

LEAD INDUSTRIES ASSOCIATION

60 EAST 42ND STREET
NEW YORK 17, N. Y.

November 10, 1959

SUBJECT: LEAD BEARING PORCELAIN
ENAMELED CHALK BOARDS

To the Members of the Lead Industries Association:

(Pin No. 1 And Engineering and Purchasing Personnel of Members)

A new product which involves the use of high lead content porcelain enamel on steel has recently been placed on the market, and we are anxious to encourage its use. The product is a porcelain enameled steel chalk board designed for the same purposes as the old fashioned slate chalk boards, with additional advantages such as the use of magnets to enable it to be used also as a bulletin board.

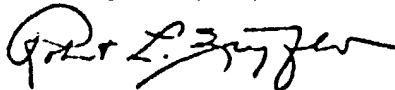
This has particular interest to the lead industry because it is among the first products to employ the new low-firing leaded porcelain enamels on steel, which we hope will eventually find much broader application on light weight steel where warping and distortion must be avoided.

We wanted to call this product to your attention as we feel that many of our member companies might have use for such boards. A descriptive circular is enclosed. We are advised that the prices of these boards, including chalk, eraser and magnet, would be as follows to our members (these, we understand, are factory costs):

6" x 12"	3.50
18" x 24"	4.75
24" x 36"	8.00
36" x 48"	14.00

The product is made by AllianceWare, Inc., Alliance, Ohio, which is a subsidiary of American Metal Products Company, Detroit, Michigan. We would suggest that inquiries about these boards or orders for them be addressed to Mr. Floyd R. Smith at Alliance, and that mention be made of Lead Industries Association.

Very truly yours,



Secretary

RLZ:JRM

Enc.



LIA22423

CHALKBOARD

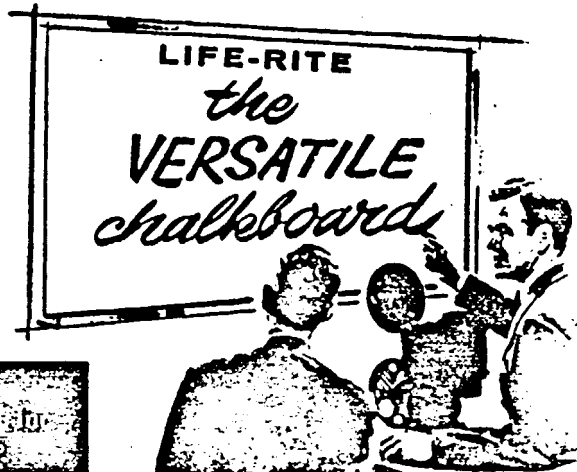
Wetmore coated steel offers the finest chalk writing surface available. Manufactured under rigid quality controls to ensure writing ease, erasing ease, glare elimination and a writing surface that will last and last.

MAGNETIC BULLETIN BOARD

Several small magnets fasten these chalkboards into painted bulletin boards. In an instant, they support securely held notes, sketches, anything on paper in an easy-to-read place.

PROJECTION SCREEN

From the executive board room to the home play room, Life-Rite chalkboards in steel style provide you with an excellent projection screen in addition to serving as a chalk board and bulletin board.



Alliance Wall

Alliance Wall
Alliance, Ohio*popular sizes***6" x 12"**

Ideal as a door sign to show short hours, out to lunch, temporary identification signs for rooms, machinery, and store rooms. For phone numbers or "call board" hang it near the phone. In the home, office, or plant many uses can be found for this small size chalkboard. This board has an chalk tray and both eraser and chalk can be held on by magnets.

18" x 24"

For use in individual office, departmental bulletin board, for the kitchen, play room or for children, this chalkboard is the ideal size. Perfect also for use as a big sketch board.

34" x 36"

Typed or written messages held on by magnets, temporary messages written in chalk, this size chalkboard serves as the perfect bulletin board for any work. It also fits the home play room, doubles as the home projection screen when in steel white.

36" x 48"

Conference room, boardroom, lecture room, lecture room and more bulletin boards, wherever a large bulletin board and writing surface is needed. A steel white chalkboard on the wall is a lecture room. Give the speaker good writing surface, a place to "put" up charts and graphs, and becomes the movie screen later on.

**4 DECORATOR COLORS**

VELVET GREEN

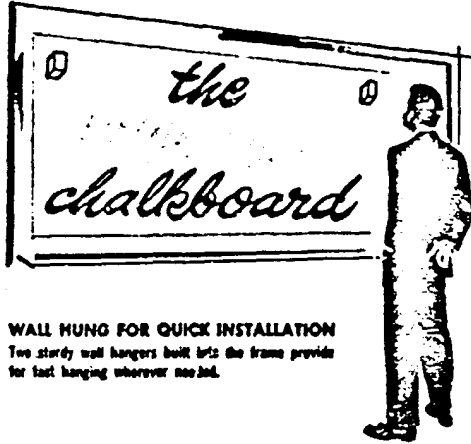
PINK PINK

WHITE WHITE

STEEL WHITE

N 1953.01

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WALL HUNG FOR QUICK INSTALLATION
Two sturdy wall hangers built into the frame provide for fast hanging wherever needed.

MANUFACTURED UNDER RIGID SPECIFICATIONS

AllianceWall LIFE-RITE CHALKBOARDS are made under the rigid specifications of the Porcelain Enamel Institute (Specifications for Porcelain Enamel Chalkboards #PEI: 5-100).

Meeting these specifications assures you of:

- A surface that will permit ease of writing, take chalk evenly, and erase easily.
- Good visibility through elimination of glare.
- A permanent surface that will not "fade" or become smooth with use.



LIFE-RITE
Professional
Chalkboards

Vitreous coated steel (or flake enamel) chalkboards, the identical high quality surface now being specified in new schools, laboratories and institutions, are now available in wall hung models for the home, office, play room, business establishment—wherever a high quality writing surface is wanted.

AllianceWall Division
AllianceWare, Inc.
ALLIANCE, OHIO

LIFE-RITE * VITREOUS COATED STEEL

FOR COMMERCIAL AND HOME USE...IN DECORATOR COLORS

AllianceWare, Inc.

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50 YEAR GUARANTEE

