

75th Anniversary Osasco

Held Sat. June 8, 1974

Number of bus loads to tour plant 54  
42 passenger buses - approx avg load 37  
Total 1998

People who drove to the plant

approx. 20  
And Total 2018

OTF.

8<sup>00</sup> - 1<sup>00</sup>

1<sup>00</sup> - 6<sup>00</sup>

Greeters #1

#2

OTG

KJ Haagen

Don Anderson

JJ Owens

Station #1

#2

#3

#4

#5

TE Martin

RO Jackson

MRLavenger

TC White

CE Dunne

JE Pittinger

K Bondison

PA Johnson

S. Mitchell

TK Bond

Bus Riders

8<sup>00</sup> #1

8<sup>00</sup> #2

9<sup>00</sup> #3

9<sup>00</sup> #4

10<sup>00</sup> #5

10<sup>00</sup> #6

10<sup>00</sup> #7

10<sup>00</sup> #8

D. Martin

F. Weldon

B. French

D. Herforth

WS Hogarty

WE Barnes

CE Hochmuth

P. B. Johnson

WM Harvey

P. Crawford

NL Knudsen

DL Beam

Wilson - Coordinator

Aides #1

#2

#3

BR Petric

RD Galagan

DUBurri

RE French

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OTHERS

Dr. W. P. Roe

INFORMATION COPIES TO

Advisory Committee Members not listed above

AMERICAN SMELTING AND REFINING COMPANY  
ADVERTISING AND PUBLIC RELATIONS DEPARTMENT

April 29, 1974

To All Plant and Unit Managers

MAY 1974

MAY 2 1974

75th ANNIVERSARY CELEBRATIONS

A 16mm print of Asarco's new corporate film, "Challenge In The Earth" is being sent to you by registered mail. This print is for permanent possession by your plant.

A screening of this new film should be an integral part of your 75th Anniversary Open House Celebration and to do justice to the film's excellent musical score no less than two good quality speakers should be used during the screening. Auxiliary speakers should be available at your local audio visual equipment center.

All other materials requested by you for your Open House will be sent to you best way as soon as they are available.

If any problems arise, please contact this office promptly.

*Richard A. Korreck*  
Richard A. Korreck  
Creative Services  
Specialist

RAK:dm

cc:  
Mr. W. K. Murray  
Mr. G. Kidd  
Ms. D. M. Morrison

Att:  
Distribution List

06

AMERICAN SMELTING AND REFINING COMPANY  
ADVERTISING AND PUBLIC RELATIONS DEPARTMENT

March 29, 1974

TO: All Plant and Unit Managers

FROM: William K. Murray

SUBJECT: 75th ANNIVERSARY CELEBRATION

Further to Mr. Hennebach's memo of March 22 regarding Asarco's Diamond Jubilee celebration, attached is an order form to use in requesting items for your anniversary activities. These items along with additional information concerning the activities suggested by Mr. Hennebach are described below.

A. Asarco Movie

A 16mm print of "Challenge In The Earth" will automatically be shipped to you as soon as available, but not later than April 30. A standard 16mm sound movie projector is suitable for showing the film. If your plant does not have such a projector, they are readily available on a rental basis.

The 16mm print is to remain in your plant's possession permanently. This will enable you to loan it to service clubs, technical societies, schools, and any other organizations who wish to show the movie at meetings or other functions. Also, in areas where the Asarco plant is an important factor in the local economy, a local television station or theater may be interested in showing the film.

B. Anniversary Key Holders

The key holders featuring the Asarco anniversary medallion finished in antique bronze are for distribution to employees and their families on the occasion of the movie showing or the plant "Open House", and to people in the community who attend either function. They are designed primarily for car keys and, consequently, are not intended for distribution to children. They are individually packaged in clear plastic envelopes.

C. VIP Desk Accessories

The diamond-shaped, clear plastic desk accessory molded around a silver-plated medallion is for presentation by you to VIP's, e. g. political leaders, business and industry leaders, and executives of firms with which you have important business relationships. The desk accessories are individually boxed.

March 29, 1974

D. The Story of Asarco

Copies of the 48-page brochure, "Asarco The Metal Maker", will be shipped early in May via the Asarco News distribution list. Please mail or distribute copies to your employees as you would an issue of Asarco News. Additional copies should be made available at anniversary functions and at all movie showings, including those at schools, service clubs, etc., and otherwise distributed freely to anyone interested in Asarco. On the order form indicate only the number of copies you desire in addition to those which you will get automatically via the Asarco News distribution list.

E. Anniversary Ad Reprints

Attached are reprints of the eight Asarco anniversary ads which have been running since January 1st in the national publications listed on the reprints. You may wish to use them on bulletin boards, to decorate facilities where your anniversary functions will be held, or for distribution as appropriate.

F. Postage Meter Slugs

Those plants having Pitney-Bowes postage meters may obtain a slug from this office which when placed in the meter will imprint on every piece of mail going through the meter the following: Asarco - 75 Years of Progress in Metals.

Asarco's 75th Anniversary will also be observed with a special issue of Asarco News to be published early in April. This issue will contain a cover story about the movie and the Asarco employees who "starred" in it, and will include a plastic, 33-1/3 rpm recording of the musical score from the movie.

Additionally, the Asarco Foundation is making special anniversary grants to those colleges with whom Asarco has had a close relationship over the years and whose graduates have contributed to the Company's success. These anniversary gifts are in addition to the Foundation's regular program of financial assistance to educational institutions.

Other plans for observing Asarco's 75th Anniversary are in the works, and you will be hearing about them as the year progresses.

WKM:dm

Attachments





Saturday during ASARCO's 75th CELEBRATION no one will be allowed to park inside or just outside the main gate. These areas must be kept clear to accommodate buses and visitors. Please use the parking lots.

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