

LEAD INDUSTRIES ASSOCIATION

60 EAST 42ND STREET

NEW YORK 17, N. Y.

March 19, 1957

SUBJECT: REPRINTS OF CERAMIC ADS

To Members of the Lead Industries Association:

Enclosed please find reprints of the first two advertisements in the new ceramic advertising program. Reprints of future ads will be sent you as they become available.

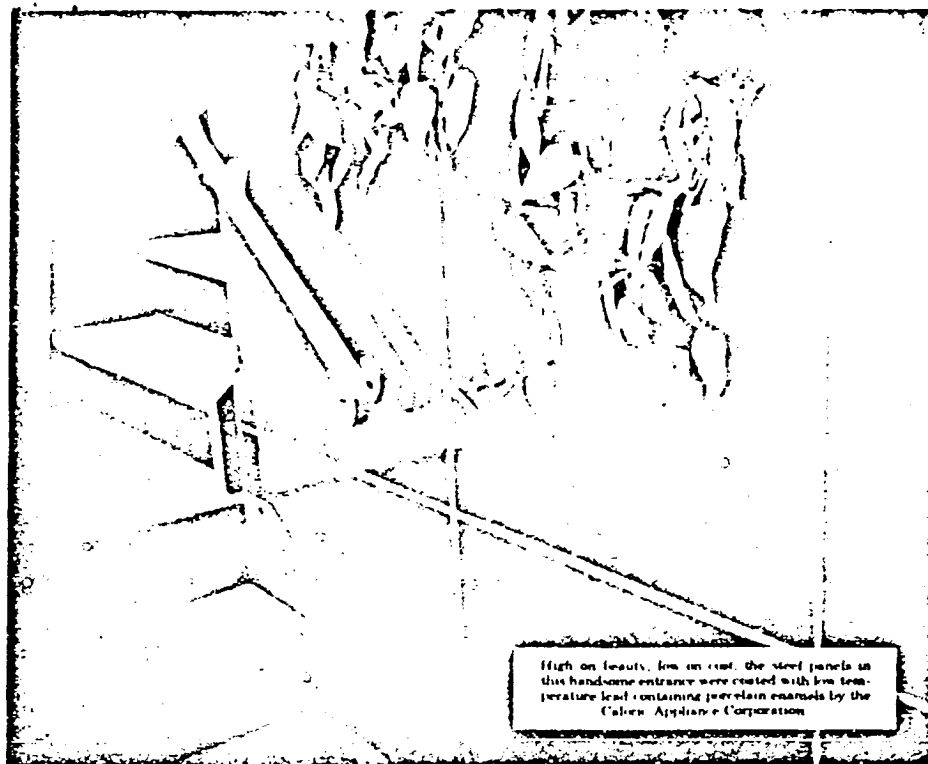
Additional copies will be provided on request as long as our supply lasts.

Very truly yours,



Secretary.





Now...Leadless Porcelain Enamels For Steel ...Firing As Low As 1000° F.

The remarkable flatness and lack of distortion shown on these panels resulted from the use of low temperature enamel. These enamels were made with the lead compounds which can help you produce a better product at lower cost.

The naturally low temperature requirements of lead make possible porcelain enamels which mature at temperatures safely below the transformation temperature (strain point) of the base metal. The low temperature firing range of leadless enamels (as low as 1000° F.) eliminates or materially reduces such wasteful conditions as warping, sagging, boiling and reboiling... common problems with enamels fired at temperatures above

1500° F. Important additional savings are made possible, since low-cost cold rolled steel may be used as the base material.

Porcelain-enamels for steel, made with lead compounds, are unexcelled for smoothness, brilliance of finish and chemical resistance. They provide for greater elasticity and better resistance to chipping, too.

It will pay you to investigate the cost-saving advantages of lead compounds in your products. The facts may be found in an attractive, informative booklet called "Lead in the Ceramic Industries." Why not write for it, today, on your company letterhead.



Lead Industries Association

60 East 42nd Street

New York 17, N. Y.

RELY ON LEAD COMPOUNDS—key to better ceramics

ENAMELS • GLASS • GLAZES • COLORED • BODIES

Low melting range
Wide softening range
Low surface tension

Resistance to deterioration
Adaptable coefficient of expansion
Freedom from ripples
High quality to radiative energy

Good electrical properties
High tensile strength
Maximum durability

② 417

This advertisement or a version thereof appears in
"Ceramic Industry," March, 1957, September
"American Ceramic Society Bulletin," June, 1957, December, 1957.



LEAD Makes Bottles Sparkle with Fresh Sales Appeal

Colorful, decorative permanent ceramic labels for bottles and other glass containers would hardly be possible without lead.

Compounds of lead are truly fundamental components of the glass decorating enamels that provide industry with priceless packaging advantages... at a nominal cost. Lead oxide is the preferred fluxing agent, because low temperature glass-base fluxes made with it are less soluble in water and mineral or organic acids than lead-less fluxes.

Also important is the role lead plays in protecting the strength of the glass containers. Its effective oxide

expansion coefficient factor is far lower than that of alkali oxides. Because of this, lead oxide maintains a thermal expansion coefficient well within limits compatible with the glass of the container being processed.

For label use, lead-based glass decorating enamels are extremely simple to apply—by all recognized methods. Being permanent, they are applied only *once*... to eliminate delabeling and relabeling costs on re-use bottles.

Want to see more about lead's significance in ceramics? Write on your letterhead today for a free copy of the attractive, informative illustrated booklet, "Lead in the Ceramic Industries." You'll want it in your file!



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Resistance to devitrification
Adaptible coefficient of expansion
Freedom from color
High capacity to radiative energy

Good electrical properties
High index of refraction
Maximum workability

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