

LEAD INDUSTRIES ASSOCIATION, INC.

292 MADISON AVENUE

NEW YORK, N. Y. 10017

TELEPHONE - AREA CODE 212

OR 8-6020

November 8, 1965

SUBJECT: "THE LEAD MATRIX" -
NEW MOTION PICTURE

To Members of the Lead Industries Association, Inc.:

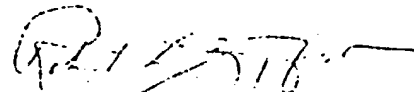
This year the Industry Development Committee and Board of Directors of the Lead Industries Association authorized the Association to produce a motion picture dealing broadly with the uses of lead and its many applications. This picture has now been completed. It is a twenty-six minute picture in full sound and color.

It will be shown for the first time to the Industry Development Committee on the evening of Monday, November 29th, so that the Committee can intelligently budget for its distribution at its meeting on the following day. This showing will be at 5:30 P.M. at the Johnny Victor Theater in the RCA Exhibition Hall, 40 West 49th Street, New York, N. Y.

Other members of the Association are cordially invited to attend this showing if they find it convenient. However, since the seating capacity of this theater is extremely limited, we would appreciate hearing from you if you expect to attend the showing. Admission will have to be on a "first come, first served" basis up to the limit of capacity. For those who cannot attend this showing or for whom there may not be room, the picture will also be shown at the annual meeting of L.I.A. in St. Louis at the end of March.

Please let us know if you plan to attend the showing on November 29th so that we can notify you if there is insufficient room to admit you.

Very truly yours,



RLZ:mk

Executive Vice President



Look Ahead with Lead