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FOR IMMEDIATE RELEASE

NEW USES SEEN FOR CAST BRONZE IN APPLIANCES AND AROUND THE HOME

CHICAGO--On the theory that a homemaker's helper deserves to be cast in bronze, appliance manufacturers may soon be turning more frequently to that durable, corrosion-resistant metal as a means of prolonging the life of their products.

Bronze has been a favorite metal for household products since before Cleopatra set up housekeeping, but it faces an ever greater vogue because of the need for a material that can stand up to the rough and tumble wear and tear placed on today's over-worked home appliances.

That is the word from the Brass & Bronze Ingot Institute, which reported the heightened popularity of its favorite metal.

As examples, the BBII pointed out a few of many areas where bronze can be used effectively to give extra life to home appliances and at the same time reduce breakdowns and repairs. Among them are:

--automatic washers, where agitators of bronze would resist corrosion more strongly than present types; thermostatic control valves of bronze would provide performance superior to presently-used materials, prolong life, improve service.

--freezers, where bronze fittings as hinges and other hardware, would wear better in low temperatures and thus last longer than presently-used zincs, bronze having better low-temperature brittleness factors.

(more)

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--Bronze pulleys of all types, for dryers, washers, vacuum cleaners, lawn mowers, refrigerators, air conditioners, etc., would provide longer life, freedom from breakdown.

--Dishwasher components of cast bronze will resist corrosion better, provide greater wear, lower maintenance.

In the home building field, bronze has been used through the centuries for such things as valves and plumbing fixtures. The houses have crumbled, but bronze pipe fittings and valves repose today, almost as good as new, in museums around the world. In the modern day house, the bronze valve can be up-dated to serve on oil and gas lines and for central air conditioner connections.

Other uses for ornamental cast bronzes seen by the BBII are:

--Doorknobs, where corrosion-resistance and beauty combine in bronze.

--Hardwares, including hinges, window locks and pulls, where bronze's strength and architectural beauty provide unique combination of desired qualities.

--Mail chutes for office buildings, where bronze qualities of beauty and corrosion resistance are combined in bronze castings.

--Lighting fixtures of cast bronze can assure low maintenance without sacrificing architectural beauty.

With these and thousands of other potential needs for a rugged, durable metal around the home, the BBII sees a happy meeting coming up of the Bronze Age and the Atomic Age that will pay dividends of comfort and convenience for American families.