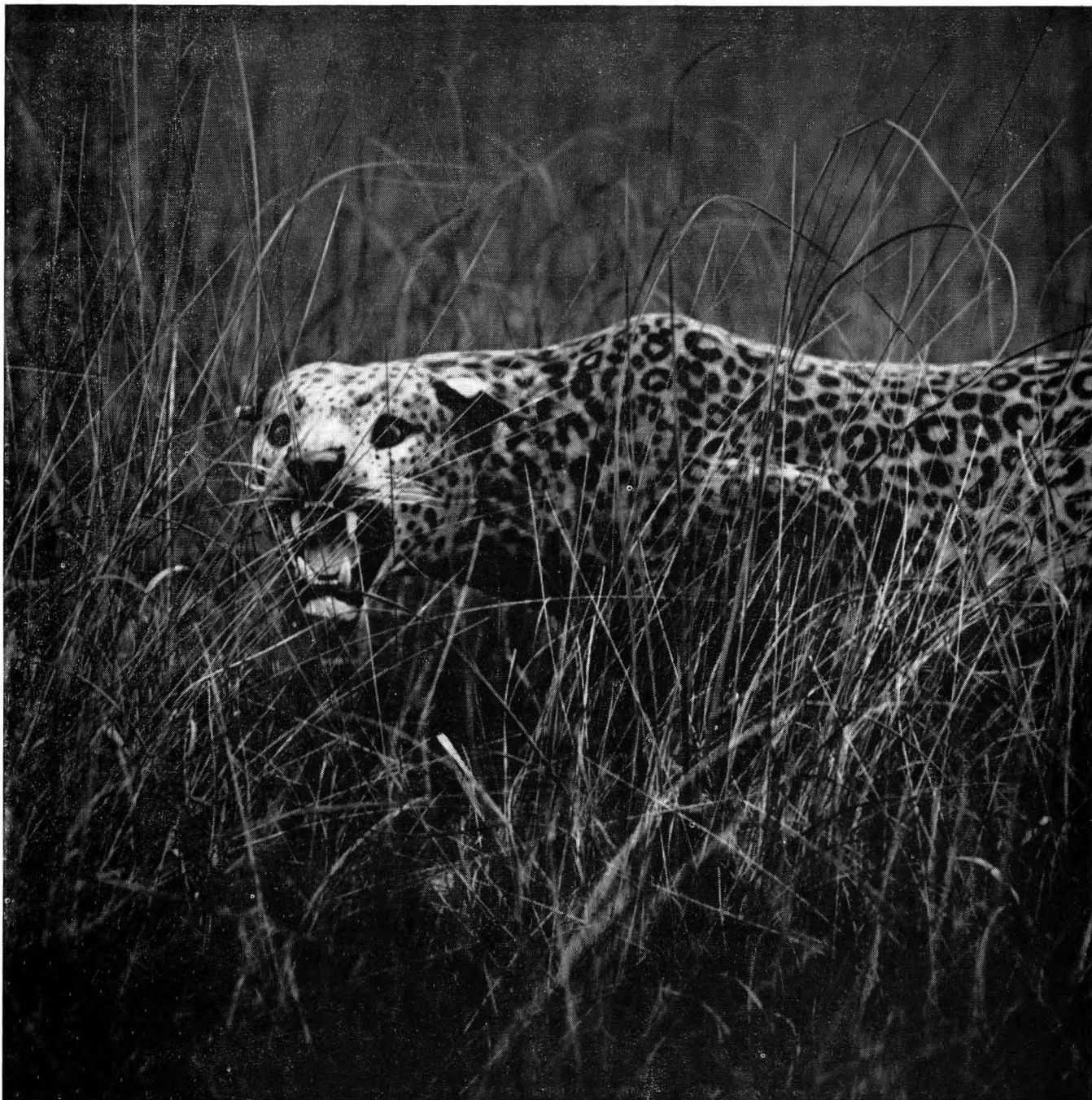


# Come closer. It's only a modacrylic.



The leopard was made by a taxidermist. Its coat is a modacrylic textile fiber made by Union Carbide from several basic chemicals. It's called Dynel.

Of course, man-made fibers aren't new. But for versatility, Dynel probably has no equal. We can make it as soft and warm as fur for your coat. Or so tough it approaches the strength of steel.

You'll find it in blankets, work clothes, automobile upholstery, toys, jewelry. In carpets, towels, drapes, paint rollers.

And since Dynel is chemical-resistant, durable and virtually nonflammable, it's used in many more ways. On laminated decks of boats. For tents. As

overlays for storage tanks and air ducts.

But regardless of all its practical uses, Dynel is most famous for something else. It's great for making wigs. For blondes and brunettes and redheads.

Remarkable fiber? We think so. But haven't you found that a lot of remarkable things come from Union Carbide?



THE DISCOVERY COMPANY  
270 Park Ave., New York, N.Y. 10017

An equal opportunity employer.

# We know how to turn a mountain into a molehill.

There are acres and acres of junk piling up on acres and acres of countryside.

The pile is getting bigger every year.

Union Carbide has come up with something that might get rid of the mess.

It's a new graphite electrode. It lets electric furnaces melt scrap

up to 50% faster than ever before and be as economical about doing it as any other kind of steel furnace.

We've been involved with the business of steelmaking for over 60 years. Today we probably make

more graphite electrodes, ferroalloys and steel mill oxygen than anyone else.

But when enough electric furnaces start using our new electrodes, a couple of things can happen.

There'll be a lot more steel made. And a lot fewer junkpiles. Maybe none.



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