

1954
DECEMBER 23, 1953

MR. T. HOWARD SARINE, MANAGER
ADVERTISING DEPARTMENT
NATIONAL LEAD COMPANY
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 ADVERTISING BUDGET FOR THE YEAR 1954, IN THE SUM OF \$2,294,949.00 (INCLUDING THE FOLLOWING AMOUNTS APPROVED AT THE NOVEMBER 4, 1953 MEETING OF THE EXECUTIVE COMMITTEE: \$1,277,182.00 FOR PAINT ADVERTISING; \$310,500.00 FOR PACIFIC COAST BRANCH ADVERTISING; AND \$39,500.00 FOR SONGS PAINT ADVERTISING), AS DETAILED IN LETTER AND REPORT OF DECEMBER 3, 1953 FROM MR. T. HOWARD SARINE, ADVERTISING MANAGER, TO MR. J. A. MARTINO, PRESIDENT, BE AND IT HEREBY IS APPROVED.

VERY TRULY YOURS,

(SIGNED) J. B. HENNICH

SECRETARY

C.C. MESSRS. MARTINO
HORSMAN
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