



Announcing a major development in fire fighting. Faster water.

Fighting a fire is fighting time.

Every minute wasted may cost thousands of dollars in property destroyed. Every second saved may be a life.

And yet, a fire fighter can't always move as fast as he would like.

Because his basic weapon, the 2½-inch fire hose, when full of water, is about as hard and unyielding as a steel pipe. The only way to bend it around a corner is to shut the water off.

And to lug it up a flight of stairs is a test of any man's stamina.

All of this makes it easy to understand why a Union Carbide

product called UCAR Rapid Water Additive is revolutionizing fire fighting.

Rapid Water Additive mixes easily with water and makes it flow faster through a hose by reducing friction.

Because the water flows faster, fire fighters can get just as much water as before using a smaller 1¾-inch hose that weighs half as much.

The smaller hose makes a much better weapon. It bends around corners. It can be carried up a stairway fully charged. In short, it helps firemen get water to the fire faster.

At the same time, it makes their

job safer and less strenuous.

Rapid Water Additive was invented by Union Carbide and perfected in cooperation with the New York City Fire Department.

It's already helping fire fighters do their job more efficiently in many American cities.

Yours may be one—now or soon.



**Today, something we do
will touch your life.**

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