

Enduring Finish

withstands hard knocks at busy fountains

AFTER ADOPTING Bakelite Molded for their new Knight Soda Fountains, The Bastian-Blessing Co. says of this material "... covers made from it withstand hardest knocks at busy

fountains.... it is a superior heat insulator".

Ice cream cabinet covers, cold storage compartment covers, draft arm handles and nozzles, and syrup

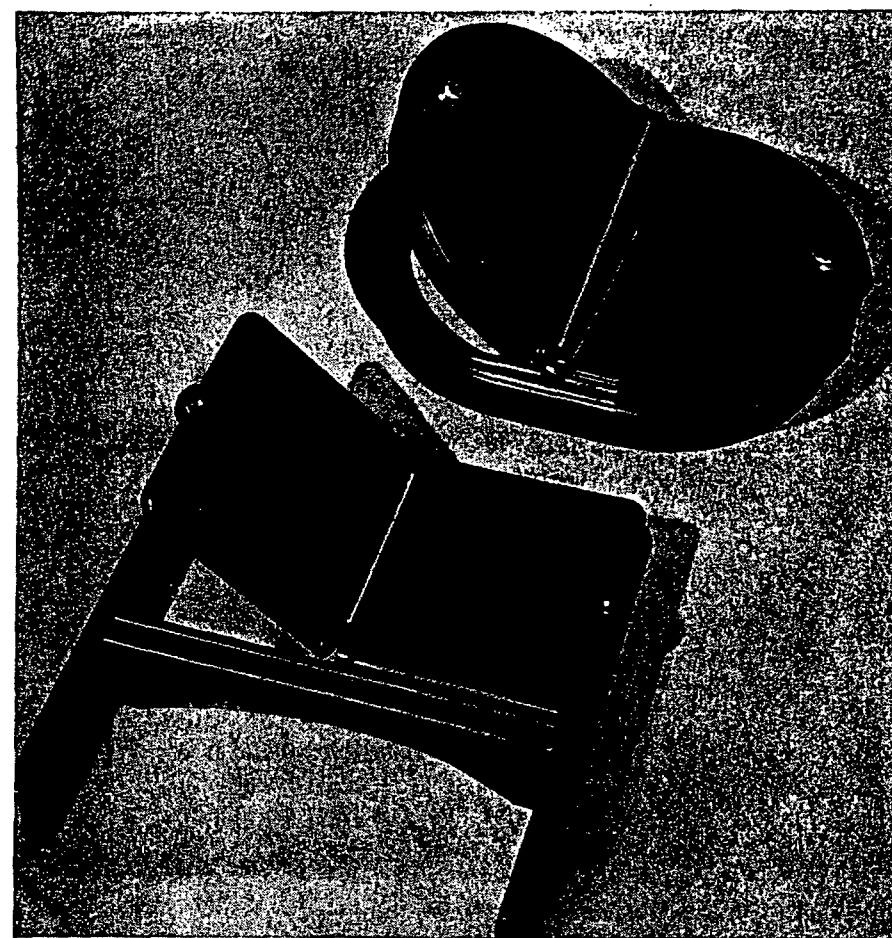
pump covers are subjected to frequent and often hurried handling. Through the use of Bakelite Molded these parts are given a permanently lustrous jet black finish and enduring strength that defy hard service even at the hands of the heartiest "soda jerker". Heat protection is provided by the excellent thermal insulation properties of this material.

Each part is molded accurately to close dimensions in a single closing of the molding press. In the large covers, for example, the threaded metal inserts for the metal knobs, as well as for the full-length piano hinges, are firmly embedded during the molding operation.

There are many products that could be improved and simplified through the use of Bakelite Materials. We shall be glad to have you consult us and write for illustrated Booklet 32M, "Bakelite Molded". It shows many of the latest applications of Bakelite Molded and may suggest possibilities for your use.

★

At the left are shown an oval ice cream cabinet cover and a rectangular cold storage compartment cover, two of many Bakelite Molded parts in the Knight Soda Fountain made by the Bastian-Blessing Co., Chicago, Ill. Other parts above are draft arm handle and nozzle, syrup pump cover and ladle cover.



BAKELITE CORPORATION, 247 Park Avenue, New York, N. Y. 43 East Ohio Street, Chicago, Ill.
BAKELITE CORPORATION OF CANADA, LIMITED, 163 Dufferin Street, Toronto, Ontario, Canada

BAKELITE

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EXHIBIT

UC-1048

THE MATERIAL OF A THOUSAND USES

MECHANICAL ENGINEERING

MECHANICAL ENGINEERING

Published by The American Society of Mechanical Engineers

VOLUME 57

NUMBER 2

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Published monthly by The American Society of Mechanical Engineers. Publication office at 20th and Northampton Streets, Easton, Pa. Editorial and Advertising departments at the headquarters of the Society, 29 West Thirty-Ninth Street, New York, N. Y. Cable address, "Dynamic," New York. Price 60 cents a copy, \$3.00 a year; to members and affiliates, 30 cents a copy, \$4.00 a year. Postage to Canada, 75 cents additional, to foreign countries, \$1.50 additional. Changes of address must be received at Society headquarters two weeks before they are to be effective on the mailing list. Please send old as well as new address. . . . By-Law: The Society shall not be responsible for statements or opinions advanced in papers or . . . printed in its publications (B2, Par. 3). . . . Entered as second-class matter at the Post Office at Easton, Pa., under the Act of March 3, 1879. . . . Acceptance for mailing at special rate of postage provided for in section 1103, Act of October 3, 1917, authorized on January 17, 1921. . . . Copyrighted, 1935, by The American Society of Mechanical Engineers.

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