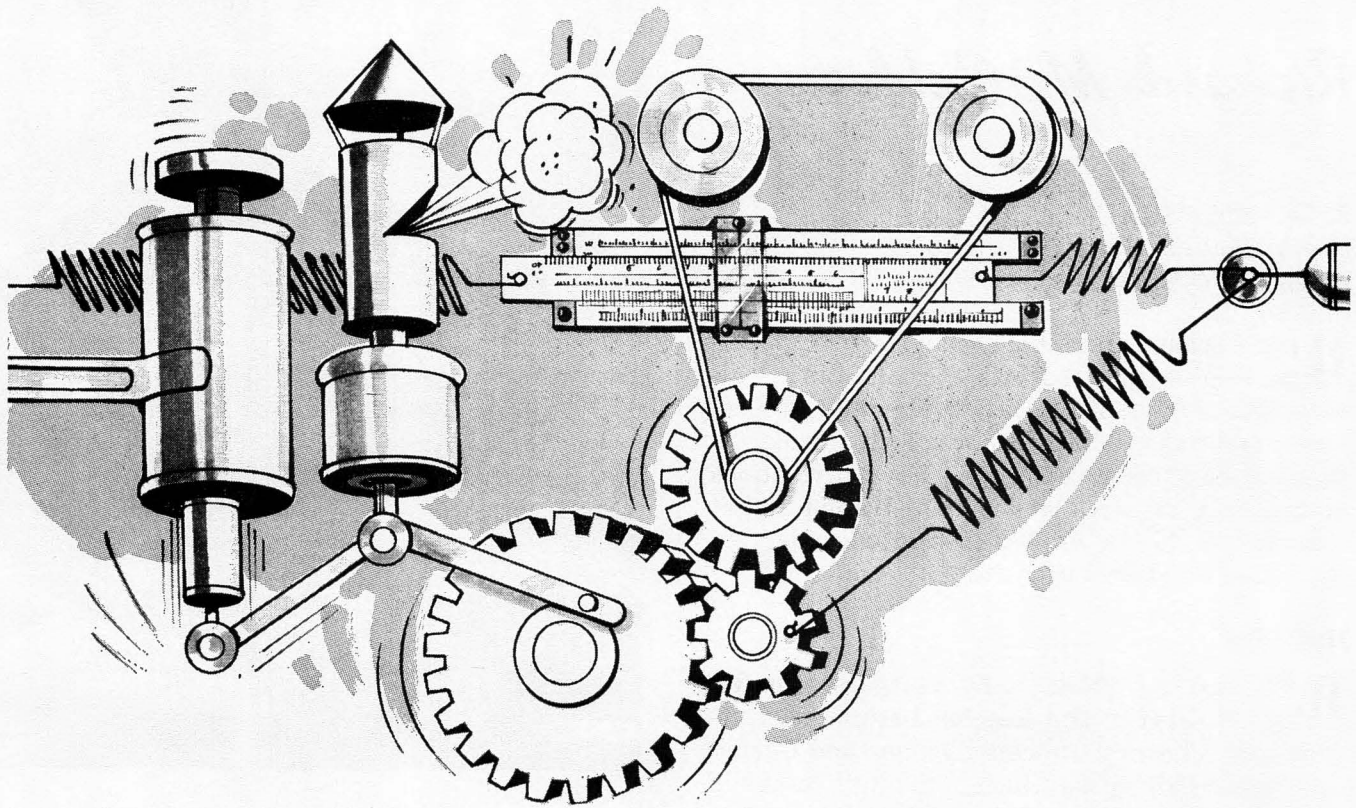


INNOVATION...



**Sometimes it's not all it's
cracked up to be.**

However, at Union Carbide innovation continues to improve peoples' lives.

Union Carbide pioneered the petrochemicals industry. Today the Corporation's many hundreds of chemicals are used in everything from automobile bumpers to shampoos. A leader in the field of industrial gases, our cryogenic technology led to the development of the Oxygen Walker System, which allows mobility for patients with respiratory diseases. Union Carbiders are working on the frontiers of energy research—from fission to geothermal—at the world renowned Oak Ridge National Laboratory in Tennessee. Our revolutionary Unipol process produces polyethylene, the world's most widely used plastic, at one half the cost and one quarter the energy of standard converting processes.

From sausage casings to miniature power cells, the Union Carbide tradition of innovation extends beyond research and development activities to our engineering groups, manufacturing operations, and sales forces.

Continued innovation will largely spring from the talents of the engineers and scientists who join us in the 1980's.

*We invite you to encourage qualified students
to see our representatives on campus—
or write to:*

Coordinator, Professional Placement
Union Carbide Corporation
270 Park Avenue
New York, N.Y. 10017



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