

MODERN PLASTICS

AUGUST 1958

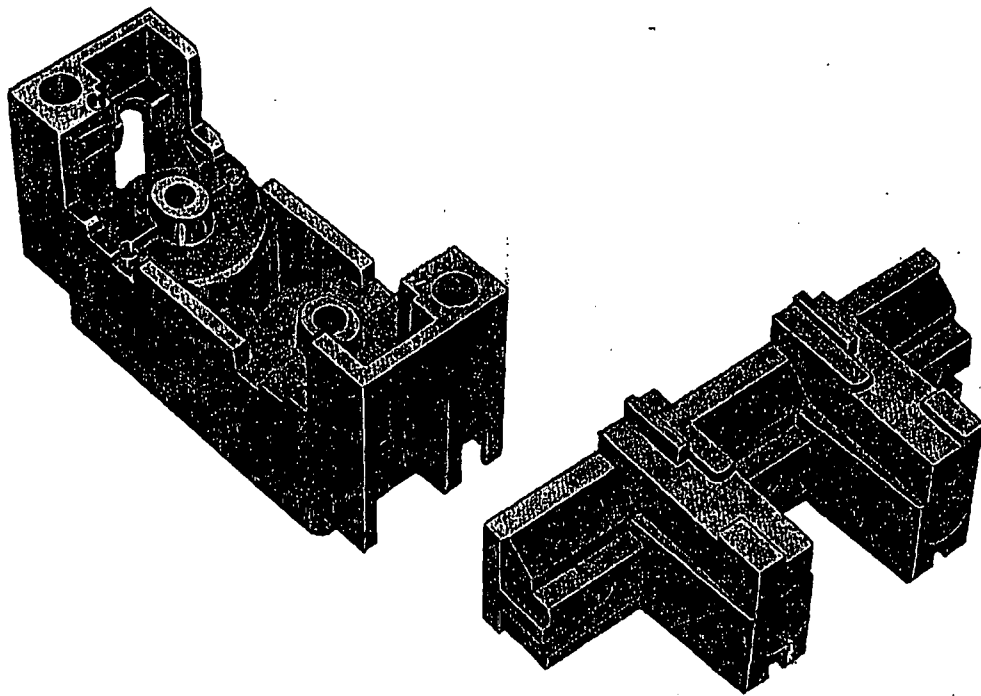
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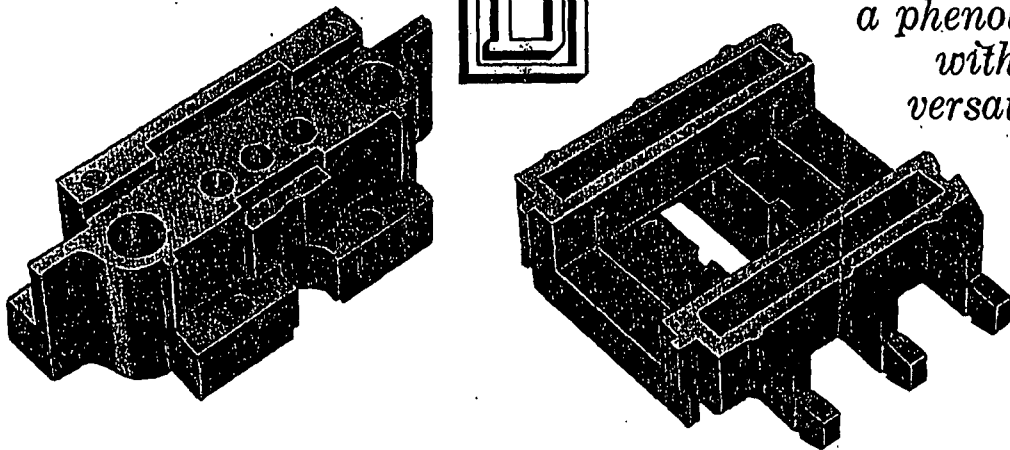


HERE'S WHY



CHOSE G-E 12929...

*a phenolic
with
versatility*



SQUARE D COMPANY of Peru, Indiana uses G-E 12929 general-purpose phenolic compound for molding electrical parts like these. Clockwise from upper left: lug base for circuit breaker, plug fuse base, pole barrier, bus and neutral support.

Square D Company needed a phenolic that could be molded on automatic presses to produce electrical parts of many different sizes, shapes, and uses. Their specifications also required good dimensional stability, rigidity, high heat resistance, low water absorption, outstanding electrical properties.

Square D chose G-E 12929 because it fits *all* of these requirements—and has good moldability as well.

G-E 12929 is easy to set up on any compression or plunger molding equipment. Cure cycle is short. The compound can tolerate a wide temperature range during molding. It is not critical with respect to other molding variables. One flow covers many different parts, including those with thick and thin sections. High barriers fill out well.

Here is another example of the

extra values molders realize from phenolics—lowest in price of thermosetting materials, highest in performance where the specifications call for exceptional heat resistance, dimensional stability and rigidity.

For more complete information about G-E 12929 and other G-E compounds, write General Electric Company, Chemical Materials Dept., Section MP 78, Pittsfield, Mass.

Phenolics—first of the modern plastics...first in value

GENERAL  ELECTRIC