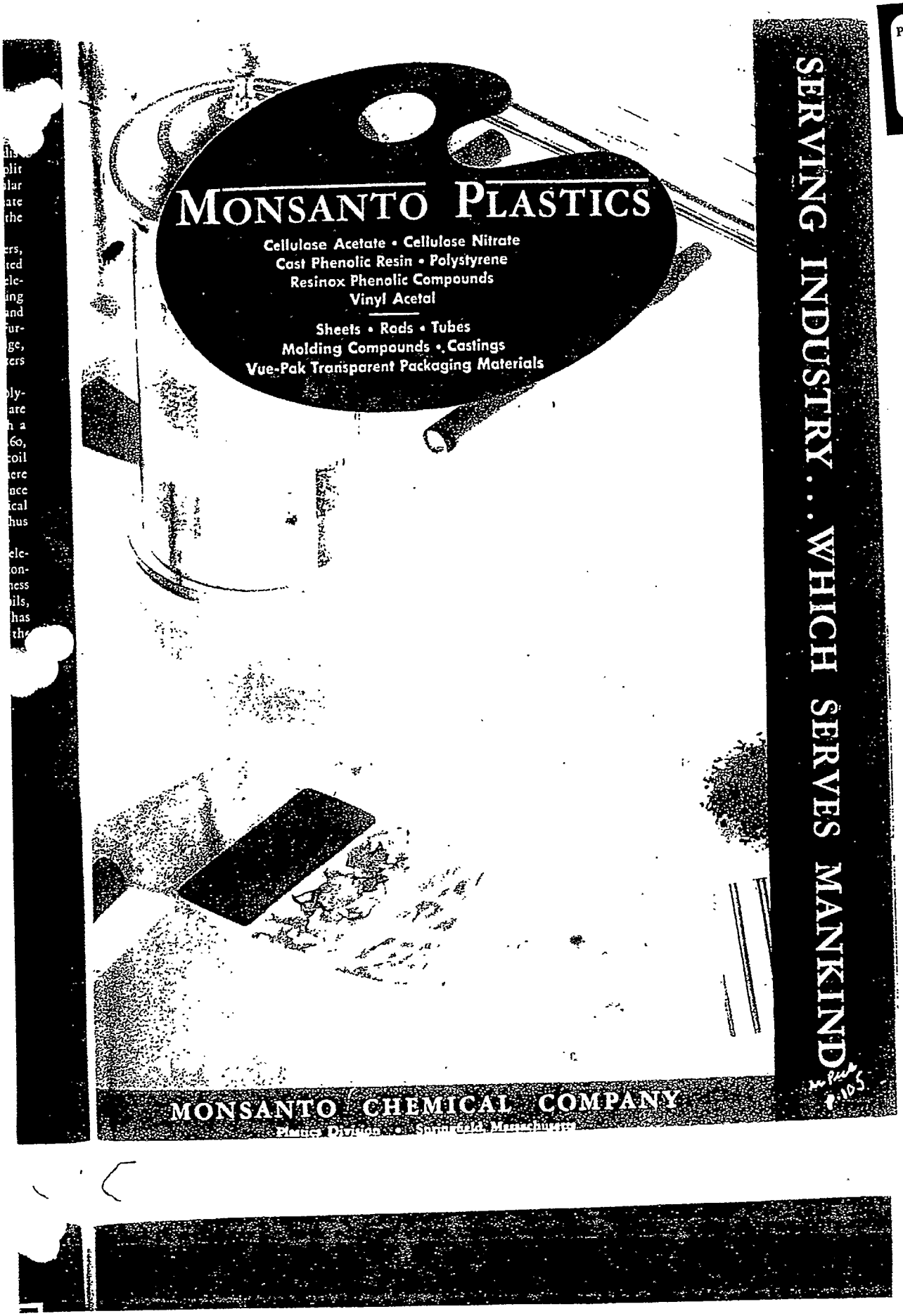
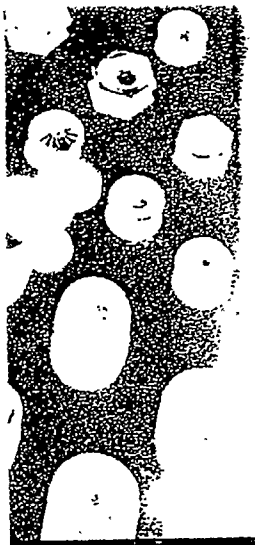
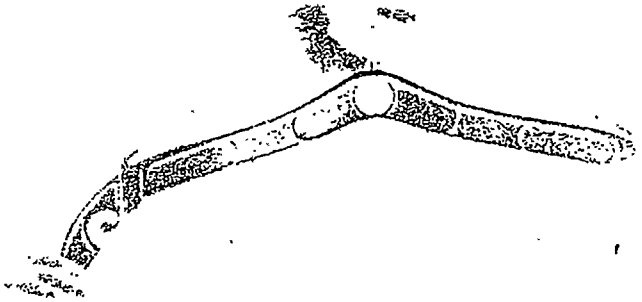
PLAINTIFF'S EXHIBIT

UC-5279







Intricate parts of the popular new Magic Hanger are produced with inexpensive ease through use of Monsanto Cellulose Acetate Molding Compounds in a variety of colors.

TRATE

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Division
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Plastics customers.

MONSANTO CAST PHENOLIC RESIN

MONSANTO CAST PHENOLIC RESIN is a thermosetting material available in sheet, rod and tube form, as well as in special shapes.

Provides Rich, Clear Colors

It produces articles of remarkably light weight, hard and shock-resistant, non-inflammable and odorless. It takes high polish and has great dielectric strength. Colors and color combinations are limited only by the range of the spectrum.

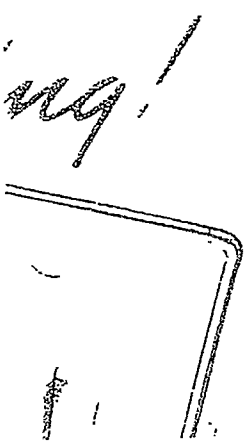
Of all plastic materials, probably none equals cast phenolic resin in the jewel-like clarity of its colors. That is one reason why it is gaining such wide use in radio cabinets. One of the most striking results of the radio manufacturer's application of plastics has been the production of sets with Monsanto Cast Phenolic Resin cabinets, grilles made of a contrasting shade of Monsanto Cellulose Acetate molding compound, and crystal-clear dials of transparent Monsanto Cellulose Acetate sheets—three different applications of plastics in one finished product!

Handles Well in Production

In manufacturing operations, Monsanto Cast

TICS MONSANTO PLASTICS

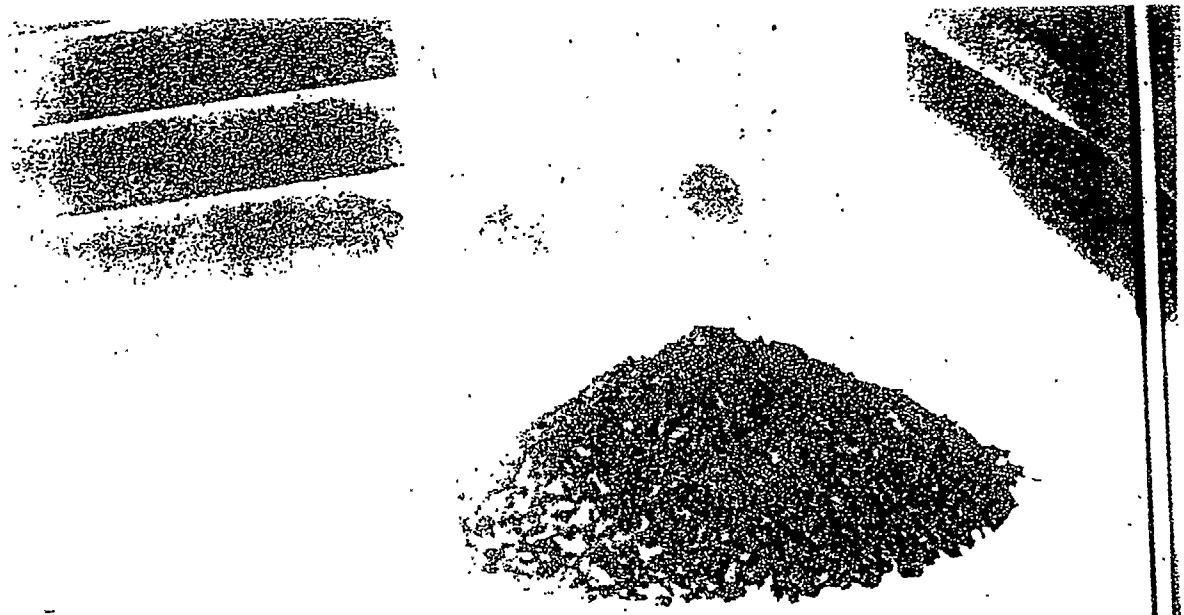
MANKIND SERVING INDUSTRY . . WHICH SERVES MANKIND



THE SERVICE OF THE CUSTOM FABRICATOR



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IF CAST PHENOLICS *plus* MOLDING WHY NOT LET MONSANTO

Time was when a radio cabinet made from a single plastic material was news. But today's cabinets combine different ones for greater beauty and added sales persuasion. Emerson Radio and Phonograph Company, for example, one of the manufacturers using Monsanto Plastics, houses its model AX-235 in cabinets cast from Monsanto CP with the controls and grille molded from Monsanto CA.

A superior product must look the part. Progressive manufacturers in all fields now recognize the advantage of lifting their carefully engineered products above the commonplace, in appearance as well as in performance. No doubt you are constantly considering new ways of making your own product stand out from the crowd, and if so, undoubtedly you have thought of plastics, because plastics have caught the imagination of the buying public and are in demand.

If you have never investigated the use of plastics in your products, or if you have new problems involving design of your present

Dry Goods Association's standard kitchen and bathroom

least that the colors have a tested and proven appeal.

several products which

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Emerson Radios, Model AX-235. Cabinet, controls and grille fabricated from Monsanto Plastics.

POWDER *equal* RADIO CABINETS... PLASTICS *equal* YOUR PRODUCT?

products, perhaps you will find that Monsanto Plastics can make a major contribution to your manufacturing methods and future sales successes.

Monsanto Plastics, covering a full range of colors and configurations, make for durability, strength and lightness, as well as beauty. For specialized information about them, write or call Monsanto Chemical Company, Plastics Division, Indian Orchard, Massachusetts; or the Plastics Division district office in New York, Chicago, Detroit, St. Louis or Los Angeles.

MONSANTO PLASTICS

Monsanto CN — Cellulose Nitrate
Monsanto CA — Cellulose Acetate
Monsanto CP — Cast Phenolic Resins

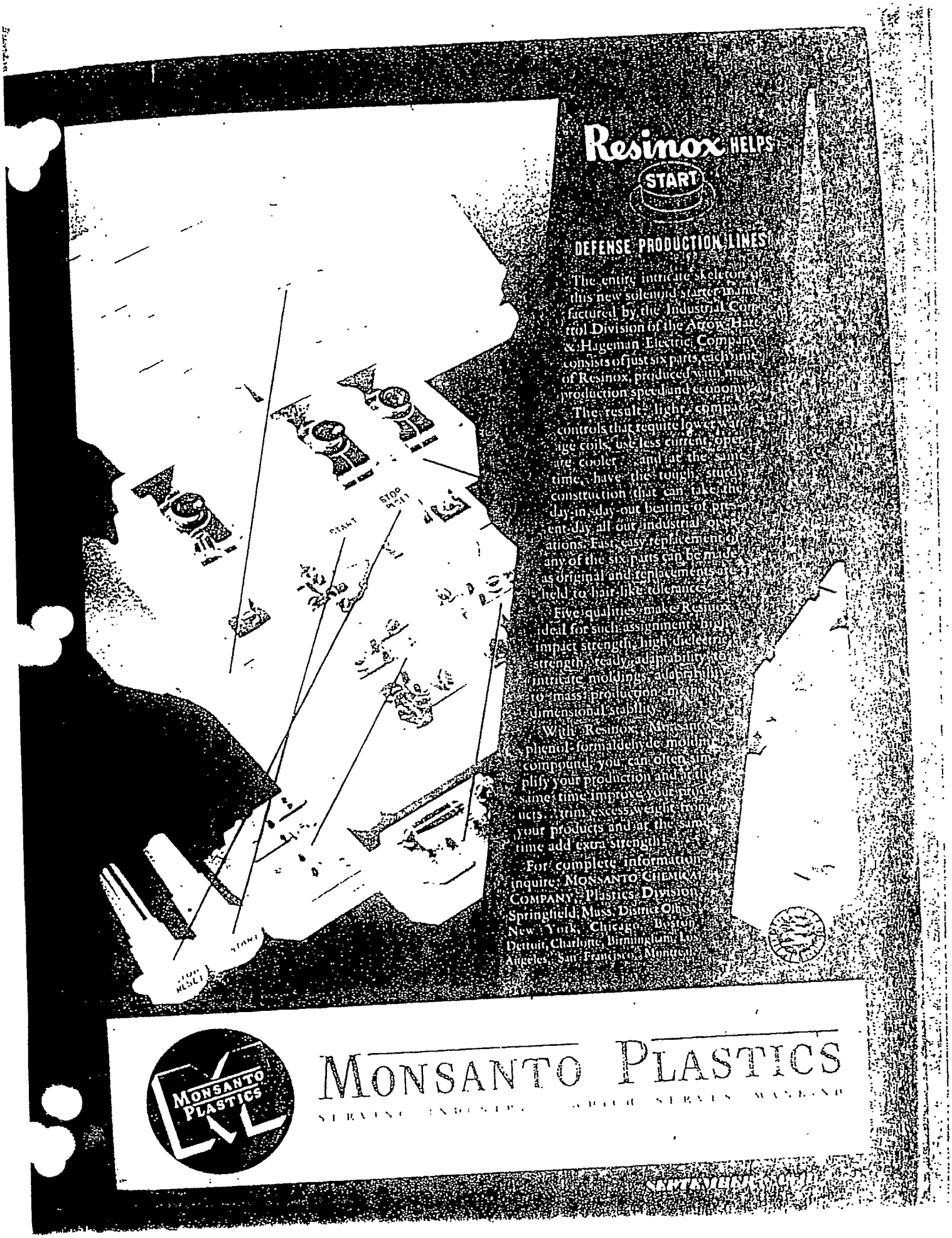
Sheets • rods • tubes • molding powder • castings • transparent sheets for packages

MONSANTO PLASTICS

PRODUCTS OF MONSANTO CHEMICAL COMPANY



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