ 25,000
5	Color Cards, Celluloids, Color Panels	320,000	270,000	70,000	340,000
6	Consumer Books	300	1,000	-0-	1,000
7	Outdoor Highway Signs, Card Cards, Billboards	8,000	10,000	-0-	10,000
8	Counter Books, Color Manuals, Dealer Color Books	100	7,500	3,000	10,000
10	Demonstrators' Salary and Expense	3,500	2,500	-0-	3,500
11	Direct Mail	3,500	4,000	-0-	4,000
12	Exhibits, Shows, Fairs, Booths	10,500	11,000	1,000	12,000
13	Store Identification (Signs, Decals etc.)	95,000	95,000	21,000	116,000
15	Handbills	17,000	7,500	10,000	17,500
17	Mats, Stereos, Electros, Cut Books, Proofs	19,000	16,000	5,500	21,500
20	Co-op. Advertising (Newspapers)	215,000	259,000	6,000	255,000
26	Co-op. Radio & TV (Time, Transcription, Films)	51,000	57,000	5,000	62,000
28	Slides, Moving Pictures & Trailers	3,000	4,500	500	5,000
29	Novelties, Souvenirs, Misc. Imprinting	24,000	18,000	8,000	26,000
30	Point-of-Sale Displays	90,000	90,000	12,000	102,000
44	Spred Products Color Promotion	105,000	50,000	19,000	69,000
51	Dealer Merchandise Program	5,000	-0-	-0-	-0-
TOTALS		\$ 987,000	\$ 986,000	\$155,000	\$1,092,000

CLASS B

19	Local Newspaper	60,000	70,000	6,000	76,000
21	Radio Time and Preparation Cost	7,500	10,000	-0-	10,000
22	Television Time and Preparation Cost	5,500	10,000	-0-	10,000
34	Local Magazines, Trade Papers, Programs, Etc.	21,000	19,000	3,500	22,500
43	National Trade Adv. Trade Papers (Canada)	78,000	-0-	80,000	80,000
TOTALS		\$ 172,000	\$ 109,000	\$ 98,500	\$ 207,500

CLASS C

32	Maintenance Sales Promotion	\$ 20,000	\$ 30,000	\$ 3,000	\$ 33,000
35	Industrial Sales Promotion	25,000	37,000	4,000	41,000
40	Postage, Freight, Express	45,000	51,000	3,500	55,500
56	Expense: Adv. Deals charged to Customers	3,000	-0-	-0-	-0-
57	Summaries, Miscellaneous	3,000	2,500	500	3,000
TOTALS		\$ 96,000	\$ 120,500	\$ 11,000	\$ 131,500

CLASS D-SALES PROMOTION

9	Dealer Trade Promotion	\$ 25,500	\$ 80,000	\$ 6,000	\$ 86,000
14	Free Deals - Reduced price deals	9,400	10,000	-0-	10,000
16	Product Samples for Advertising	2,000	2,500	-0-	2,500
25	Private Label (Trade Sales)	22,000	8,000	15,000	23,000
27	Portfolios (Sales)	14,000	16,000	1,000	17,000
31	Slide Films, Moving Pictures, etc.	500	5,000	-0-	5,000
33	Price Books	14,000	9,000	1,000	10,000
36	Misc. Presentation Portfolios	100	-0-	-0-	-0-
37	Private Label (Direct & Syndicate)	28,000	30,000	-0-	30,000
41	Wallpaper Books	4,000	5,500	-0-	5,500
45	Prospective Agents Promotion (Trade Sales)	1,000	2,000	-0-	2,000
55	Salary & Expenses (Premiums & Coupons)	800	1,000	-0-	1,000
TOTAL PROMOTION EXPENSE		\$ 121,300	\$ 109,000	\$ 23,000	\$ 132,000
GRAND TOTAL LOCAL ADVERTISING		\$1,370,500	\$1,264,500	\$296,500	\$1,563,000