

LEAD INDUSTRIES ASSOCIATION, INC.

222 MADISON AVENUE
NEW YORK, N. Y. 10017
TELEPHONE - AREA CODE 212
OR 5-0222

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.

<u>Reported Showings</u>	<u>*Computed Showings</u>
1,205	1,971
<u>Reported Audience</u>	<u>Computed Audience</u>
90,537	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 Bookings

<u>No. of Telecasts</u>	<u>Audience</u>
91	2,016,000

Very truly yours,

John M. McAvard
John M. McAvard
Advertising Manager

JN:mc



Look Ahead with Lead