

LEAD INDUSTRIES ASSOCIATION, INC.

302 MADISON AVENUE

NEW YORK, N. Y. 10017

TELEPHONE - AREA 6006 200

ON 6-0000

November 13, 1964

SUBJECT: MOTION PICTURE ON LEAD

To the Industry Development Committee of
the Lead Industries Association, Inc.:

Supplementing the report already sent to you of the informal Industry Development Committee meeting held on October 19th and as discussed at that time, we are now attaching for your study a shooting script for a motion picture on lead and its applications, which was prepared two or three years ago.

You will recall that at that time \$3,000 was appropriated for the preparation of such a script. It resulted in the attached, which was reviewed by a three-man Subcommittee of the I.D.C. At the time the Subcommittee felt it unwise to proceed with the filming of the general picture on lead, feeling that a film on some particular application, such as the use of lead to prevent the transmission of noise, might be more immediately desirable.

No further action, however, has been taken in either direction, except that \$25,000 was appropriated towards the cost of making any film and has been held in our reserves for this specific purpose since then. It is estimated that the cost of a film in sound and color as covered by the attached script with a suitable number of copies would cost upwards of \$50,000.

Whether any positive action is taken on a film this year or not, we believe some discussion of this subject would be worthwhile at the I.D.C. meeting on December 8th, and therefore hope that you will have an opportunity to review the script and perhaps discuss it with some of your associates in the meantime.

Very truly yours,

Executive Vice President

RLE:mk
Enc.



Look ahead with lead