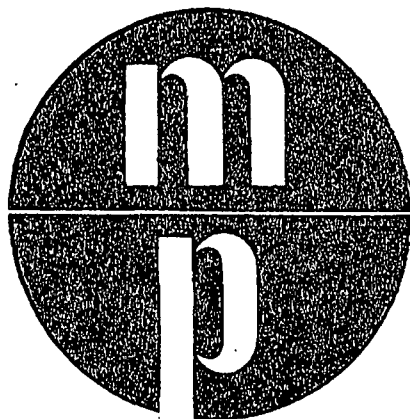


MODERN PLASTICS



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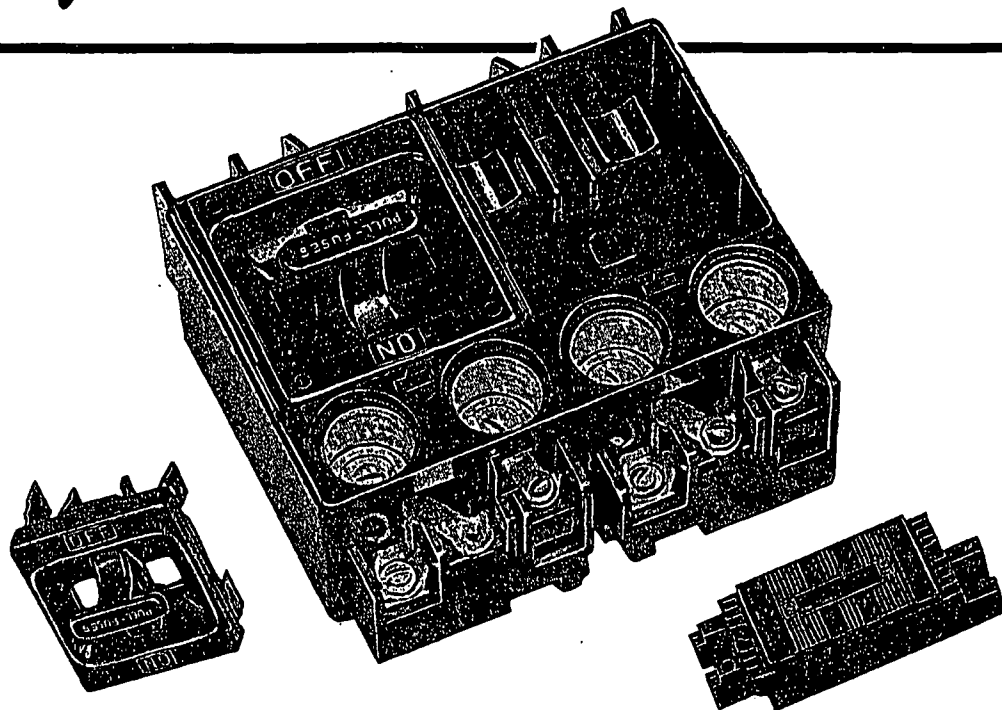
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A good switch to DUREZ



A behind the scenes picture of how the Square D Company has successfully redesigned many items in its line with Durez, is high testimony to the adaptability of these modern plastics. Here are switches, fuse blocks and circuit breakers of almost watch-like accuracy—yet strong and self-insulating.

Durez now plays a leading role in Square D's production because it is so much lighter, and can be readily molded in the complicated sections required. Durez has simplified assembly... and given a better product.

In these times when production schedules are pushed to capacity we urge that you look

into Durez plastics. Their adaptability to design, light weight, strength and mass production possibilities can help solve your problem—just as these advantages have for Square D and many other manufacturers. Let us tell you more about Durez. Write—

DUREZ PLASTICS & CHEMICALS, INC.
124 Walck Road North Tonawanda, N. Y.

Learn what Durez is doing for others—How Durez plastics have helped many leading manufacturers make better products and boost sales is told in a new booklet, "It's a New Business Custom." It's good reading—and you may find it valuable reading. A copy is yours for the asking.



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PLASTICS THAT FIT THE JOB