

Education of the devastated countries of the United Nations. In this listing, chemical porcelain (specifically Coors) is specified for courses in Elementary School Science; Secondary School Chemistry; College Botany; General Chemistry; Organic Chemistry; Qualitative Analysis; Quantitative Analysis; Physical Chemistry; Biochemistry; General Geology; Mineralogy; College Physics; and College Zoology.

*What is chemical porcelain?*

Chemical porcelain is a ceramic product similar in appearance to chinaware but of much higher quality. It is dead white impervious material, covered over most of its surface with a hard white glaze. It is composed, formed and fired to produce maximum resistance to the attack of many chemicals. These properties are vital to the stringent use it receives and the rigorous treatment to which it is subjected in the great variety of uses constantly performed in control and research laboratories. As a product, chemical porcelain is highly specialized and well known only to chemists and scientists who use it in all industrial and educational laboratories, hospitals and governmental laboratories of all kinds. There is certainly not a laboratory in the United States which does not in some way use Coors chemical and scientific porcelain ware. The photographs on the next pages illustrate the type and wide variety of products which are included in this line. In many essential control and research analyses there is no known substitute for chemical porcelain and the work which uses this product could not be carried out if these items were not available.

Chemical porcelain as it is made today is strictly utilitarian in design. These designs are standard throughout the world, having originally been developed in Germany before the time that Coors Porcelain Company started this business in 1915. Although a number of items have been added to the line, there have been no basic changes in design of the fundamental items and actually there is a strong resistance on the part of the chemists to any design changes that are proposed.

*Position of Coors in industry*

Coors Porcelain Company is the only manufacturer of chemical porcelain in the Western Hemisphere. This situation does not exist because of any patents or restrictive agreements of any kind. This field is certainly open to anybody who desires to get into it. The fact that Coors is the only manufacturer results

