

LEAD INDUSTRIES ASSOCIATION, INC.

23 MADISON AVENUE
NEW YORK, N. Y. 10017
TELEPHONE AREA CODE 212
OR 6-6000

January 20, 1966

SUBJECT: THE LEAD MATRIX

To Members of the Lead Industries Association, Inc.:

Following is a brief summary of the distribution for 1966 for our new film in four major audience areas for sponsored films; Professional, Television, Adult Groups, and High Schools.

PROFESSIONAL AUDIENCES

National distribution to the following audiences:

- Engineering colleges of all categories
- Teachers colleges
- Architects
- Light engineers
- Biological engineers
- Thermal engineers and chemists
- Corrosion engineers
- Electrical engineers (I.E.E.E.)
- Mechanical engineers
- Electrical power utilities industry

There will be 250 bookings to this audience.

TELEVISION

There will be 175 telecasts during 1966 reaching about 4 million viewers.

ADULT GROUPS AND HIGH SCHOOLS

There are numerous organized adult audiences throughout the country such as Business and Industry, Civic and Community groups, Fraternal Orders, Churches, etc. which make a practice of screening films at their regular meetings. The Lead Matrix is being offered to many of these audiences.

In addition to these adult groups the film will be offered to various High Schools around the country.

A total of 1,250 bookings are scheduled for these two audiences with the Adult groups taking priority.

- more -



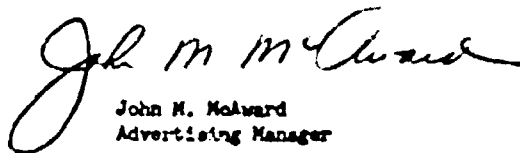
Look Ahead with Lead

- 2 -

An advance schedule of all viewing will be mailed to the members when they are received from our film distributor, Sterling Movies U.S.A., Inc. This will enable you or a member of your organization to see the film if it's being shown in your vicinity at a professional or civic group meeting.

The film, of course, will be available to all members for their private viewing or you may wish to suggest a group or organization you feel might be missed through regular channels. Requests should be directed to me.

Very truly yours,



John M. McLeod
Advertising Manager

JH:mc