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Versatile Plastics Equip the Home

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You're familiar with plastic radios, jewelry or toothbrushes, but do you know that shoes, tables, chairs, raincoats, staircases even automobiles, are being made of plastics? Today the new crystal-clear and colorful plastics acclaimed for durability and versatility, are finding places in every home and office.

The sleek and shiny black object in the upper left corner is a molded plastic washing machine agitator. With its lustrous, non-abrasive surface, it is easy on clothes as well as the eye and is setting new records for endurance.

Eloquent in charm, simplicity and beauty is the unique seven-day clock in the center. Methyl methacrylate may sound like notes from a chemistry lecture, but it is the plastic material from which this lovely clock was made.

New products are constantly being discovered in this growing industry, as are new properties found to make this amazing material useful in a variety of ways. Since plastics do not transmit heat but will conduct light, they can be used in the construction of medical instruments and for illuminated pointers for lecturers and orchestra leaders. “Home on the range” is the place for the plastic unit in the lower left corner, for it is a combination oven selector switch and thermostat.

Have you ever wondered what makes your automobile go? Automobile engineers constructed a transparent car to solve the question. The car is complete in every detail but insulation, functions like standard models and can actually be driven on the highways, to the astonishment of passing motorists.

And if you are driving at night, look for the new plastic reflectors in highway markers, designed to improve lighting conditions on the highways.

Besides the properties of transparency and ability to be pigmented, plastics may be cut, turned, sawed, carved, drilled, polished, shaped, formed and swaged.

The next time you cheer for a children’s drum and bugle corps, chances are they will be tooting some of the new plastic
Equip the Home

Whether they be for utility or ornamentation, these products are both durable and attractive.

Toy bugles, above right. These gay, inexpensive musical playthings are sanitary and practically unbreakable—not to mention their tone.

The clever lad and lassie as pictured were designed to display merchandise, but are an effective advertisement for what can be done with plastics with their puffed cheeks and colored bangs.

New transparent plastics are items the interior decorator can't do without, for home accessories of this beautiful crystal-clear material include dressing tables, chairs, dining room sets, stools, balustrades, table lamps, picture frames, even coat trees. Intricate carving adds beauty to these delicate-looking but durable structures. Today the chemist, manufacturer, designer and decorator unite to make our homes more beautiful.

That's why a new type of knife can be made entirely of plastic, yet has a keen cutting edge for fruit, vegetables or cake. Its serrated blade is claimed to eliminate sticking of cake or gushing of fruit. It doesn't corrode, stain or fracture, is all one-piece.

Spun glass cord coated with a cellulose acetate plastic woven into unusual designs, is now being used for milady's beauty—as evidenced by the bracelet, shoes and belt pictured lower left. Sleek, sparkling, the material looks fragile but is actually tops in wearing quality. And advantage number one is that these accessories can be cleaned with a damp cloth. The sparkling glass slipper of Cinderella fame and the gossamer ball gowns of fairy tale princesses become a reality with modern day plastics.

The handy portable searchlight, pictured lower right can throw a powerful beam over a quarter of a mile, is light in weight, comes in two-toned color combinations.

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