



Pillars of Production

AMERICAN Automobile Builders, you have crossed the threshold of a new year with the whole world demanding more cars. You must increase your production greatly during 1920. **AND YOU WILL.**

Making cars in added millions, you will rely more than ever upon uniformity of the elements of production. Every material you employ must be free from variations requiring tedious special treatment.

Because our leather substitutes have absolute uniformity and are durable, beautiful and sanitary, many of you are using them, wholly or in part, in your upholstery and trimming departments.

In these departments our stout rolls of leather substitute claim to be pillars of production, supporting every effort for increased output and making success inevitable. To those who are ignorant of their story they say:

"Rely on us for increased production.

When you call we will come quickly. Whether you need but a few of us or many thousands we will be on the job—on time.

Whatever weight, color, grain or finish you want us to be *we will be*. And we will be *all alike*—every inch.

We will unroll with perfect evenness upon your tables one layer upon another, so that you can cut us into many pieces at a single operation. Our width is right—waste is negligible.

We will waste none of your time or labor. Our pieces will go through your machines like wood or steel and without special treatment, conforming to the requirements of speed at every operation.

We will make a perfect finished job that will stand up perfectly.

With the substantial saving we give you, you can add value to your car in various ways without increasing its selling price. Thus we will help you and the public—your customers."

THE DUARATEX COMPANY, Newark, N. J.
DU PONT FABRIKOID COMPANY, Wilmington, Del.
O'BANNON CORPORATION, New York, N. Y.
TEXTILEATHER COMPANY, INC., New York, N. J.
ZAPON LEATHER CLOTH COMPANY, New York, N. Y.