THE UBIQUITOUS AROCLOR® "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 *un*reactive 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.

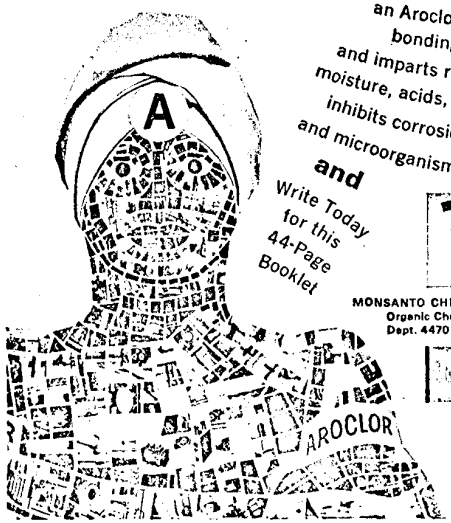
Aroclor *liquids* flexibilize; Aroclor *resins* increase film hardness. Either form increases chemical, heat, moisture, and weather resistance; promotes better adhesion to substrate.

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



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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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