



# Lead Industries Association, Inc.

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January 29, 1974

SUBJECT: THE LEAD MATRIX YEARLY REPORTS

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 1973. 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 28,600,000 persons.

Very truly yours,

R. Assadi  
Manager of Association Services

RA:IR  
Attach.

**THE LEAD MATRIX**  
 "16mm - 20mins. - Sound - Color

**GENERAL DISTRIBUTION SUMMARY BY ASSOCIATION-STERLING FILMS**

| Year         | Industry, Gov't. & Professionals |              |              |                | Colleges, Schools & Clubs |               |                  | TOTAL         |               |                  |
|--------------|----------------------------------|--------------|--------------|----------------|---------------------------|---------------|------------------|---------------|---------------|------------------|
|              | No. of Prints                    | 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          |
| 1972         | 92                               | 206          | 235          | 19,314         | 2,422                     | 2,943         | 259,518          | 2,628         | 3,178         | 278,832          |
| 1973         | 76                               | 325          | 364          | 22,108         | 2,857                     | 4,318         | 401,091          | 3,182         | 4,682         | 423,199          |
| <b>TOTAL</b> |                                  | <b>1,669</b> | <b>2,278</b> | <b>109,876</b> | <b>14,451</b>             | <b>20,701</b> | <b>1,478,060</b> | <b>16,120</b> | <b>22,979</b> | <b>1,587,930</b> |

**TELEVISION SUMMARY BY ASSOCIATION-STERLING FILMS**

| Year         | The Lead Matrix |                   |                   | The Paradox of Lead |                   |                  | Battery Power in Motion |                   |                  | TOTAL             |                   |
|--------------|-----------------|-------------------|-------------------|---------------------|-------------------|------------------|-------------------------|-------------------|------------------|-------------------|-------------------|
|              | No. of Prints   | No. of Tele-casts | Audience          | No. of Prints       | No. of Tele-casts | Audience         | No. of Prints           | No. of Tele-casts | Audience         | No. of Tele-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               | 3,731,314         |
| 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         |
| 1972         | 20              | 183               | 1,547,838         | 30                  | 26                | 292,996          | 25                      | 75                | 1,309,860        | 284               | 3,150,694         |
| 1973         | 20              | 161               | 1,148,349         | --                  | --                | --               | 20                      | 3                 | 73,838           | 164               | 1,222,187         |
| <b>TOTAL</b> |                 | <b>1,053</b>      | <b>13,410,983</b> |                     | <b>249</b>        | <b>3,911,110</b> |                         | <b>231</b>        | <b>4,662,693</b> | <b>1,533</b>      | <b>21,984,792</b> |

**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, Gov't. & 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          | ---                |
| <b>TOTAL</b>                 |             | <b>1,223</b>                     | <b>40,835</b> | <b>56,411</b>             | <b>2,575,699</b> | <b>57,634</b> | <b>2,615,934</b> | <b>827,000</b>     |

GENERAL DISTRIBUTION SUMMARY BY ASSOCIATION-STERLING FILMS AND THE BUREAU OF MINES

AUDIENCE  
4,203,864

TELEVISION SUMMARY BY ASSOCIATION-STERLING FILMS AND THE BUREAU OF MINES

24,443,561

THE CUMULATIVE TOTAL

28,647,425