

LEAD INDUSTRIES ASSOCIATION, INC.

202 MADISON AVENUE

NEW YORK, N. Y. 10017

TELEPHONE - AREA CODE 212

OR 5-0000

January 19, 1967

SUBJECT: THE LEAD MATRIX
DISTRIBUTION - 1966

To the Members of the Lead Industries Association, Inc.:

Following is a summary of the distribution of our film, THE LEAD MATRIX, from March 1 to December 31, 1966.

General Distribution including professional and engineering societies.

Reported Showings

1,205

*Computed Showings

1,971

Reported Audience

90,537

Computed Audience

146,089

*Computed data indicates the approximate number of showings and the audience which would be reported if all audience response cards had been returned.

Television BookingsNo. of Telecasts

91

Audience

2,016,000

Very truly yours,

John M. McAvard
 John M. McAvard
 Advertising Manager

JN:mc



Look Ahead with Lead