

# What goes up must come down.



The tires of most jetliners lose traction on a half inch of snow.

That means runways must be kept free of snow and ice. Or airports must close and the planes land somewhere else.

Which causes a lot of inconvenience for passengers. Strange hotels. Long lines. Missed relatives. And dreary hours waiting for better weather.

But this winter the story may be different. Because of Union Carbide's Runway De-Icer.

We discovered a new combination of liquid chemicals that penetrates a covering of snow and ice and unglues it from the runway surface.

So it can easily be pushed away.

It can also be laid down before a storm to act as an anti-icer.

Last winter it was successfully used at over 20 busy metropolitan airports. This year we expect that more airports will be using UCAR Runway De-Icer.

So now instead of just talking about the weather, people can do something about it.



THE DISCOVERY COMPANY