



Lead Industries Association, Inc.

282 Madison Avenue • New York, N. Y. 10017 • Telephone: (212) 678-6000

February 14, 1972

SUBJECT: THE LEAD MATRIX
(26 Mins., 16mm, Sound and Color)

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 1971. The film is distributed by both 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 22,000,000 persons.

Very truly yours,


R. AssadiRA:cm
Attach.

THE LEAD MATRIX
 "16mm - 26 Mins. - Sound - Color"

GENERAL DISTRIBUTION SUMMARY BY ASSOCIATION-STERLING FILMS

Year	No. of Prints	Industry, Govt. & 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	130,861
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
TOTAL		1,138	1,679	68,448	9,172	13,446	817,451	10,310	15,119	885,899

TELEVISION SUMMARY BY ASSOCIATION-STERLING FILMS

Year	The Lead Matrix			The Paradox of Lead			Battery Power In Motion			TOTAL	
	No. of Prints	No. of Telecasts	Audience	No. of Prints	No. of Telecasts	Audience	No. of Prints	No. of Telecasts	Audience	No. of Telecasts	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	3,731,314
1969	25	115	2,024,373	30	76	1,470,193	30	14	315,877	205	3,810,443
1970	25	119	719,291	30	32	258,311	30	75	968,720	226	1,946,322
1971	20	141	1,208,033	30	31	384,701	30	64	1,994,398	236	3,587,132
TOTAL		709	10,714,782		223	3,618,114		153	3,278,995	1,085	17,611,911

THE LEAD MATRIX
THEATRE CAVALCADE #3

				Days Shown	Times Shown	Audience
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			# of Telecasts	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	307,372	--	----
1970	285	220	7,889	9,164	344,962	9,384	352,851	3	36,000
1971	282	234	8,052	10,934	406,758	11,168	414,810	17	589,500
TOTAL		707	23,411	32,531	1,244,790	33,238	1,268,201	20	625,500

GENERAL DISTRIBUTION SUMMARY BY ASSOCIATION-STERLING FILMS AND THE BUREAU OF MINES **AUDIENCE**
 3,785,869

TELEVISION SUMMARY BY ASSOCIATION-STERLING FILMS AND THE BUREAU OF MINES **18,237,391**

THE CUMULATIVE TOTAL **22,023,260**