



*Extra*

sales appeal where it counts most for you . . .

The difference between the new PYREX mixing bowl shown above and ordinary bowls is *sales volume*.

The PYREX label on these bowls tells any shopper for quality mixers that she can "Mix, Hot or Cold in this PYREX Bowl." She can take it from the refrigerator and put it into the oven. She can serve from it. She naturally prefers it. The manufacturer benefits from Corning's national consumer advertising and merchandising at the point of sale without cost!

And these PYREX bowls are just as good as the consumer thinks they are! In fact, they are *now* three times stronger

and 20% lighter in weight. That means less breakage, lower shipping costs, better profit. The chip-resistant edges, exact color matching, and easy cleanability of PYREX ware add extra dollars in sales appeal.

While glass is one of our oldest materials, it is also one of the newest in the hands of Corning technicians. They give you the properties you need for better performance. And they can be merchandised to help you sell. Write for your copy of "Glass and You," which shows you how Corning may be able to boost your sales . . . increase your profits.

► Corning glasses can be used—to add merchandising appeal, reduce costs, improve performance in lighting, industrial machines and appliances, plant and laboratory equipment, electrical specialties and optical products.

► Special properties of Corning's many glasses include heat indifference, dimensional stability, permanent finish, controlled transparency, color uniformity, electrical stability, chemical inertness, durability.

CORNING GLASS WORKS



CORNING, N. Y.

TECHNICAL PRODUCTS DIVISION

*Corning means research in Glass*