



Lead Industries Association, Inc.

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New York, N. Y. 10017

Telephone: (212) 679-6020

February 19, 1975

SUBJECT: THE LEAD MATRIX YEARLY REPORT FOR 1974

TO: MEMBERS OF THE LEAD INDUSTRIES ASSOCIATION, INC.

Attached is a summary of General Distribution and Television Reports of The Lead Matrix from 1966 through 1974. The film is distributed by Communication Services, Inc., Association-Sterling Films and the Bureau of Mines. Audiences have covered a wide spectrum - industrial firms, government agencies, professional clubs, colleges, high schools, live TV and motion pictures. The cumulative total audience for General Distribution and Television is over 99,892,000 persons.

Very truly yours,

R. Assadi
Manager of Association Services

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Attachment

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N 3750

THE LEAD MATRIX

GENERAL DISTRIBUTION SUMMARY BY ASSOCIATION-STERLING FILMS

Year	No. of Prints	Industry, Gov't. & Professionals			Colleges, Schools & Clubs			TOTAL		
		Bookings	Showings	Audience	Bookings	Showings	Audience	Bookings	Showings	Audience
1966	80	201	202	7,825	1,164	1,769	138,264	1,365	1,971	146,089
1967	80	151	186	5,543	1,335	2,269	125,318	1,486	2,455	130,863
1968	117	203	244	7,330	1,663	2,546	107,613	1,866	2,790	114,943
1969	105	272	310	7,389	1,620	2,154	79,174	1,892	2,464	86,563
1970	98	196	380	15,539	1,378	2,623	163,954	1,574	3,003	179,493
1971	76	115	357	24,822	2,012	2,079	203,128	2,127	2,436	227,950
1972	92	206	235	19,314	2,422	2,943	259,518	2,628	3,178	278,833
1973	76	325	364	22,108	2,857	4,318	401,091	3,182	4,682	423,193
1974	72	280	295	21,711	2,189	4,501	361,073	2,469	4,796	382,781
TOTAL		1,949	2,573	131,581	16,640	25,202	1,839,133	18,589	27,775	1,970,711

TELEVISION SUMMARY BY ASSOCIATION-STERLING FILMS

Year	The Lead Matrix			The Paradox of Lead			Battery Power In Motion			TOTAL	
	No. of Prints	No. of casts	Audience	No. of Prints	No. of casts	Audience	No. of Prints	No. of casts	Audience	No. of casts	Audience
1966	25	91	2,016,146	--	--	---	--	--	---	91	2,016,146
1967	25	109	2,420,022	30	9	100,532	--	--	---	118	2,520,554
1968	25	134	2,326,937	30	75	1,404,377	--	--	---	209	3,731,311
1969	25	115	2,024,373	30	76	1,470,193	30	14	315,877	205	3,810,441
1970	25	119	719,291	30	32	258,311	30	75	968,720	226	1,946,321
1971	20	141	1,208,033	30	31	384,701	30	64	1,994,398	236	3,587,131
1972	20	183	1,547,838	30	26	292,996	25	75	1,309,860	284	3,150,691
1973	20	161	1,148,349	--	--	---	20	3	73,838	164	1,222,187
1974	20	167	1,337,070	--	--	---	--	--	---	167	1,337,070
TOTAL		1,220	14,748,059		249	3,911,110		231	4,662,693	1,700	23,321,862

GOLIATH - TELEVISION SUMMARY BY COMMUNICATION SERVICES, INC.

	Number of Telecasts		Number of Viewers	
	3 Minutes	61	19,401,800	
	60 Seconds	1,471	49,686,820	
<u>THE LEAD MATRIX THEATRE CAVALCADE #3</u>		<u>Days Shown</u>	<u>Times Shown</u>	<u>Audience</u>
Oct. 1968 - Sept. 1969		3,526	7,687	1,631,769

THE LEAD MATRIX - GENERAL DISTRIBUTION AND TELEVISION SUMMARY BY THE U. S. BUREAU OF MINES

GENERAL DISTRIBUTION SUMMARY								TELEVISION SUMMARY
Year	# of Prints	Industry, Govt. & Professionals		Colleges, Schools & Clubs		TOTAL		Audience
		Showings	Audience	Showings	Audience	Showings	Audience	
1968	250	83	2,506	4,769	190,762	4,852	193,268	---
1969	267	170	4,964	7,664	302,308	7,834	307,272	38,500
1970	285	220	7,889	9,164	344,962	9,384	352,851	185,000
1971	282	234	8,052	10,934	406,758	11,168	414,810	589,500
1972	290	291	10,012	12,196	930,084	12,487	940,096	14,000
1973	254	225	7,412	11,684	400,225	11,909	407,637	---
1974	290	301	8,122	12,429	420,339	12,730	428,461	7,000
TOTAL		1,524	48,957	68,840	2,995,438	70,364	3,044,395	834,000

GENERAL DISTRIBUTION SUMMARY BY ASSOCIATION-STERLING FILMS AND THE BUREAU OF MINES AUDIENCE 5,015,109

ELEVISION SUMMARY BY ASSOCIATION-STERLING FILMS, COMMUNICATION SERVICES, INC., 94,876,251
AND THE BUREAU OF MINES The Cumulative Total 99,891,360