

LIA22367

SENT TO PIN 1

ALSO TO THOSE LISTED ON CARD

LEAD INDUSTRIES ASSOCIATION RECEIVING CERAMIC ADS

60 EAST 42ND STREET

NEW YORK 17, N. Y.

March 2, 1959

SUBJECT: CERAMIC ADVERTISING
SCHEDULE

To Members of the Lead Industries Associations:

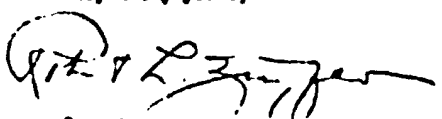
Attached please find a preprint of the first advertisement in the ceramic field in 1959.

One-page space has been contracted for under this program during 1959; in the following publications:

<u>Publication</u>	<u>Month of Appearance</u>
American Ceramic Society Bulletin	April, June, August, October, December, and February.
Ceramic Industry	March, May, July, September, November, and January.
Ceramic Age	April, June, August, October, December, and February.
Ceramic News	March, May, July, September, November, and January.
Metal Products Manufacturing	April, June, August, October, December, and February.
Brick & Clay Record	March, May, July, September, November, and January.

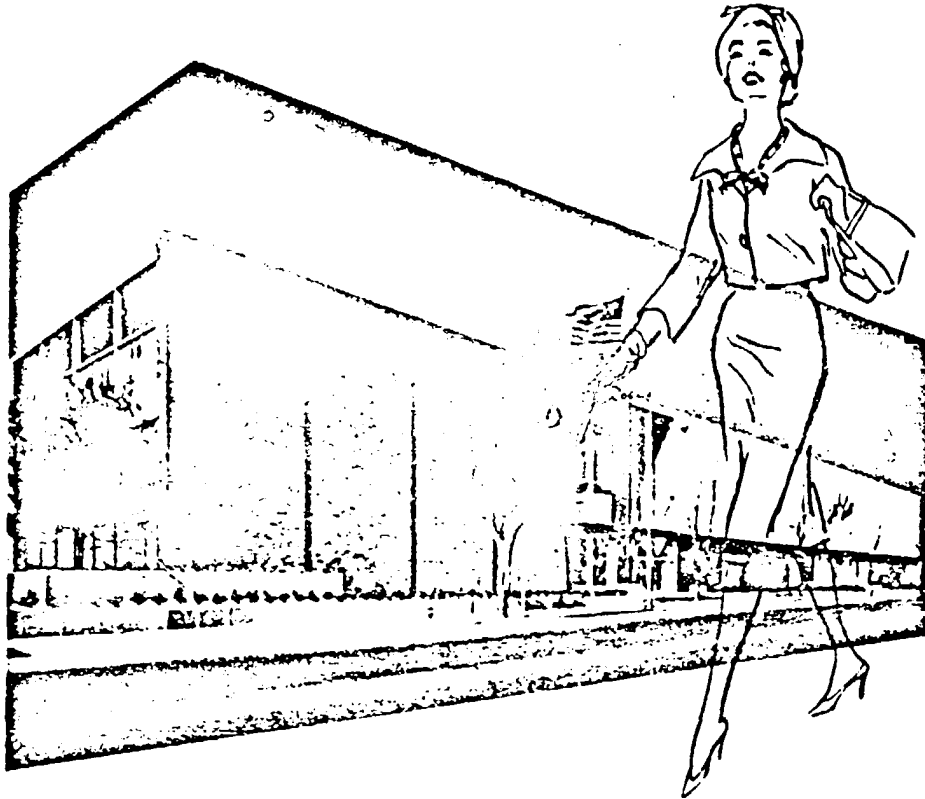
The first four magazines listed will be devoted to the general use of lead in ceramics whereas "Metal Products Manufacturing" will emphasize leaded porcelain enamels and "Brick & Clay Record" the use of leaded glasses on brick, tile, and other structural clay products.

Very truly yours,


Secretary.



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LEAD'S IN STYLE AT LORD & TAYLOR

Lord & Taylor's new branch store reflects in architecture the same contemporary beauty that the company signifies in the world of fashion. Its striking facade is of ceramic-glazed brick in several different shades of red.

The designer, William T. Smith, President of the Raymond Lowry Corporation, explains the choice of materials: "I wanted rough textures opposing highly glistening surfaces; I wanted a certain texture in the color as well. Lead base ceramic glazed brick gave me the polished surface and, by mixing five different reds, I got the desired color effect."

Lead glazes put the gleam on a wide variety of ceramics. Nothing else works so well and lasts so long. Versatile lead compounds help the glazes flow freely and form a smooth, brilliant coating. Lead glazes melt quickly at relatively low temperatures, save furnace time and fuel. And only lead glazes offer a wide softening range under varying kiln temperatures, keep scrap rate low. Why not look into the profitable advantages of lead compounds in your plant. We'll be happy to send you a copy of our illustrated booklet, "Lead In The Ceramics Industries." Send for it today.



look ahead with LEAD

Lead Industries Association

60 East 42nd Street

New York 17, N. Y.

ENAMELS
GLASS
GLAZES
COLORS
BODIES

This advertisement appears in Brick & Clay Record—March, 1959
Ceramic Age and American Ceramic Society Bulletin—April, 1959
Ceramic News and Ceramic Industry—May, 1959

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