

LEAD INDUSTRIES ASSOCIATION

60 EAST 42ND STREET

NEW YORK 17, N.Y.

March 26, 1959

SUBJECT: TWO NEW ADVERTISING
PROGRAMS

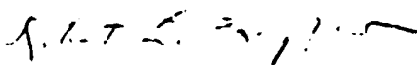
To Members of the Lead Industries Association:

This year the Association is starting two new advertising programs. One is directed to design and other engineers engaged in the development of products and will consist of six one-page, black and white advertisements in "Materials In Design Engineering," and "Product Engineering." These magazines have a combined circulation of about 70,000. It is hoped that they will create a desire to apply the properties of lead in both old and new products and will encourage the engineers to come to the Association with problems which we may help them solve either through our technical service activities or research.

The other campaign will consist of six one-page, black and white advertisements in "Engineering News-Record" which has a circulation of over 75,000 people, mostly engineers engaged in all types of heavy construction. It will be largely devoted to engineering applications of metallic lead products.

Reprints of the first ads in each of these new series are attached.

Very truly yours,


Secretary.

the

LEAD

newsletter

In last year's New York Times, one small photograph showed an abstract, contemporary sculpture made of metal. It got its color from being painted with red lead. Only a few weeks ago, news papers carried the story of a new atomic electrical generator developed for use in space vehicles. The semi-conducting component is lead telluride. In new products and developments of a startling diversity, for purposes that are sometimes aesthetic but always practical, lead is the element unique, vital and necessary.



Tishman Building, 60 East 42nd Street

Ceramics

In other buildings and stores, lead has proved its uncommon values. It is essential to the production of durable, high quality porcelain enamels for aluminum, such as those used on panels running the entire height of New York's new Tishman Building. The high fluxing property of lead gives porcelain enamels brilliance and smoothness, increases their elasticity and chemical resistance. The striking facade of Lord & Taylor's newest branch store is brick

with a lead based ceramic glaze which provides the polished surface and the variety of color tones that the designer wanted. Versatile lead compounds help glazes flow freely and form smooth, brilliant coatings. And by melting quickly at relatively low temperatures, they save furnace time and fuel.

Loaded Steels

Take lead in combination with steel. Loaded steels have made lower costs possible because lead increases machinability. Cutting rates jump by 35 to 50 percent, with longer tool life. One large steel manufacturer advertises that loaded steel tubing... made from "the world's fastest machining steel" promises a minimum increase of 25% in productivity. Loaded steel bars from the same company are said to average a machining speed of 35.5 surface feet per minute.

Heavy Construction

The industrial use of lead has, on occasion, become an official rule. Forty-seven of the forty-nine states specify lead based primer paints for bridge and highway construction and new formulations have been developed to meet special requirements. The New York State Power Authority is using more than 1,000,000 lbs. of sheet lead for the new Niagara Power Project as a lubricating base and seal between the concrete walls and bottom slabs of water carrying conduits. The lead will cushion the walls, preventing them from being cracked or crumpled by rock squeeze, as well as sealing them against water leakage.

Electronics

Lead is vital to today's most advanced designs for aural as well as visual reasons. Stereophonic sound frequently depends on two small cartridge elements of lead zirconate titanate, a

newly-developed polycrystalline material. And the same material can also greatly increase the operating range of missile devices, sonar transducers, ultrasonic cleaning equipment and many other systems.



Lead Helps Put Speed In The Hand

Lead is currently the subject of vastly expanded research and development efforts, not only by the lead industry itself, but by government, universities, research organizations and private companies. Its unique combination of properties make it highly adaptable to modern technology as a metal, alloy or chemical compound.

Investigations are under way in ceramic body and finish formulations, gamma ray shielding, building construction design, sound and vibration attenuation, design of chemical processing equipment and many other areas of product development.

If you are presently investigating new products or have product design problems that need solution, why not let us provide you with detailed information about lead and available technical assistance. Write: Office of Technical Information, Lead Industries Association, 60 East 42nd Street, New York 17, New York.



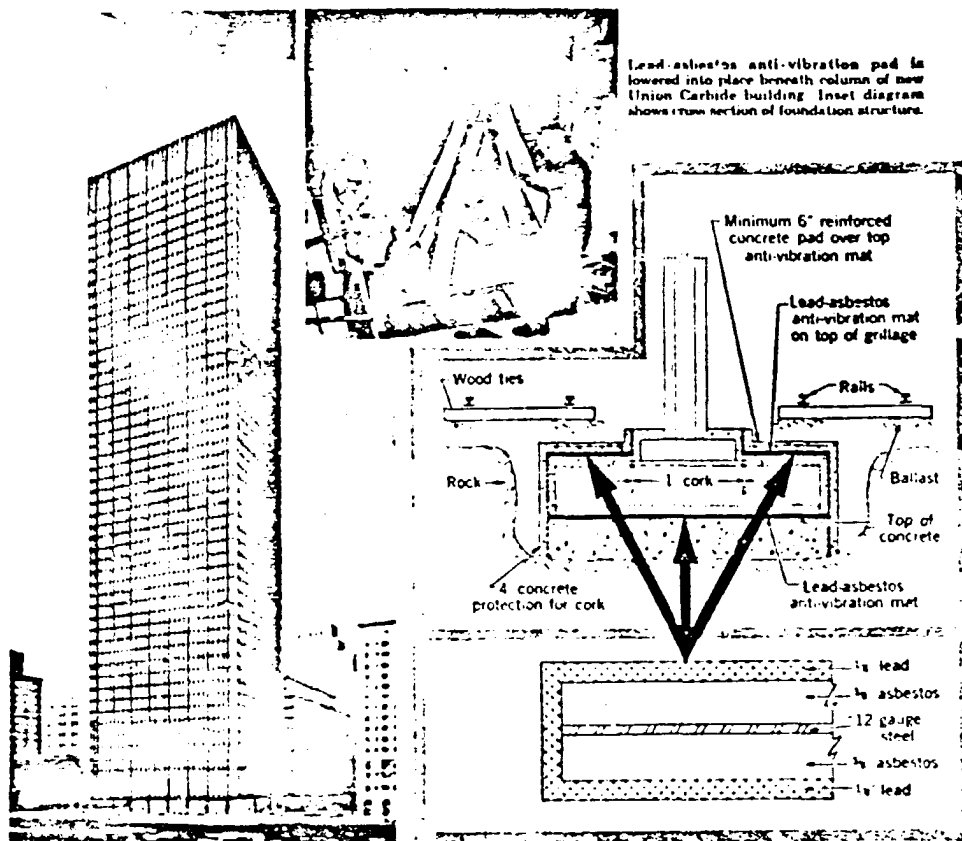
look ahead with LEAD

Lead Industries Association

60 East 42nd Street

New York 17, N. Y.

This advertisement is appearing in:
Materials in Design Engineering - April, 1959
Product Engineering - April 13, 1959



How LEAD Solves Vibration Problem for New Skyscraper

Lead asbestos pads will assure a stable, vibration free life for Union Carbide's magnificent new skyscraper on New York's Park Avenue. Placed beneath the 115 steel columns that support the 54 story structure, they will muffle the noise and vibration from the dense network of railroad tracks that runs out of Grand Central and through the foundations. Similar cushions have already

proved their value in such outstanding buildings as New York's Waldorf Astoria Hotel and Bell Telephone Company Laboratories and Canadian National Railway's Montreal Station.

The reason for this continued choice and endorsement of lead? Lead's vibration damping properties, plus its resistance to corrosion, its malleability and its lack of resilience.

And lead's durability makes sure that the pads will last for the life of the building.

If you are concerned with the problem of vibration suppression or sound attenuation - in architecture, in heavy machinery or press design, it will pay you to investigate the advantages of lead. Write us today, for complete and detailed information.



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60 East 42nd Street

New York 17, N. Y.

This advertisement is appearing in Engineering News-Record, April 23, 1959