

LEAD INDUSTRIES ASSOCIATION, INC.

202 MADISON AVENUE

NEW YORK, N. Y. 10017

TELEPHONE - AREA CODE 212

OR 5-6222

March 18, 1966

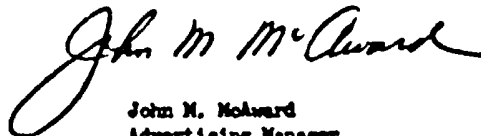
SUBJECT: THE LEAD MATRIX

To Members of the Lead Industries Association, Inc.:

Attached is the first of a series of promotion pieces pertaining to the Lead Matrix which are being mailed by our film distributor, Sterling Movies, Inc. It was mailed to all of the Television Stations around the country.

Also attached is an additional list of stations which have shown an interest in telecasting the film. In my letter to you dated March 1, there were 17 stations listed; the attached raised this number to 25.

Very truly yours,

John M. McQuaid
Advertising ManagerJMM:ms
Attach.

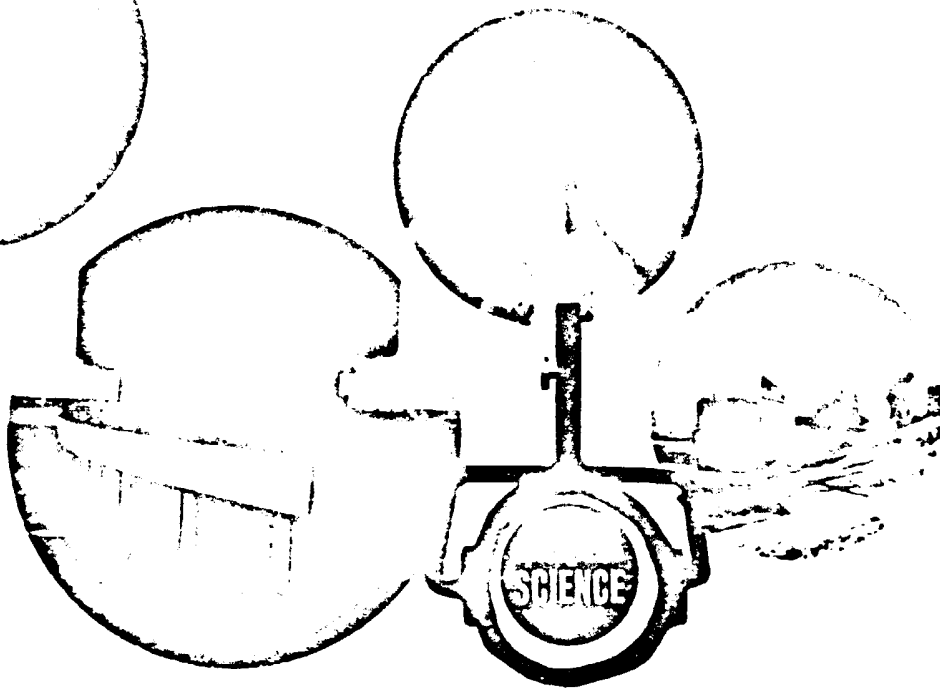
Look Ahead with Lead

LIA13991

ADVANCE TV NOTICES

<u>Station</u>	<u>Location</u>	<u>Telecast Date</u>	<u>Time</u>	<u>Name of Contact</u>
KING	Seattle, Wash.	Stand By		S. Booten
KXLN	Spokane, Wash.	"		C. Koenig
WFLA	Tampa, Florida	"		P. Holst
KXTV	Colo. Springs, Colo.	"		J. Jackson
WPM	Ft. Monmouth, N.J.	"		Att: Station Manager
WLAS	Philadelphia, Pa.	"		C. Daly
KLYD	Bakersfield, Calif.	"		L. Abbott
KVIQ	Eureka, Calif.	"		B. De Brunner

N 3469.01



#542 THE LEAD MATRIX 26:04 Min.

This unusual film offers information—drama—entertainment! In a colorful report on the modern uses of one of mankind's oldest minerals, The Lead Matrix visits modern laboratories probing the atom and research centers testing revolutionary space-age developments and shows that lead is more widely used and needed than ever before. In fascinating detail the film displays the processing compounds, and the amazing array of lead's uses in our modern world. (Lead Industries Association, Inc.)

#378 RADIANT TREASURES 27:18 Min.

From primeval times to today's jet age, here is the story of man's scientific development and the influence on his progress of the source of all energy—the Radiant Energy Spectrum. This film includes not only some of the newest and most exciting scientific research in the energy field, but it gives historical perspective through dramatic re-enactments such as the ancient Greek discovery of electricity, Edison's invention of the light bulb, the experimentation of Maxwell and Hertz with invisible waves of energy. (General Telephone & Electronics Corporation)

#456 LIVE VIA EARLY BIRD 25:00 Min.

This film recounts the infinite care and bold planning that resulted in the epoch-making achievement of trans-oceanic communications via satellite. But this is more than a story of a satellite. The impact of intercontinental communications, the social, economic and political implications which surround the successful development of a communications satellite system are a part of the tale of wonder and achievement. (Douglas Aircraft Co., in cooperation with Communications Satellite Corp.)

STERLING MOVIES
43 West 61 Street
New York, New York
(212) PLaza 2-4438

#488 ECLIPSE OF THE QUIET SUN 29:00 Min.

A brilliant close-up of the total solar eclipse was obtained by scientists on board a DC-8 jet as it streaked through the stratosphere to photograph the beautiful natural phenomenon. With exciting photography this movie shows how the information they obtained may aid man as he attempts to harness the sun's energy, remove salt from the sea and turn arid lands into fruitful, productive areas. (Douglas Aircraft Co., and the National Geographic Society)

#486 THE PRICELESS LABORATORY 29:38 Min.

Antarctica—the vast, mysterious polar cap—is a fantastic natural laboratory for scientific research and information about the earth's history. Here this frozen world is brought into sharp and dramatic focus as The Priceless Laboratory records the activity of men and equipment at this forbidding outpost during the International Geophysical Year. (Douglas Aircraft Co., in cooperation with the U.S. Navy)

	DATE	TIME
#542 The Lead Matrix		
#378 Radiant Treasures		
#456 Live Via Early Bird		
#488 Eclipse of the Quiet Sun		
#486 The Priceless Laboratory		

FOR MORE INFORMATION

CALL OFFICE

OFFICE OF THE DIRECTOR

STERLING MOVIES
43 WEST 61 STREET
NEW YORK, N.Y. 10019