

LEAD INDUSTRIES ASSOCIATION

60 EAST 42ND STREET

NEW YORK 17, N. Y.

August 3, 1959

COPIES SENT ALSO TO:
ENGINEERING AND PURCHASING
PERSONNEL

SUBJECT: NEW LEAD-BEARING
SOUND DEADENER

To the Members of the Lead Industries Association:

Every member of LIA can assist in the successful introduction of a new lead product which we believe has great market potential. The product is "Coustifab". It is a flexible vinyl plastic sheet heavily impregnated with metallic lead powder and backed with either glass fiber cloth or cotton duck. It may also be obtained with a pressure-sensitive adhesive backing, making it easy to apply to other surfaces. Because of the high lead content, it is effective in minimizing sound and vibration. For example, it is being used as a cabin liner in Douglass DC-7 and DC-8 aircraft to reduce noise in the cabins. International Business Machines has just started to use it as a liner for their latest model electric typewriter housings to reduce noise caused by the vibration of the sheet steel.

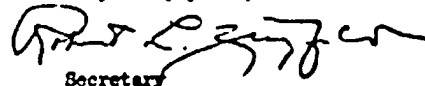
There are several ways in which you can help:

1. When purchasing new typewriters, ask the salesman if their typewriters are lined with this material. We at LIA did this and, as a result, at least one other large typewriter manufacturer's director of research called us for particulars and is now testing it.
2. Buy typewriters using "Coustifab".
3. Look around your own operations for possible applications. We suggest such things as noisy machinery housings in both plant and office, folding partitions, and thin walls.

"Coustifab" is manufactured in several different weights and can be obtained in rolls up to 36 or 38 inches wide. A few narrow strips may often stop the vibration of a fairly large area of sheet metal. It is made by Cordo Chemical Corporation, 34 Smith Street, Norwalk, Connecticut. We are sure the manufacturer would be glad to supply information and samples. Address inquiries to Mr. Frederick Hall, Sales Manager, and please mention LIA.

Dr. Schrade Radtke, Director of Research of LIA, joins me in feeling that this product has great merit and possibilities. We intend to publicize it in the fall. B. F. Goodrich Chemical Company, producer of the "Geca" plastic employed, will do likewise in advertisements in AUTOMOTIVE INDUSTRIES, ARCHITECTURAL RECORD, and two plastics magazines.

Very truly yours,


Secretary

