

LEAD INDUSTRIES ASSOCIATION, INC.

592 MADISON AVENUE

NEW YORK, N. Y. 10017

TELEPHONE - AREA CODE 212

OR 6-0000

April 22, 1966

SUBJECT: THE LEAD MATRIX

To Members of the Lead Industries Association, Inc.:

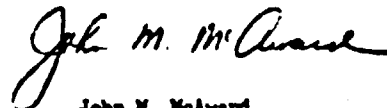
Attached is the second in a series of promotion pieces pertaining to The Lead Matrix which are being mailed by our film distributor, Sterling Movies, Inc. This piece with its business reply card was mailed to professional societies around the country.

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
KHCL	Holdrege, Nebraska
WPM	Pt. Monmouth, N.J.
WHP	Harrisburg, Pa.
WNVS	Milwaukee, Wisconsin

Very truly yours,

John M. McAvard
Advertising ManagerJH:ms
Attach.

Lead Ahead with Lead

STATION	LOCATION	NAME OF CONTACT
KYBC	Cheyenne, Wyo.	D. Wich
KORK	Las Vegas, Nev.	B. Lapierre
WYES	New Orleans, La.	B. Carswell
WDCN	Nashville, Tenn.	M. Alley
WLVY	Bethlehem, Pa.	D. Roberts
WSAV	Savannah, Ga.	A. Strong
WANG	U.S.S. America	D. Roberts
KAAK	San Diego, Calif.	S.O. Cane
WCMC	Wildwood, N.J.	B. Motring
WEDU	Tampa, Fla.	L. Fisher
KCRJ	Reno, Nev.	M. Houser
KPTK	Bismarck, N.D.	J. Collins
WUL	Louisville, Ky.	V. Baxter
KUSD	Vermillion, S.D.	K. Phelps
KTYN	Chicago, Ill.	R. Seipp