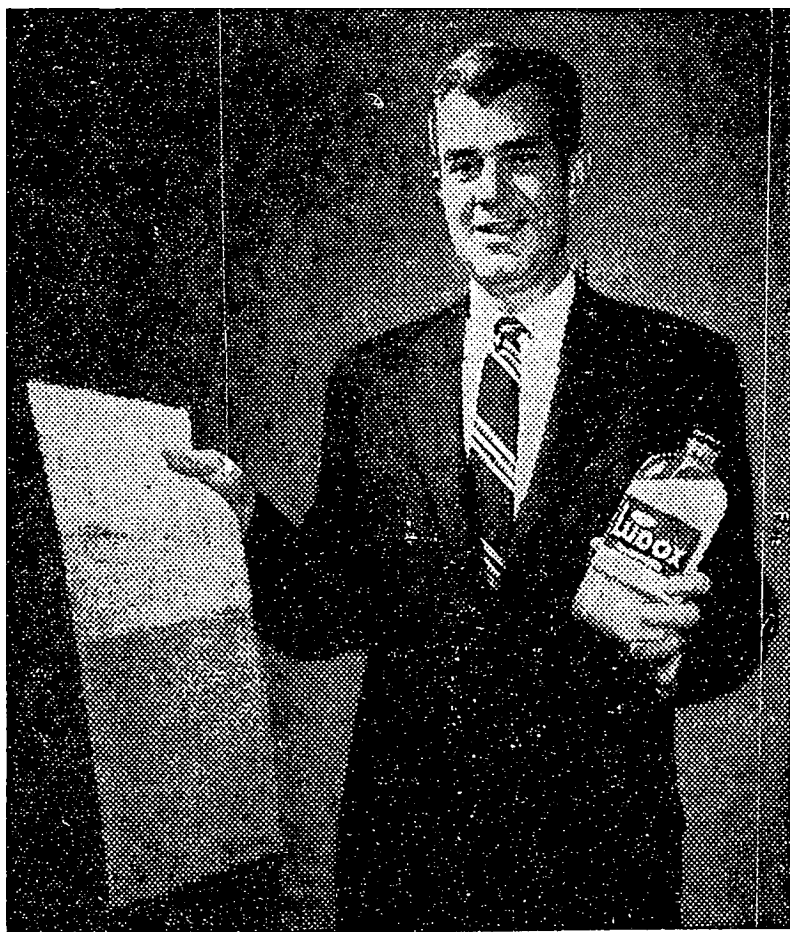


NEWS FROM DU PONT

Toward Tomorrow's Better Living

IN THE YEAR just past, a panel of distinguished scientists, industrialists and writers named the ten chemical developments of the past 35 years which "have meant the most to the American consumer." (Their selections are listed in the box below.) To nearly all of these important developments, Du Pont research and manufacture made significant contributions.

The nature of chemical progress is so continuing that each year new products are introduced, new processes are devised, new services are rendered, to bring better living to all Americans. Pictured here are some examples of recent Du Pont contributions to better living for the years to come.



NEW USE for "Ludox" colloidal silica—to retard soiling of carpets and other surfaces—was revealed by Du Pont research. Many new business opportunities have been created by this boom to housewives. Upper part of rug sample shown here has been treated with a product containing "Ludox" to form an invisible barrier against dirt.



NEW IDEA in apparel is added to U. S. wardrobes by Du Pont textile specialists and customers in clothing industry. Wash-and-Wear clothing made of Du Pont fibers, first introduced in 1952, was greatly expanded last summer to include men's tropical-type suits that are easy to launder, seldom need ironing.



MORE HELP for customers in solving technical problems is provided by new Du Pont sales service laboratories. Betts plastic products stem from Polychemicals Laboratory, where Du Pont molds, extrudes, laminates and machines its engineering materials with the same equipment its customers will use. Operator above is checking clarity of test blanks molded by machine in background.

E. I. du Pont de Nemours & Co. (Inc.), Wilmington, Delaware



BETTER THINGS FOR BETTER LIVING... THROUGH CHEMISTRY

Watch "Du Pont Cavalcade Theater" on Television.



WANT TO KNOW what the experts selected as the 10 most important chemical developments of the past 35 years? They are: antibiotics, man-made fibers, plastics, man-made rubber, feed supplements, insecticides, improved fuels, synthetic fertilizers, radioactive isotopes and packaging films.