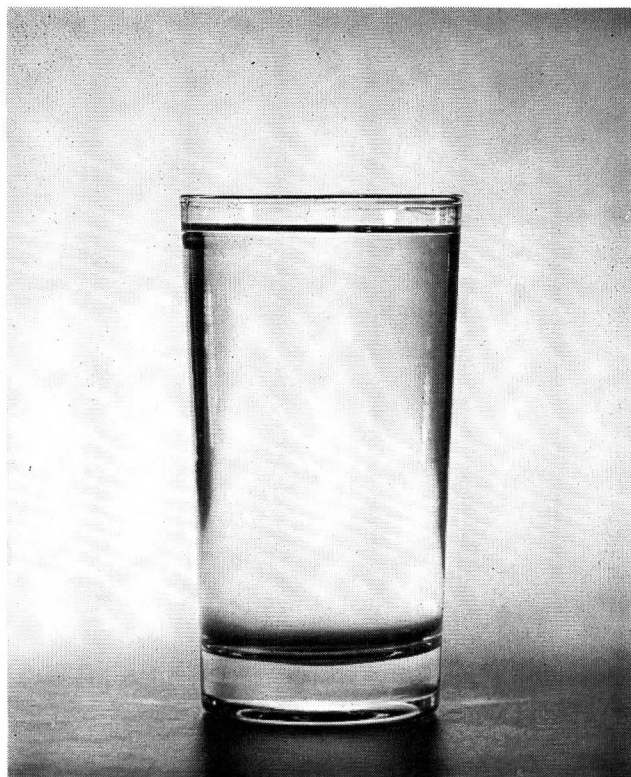


The clean taste of this water was made possible by the same stuff that once made it undrinkable.



When black ash from our paper mill in Tyrone, Pennsylvania, began contaminating the Juniata River, we solved the problem in an obvious way. We stopped putting ash into the river.

Which led to another problem: what to do with the ash?

Our research people entered the picture. They discovered that while ash not only causes pollution problems, with a little ingenuity it could also be made into a product that actually solves pollution problems.

From black ash, Westvaco engineers created activated carbon. The same carbon that's now removing bad tastes and odors from water supplies all over the world. Sort of like turning a bad guy into a good guy.

We also felt that because we could do something about our own pollution problems, we could do something about other people's pollution problems. And our new consulting service is doing just that. In fact, our people are doing a lot of different things in a lot of different areas, some of which are pretty far removed from paper and chemicals. And we're still in the market for ideas. So if you've got the kind of talent and curiosity to handle a product that might not be created until the day after tomorrow, let's talk it over. Drop us a line at Westvaco, 299 Park Avenue, New York, N.Y. 10017.

Westvaco

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