ADVERTISING OF AROCLOR & THERMINOL FR 1952-1971

PRODUCT	TITLE	MAGAZINES RUN IN
1952		
Aroclors	Protected...top to bottom	American Paint Journal, 1/28, 6/23
"	All-around protection	" " " 3/3, 8/25
"	Longer life span	" " " 4/28, 10/6
"	For Metal Surfaces top-to-bottom protection	Chem. Engr., Chem. Proc., Indus. & Engr. Chem. Feb. - Chem. Week 2/16 - C & E News 2/25
"	Now available Aroclors in ample supply	Chem. Engr., Chem. Proc., Indus. & Engr. Chem. Mar. - Chem. Week 3/15 - C&E News 3/24
"	Now available Aroclors in larger quantities	Chem. Engr., Chem. Proc., Indus. & Engr. Chem. Apr. - Chem. Week 4/12 - C&E News 4/28
"	Aroclors in plentiful supply	Chem. Engr., Chem. Proc., Indus. & Engr. Chem. May - Chem. Week 4/10 - C&E News 5/26
"	It costs no more to use Aroclors	Chem. Engr., Chem. Proc., Indus. & Engr. Chem. July - Chem. Week 7/12 - C&E News 7/28
"	Aroclors improve maintenance paints... and other applications	Chem. Engr., Chem. Proc., Indus. & Engr. Chem. Aug. - Chem. Week 8/16 - C&E News 8/25

PRODUCT	TITLE	MAGAZINES RUN IN
"	Some uses for Aroclors (chlorinated biphenyl and chlorinated polyphenyls)	Chem. Engr., Chem. Proc., Indus. & Engr. Chem. Sept. - Chem. Week 9/20 - C&E News 9/22
Aroclor	Aroclor 1248 as Heat-Transfer Medium Demonstrates Excellent Characteristics	Chem. Engr., Chem. Proc., Indus. & Engr. Chem. Nov. - Chem. Week 11/15 - C&E News 11/24
1953		
"	Meet the Aroclors...chlorinated biphenyls and chlorinated polyphenyls have exceptional range of application.	C&E News 1/26, 3/16
"	Expand your markets...increase your sales	Am. Paint Journal 1/5, 2/2, 3/2
"	For longer life...increased weather resistance Use Aroclors in your stucco paints	Am. Paint Journal 3/30, 4/27, 5/25
"	Beat the wear of weather and traffic Use Aroclors in your Highway Paints	Am. Paint Journal 6/22, 7/20, 8/17
"	FYI...Tests show life of Lindane increased with Aroclors	Chem. Proc., Feb. - C&E News 2/23 - Indus. & Engr. Chem. Mar.
"	FYI...Rubber-base coatings improved by using Aroclors	Chem. Proc., Apr. - C&E News 4/20 - Indus. & Engr. Chem. May
"	FYI...Monsanto Aroclors	Chem. Proc. Oct. - C&E News 10/5 - Indus. & Engr. Chem. 11/53
"	FYI...Aroclor 1248 useful in heat transfer	Chem. Proc. Sept. - C&E News 9/7 - Chem. Engr. Oct.

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PRODUCT	TITLE	MAGAZINES RUN IN
1956		
"	Product-Building for Profits with Monsanto Plasticizers If your business is... Vinyl Extrusions	
"	Product-Building for Profits with Monsanto Plasticizers If your business is... Calendered Vinyls	
Aroclors	Product-Building for Profits with Monsanto Plasticizers If your business is... Cellulosics, Phenolics, Polyamides	
"	Product-Building for Profits with Monsanto Plasticizers If your business is... Vinyl Dispersions and Solutions	
"	Aroclor 1248	Chem. Engr. Oct. - Chem. Proc. Sept.
"	" "	Chem. Engr. Dec. - Chem. Proc. Nov.
1957		
"	Aroclor 1248	Chem. Engr. Prog. July & Nov. - Chem. Engr. Sept. & Dec. - Petro. Refiner Nov.
1958		
Aroclor & Montar	For compounders with imagination...12 Versatile Monsanto Solid Plasticizers	Plastics World Oct. - Plastics Technology Oct.
1959		
Aroclors	Monsanto Rubber Chemicals Answer Your 3 Rubber Red Book Questions:	Rubber Red Book 1959 issue

0222720

PRODUCT	TITLE	MAGAZINES RUN IN
"	Industry's most diversified line of paint chemicals	Paint Convention Daily 1959 edition
"	Aroclor systems deliver steady process heat to 600 F and...	Chem. Engr. 11/30 - C&E Proc., Indus. & Engr. Chem. Nov.
"	Aroclor 5460 - Mission today: Longer Product Life	Chem. Week 6/13 - C&E News 6/15 - Chem. Proc. July
1960		
Aroclors	"Genie" of a thousand and one engineering feats	C&E News, Indus. Res. 1960
"	A Renaissance in Engineering Designs	Machine Design 10/27 & 12/8 - Product Engr. 10/24 & 11/28
"	" " " " "	Machine Design 11/10 & 12/22 - Product Engr. 11/14 & 12/12
"	" " " " "	Electronics 11/14 - Machine Design 11/24 & 1/5/61 - Product Engr. 11/21 & 12/26 - Elec. Mfg. Nov. & Dec.
"	How to "Build In" high resistance to fire and chemicals with low-cost Aroclor plasticizers and resin extenders	Plas. Tech., Plas. World Oct.
"	Monsanto Task Force Chemicals Mission Today: Quality at Less Cost	Indus. & Engr. Chem. Sept. - Chem. Week 10/8 - C&E News 12/5
"	In the middle of an adhesives problem?	Adhes. Age July, Sept. Dec.
"	"Genie" of a thousand and one compounding jobs	C&E News, Indus. Res. 1960

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PRODUCT	TITLE	MAGAZINES RUN IN
"	Aroclor systems deliver steady process heat to 600 F and...	Chem. Engr. 6/27 - Chem. Engr. Prog. July
1961		
"	A Renaissance in Engineering Designs	Elec. 11/14 - Machine Design 11/24 1/5 - Prod. Engr. 11/21, 12/26 - Elec. Mfg. Nov. & Dec.
"	"Genie" of a thousand and one compounding jobs	C&E News 9/26 - Indus. Res. 1961
Aroclor	The chemical resistance of some coatings just gets WEAKER and WEAKER and WEAKER	Paint & Varnish Production Nov. & Dec. 1960
"	"Genie" of a thousand and one engineering feats	C&E News, Indus. Res. Machine Design 2/16, - Prod. Engr. 2/6 - Mech. Engr. Mar. - Indus. Engr. April
"	How to "Build In" high resistance to fire and...	Modern Plas., Plas. Tech., Plas. World, SPE Journal January
"	Aroclor...key to lower-cost, fire-resistant, job-tailored epoxies!	Chem. Week 1/28
"	New "Blood" for electronic brains and radar eyes	Machine Design 9/14 - Prod. Engr. 9/18 - Control Engr. Oct. - Electro-Tech. Oct. - EDN Maga. Nov.
"	Fluids that increase your design flexibility	Fluid Power Handbook & Dir. 1962-63 edition - Avi. Week & Space Tech.
"	Chemical paths to new coatings	C&E News 11/20 - Chem. Week 11/25 - Indus. & Engr. Chem. Dec. - Paint and Varnish Prod. Dec.

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PRODUCT	TITLE	MAGAZINES RUN IN
"	The ubiquitous Aroclor "genie" does it again!	C&E News 11/13, 12/11 - Adhes. Age, Indus. Res., R/D Dec.
1962		
"	Chemical Pathways to Product Improvement	C&E News 9/17/62, 1/21/63 - Chem. Week 10/6/62, 2/9/63 - Chem. Engr. 10/15/62, 3/18/63 - Indus. & Engr. Chem. 11/62, 3/63
"	Ar' o-clor'	Adhes. Age Aug. & Nov. - Plas. Tech. Aug. - Plas. World Nov. - SPE Journal Sept. - Paint & Varnish Prod. Sept. & Dec.
Aroclors	Holocaust!	Air Force April - Avi. Week 3/19, 6/11/, 9/3 - Missiles & Rockets 3/26 - Space Aero. April
"	Space Hog!	Air Force May - Avi. Week 4/16, 7/19 - Electro-Tech. April - Space Aero. May
"	Take Asphalt	C&E News 8/20
"	Take phenolics and aminoplasts	C&E News 9/10
"	Take epoxy resins...	C&E News 10/1
"	Take chlorinated rubber	C&E News 10/22
"	Take polyester resins...	C&E News 11/12
"	Stop Worrying	Adhes. Age. Aug. & Nov. - Plas. Tech. Aug. - Plas. World Nov. - SPE Journal Sept. - Paint & Varnish Prod. Sept. & Dec.

0222723

PRODUCT	TITLE	MAGAZINES RUN IN
Therminol	Therminol fire resistant fluids take the pressure out of process heating	Chem. Proc. 11/19, 12/17 - Chem. Engr. 11/26, 12/10
Aroclor	Chemical Paths to new Coatings	C&E News 1/8 - Chem. Week 1/13 -
1963		
Aroclor	The chemical resistance of some coatings just gets WEAKER and WEAKER and WEAKER	Paint & Varnish Prod. April
Therminol FR	Time- and money-saving processing "tricks"	Chem. Week 8/24, 9/28 - C&E News 8/26, 9/30 - Indus. & Engr. Chem. Sept. & Nov.
"	Hot stuff but no sweat!	Chem. Proc. 8/26, Dec. - Chem. Eng. 9/2, Nov. & Dec.
	So does Ford Motor Co.	
Aroclor	Chemical pathways to produce improvement	C&E News 1/21 - Chem. Week 3/9 - Chem. Engr. 3/18 - Indus. & Engr. Chem. March
	In 1993, you may have to think about this transformer again!	Consulting Engr. Elec. Constru. & Man. Insulation, Plant Eng. 11/63
1964		
Aroclor	Aroclor Sirups and Resins	Chem. Week 1/4, 2/15
Therminol FR	Behind this door, Therminol liquid heat transfer safely "cooks" high performance into jet fighters	Chem. Engr. 7/6, 7/20, 8/3 - Chem. Proc. July, Aug. Sept.

0222724

0222725

PRODUCT	TITLE	MAGAZINES RUN IN
"	New Remo-Therm donut machine serves up best-tasting donuts with safe, "solid heat" from Therminol liquid heat transfer	Chem. Engr. 6/22 - Chem. Proc June
1965		
Therminol	Ever try to sell your own plant engineers anything?	Chem. Engr. 11/8 (Chem. Show Issue) Chem. Proc. Mid-Nov. (Chem. Show Issue)
"	One Therminol liquid heat transfer system supplies process heat...and space heating, too!	Chem. Engr. 5/24, 6/21 - Chem. Proc. May & June
1966		
"	Get both process heat and space heat with one system (1)	Chem. Engr. 7/18
"	" " (2) " " " " "	Chem. Engr. 8/1
1967		
Aroclor	Here are more chemical pathways to product improvement...Come to Monsanto	C&E News 9/25
Therminol	Introducing two new heat transfer fluids from Monsanto	Chem. Engr. 9/25, Oct. Nov. - Chem. Proc. Oct., Nov.
"	Get both process heat and space heat with one system	Chem. Engr. 4/24 - Chem. Proc. May

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PRODUCT	TITLE	MAGAZINES RUN IN
1968		
Therminol	We have a Therminol fluid designed to meet your specific heating and cooling needs... without system pressure	Chem. Engr. 5/6, 6/17 - Chem. Proc. May
1969		
"	Go ahead. Discover Therminol heat transfer systems	Chem. Engr. 3/10, 3/24, 4/21, 9/8, 12 Chem. Proc. March, May, Sept.
"	We have a Therminol fluid designed to meet your specific heating and cooling needs... without system pressure	Chem. Engr. 1/27, 2/10 Chem. Proc. Feb.
1970		
"	Go ahead. Discover Therminol heat transfer systems	Chem. Engr. 1/26, 2/9, 3/23, 6/15, 7/13 & 27, 11/4
"	When the last thing you need is a heating system breakdown. The first thing you need is Therminol	Chem. Engr. 10/19, 11/2
"	Here stood a gas processing platform.	Oil & Gas Journal 5/4, 7/15, 9/14 - Ocean Indus. Oct. - Offshore Oct.
1971		
"	When the last thing you need is a heating system breakdown.	Chem. Engr. 1/25, 2/22, 4/19, 5/31, 6/14

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