



The H.W. Plan Promises the Best Solution for Postwar Problems

Talk about theories and "isms" all you please. Discuss orthodox and unorthodox methods of finance as much as you like . . . but, in all the plans for a brave new world, there's one that must work . . . that's the H.W. Plan. And "H.W." stands for Hard Work.

The good old H.W. has succeeded. Dickens walked ten miles to check the furniture of a room he was writing a story about. Edison tried over a thousand materials before he thought of carbonised thread for the filament of his lamp. Mitchell drew hundreds of sets of plans before the Spitfire hurtled through the air. General Montgomery studied every small detail of attack before he pressed the button for his African victories. All these men followed their own H.W. Plan.

In our own field, the H.W. Plan has been successful. It meant a new industry for New Zealand and a future for a large number of skilled workers. But, we're not content with that. We have a new H.W. Plan for after the war. It will entail revolutionary changes in the plastic industry of New Zealand . . . it will mean new standards of housekeeping . . . and new phases of industry. The H.W. Plan will work wonders!

H. C. URLWIN Ltd. **CHRISTCHURCH.**

**MANUFACTURERS OF SPEEDEE
ELECTRICAL APPLIANCES AND
TITEGRIP WIRING DEVICES.**

H. C. Urlwin Ltd. pioneered the Plastic Industry in New Zealand, therefore making possible the mass production of Electrical Wiring Devices and Appliances.

