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Informational Materials Incorporated

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INFORMATIONAL MATERIALS INC. NOW RELEASING NEW 16mm
IDENTIFICATION LEADERS FOR USE BY PUBLIC LIBRARIES

Informational Materials Incorporated, headquartered in Burbank, California is now offering a new concept to help alleviate film damage on loaned 16mm films distributed by public libraries. The film leaders will absorb the normal head-end damage that occurs to all loaned 16mm prints while simultaneously serving to promote and identify individual libraries as well as encourage general library use.

In making the announcement, IMI president Richard J. Soltys stated that during his eighteen years' experience in documentary-business film production, there has been a continuous problem of print damage requiring films to be pulled from circulation for costly repair. To solve this problem, said Mr. Soltys, IMI is now making available creatively produced film ID leaders, in color and sound, as expendable items. The leaders will absorb the normal head-end damage and then be replaced when required (90% of all print damage occurs within the first few feet of film due to improper threading of the projector). These leaders feature a visual and graphic montage of library services with individual identification available.

IMI is also making available for initial introductory release, a series of four films detailing LITHIC TECHNOLOGY (prehistoric tool making), the techniques used by early man to create stone tools and weapons. The series was produced by Idaho State University with a grant from the National Science Foundation.

Further information regarding price structures or other details may be obtained by contacting Informational Materials Inc., 1615 West Burbank Blvd., Burbank, California 91506.

68-29-1472