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AMERICAN HOUSEHOLDS GOING SOFT

Your own refrigerator, medicine cabinet or cupboard will tell you: American households are going soft.

That's because many shoppers, preferring safety and convenience, are switching from glass to plastic containers for household supplies.

Last year, in fact, Americans took home nearly seven billion plastic bottles for a wide range of products, from foods and milk to floor care products.

Plastic's shatterproof quality is one reason for the switch. Open the average home medicine cabinet and you'll see shampoos, baby oils, talcs, lotions and hair preparations—all packaged in plastic—jostling each other for position on the shelves.

And, plastic's unbreakability means no mess on the floor if the bottle slips from your hand.

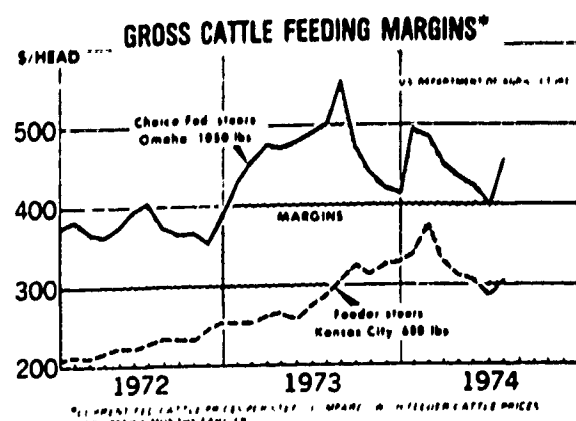
Plastic bottles also have made themselves at home in kitchen cupboards. Last year more than 330 million plastic food containers were purchased off grocery shelves. Consumers chose them for their lighter weight and the wide variety of grip-contoured handles and dispensing tops.

Among food products you can buy in plastic containers are sauces, salad dressings, extracts, spices, vinegar, syrups, honey, toppings and spreads.

being dropped, knocked over or let slip from wet hands.

Plastic bottle producers feel that by 1975 at least 70 percent of floor care products will be packaged in plastic.

With its great consumer appeal, the plastic bottle is fast becoming one of the most popular members of the American home packaging family.



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*Maximum observed PTO horsepower at 2200 rpm—74.87

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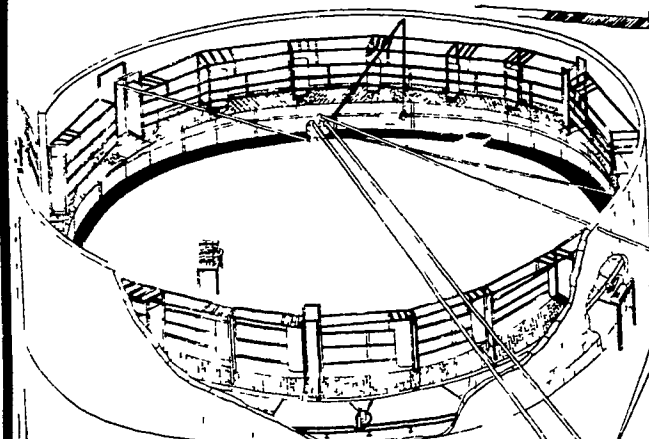


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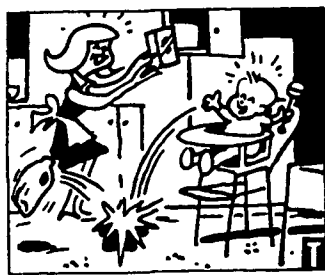
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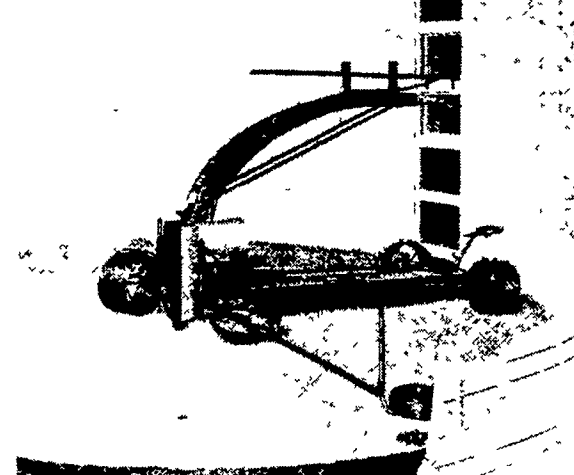
Gallon milk containers in plastic are now becoming a familiar sight in home refrigerators.

Shatterproof plastic containers are also ideal for home floor care products that are in constant danger of

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