

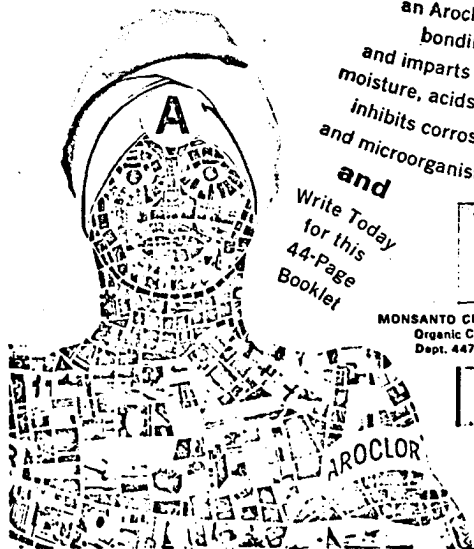
THE UBIQUITOUS AROCOR® "GENIE" DOES IT AGAIN!

SECRET OF THE SORCERY?

Utter inertness! The Aroclor chlorinated polyphenyl compounds (12 of them), ranging from water-white liquids through viscous oils to bright-yellow solid resins, are just about the most unreactive materials ever synthesized. They stubbornly refuse to volatilize, oxidize, hydrolyze, harden, disintegrate, burn, condense, or corrode anything! Use them "per se" as lubricants, dielectrics, reaction media, heat transferants.

SOURCE OF THE SECRET?

A wondrous booklet, "THE AROCLOR COMPOUNDS"—44 pages of meaty information sure to give you ideas for a host of product improvements and money-savings. Write today for your copy.



Aroclor liquids flexibilize;
Aroclor resins increase
film hardness. Either form
increases chemical, heat,
moisture, and weather
resistance; promotes better
adhesion to substrate.

Do not react
with oils or solvents
and can be used as diluents,
thinners. Compatible with
practically all commercial
film formers and cheap
enough to save money on
formulation.

and

IN HOT MELT
and PVAC ADHESIVES—
an Aroclor imparts a bull-
dog bite to the quick tack,
can tailor the hardness
of the adhesive when set.
While imparting a "just
right" flexibility
to any adhesive's
resin base,

an Aroclor increases
bonding strength
and imparts resistance to
moisture, acids, alkalis;
inhibits corrosion
and microorganism attack.

and

Write Today
for this
44-Page
Booklet



MONSANTO CHEMICAL COMPANY
Organic Chemicals Division
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61-OMC-4470 Chemical & Engineering News, November 13 and December 11;
Adhesives Age, Industrial Research, Research/Development, December, 1961.

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