

LEAD INDUSTRIES ASSOCIATION, INC.

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NEW YORK, N. Y. 10017

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OR 5-2222

MINUTES

Motion Picture Subcommittee of the

New York, N.Y.

Industry Development Committee

April 12, 1965

A meeting of the Motion Picture Subcommittee was held on Monday, April 12, 1965 in the offices of the Association:

Present

Dwight Marshall
J. S. Smart, Jr.

Representing

St. Joseph Lead Company
American Smelting and Refining Co.

Producer

E. F. Callen

Callen Associates

Advertising Agency

Paul Higgins

O. S. Tyson and Company, Inc.

L.I.A. Staff

Robert L. Ziegfeld
David M. Borcina
J. M. McAnard

Executive Vice President and Treasurer
Secretary and Assistant Treasurer
Advertising Manager

The meeting was called to order at 10:15 A.M.

Mr. Ed Gutsch, Consolidated Mining & Smelting Co. was unable to attend because his flight couldn't land in New York but telephoned a few major comments to the Executive Vice President.

The shooting script of "The Lead Matrix" sent to the committee last November was reviewed item by item.

General and specific comments of the script were discussed and changes made where necessary. The title was also discussed and all present agreed to give it considerable thought for discussion at a later date because the title can be the last thing decided.

It was the consensus that the producer incorporate the suggestions and revisions and submit the new script for further review. (Attached) Also to provide an estimate of the time required for showing.

There being no further business, the meeting adjourned at 12:20 P.M.



Look Ahead
Att:

David M. Borcina
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Secretary