

LEAD INDUSTRIES ASSOCIATION, INC.

528 MADISON AVENUE

NEW YORK, N. Y. 10017

TELEPHONE - AREA CODE 212

OR 6-2222

April 22, 1966

SUBJECT: THE LEAD MATRIX

To Members of the Lead Industries Association, Inc.:

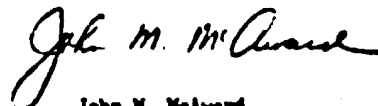
Attached is the second in a series of promotion pieces pertaining to The Lead Matrix which are being mailed by our film distributor, Sterling Movies, Inc. This piece with its business reply card was mailed to professional societies around the country.

Also attached is a list of television stations which have requested the film for a screening prior to an actual telecast. These 14 stations are in addition to the 25 stations already screening the film.

To date, the following stations have carried the film:

WLOX	Biloxi, Miss.
KITV	Springfield, Mo.
KHPL	Hayes Center, Nebraska
KHOL	Holdrege, Nebraska
WFM	Pt. Monmouth, N.J.
WHP	Harrisburg, Pa.
WWS	Milwaukee, Wisconsin

Very truly yours,



John M. Molward
Advertising Manager

JH:ms
Attach.



Look Ahead with Lead

LIA14040

STATION	LOCATION	NAME OF CONTACT
KYBC	Cheyenne, Wyo.	D. Wich
KORK	Las Vegas, Nev.	B. Lapierre
WYES	New Orleans, La.	B. Carswell
WDCH	Nashville, Tenn.	W. Alley
MLWT	Bethlehem, Pa.	D. Roberts
WSAV	Savannah, Ga.	A. Strong
WAMP	U.S.S. America	D. Roberts
KAAR	San Diego, Calif.	S.O. Cane
WOMC	Wildwood, N.J.	B. Motring
WEDU	Tampa, Fla.	L. Fisher
KCHL	Reno, Nev.	M. Houser
KPIR	Bismarck, N.D.	J. Collins
WUL	Louisville, Ky.	V. Baxter
KUSD	Vermillion, S.D.	E. Phelps
KITW	Chicago, Ill.	R. Seipp

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