

SP-1

Mr. R. D. Horner

PAINT DIVISION

1957

ADVERTISING BUDGET

GLD024796

	<u>Budget 1956 Fiscal</u>	<u>Estimated Expenditure</u>	<u>Budget 1957 Fiscal</u>
Trade Sales National	\$1,037,376	\$ 977,232	\$1,102,000
Other National	269,937	215,305	250,000
Local	<u>1,565,000</u>	<u>1,560,000</u>	<u>1,745,000</u>
	\$2,871,413	\$2,752,537	\$3,097,000

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Industrial Space & Preparation (including Sales Training Program)	\$125,000
Sign Program	15,000
Maintenance Space & Preparation (including Sales Training Program)	20,000
Graphic Arts Space & Preparation	18,000
Outdoor Program	25,000
Telephone Directory	24,000
Exhibits and Shows	14,000
Unscheduled	4,000
General National Preparation & Miscellaneous	<u>15,000</u>
	\$250,000