LEAD INDUSTRIES ASSOCIATION
420 LEXINGTON AVENUE
NEW YORK 17, N. Y.

METALLIC LEAD PRODUCTS DIVISION

July 17, 1956

M.L.P. Bulletin No. 68

Subject: Lead Shower Pans

To Members of the Metallic Lead Products Division:

We believe you will be interested in the article appearing on the last page of the attached copy of "Tile Tips and Topics," published by the Tile Council of America. The part of this article dealing with lead shower pans was prepared in cooperation with the Lead Industries Association. It is interesting to note that, while other types of pans have naturally also been included in the article, lead pans are given precedence.

L.I.A. maintains close liaison with the Tile Council of America Research Center.

Sincerely yours,

Secretary

N 3041

Vol. 9, No. 6 Published by the Tile Council of America DECEMBER, 1938

CERAMIC TILE HAS ITS BEST YEAR

Exciting Folder Lends Strength To Ad Campaign

The eye-catching new folder on the [illegible] kitchen design in conjunction with this issue of The [illegible] and Tasteful to show how the Tile Council of America advertising is supported by direct, personal appeals to the American's home-owners.

The beautiful, full-color folder is mailed to all persons requesting further information on the Jackson kitchen after seeing the ad in one of the national shelter or trade magazines. As a rule, nearly 500 of such folders are mailed out to consumers every month.

House Beautiful

The cover of the folder is taken from the cover of the November issue of House Beautiful magazine. It was that issue which stirred great interest by its all-out treatment of the life and works of Frank Lloyd Wright.

Huson Jackson, himself a nationally noted architect, comments on the first page of the new folder, "Ceramic tile makes the difference—easy to work with—relaxing to live with." It is such statements as these, made by well-known architects and designers, that help influence home-owners to use more tile in their own homes.

Contractors Take Note

Contractors have an extra

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Motel Owners Prove Huge Tile Market

The National Motel Show held recently in Chicago presented a tremendous amount of inquiries concerning ceramic tile.

Representatives from the [illegible]-million dollar motel businessmen said they were dissatisfied with surfacing substitutes and wanted full information about ceramic tile.

New Ideas

The Tile Council of America booth at the show served to answer these inquiries as well stimulate new ideas among the many motel owners already familiar with tile on fresh uses of the traditional bathroom and kitchen surfacing material.

The experience at the Motel Show again affirmed the convictions of skilled tilemen that substitutes just can not measure up, by way for permanent beauty and practicality, to tile's time-tested advantages.

Real Tile

Tilemen aware of this will be quick to seize upon the opportunities in the fast growing motel field. Motel operators WANT real tile.

Samples of actual floor patterns, glazed wall tiles and quarries were displayed at the booth, and two large transparencies in full color showed outstanding bathroom installations.

A feature that brought remarks like a great deal of atten-

(see page 3)

The ceramic wall and floor tile industry in 1938 has achieved its [illegible] year.

[illegible]y was real tile being used on an unprecedented scale during the year in new residential, recreational and institutional buildings, but tile also reached new heights of prestige and acceptance with consumer, builder and architect.

Facts and Figures

More than 180,000,000 square feet of ceramic wall and floor tile were produced during 1938. In addition, sales of tile at the manufacturing level were up 25 per cent over last year.

Expansion Upcoming

In view of this, it is foreseen that the manufacturers' next year contemplate a vigorous expansion program on all fronts in order to meet the overwhelming demand.

H. D. Callahan, chairman of the Tile Council of America, said in a Christmas message that the year was outstanding not only for the great quantities of real tile used but for the great number of tile installations that were known for their excellent workmanship and creative skill."

Mr. Callahan further said: "What makes us all really happy is that the building industry is now alert to the solid possibilities for the extensive and creative use of ceramic tile all around the house.

Still in Demand

"The nation's vast housing expansion plan our own vigorous promotion," Mr. Callahan said, "have stimulated record uses of tile. But when the rate of building expansion slows down a bit, as it is predicted for next year, ceramic tile will still be in terrific demand because architect, builder and consumer are all now well-educated as to the wide variety

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Students Learn Tile Advantages, Uses In School

More than half the architectural schools in the nation will feature a Tile Council of America contest in their schedules during the 1938-39 school year, records in the Council's office show.

Each contest will be run in the school itself, the problem being written there and the judging being done by the staff of the department. The winner in each case will receive a prize direct from Tile Council officers.

The local contests are but one of many phases of the Tile Council's efforts to see that future architects learn in school how to specify ceramic tile and use it well.

Films Used

The Council's two sound-slide films, "How to Get Better Tile Installations" and "Inventive Design," featuring tile room settings prepared by famous architects, have been placed in the nation's schools of architecture, and the reception of both has been outstanding.

In addition, copies of the Tile Handbook and K-600 are made available to all schools at the beginning of each year, so that these two specifications can be

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N 3041.01

TILE TIPS AND TOPICS

A report of current activities and of developments of interest to the entire tile industry.

Participating companies of the Council are:

American Encaustic Tiling Co.
Architectural Tiling Co., Inc.
Atlantic Tile Mfg. Co.
Cambridge Tile Mfg. Co.
Carlyle Tile Co.
General Tile Co.
Gladding, McBean & Co.
Jordan Tile Manufacturing Co.
Monsanto Tile Co.
Murray Tile Co., Inc.
National Tile & Manufacturing Co.
Olean Tile Co.
Pomona Tile Mfg. Co.
Ridgeway Tile Co.
Robertson Mfg. Co.
Royal Tile Manufacturing Co.
Sparta Ceramic Co.
Summerville Tiles, Inc.
United States Quarry Tile Co.
Wenburn Tile Manufacturing Co.

Tile Council of America
18 East 48th Street
New York 17, N. Y.

Los Angeles Office:
727 West 7th St.
Los Angeles 17, Calif.

DECEMBER, 1955

EXCITING FOLDER

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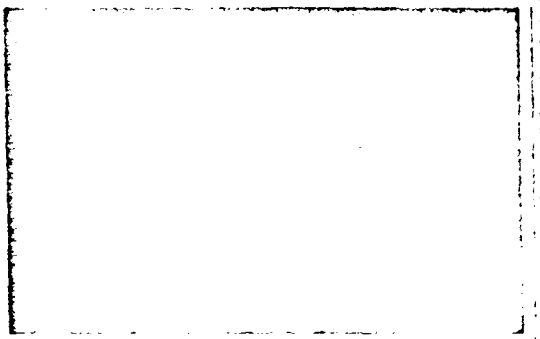
selling force on their side if they are able to refer customers to such an exciting folder as this. They should be aware of the sales opportunities coming from showing the folder to their clients.

Aggressive tilemen, though, should point out that all the designs are eminently practical as well as breathtakingly attractive. And they have to be attractive to catch the consumer's eye. The Jackson kitchen, for instance, combines many practical features that can be used in more modest kitchens—in fact, in virtually any kitchen, new or about to be remodeled.

On the subject of economy, the folder makes this point (which most contractors are quick to point out):

The original cost of ceramic tile is often less expensive than "second choice," short-lived materials. So why not look into this modern, colorful material that can add so much to your home: convenience, minimum maintenance and added resale value. Talk it over with your local tile contractor. He's in your phone book under "ceramic tile."

Multi-Million Dollar—



[illegible] Council of America [illegible] general [illegible] in [illegible] the region's expanding [illegible] business, already a [illegible] dollar industry, is a tremendous outlet for real ceramic tile. And in the years ahead, as inquiries made at the show indicated, the industry will step up even more its amazing rate of expansion.

CERAMIC TILE

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of uses for which ceramic tile is fit."

The Tile Council chairman, however, did not want to underestimate the importance of building next year. He cited government studies which indicate that although housing starts may be down about 200,000 units, total new construction is likely to reach a new record breaking total of $44,000,000,000 in 1956. That's a 5 per cent hike above the peak estimated for this year.

Public and Private

More than taking up the slack in new home construction will be the anticipated gains in private nonresidential and public construction.

The studies also show that the value of private nonfarm residential construction will remain near the 1955 level of more than $16,000,000,000 next year. Homes will be bigger and use more quality materials—such as ceramic tile.

"But the important lesson to draw from all this activity as far as we're concerned is that more and more tile is being used in more and more rooms in the home," Mr. Callahan said. "Builders and the public now are convinced that ceramic tile is the quality material in its field.

"It took vigorous promotion to get across this information to the general public, and this we've done. We must continue to keep them informed and convinced of tile's superiority. No matter how good things look for next year we can never afford to let down in our efforts to keep tile on top."

Council Booth, Demonstration At Butler Show

The Tile Council of America will sponsor a booth at the National Association of Home Builders convention to be held in Chicago January 22-26, and will also stage a display in that organization's How-To-Do-It Circus.

The How-To-Do-It Circus is not to be confused with do-it-yourself. Its purpose is to show construction men how particular jobs are done by sub-contractors, in order to get the best possible work.

Activities

The Tile Council has been requested to devote its part of the Circus program to adhesives. Various backing materials will be discussed and the steps needed to get the best installation will be shown.

The Council's booth at the NAHB will be built around the theme "How Ceramic Tile Sells Homes Faster." The experience of many builders shows that a ceramic tile bathroom and a tile kitchen are two prime selling features for new homes in every part of the nation. The Council's booth will be designed to highlight that fact.

Participation at the NAHB convention will be the opening gun in the Tile Council's program of promoting ceramic tile at national shows. The Council's home show committee constantly reviews literature on data on national conventions and meetings and takes space in those which offer good existing or potential markets for ceramic tile.

STUDENTS LEARN

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put in the hands of all students. Experience shows that most future architects begin to build files of such material during their junior and senior years.

On the national level, the Council sponsors an architectural design contest through the Beaux-Arts Institute of Design.

LIA09715

New Technical Reprints Are In Big Demand

A tremendous demand for "Technical Tips on Ceramic Tile," both Volume I and II, is in evidence at the Tile Council of America offices in New York City.

Thousands of dealers, contractors, and tilesetters are writing in for new and additional copies of the valuable technical articles prepared by Dr. J. Vincent Fitzgerald, Tile Council research director.

The first volume of Technical Tips was released a little over a year ago. It contained eight technical articles on proper tile installation. These articles were collected from that year's issues of Tile Tips and Topics. Reprinting of the second volume of Technical Tips, initial copies of which were mailed recently to all tilemen, has caused a new demand for Volume I.

One leading tile contractor thought so highly of both volumes of Technical Tips that he has announced a contest for his men based on information from the articles.

He will hold periodic open-book examinations on the articles. Prices will be offered for the tilesetters turning in the best papers. In such a way, tilemen will be stimulated to read carefully and remember what was read.

The first reprinting contains these valuable articles: Tips For Installing Wall Tile, Avoiding Failures From Shrinkage, Which Adhesive For Clay Tile, Tile On Plaster And Dry Wall, Lightweight Tile Mortars; The Problem of Efflorescence; First Cleaning Of New Tilework, and Clay Tile Is Easy To Clean.

Volume II contains: Ceramic Mosaics; Floors Set With Adhesives; Quarry Tile Roof Decks; Cements For Quarry Floors, Wall Tile Grouts, Ceiling Installations, Butter Ball Method Complaints; and Tile on Concrete Block.

'Inventive Design' Film Hailed As Great Sales Weapon for Tile

The new film, "Inventive Design," has been called a most convincing testament to ceramic tile's superiority in the field of home design.

No more colorful way exists to describe tile's design possibilities than this new sound-slide film just released by the Tile Council of America. Tilemen everywhere should obtain the film for showing before architects, builders, architectural students, designers, and other interested groups, such as local Rotary or Kiwanis clubs.

"Inventive Design" gains enormous authority through the use of the design opinions of six top architects—Edward Neutra, George Nemeny, George Nelson, Edward Stone, Marcel Breuer, and Pietro Belluschi. These men are actually seen and heard in the film. They show how ceramic tile can be used in many fresh, creative ways in the home.

How to Obtain

The full-color film can be obtained from the Tile Council of America, 10 East 40th Street, New York 16, N. Y., on a permanent basis for only $5, or it may be obtained on a loan basis for a single showing before some interested group. Instructions for its use come with the film. Projectors can be obtained for rental from local camera shops.

H. D. Callahan, Tile Council chairman, points out that "Inventive Design" marks a high new level in exciting, informative promotion on behalf of ceramic tile.

Influential

"'Inventive Design' is a totally impressive vehicle for illustrating tile's unique design possibilities," said Mr. Callahan. "World-renown architects here in their own words tell just what they think of ceramic tile. Certainly their opinions have influence over a vast area of building. Tilemen everywhere should take advantage of this wonderful opportunity for increasing sales.

"The film is easy to show. Just rent a 35 mm. sound-slide projector from your local camera or radio shop, follow the simple instructions, and you'll have a most profitable showing.

"One other thing I'd like to point out is that "Inventive Design" is another fine example of how the Tile Council capitalizes on every opportunity to promote tile. It's up to each and everyone of you to follow through on the local level by showing the film as much as possible."

MOTEL OWNERS

(continued from page 1)

tion showed a reproduction of a typical motel roadside advertisement. Heading the list of attractions for the motel was "Ceramic Tile Baths"—and at the bottom of the ad a "No Vacancy" sign made it plain that tile baths had done a selling job. Over this section of the display a sign pointed out that ceramic tile is "The Sign of the Best."

The Tile Council display drew excellent attention at the motel show, and proved again that motels are an outstanding market for ceramic tile.

"A motel sale is a big sale for a tile contractor," said William S. Fishley, chairman of the Tile Council home show committee, in commenting on the show. "Furthermore, this market is becoming increasingly aware of the advantages of ceramic tile, for many owners have had unfortunate experiences with other materials in their baths. "When a new motel is to be built in an area, aggressive tile contractors can do a real selling job, and benefit both themselves and the motel owner by seeing that he specifies ceramic tile for the job," Mr. Fishley said.

Many Aids Listed For Dealers' Use In Promoting Tile

"Be sure to get in touch with your local clay or ceramic tile contractor for expert advice."

This message is featured in every Tile Council of America brochure mailed to consumers—and hundreds of such brochures go out every month.

Ready to Help

A number of aids are available to tile contractors to help them build up such an awareness. They are available through the Tile Council at less than cost, and in some instances free of charge.

A very attractive folder for mailing to potential customers can be obtained for a little more than 2¢ a copy, for instance. This includes imprinting with the dealer's name, address and telephone number.

The very attractive brochure "Ideas Unlimited," which is offered for 10¢ a copy in national consumer advertising, is also available to dealers at that price. This figure is only about a third of the expense of preparing it.

Local Ads

Newspaper and classified telephone directory advertising are excellent methods of reaching potential customers for ceramic tile. Suitable ad mats for use either in newspapers or the Red Book are available through the Tile Council for only 25¢ each—send for the folder on them today, if you do not have one.

An outstanding method of getting a firm's name and product before the public is home show participation. Home shows can provide immediate business, and also leads that will mean jobs over a period of several months. To cooperate with dealers on local shows, the Tile Council has a number of excellent displays, all available free of cost. Furthermore, shipping expense both ways is borne by the Council.

LIA09716

TECHNICAL TIPS ON CERAMIC TILE

TILED SHOWER FLOORS

By Dr. J. Vincent Fitzgerald

Director of Research, Tile Council of America Research Center, School of Ceramics, Rutgers University, New Brunswick, N. J.

Tiled shower floors have earned wide acceptance by people who place a premium on sanitation and beauty. Many decades of trouble-proof service is the rule. Much credit for this superior performance is due to the tile setter and the other craftsmen who use skill and care during installation.

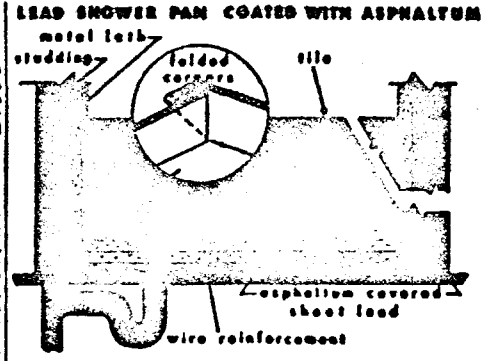
LEAD SHOWER PAN

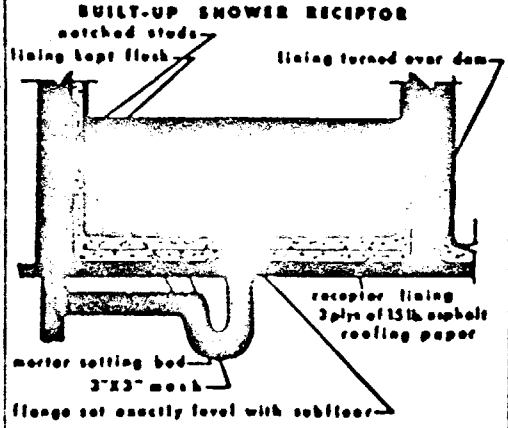
Lead pans should be big enough to receive a finished tile floor of at least 900 sq. in. and to at least 30 in. on the smallest side. According to the Lead Industries Association, lead pans should be made from 4 lb. per sq. ft. sheet lead conforming to Federal Specification QQ-L-201. When obtainable, 6 or 8 lb. lead may be used. Concrete floors next to lead pans must be smooth, even, and clean. It is very important that the lead pan and upstands be coated inside and out with asphaltum and a layer of builder's paper. The same precaution should be taken on wood floors.

Studs must be notched in order to recess upstand of shower pans. The notch should be deep enough to accommodate folded corners of the lead so it will not occupy space required for the tile. A strong support for the threshold or dam to extend at least 2 in. above the finished tile floor must be provided. No punctures or nail fastenings are permitted less than 1 in. above height of finished dam. Behind all tile work in showers, waterproof paper should be used to overlap the inside of the metal pan.

The trap flange of the floor drain should be countersunk and weep holes provided just above the pan level. The drain must be equipped with a clamping ring or other device, or soldered to make a leakproof connection. It is extremely important that all plumbing, including the pans and shower walls, conform to the applicable building codes.

Carefully cut and turn up the lead sheet 6 in. to form a neat square pan with tops of upstands set back ¼ in. into the notches in the studs. Corners never should be cut but must be separately folded with tops of seams soldered or welded (burned). In large rooms, seams joining sheets shall be lapped ½ in. in the direction of flow and be welded (burned) or sweat soldered. Pans should be pitched to drain. Paint surface of pans with asphaltum. Before installing tile weep holes shall be temporarily plugged and pans should be filled with water to test for leaks.





OTHER TYPES

Copper sheeting is also suitable for shower pans. Twenty-one B & S gauge or 20 oz. per sq. ft. is recommended. The installation procedure is similar to that for lead except that all seams shall be lock lapped and sweat soldered together.

Many of the above remarks under lead obviously pertain to pans built up of 3 plys of 15 lb. asphalt saturated roofing paper. Each layer must be thoroughly mopped into place with hot asphalt. Corners must be accurately folded and recessed into notches in the studs.

There are on the market precut sheet materials composed of layers of plastic and thin metal which are especially designed for use as shower pans. These sheet materials should be folded and installed very carefully according to the manufacturer's directions.

Most of the foregoing refers to work usually done by other trades. However, it is very important that the tile setter be absolutely sure that the pan is properly constructed before he starts his work. Slipshod constructed pans may leak later causing the owner to complain to the tile man. If pans are left open without immediately installing tile, they should be protected by heavy building paper.

Other types such as precast portland cement receptors have recently been developed to receive tile. These appear to have a lot of promise. It appears to be a simple matter to set tile either with portland cement or adhesives in these pans.

INSTALLATION OF TILE

Tile suitable for showers should conform to National Bureau of Standards RPE-61 and Federal Specifications SS-T-308 and be set in a compact portland cement mortar of 1 part of cement to 4 parts of graded sand by volume. Weep holes shall be unplugged but protected from the mortar with pieces of tile or pebbles. The mortar mix shall be of such consistency as to promote maximum density which, according to authorities, can be recognized when the surface readily assumes a smooth slicksand appearance when troweled. Tile should be bonded to the mortar by beating in and by the use of a neat cement layer.

When installed above ground or in frame construction, the mortar shall have an approved waterproofing additive mixed in accordance with manufacturer's recommendations and shall be reinforced with 3 in. sq. 13 gauge welded fabric or equivalent set in the center of the bed. The bed must be at least 1¼ in. thick. Public shower room floors ought to have tile with a non-slip surface.

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