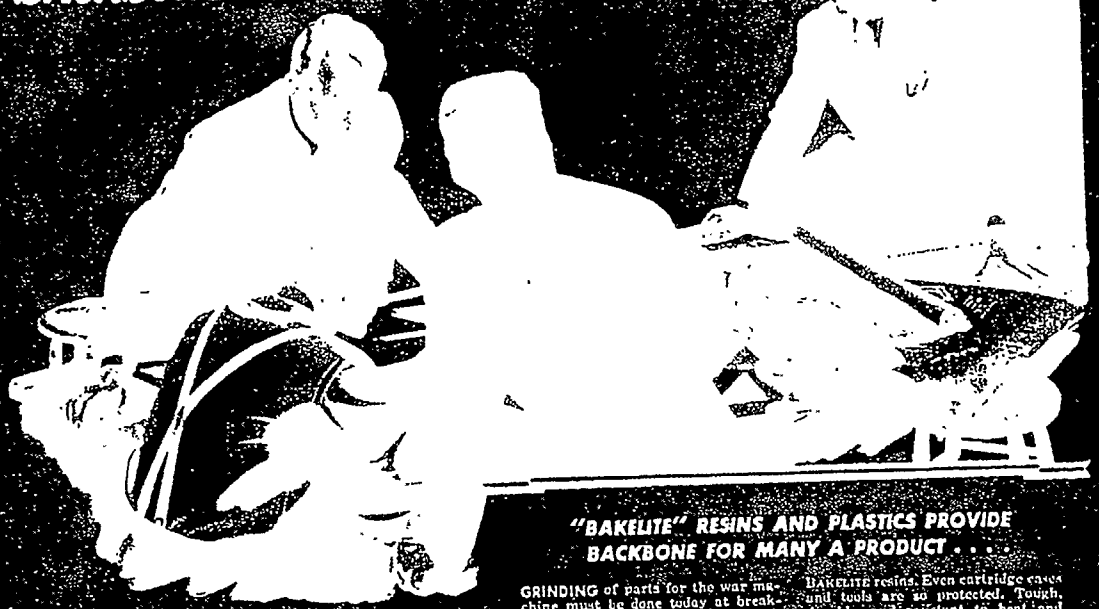
PLAINTIFF'S EXHIBIT

UC-5276

Why not give it a BACKBONE of BAKELITE PLASTICS?



THE men in the illustration are examining a material that is important to the war effort. It could be powdered emery, which can cut metal, or glass wool, which is an excellent heat insulator. It could be thin wood veneers; a drying oil for a new paint, or any one of a number of materials having many useful properties. But, these properties alone aren't enough. To reach maximum usefulness, this material needs *backbone*. That's where BAKELITE plastics enter the picture.

Powdered emery, plus BAKELITE resin, becomes a high-speed, long-wearing grinding wheel. Glass or mineral wool is firmly bonded by another BAKELITE plastic into insulating batts which hold their shape and are easy to install. Thin wood veneers are transformed into light, strong plywoods. Resin-treated oils become the bases for tough, durable finishes. Thanks to research and development, BAKELITE plastics provide backbone for scores of such products.

"Backbone" means more than strength and durability. The reinforcement given to age-old materials by BAKELITE plastics includes other advantages such as chemical resistance, heat resistance, flexibility . . . impact strength, dimensional stability, or high dielectric strength. You may find in BAKELITE plastics the solution to some of your war-production problems. We invite you, therefore, to call upon our Engineering Staff for its full co-operation.

BAKELITE CORPORATION, 30 E. 42nd St., New York
Unit of Union Carbide and Carbon Corporation

UCC

BAKELITE

The word "Bakelite" and the trademarks of Bakelite Corporation

PLASTICS HEADQUARTERS

"BAKELITE" RESINS AND PLASTICS PROVIDE BACKBONE FOR MANY A PRODUCT . . .

GRINDING of parts for the war machine must be done today at break-neck speed, yet to standards of precision never before attained in mass production . . .



Constantly improved BAKELITE resins are making possible better abrasive products . . . wheels, cloth, and paper. These, in turn, mean higher production speeds, mirror finishes.

ELECTRICITY is so essential to top-speed plant operation that its efficient delivery through big cables is of the utmost importance . . .



Cambric cloth, treated with BAKELITE resin varnishes, maintains its insulating value at the comparatively high temperatures required in cable operation. In addition, it is noted for long life.

SCARCE METALS, formerly used for plating, must now be released for other more essential needs . . .



Now, cans, drums, and tanks are lined with a baked-on coating based on BAKELITE resins. Even cartridge cases and tools are so protected. Tough, durable, and resistant to heat and chemicals, these coatings are making possible the release of important quantities of metal.

PRINTERS, large users of copper and other strategic metals, are increasingly restricted by war needs for these metals . . .



Of growing importance are the new duplicate printing plates produced by molding a BAKELITE thermoplastic material in a matrix which is formed from still another kind of BAKELITE plastic.

BRAKES for aircraft, army cars and trucks, cranes and winches that load ships must withstand unusually severe service today. The best of brake lining is demanded . . .



Greater strength, and higher heat and wear resistance are being achieved in brake linings processed with BAKELITE resins, thereby helping to conserve our precious stock piles of rubber for other essential needs.