

ADVERTISEMENTS

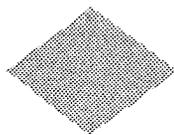
1953 to 1955

New Year

of Diamond Alkali Company . . .

... the "Chemicals you live by" in 15 plants from coast
... extend Season's Greetings to their friends and
... in the communities where Diamond maintains its
... es," and pledge their efforts to make the coming year
... gnificant step forward in the march of chemical progress
... ntributions to our way of life and standard of living.
... istmas and Happy New Year to you and yours!

ics • silicates
ali specialties



**Diamond
Chemicals**

☆

This ad appeared in newspapers published near our "plant homes." More than a timely greeting, it also launched, in a modest way, an advertising effort geared to the long range objective of building good-will and recognition of DIAMOND as an employer and producer with plants from coast to coast.

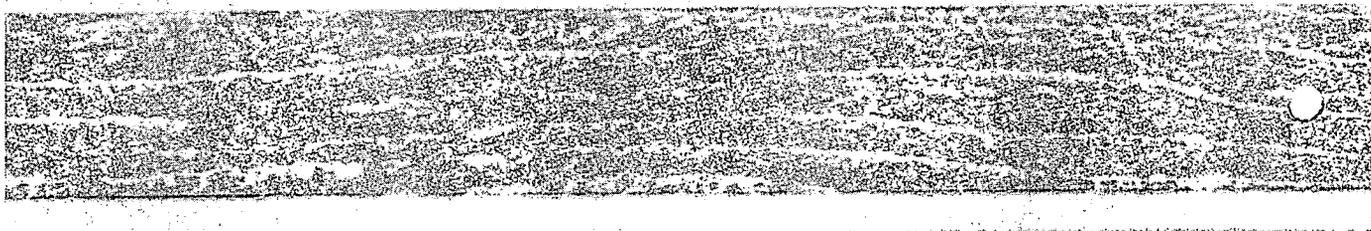
This advertisement, and those that will follow it, also will have the objective of reminding potential customers in our plant cities that DIAMOND is a major producer of basic chemicals with plants conveniently located near important chemical consuming areas.

Aberdeen, Maryland	Harford Democrat
Arlington, New Jersey	Observer
Bel Air, Maryland	Aegis
Charleston, West Virginia	Gazette
Charleston, West Virginia	Mail
Chicago, Illinois	News
Chicago, Illinois	Tribune
Cincinnati, Ohio	Enquirer
Cincinnati, Ohio	Times Star
Dallas, Texas	News
Dallas, Texas	Times Herald
Emeryville, California	Golden Gate Herald
Fairport Harbor, Ohio	Beacon
Florence, Alabama	Times, Tri-Cities Daily
Havre de Grace, Maryland	Democrat Ledger
Havre de Grace, Maryland	Record
Houston, Texas	Chronical
Houston, Texas	Post
Jersey City, New Jersey	Jersey Journal
Lockport, New York	Union Sun & Journal
Newark, New Jersey	News
Newark, New Jersey	Star-Ledger
Painesville, Ohio	Telegraph
Pine Bluff, Arkansas	Commercial
South Charleston, West Virginia	Kanawha Citizen
Willoughby, Ohio	News-Herald



OCCNJ0160566

AWARDS



THE ART DIRECTORS CLUB OF CLEVELAND

AWARD

SEVENTH ANNUAL EXHIBITION OF ADVERTISING ART

for advertising excellence to

DIAMOND ALKALI COMPANY

art director: Clark L. Robinson
artist: Paul D. O'Keefe
John Van
William Eckhardt
Clark L. Robinson
agency: Fuller & Smith & Bee

Clark L. Robinson
Paul D. O'Keefe
TEO LOUER
EXHIBITION CHAIRMAN

FIRST AWARD

MISC.

OCCNJ0160568



La Belleza y la Sal

Aunque nadie lo dijera . . . ¡esta hermosa joven necesita toneladas de sal cada año! El aluminio que recubre el dorso del espejo, los pomos de plástico, el lienzo para el lápiz labial, las lámparas de vidrio, el lindo vestido de tul de rayón que viste . . . en una palabra, cuanto la rodea procede de un producto químico derivado directa o indirectamente de la sal. Hasta los zapatos que calza requieren cortientes de cromo elaborados con cenizas de soda.

Cualquier industria en que usted piense usa también directa o indirectamente soda cáustica, cenizas de soda o cloro . . . productos todos elaborados por la DIAMOND y que tienen su origen en la sal.

La sal es además un elemento básico en muchas mejoras agrícolas. Innumerables insecticidas y herbicidas proceden del cloro y de otros productos que se derivan de la sal. La DIAMOND se ha conquistado el aprecio de agricultores e industriales con estos productos. El DDT DIAMOND, insecticida irremplazable en la protección de las cosechas, se usa también con gran éxito en ambos hemisferios contra el mosquito propagador del paludismo.

La expansión mundial de la agricultura y de la industria exige cada día más productos DIAMOND . . . y un servicio más amplio que alcance a todas partes del globo.

DIAMOND ALKALI INTER-AMERICAN CORPORATION

122 East 42nd Street, New York 17, N.Y., E.U.A.

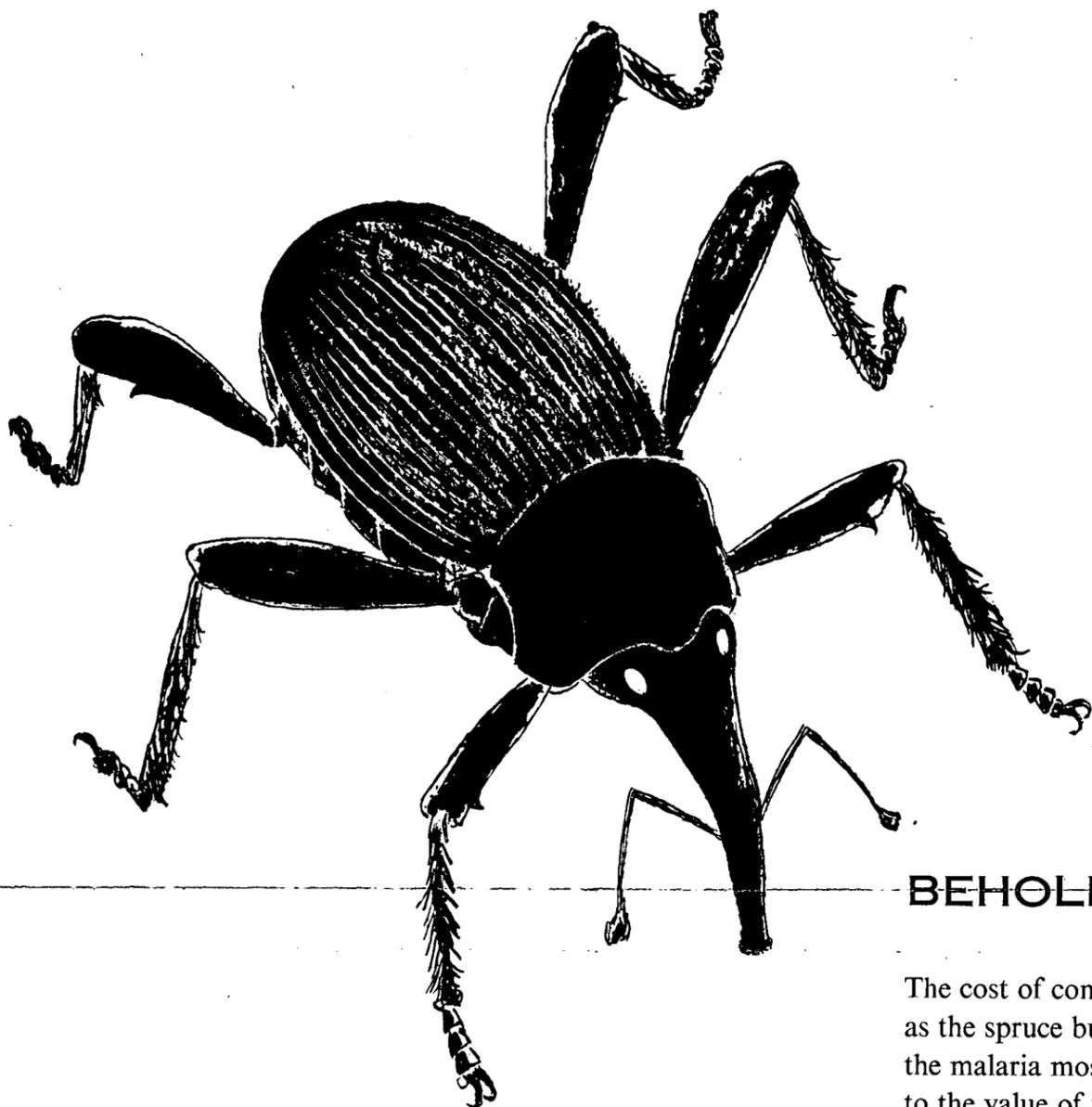


Dirección cablegráfica: DIAMALKALI

Especialidades a base de álcalis • Solventes • Compuestos de Cromo • Productos Químicos para Tenerías • Productos Químicos para las Industrias de Lavandería y Lechería • Productos para el Lavado de Botellas • Insecticidas • Herbicidas

*This advertisement prepared by FULLER & SMITH & ROSS INC. to appear in:
SELECCIONES DEL READER'S DIGEST—May, 1953*

A-306



BEHOLD YOUR ENEMY!

The cost of controlling such pests as the spruce budworm, the cotton weevil, the malaria mosquito is infinitesimal compared to the value of the damage prevented.

The world is already buying tons and tons of organic chemical insecticides from Diamond Alkali, but the potential—the amount that the world can well afford to buy—defies imagination!

DIAMOND ALKALI COMPANY
CLEVELAND · OHIO

Chemicals you live by



This advertisement appears in Wall Street Journal and New York Journal of Commerce, December 12, 1952

OCCNJ0160570



THE FINGER'S ON TWO OF THESE BOYS

Not on Death—he's a little tough to handle.

Nor on War—for men's minds are the matter here.

But Famine and Pestilence may well be knocked off
their high horses in the next few decades.

Organic chemicals by DIAMOND have already wiped out
huge areas of disease-spreading pests and
in other areas have rescued millions of tons of crops
from weeds, fungi and insects.

The whole world is discovering it is cheaper to increase
production chemically than to die by disease and starvation.

DIAMOND ALKALI COMPANY
CLEVELAND • OHIO

Chemicals you live by



This advertisement appears in Wall Street Journal, February 10, and New York Journal of Commerce, February 18, 1953

OCCNJ0160571

THE DIFFERENCE

BETWEEN THIS...



AND THIS...



IS TONS AND TONS

AND TONS OF SODA ASH

For lack of softwood, a large part of the paper industry is switching to hardwood. The switch adds a processing step requiring a great deal of soda ash. The demand for all the additional chemicals formerly needed—chlorine, caustic, silicates and salt cake—continues, however, in new developments: chlorine, for instance, in plastics; silicates for high-octane gasoline.

This has been typical of the chemical industry. It extends itself in old fields through process changes, while at the same time burgeoning into entirely new markets. This is its future—to grow and grow and grow.

DIAMOND ALKALI COMPANY

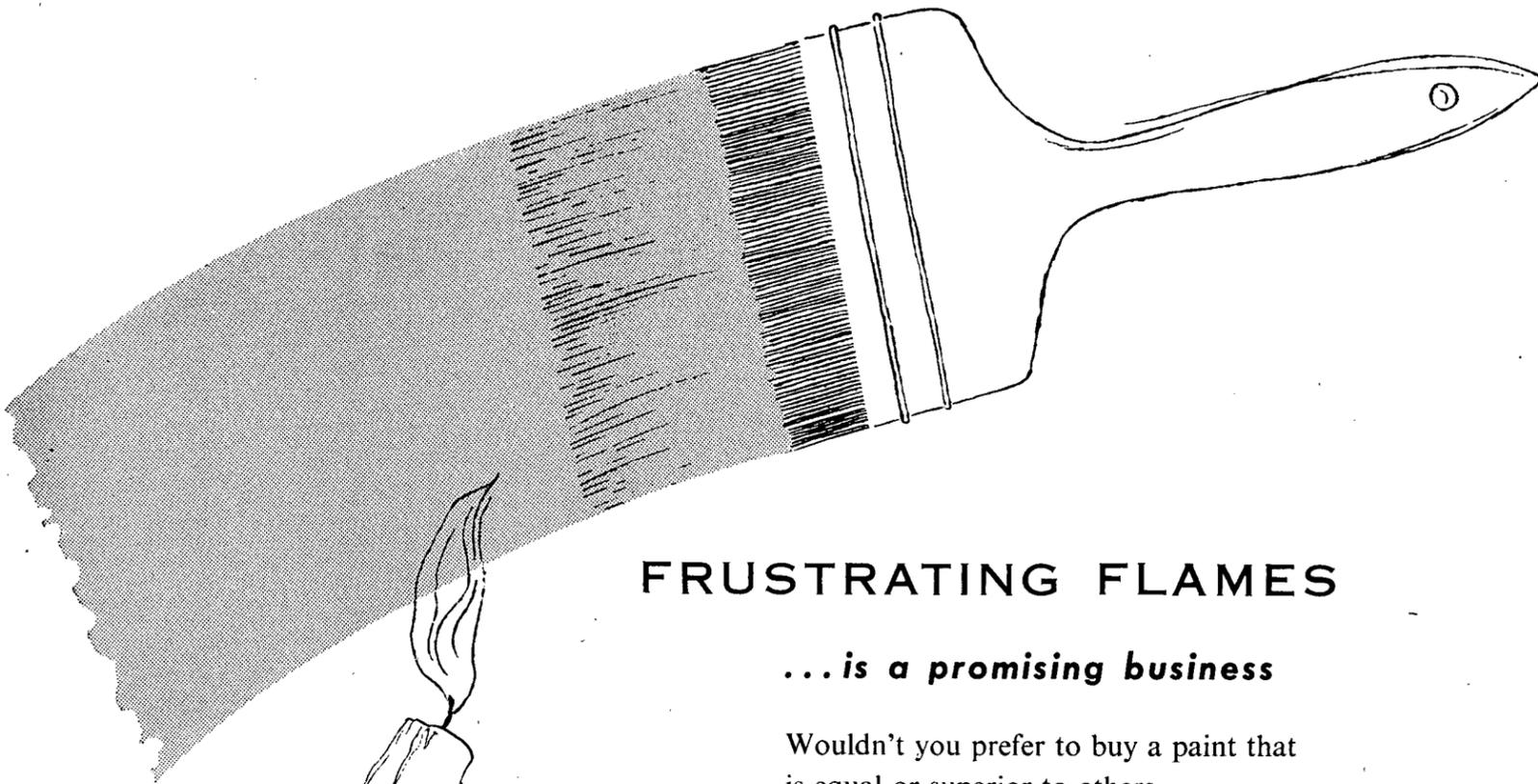
CLEVELAND · OHIO

Chemicals you live by



This advertisement appears in Wall Street Journal, March 10, and New York Journal of Commerce, March 25, 1953

OCCNJ0160572



FRUSTRATING FLAMES

... is a promising business

Wouldn't you prefer to buy a paint that is equal or superior to others, is properly priced and *also* is fire retarding?

Well, there's the sales future for Diamond's Chlorowax® 70, an ingredient which improves paint and renders it fire retarding.

Until we opened our new facilities, the government took almost all our Chlorowax.

It works. It saves lives. And property.

Insurance companies should like it.

It's a shot in the sales arm for any paint company looking for a pickup.

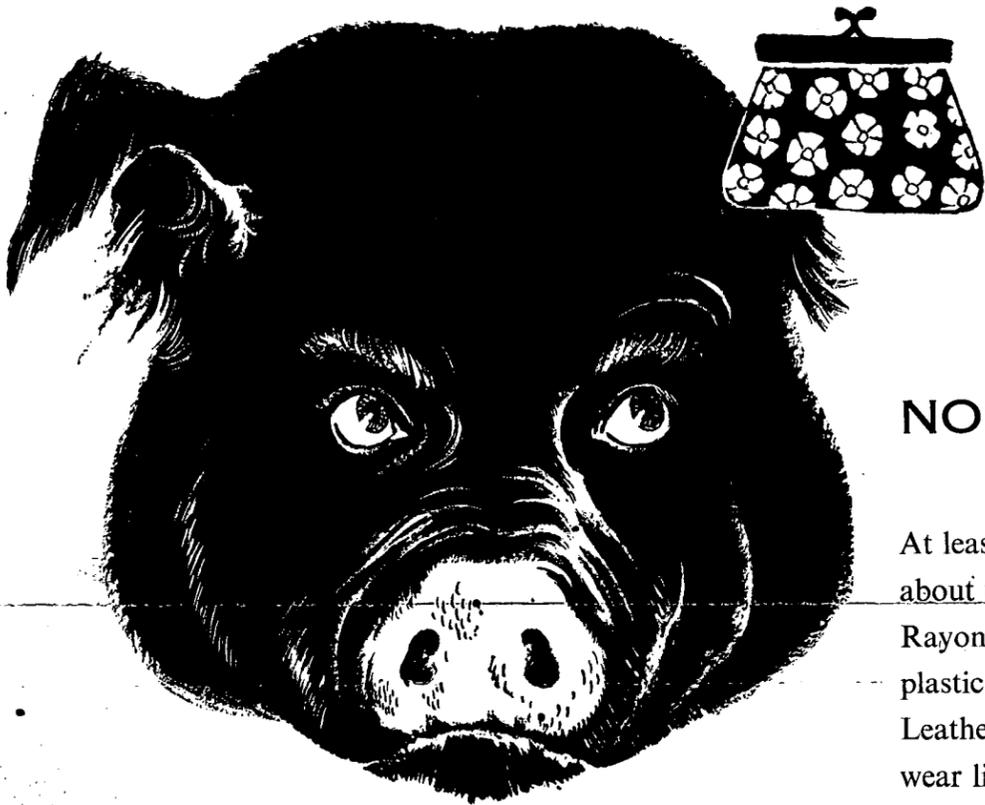
Chlorowax 70 is one of Diamond's many "specialties"—profitable compounds with versatile and bright futures.



DIAMOND ALKALI COMPANY
CLEVELAND • OHIO

Chemicals you live by





NO ONE CAN BE SURE . . .

At least in broad aspects, no one can be sure about the potential of a sow's ear.

Rayon purses are made from wood and chemicals; plastic purses from salt and coal.

Leather is chemically tanned to feel like satin, wear like iron.

Chemicals—the kind made by DIAMOND ALKALI—go to some extent into every phase of daily living. And every day, research is putting a greater proportion of these chemicals into everyone's requirements for living.

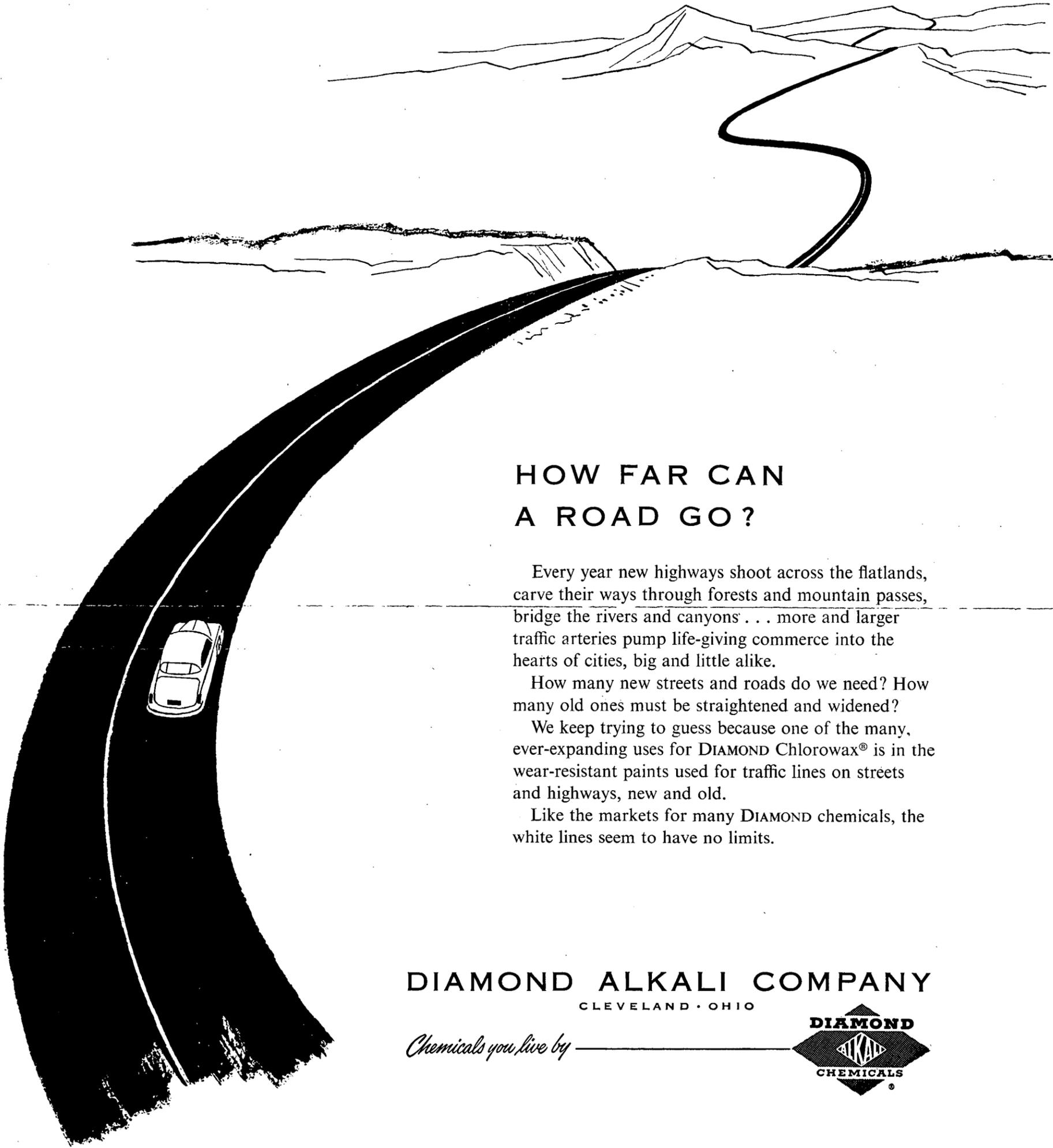
DIAMOND ALKALI COMPANY
CLEVELAND · OHIO

Chemicals you live by



This advertisement appears in Wall Street Journal and New York Journal of Commerce, November 12, 1952

OCCNJ0160574



HOW FAR CAN A ROAD GO?

Every year new highways shoot across the flatlands, carve their ways through forests and mountain passes, bridge the rivers and canyons . . . more and larger traffic arteries pump life-giving commerce into the hearts of cities, big and little alike.

How many new streets and roads do we need? How many old ones must be straightened and widened?

We keep trying to guess because one of the many, ever-expanding uses for DIAMOND Chlorowax® is in the wear-resistant paints used for traffic lines on streets and highways, new and old.

Like the markets for many DIAMOND chemicals, the white lines seem to have no limits.

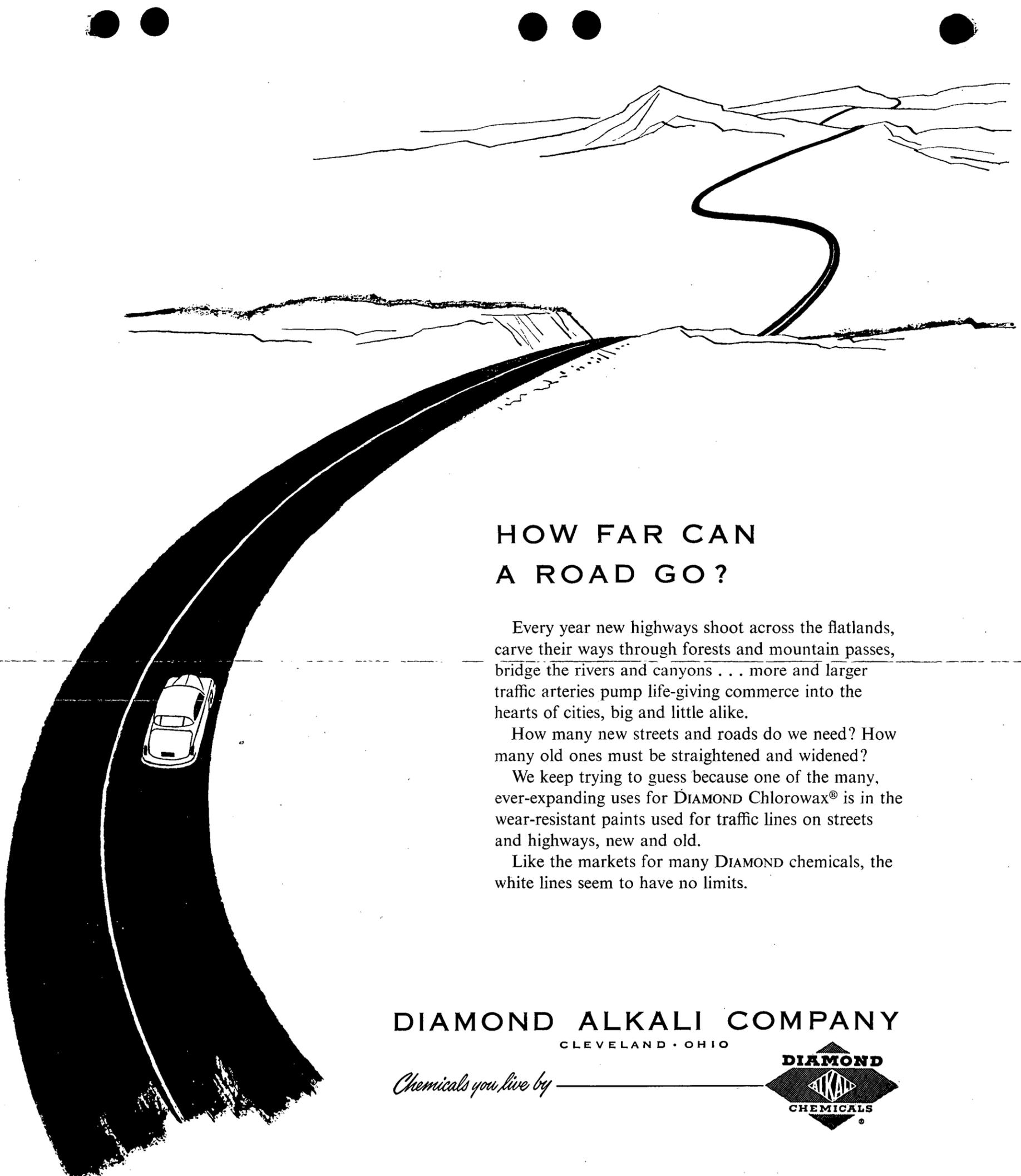
DIAMOND ALKALI COMPANY
CLEVELAND • OHIO

Chemicals you live by



This advertisement appears in Wall Street Journal, May 19 and New York Journal of Commerce, May 20, 1953

OCCNJ0160575



HOW FAR CAN A ROAD GO ?

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How many new streets and roads do we need? How many old ones must be straightened and widened?

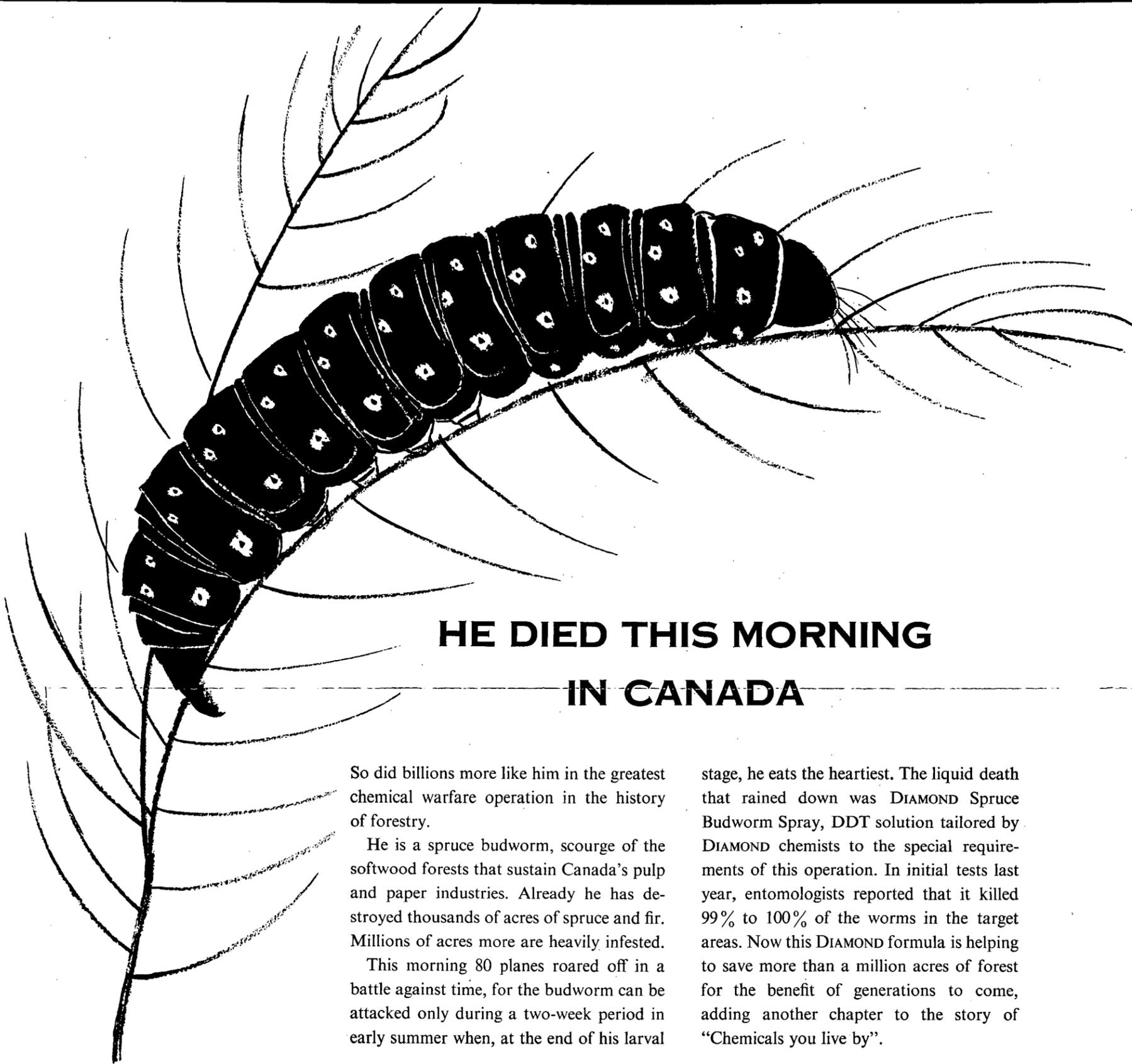
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Like the markets for many DIAMOND chemicals, the white lines seem to have no limits.

DIAMOND ALKALI COMPANY
CLEVELAND • OHIO

Chemicals you live by





HE DIED THIS MORNING IN CANADA

So did billions more like him in the greatest chemical warfare operation in the history of forestry.

He is a spruce budworm, scourge of the softwood forests that sustain Canada's pulp and paper industries. Already he has destroyed thousands of acres of spruce and fir. Millions of acres more are heavily infested.

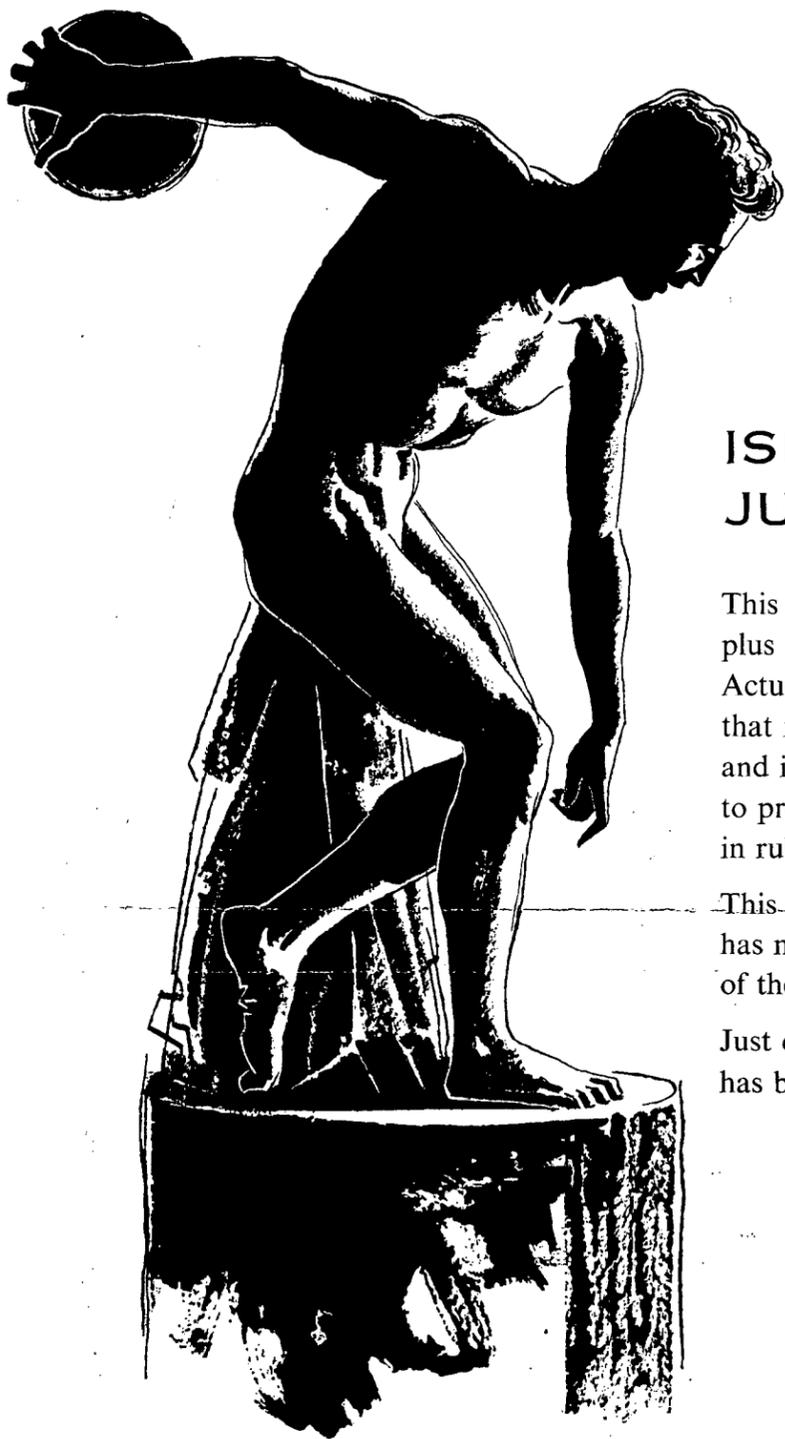
This morning 80 planes roared off in a battle against time, for the budworm can be attacked only during a two-week period in early summer when, at the end of his larval

stage, he eats the heartiest. The liquid death that rained down was DIAMOND Spruce Budworm Spray, DDT solution tailored by DIAMOND chemists to the special requirements of this operation. In initial tests last year, entomologists reported that it killed 99% to 100% of the worms in the target areas. Now this DIAMOND formula is helping to save more than a million acres of forest for the benefit of generations to come, adding another chapter to the story of "Chemicals you live by".

DIAMOND ALKALI COMPANY
CLEVELAND • OHIO

Chemicals you live by





ISN'T IT JUST LIMESTONE?

This statue is merely impure limestone,
plus creative thinking.

Actually, we precipitate calcium carbonate
that is far better quality than nature's product,
and is capable of being further processed
to produce special characteristics
in rubber, paints, plastics and inks.

This aggressive thinking by Diamond's research men
has made Diamond an indispensable part
of the rubber, paint, plastics and ink industries.

Just one example of why the chemical industry
has become basic to all industries.

DIAMOND ALKALI COMPANY
CLEVELAND • OHIO

Chemicals you live by



This advertisement appears in Wall Street Journal, January 15 and New York Journal of Commerce, January 21, 1953

OCCNJ0160578



what chance
has this boy
today?

Do you believe, really, deep in your heart, that golden opportunities for self-made men still exist in this country? Is it possible that this bootblack might someday be scanning the stock market? Or did the frontiers of success close with the graves of our grandfathers?

Consider this:

In 1900 a new frontier opened when our nation produced aluminum. Some thought aluminum could grow only at steel's expense. In the next half century, aluminum did grow, to eight hundred thousand tons. But steel went on regardless, in the same period—from eleven million to 105 million tons. And in the making of every additional ton of both steel and aluminum, additional tons of soda ash and caustic soda were consumed.

Consider too:

One of today's insatiable, new markets for chemicals is plastics. With modesty—or maybe with reasonable pride—we say still more careers will open soon, more in the chemical industry than in any other. In DIAMOND's laboratories, the future is being charted along horizons yet only dreamed of, but just as promising as aluminum and plastics.



DIAMOND ALKALI COMPANY
CLEVELAND 14, OHIO

Chemicals you live by

SODA ASH • CAUSTIC SODA • CHLORINE & DERIVATIVES • SILICATES • BICARBONATE OF SODA • CALCIUM COMPOUNDS • CHROME COMPOUNDS • ALKALI SPECIALTIES • ORGANICS



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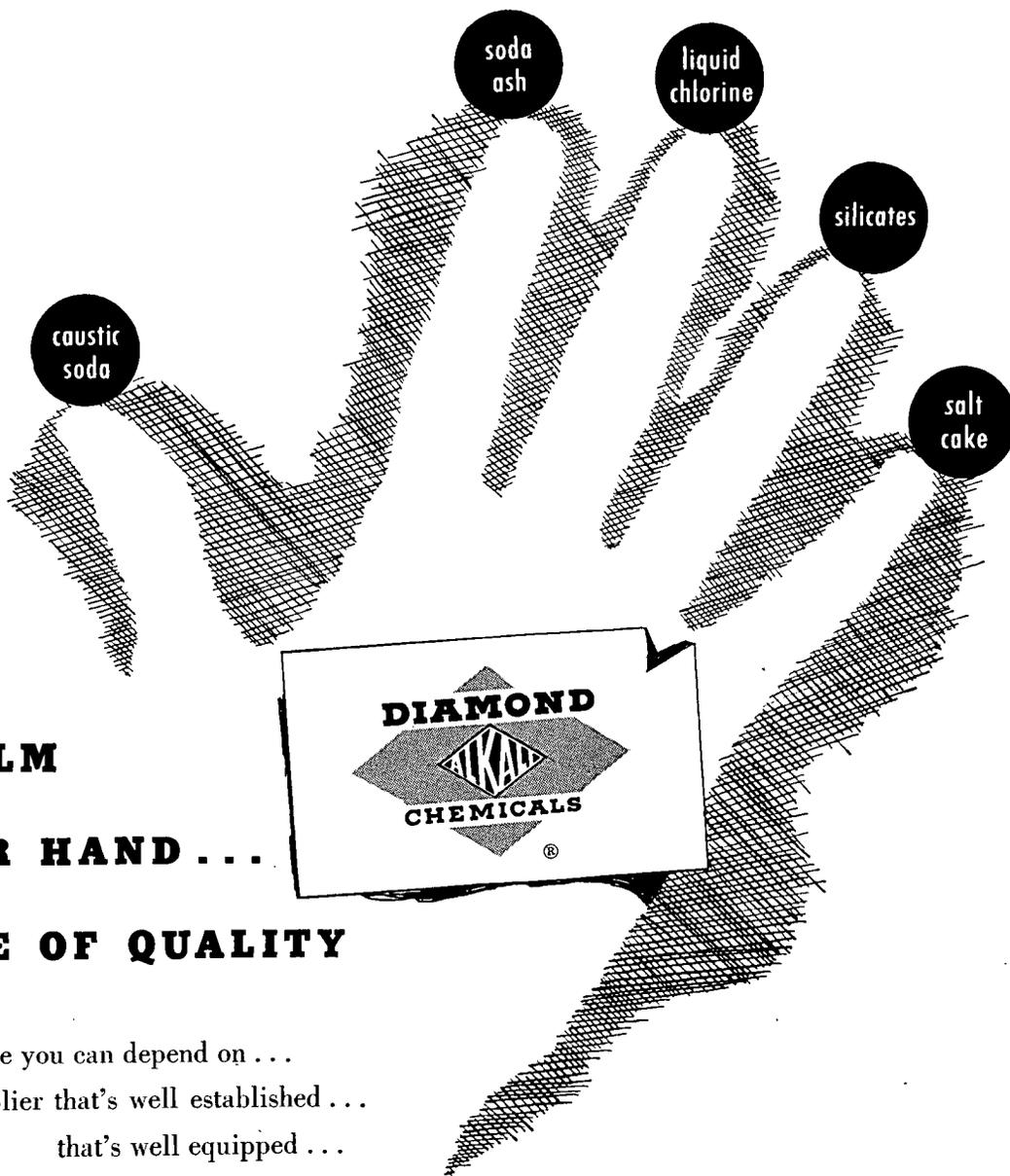
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DIAMOND ALKALI COMPANY
CLEVELAND 14, OHIO

Chemicals you live by SODA ASH • CAUSTIC SODA • CHLORINE & DERIVATIVES • SILICATES
BICARBONATE OF SODA • CALCIUM COMPOUNDS • CHROME COMPOUNDS • ALKALI SPECIALTIES • ORGANICS

AT YOUR FINGER TIPS . . .



**IN THE PALM
OF YOUR HAND . . .
ASSURANCE OF QUALITY**

A name you can depend on . . .
a supplier that's well established . . .
that's well equipped . . .
that has ample delivery
points throughout the nation . . .
that maintains an outstanding
Technical Research Laboratory
available to help you.

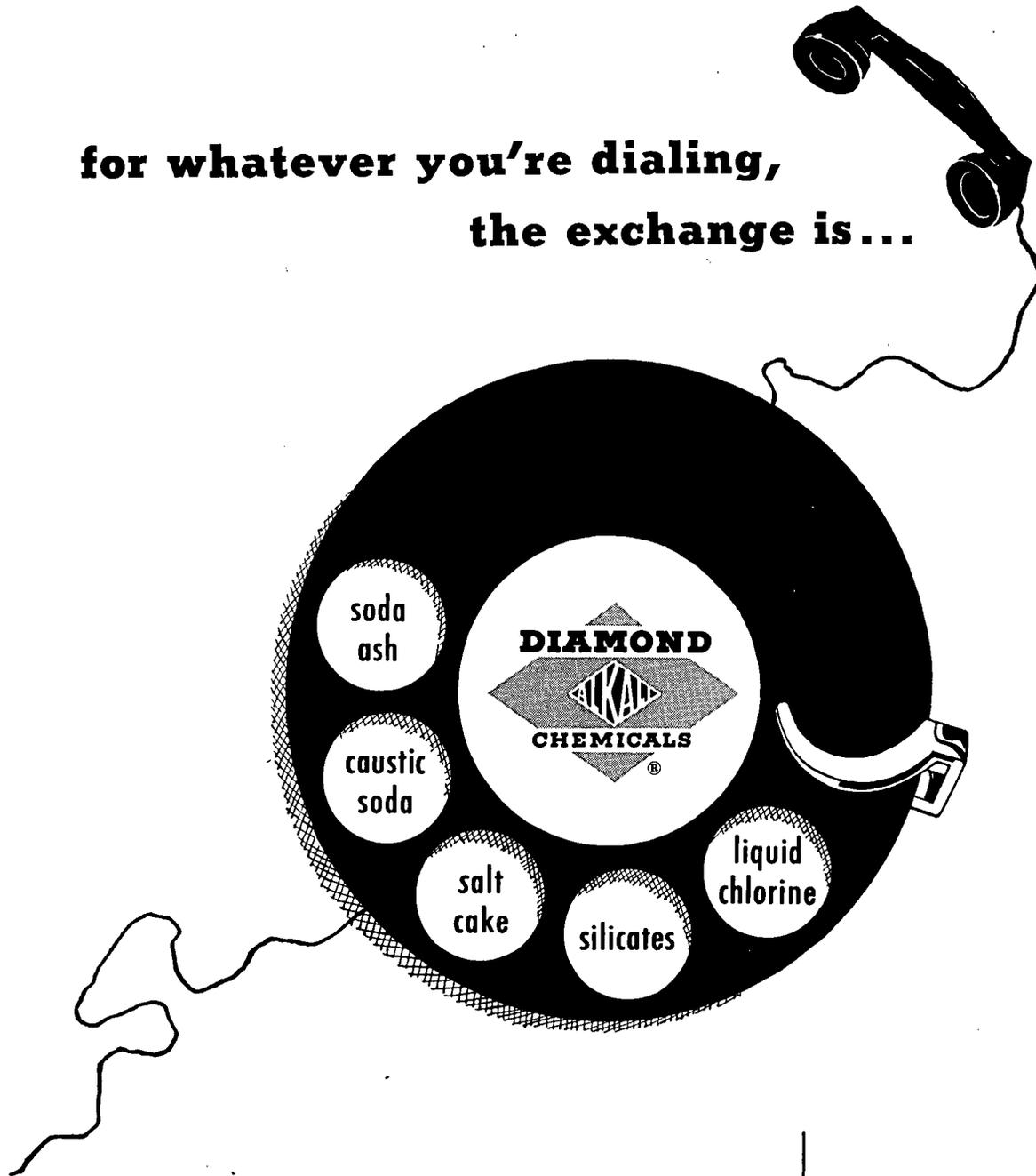
*Diamond Chemicals
for the
Paper Industry*

DIAMOND ALKALI COMPANY • Cleveland, Ohio

This advertisement appears in Paper Mill News, March 14 and Paper Trade Journal, March 20, 1953

OCCNJ0160581

**for whatever you're dialing,
the exchange is...**



QUALITY backed by the reputation of DIAMOND Alkali, an old-timer in the business with the best of manufacturing facilities to provide purity and uniformity.

SERVICE backed by the extensive Technical Center of DIAMOND Alkali where our customers can avail themselves of our complete knowledge of the chemicals they use and of our most advanced equipment for testing and analyzing.

*Diamond Chemicals
for the
Paper Industry*

DIAMOND ALKALI COMPANY • Cleveland, Ohio

This advertisement appears in Paper Trade Journal, February 13 and Paper Mill News, February 21, 1953

OCCNJ0160582



IT'S JUST A HUNK OF LIMESTONE!

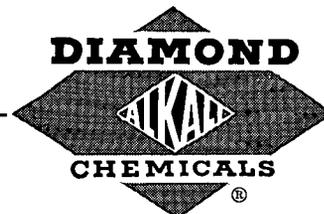
Scientifically, the Discus Thrower is just impure limestone—a piece of calcium carbonate—plus creative thinking. The thinking gave it value. Actually far better quality calcium carbonate is precipitated by DIAMOND. It's smoother, finer, more uniform than the finest ground limestone can ever be.

This synthetic form of calcium carbonate, plus creative thinking by our customers, makes much better rubber, inks, paints and plastics than can be made with natural carbonate. DIAMOND's Technical Center will help you with specific problems. Write for detailed information, submit questions or ask for literature on the use of DIAMOND's CaCO_3 .

DIAMOND ALKALI COMPANY

CLEVELAND 14, OHIO

Chemicals you live by

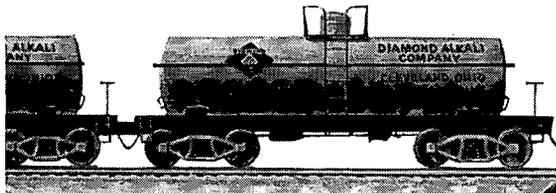


This advertisement appears in Chemical Week, February 21, 1953

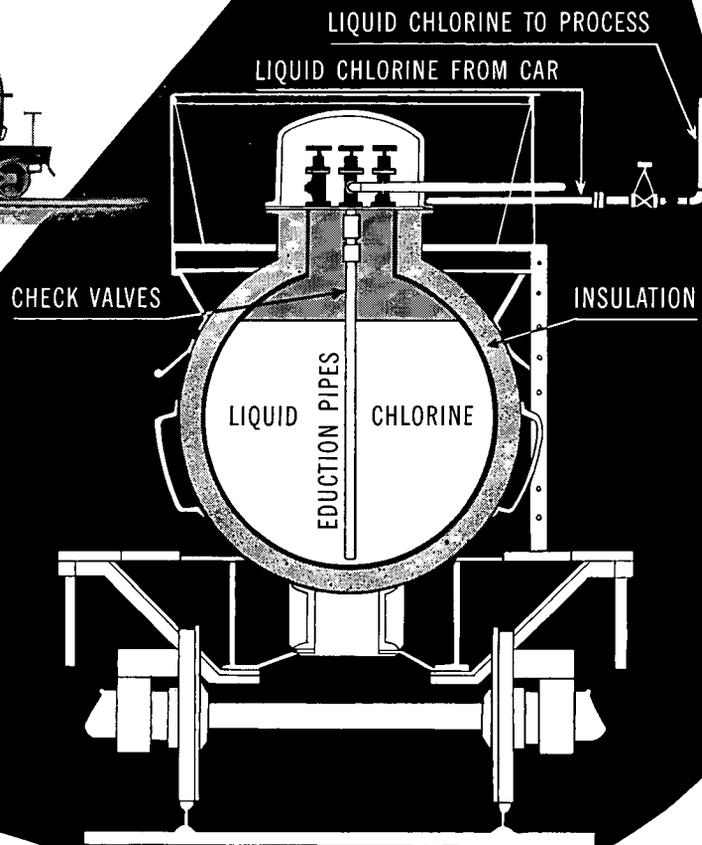
OCCNJ0160583

Chemicals you live by

if you use **CHLORINE...**



look at it
this way...



This drawing, taken from our Chlorine Handbook, illustrates more than a cross section of one of our single unit tank cars. It also is an example of our special knowledge of and interest in the safe handling and shipping of Chlorine.

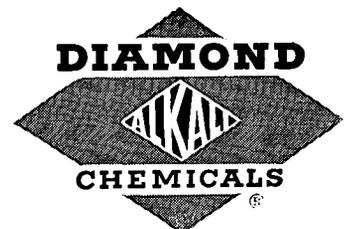
As one of America's largest producers, we have accumulated a wealth of information and experience. Our experts are at your service to make this experience available to everyone in your plant who handles Chlorine. Whatever your handling problems, there is a **DIAMOND** man ready to come to your plant to work with you. Just call your nearby **DIAMOND** Sales Office, or write:

Chemicals for the Paper Industry

LIQUID CHLORINE
SODA ASH CAUSTIC SODA
SILICATES SALT CAKE

DIAMOND ALKALI COMPANY
CLEVELAND 14, OHIO

Sales Offices in NEW YORK, PHILADELPHIA, PITTSBURGH, CLEVELAND,
CINCINNATI, CHICAGO, ST. LOUIS, MEMPHIS AND HOUSTON.

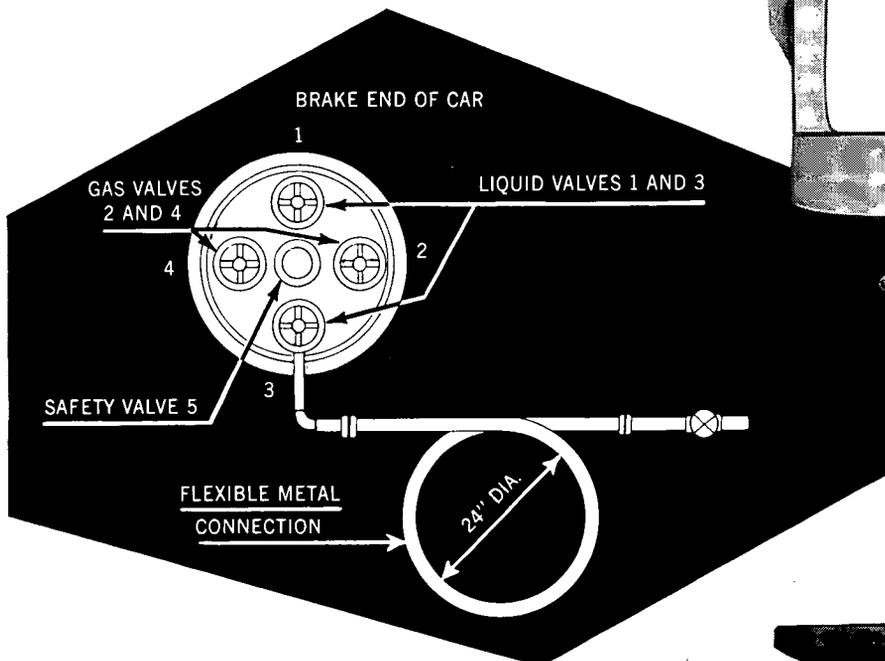


This advertisement No. 7061 appears in Paper Trade Journal, May 15 and Paper Mill News, May 23, 1953

OCCNJ0160584

Chemicals you live by

if you use **CHLORINE**



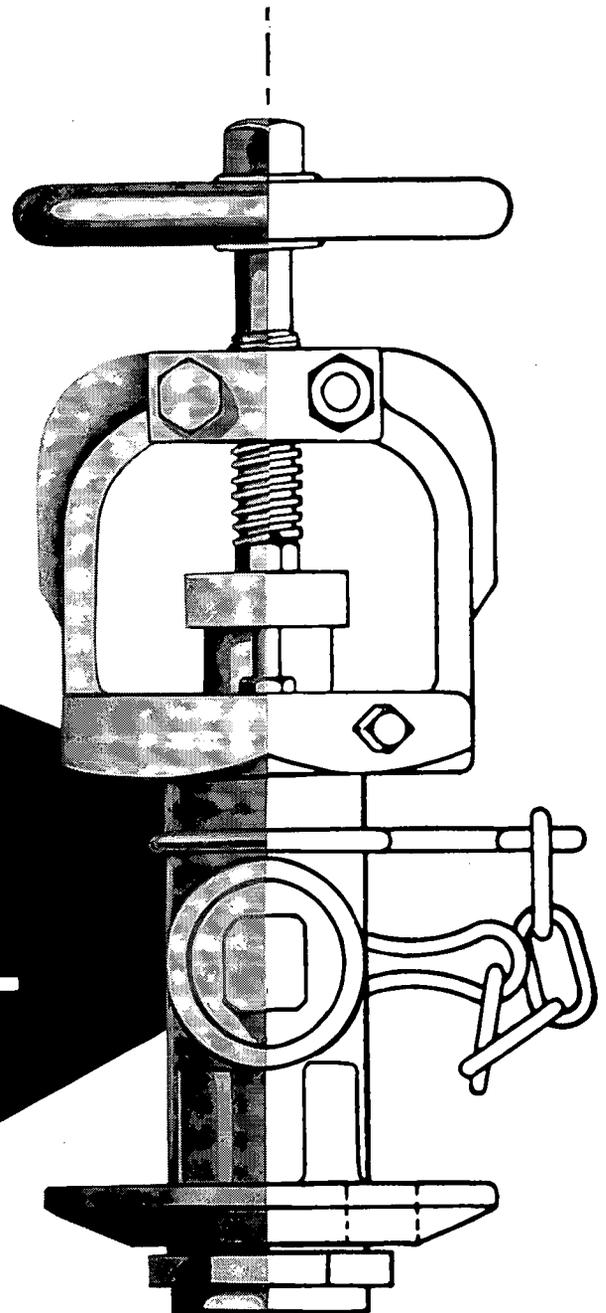
use it safely

Chlorine is plentiful, useful and inexpensive. *But it must be handled properly* for maximum benefit and safety. That is why we have made a specialty of studying and assembling all the facts, all rules and regulations, on shipping and handling Chlorine. The drawing above is from our Handbook prepared by our experts for the guidance of all people who work with Chlorine.

Our storehouse of experience is available to any company that uses Chlorine. Whatever your handling problems may be, a DIAMOND expert is ready to come to your plant to advise and work with your people. For this free service, just call your nearby DIAMOND Sales Office or write:

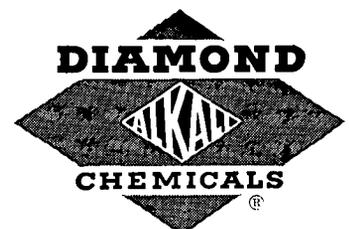
DIAMOND ALKALI COMPANY
CLEVELAND 14, OHIO

Sales Offices in NEW YORK, PHILADELPHIA, PITTSBURGH, CLEVELAND,
CINCINNATI, CHICAGO, ST. LOUIS, MEMPHIS AND HOUSTON.



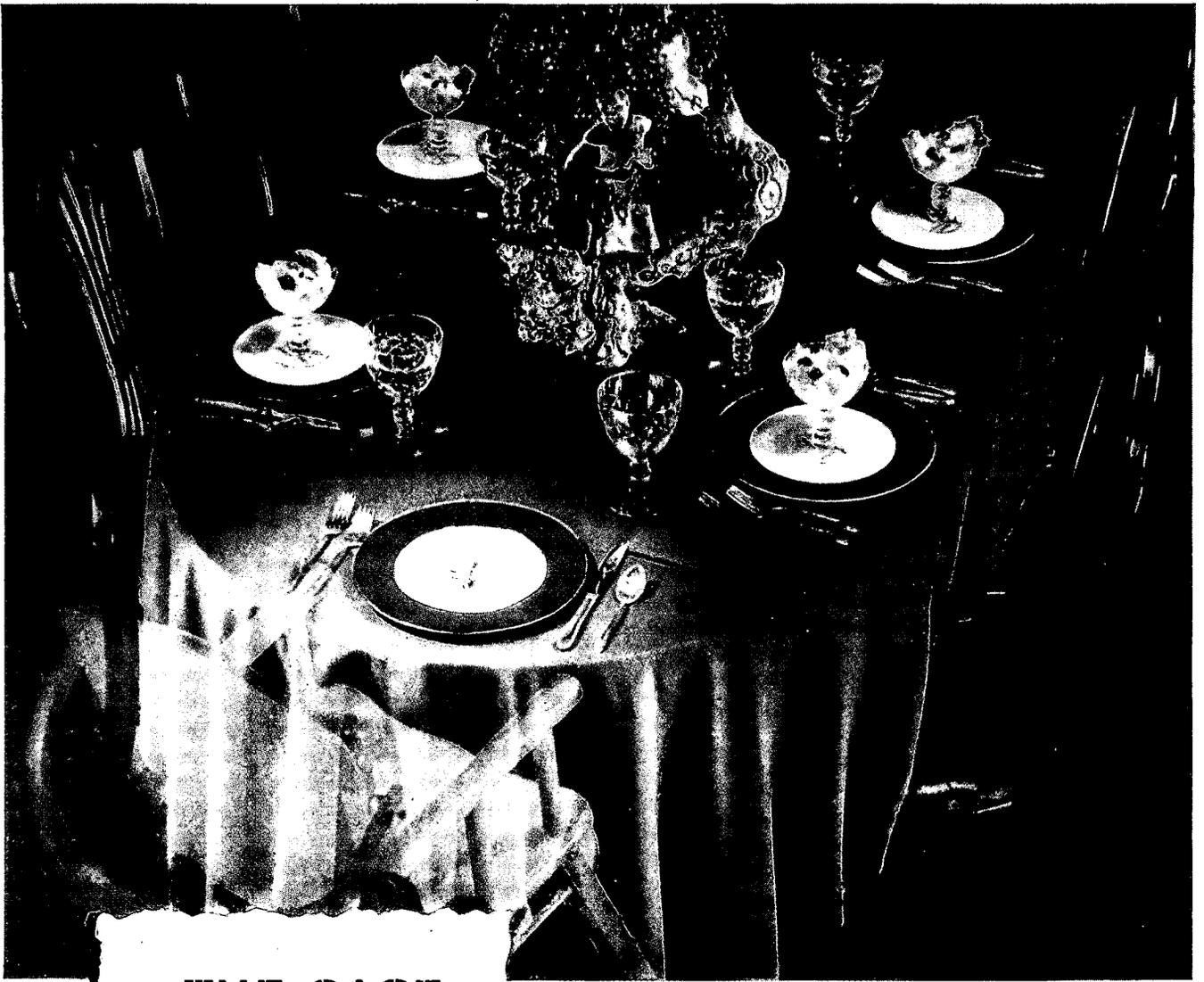
Chemicals for the Paper Industry

LIQUID CHLORINE
SODA ASH CAUSTIC SODA
SILICATES SALT CAKE



1953

AG. CHEM.



**THE CASE
OF THE
FIFTH
PLATE**



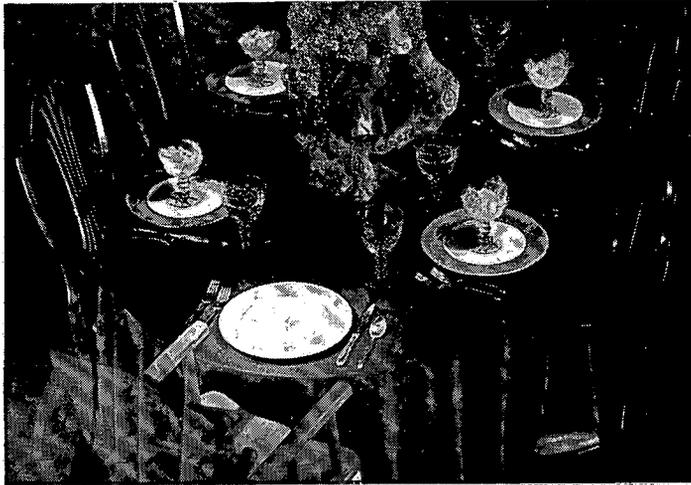
Chemicals you live by . . . SODA ASH • SILICATES • CHLORINE & DERIVATIVES • CHROME COMPOUNDS
BICARBONATE OF SODA • CALCIUM COMPOUNDS • CAUSTIC SODA • ALKALI SPECIALTIES • ORGANICS

It's the mystery of how to feed thirty-eight million American babies yet unborn. The situation is of such concern to the U. S. Department of Agriculture that it has published an excellent booklet showing that for every four plates on the table now, there will be a fifth to fill in 1975. The extra food must come from increased production per acre. Our harvest of food and agricultural fibers can be increased about 42 per cent by eliminating pests and weeds where the yearly loss now from insects, disease and weeds is estimated at 13 *billion* dollars!

Chemicals are already saving much of the crop, but in the next twenty-five years, organic chemicals will necessarily become enormously more important to agriculture. Lindane, BHC and DDT insecticides, 2,4-D and 2,4,5-T weed and brush killers are all made by DIAMOND's Organic Chemicals Division.

DIAMOND ALKALI COMPANY

CLEVELAND 14, OHIO



El Caso del Quinto Comensal

Lo constituye el misterio de cómo alimentar a los 38 millones de bebés norteamericanos que no han nacido aún. El problema requiere la particular atención del Gobierno porque en el año 1975 habrá un quinto plato que llenar por cada cuatro platos que hay hoy sobre la mesa. Esta cantidad de alimento sólo puede lograrse aumentando la producción por hectárea. Todas las cosechas de los Estados Unidos (trigo, algodón, alfalfa, etc.) pueden aumentarse hasta un 42% eliminando los insectos y hierbas nocivos en aquellos lugares en que causan un daño anual valorado hoy en unos trece mil millones de dólares.

¿Qué porción de las cosechas de su país puede destinarse a alimentar al quinto comensal?

Los productos químicos están contribuyendo eficazmente en la producción de mayores y mejores cosechas por hectárea. Pero en los próximos veinticinco años, los productos químicos orgánicos adquirirán una enorme importancia en la agricultura. Lindano, BHC y los insecticidas DDT . . . 2,4-D y 2,4,5-T, herbicidas y desmalecedores, son productos de la División de Química Orgánica de la Diamond Alkali Company. Estos productos pueden ayudar a aumentar la producción agrícola en todas partes del mundo. Solicite información.

DIAMOND ALKALI INTER-AMERICAN CORPORATION

122 42nd Street East, New York 17, N.Y., E.U.A.

Dirección cablegráfica: DIAMALKALI

Productos a base de álcali • Solventes • Compuestos de Cromo •
 Productos Químicos de Tenería • Productos Químicos para Lavanderías y Lecherías • Productos Químicos para el Lavado de Botellas •
 Insecticidas • Herbicidas



*This advertisement prepared by FULLER & SMITH & ROSS INC. to appear in:
 SELECCIONES DEL READER'S DIGEST—July, 1953*

A-712



Brush-free rangeland with

DIAMOND

2,4,5-T

BRUSH KILLERS

DIAMOND 2,4,5-T is a specific for destroying pestiferous plants such as mesquite and sagebrush. This effective product of modern chemistry kills brush like nothing else can.

Wherever woody growths have become a problem, DIAMOND 2,4,5-T has proved itself as the ideal herbicide. By killing brush *effectively*, it profitably reclaims brush-filled rangeland for use as valuable cattle grazing land . . . it keeps railroad and public utilities right-of-ways clear and accessible.

DIAMOND manufactures regular and low volatile esters of 2,4,5-T in many technical forms for processors. Write for new catalog describing properties and applications.

Diamond Agricultural Chemicals

	WEED & BRUSH KILLERS	LINDANE	99% Gamma Isomer of BHC
2,4-D	Isopropyl Esters Butyl Esters	BHC	14% Technical
and	Butoxy Ethoxy Propanol Esters (low volatile type)	BHC	36% Technical
2,4,5-T		K-101	Acaricide
DDT	100% Technical	HEXACHLORO- BENZENE	Seed Disinfectant

DIAMOND ALKALI COMPANY

Organic Chemicals Division
80 Lister Avenue • Newark 5, New Jersey
Plants: Newark, N. J. and Houston, Texas



*This advertisement prepared by
FULLER & SMITH & ROSS INC.*

to appear in:

AGRICULTURAL CHEMICALS

OCCNJ0160590

For Herbicides....

DIAMOND'S facilities for manufacturing and distributing agricultural chemicals for weed and brush control assure formulators a dependable source of supply for these important materials.

2,4-D and
2,4,5-T

Weed Killers
and
Brush Killers

Isopropyl Ester.

Butyl Ester

Butoxy Ethoxy Propanol
Esters (low volatile type)

think
first
of

DIAMOND

DIAMOND
Organic Chemicals Division
80 LISTER AVE., NEWARK 5, NEW JERSEY

Plants: Newark, N. J., Houston, Texas

Chemicals you live by



For Insecticides....

DIAMOND ALKALI COMPANY, long associated with high-quality chemicals, is one of the world's largest manufacturers of basic insecticides and herbicides. The name DIAMOND, itself, is your automatic assurance of the best the market has to offer.

DDT 100% Technical

BHC 36% Technical

K-101 Acaricide

Hexachloro- Seed

benzene Disinfectant

*LINDANE 99% Gamma

Isomer of BHC

This practically odorless insecticide kills three ways — by vapor, contact and stomach action. Economical LINDANE goes to work as soon as applied — and continues to kill because of its good residual action. Remarkably effective for seed treatment at planting time, too.

think
first
of

DIAMOND

DIAMOND
Organic Chemicals Division
80 LISTER AVE., NEWARK 5, NEW JERSEY

Plants: Newark, N. J., Houston, Texas

Chemicals you live by



This advertisement prepared by
FULLER & ROSS INC.
to appear in:
ENTOMOLOGICAL 1953 edition
A-664

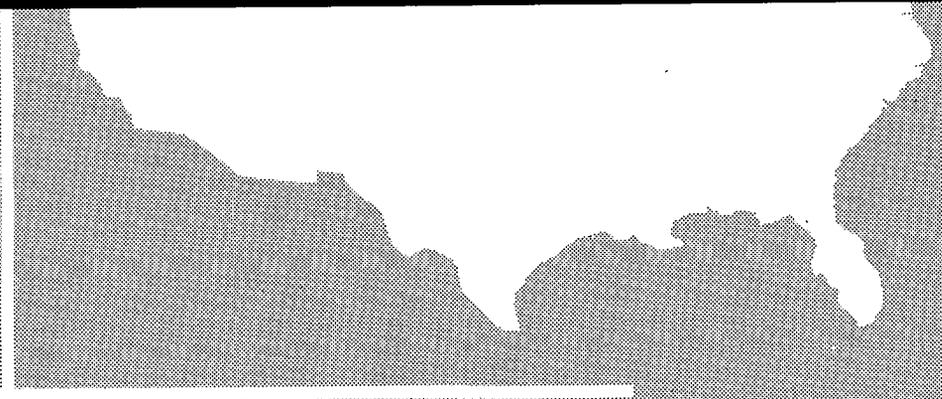
OCCNJ0160591

Kill Cotton-Killing Insects with

DIAMOND

BHC • DDT

DIAMOND'S Organic Chemicals Division—one of the world's largest manufacturers of basic insecticides—at your service when you need it and where you need it—right in the cotton-growing South. Rapid shipments to any point on a moment's notice of a serious infestation.



DIAMOND AGRICULTURAL CHEMICALS

DDT	100% Technical
LINDANE	99% Gamma Isomer of BHC
BHC	90% Technical
BHC	36% Technical
2,4-D and 2,4,5-T	Weed & Brush Killers Isopropyl Esters Butyl Esters Butoxy Ethoxy Propanol Esters (low volatile type)
K-101	Acaricide
HEXACHLORO- BENZENE	Seed Disinfectant

DIAMOND ALKALI COMPANY

Organic Chemicals Division

80 Lister Avenue

Newark 5, New Jersey

Plants: Houston, Texas and Newark, New Jersey



Chemicals you live by

*This advertisement prepared by
FULLER & SMITH & ROSS INC.*

OCCNJ0160592

START THE JOB WITH **DIAMOND LINDANE**

FINISH THE JOB WITH **SATISFACTION**

Yes, **DIAMOND LINDANE** had *plenty* to recommend itself as your Number One insecticide against a host of household insect pests. Consider these big advantages—and how they can help you.



DIAMOND ALKALI COMPANY

long associated with high quality chemicals, is one of the world's largest manufacturers of basic insecticides. The name **DIAMOND** itself is your automatic assurance of the best the market has to offer.

DIAMOND ALKALI COMPANY

Organic Chemicals Division

80 Lister Avenue, Newark 5, New Jersey

Plants: Newark, New Jersey; Houston, Texas

DIAMOND LINDANE

- ... practically odorless
- ... kills three ways—by vapor, contact and stomach action
- ... economical
- ... works quickly and continues to kill because of its good residual action
- ... easy on the hands
- ... safe . . . will not harm natural or synthetic fibres

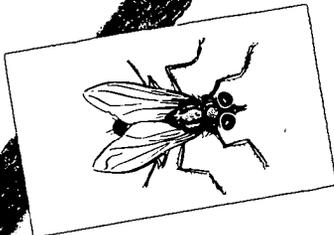


Chemicals you live by

*This advertisement prepared by
FULLER & SMITH & ROSS INC.
to appear in:
PEST CONTROL—March, 1953*

OCCNJ0160593

Household
Insect Pests



MULTI-PURPOSE

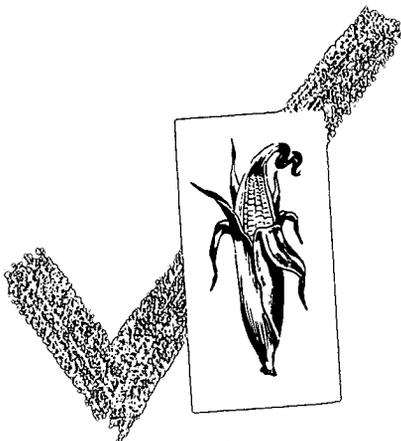
Diamond Lindane

(99% GAMMA ISOMER)



Livestock

DIAMOND LINDANE can be put to highly effective use in more ways than one. Pest Control Operators find it invaluable in their extermination work . . . cattlemen use this safe, economical insecticide to help keep their livestock healthy . . . farmers use DIAMOND LINDANE to pest-proof wheat, corn, barley, oat and other seeds at planting time.



Seed Treatment

DIAMOND LINDANE kills three ways—by contact, vapor and stomach action—and it continues to kill long after it is applied because of its good residual action. Available to formulators in commercial quantities.

DIAMOND ALKALI COMPANY

Organic Chemicals Division

80 Lister Avenue, Newark 5, New Jersey

Plants: Newark, N. J. and Houston, Texas

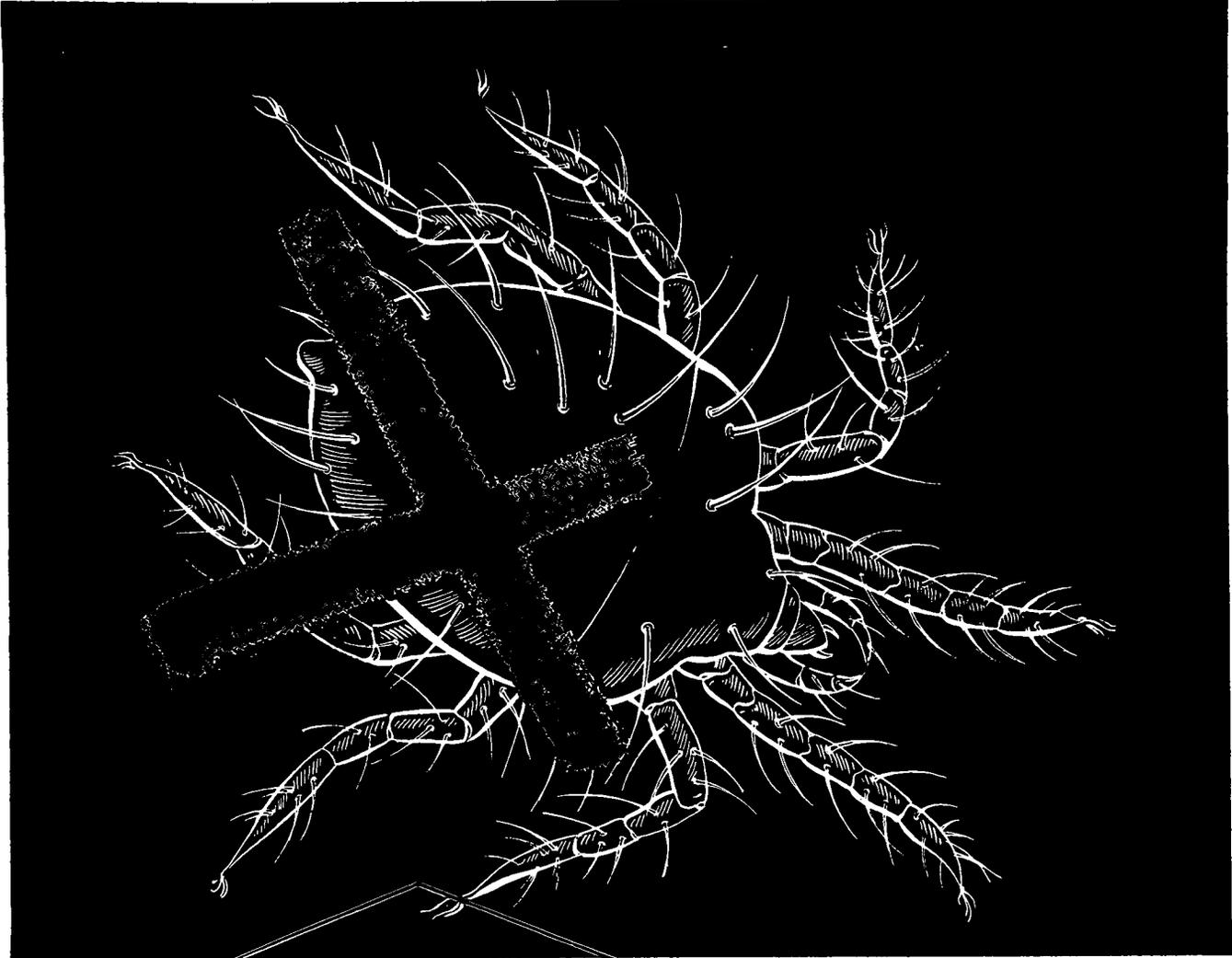


Chemicals you live by

*This advertisement prepared by
FULLER & SMITH & ROSS INC.*

to appear in:

OCCNJ0160594



DIAMOND K-101

KILLS THIS DESTROYER OF FRUITS

DIAMOND K-101 is the miticide which has proven so effective against mites which destroy citrus and grape crops . . . figs, plums and prunes . . . peaches and a wide variety of nuts. Its potent residual and ovacidal actions control these damage-causing pests at their source.

DIAMOND K-101 (p-chlorophenyl p-chlorobenzene sulfonate) is a mite specific and is effective against a long list of spider mites including: European Red, Citrus Red, Atlantic, Pacific, Willamette, Six - Spotted, Two - Spotted, Brown Almond and Clover mites.

For technical assistance, delivery and price data, contact DIAMOND—one of the world's largest manufacturers of insecticides and herbicides.

DIAMOND AGRICULTURAL CHEMICALS

- DDT
- BHC
- LINDANE
- MITICIDE K-101
- Seed Disinfectants
- Cotton Dusts
- 2,4-D Weed Killers
- 2,4,5-T Brush Killers
- 80-20 Grain Fumigant

and many other chemicals that help farmers, gardeners, cattlemen and orchardists.

DIAMOND ALKALI INTERNATIONAL, INC.
4404 Chanin Building, New York 17, N. Y., U. S. A.
Cable Address: DIAMALKALI



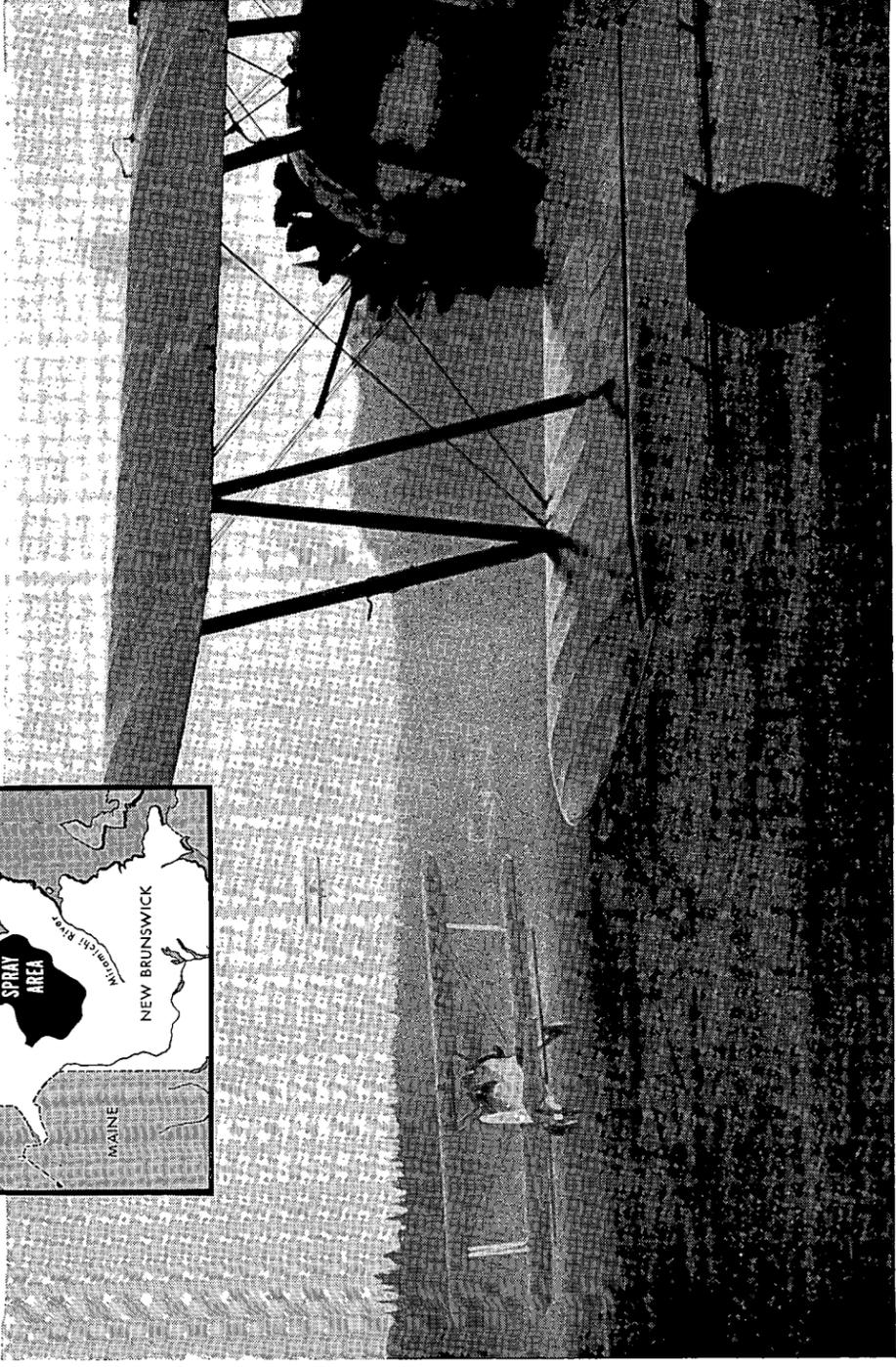
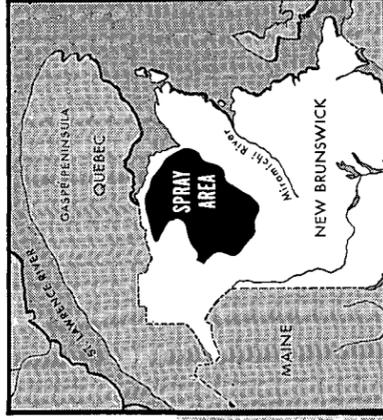
*This advertisement prepared by
FULLER & SMITH & ROSS INC.
to appear in:*

OCCNJ0160595

KILLERS

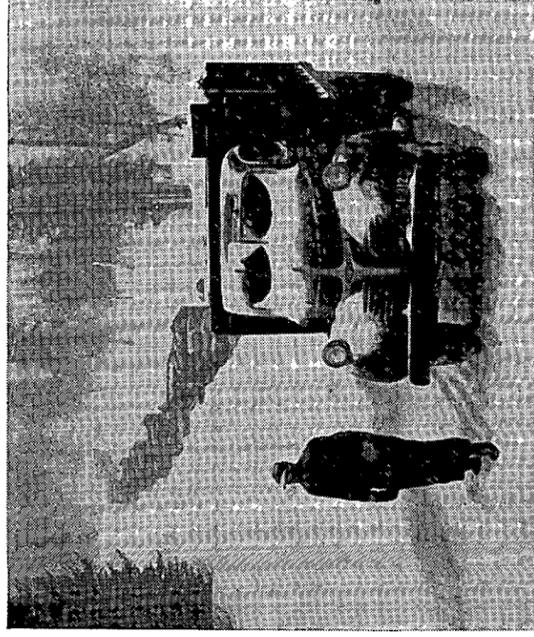
IN THE TALLTIMBER

Planes and DDT battle to save forests in greatest aerial spray attack in history

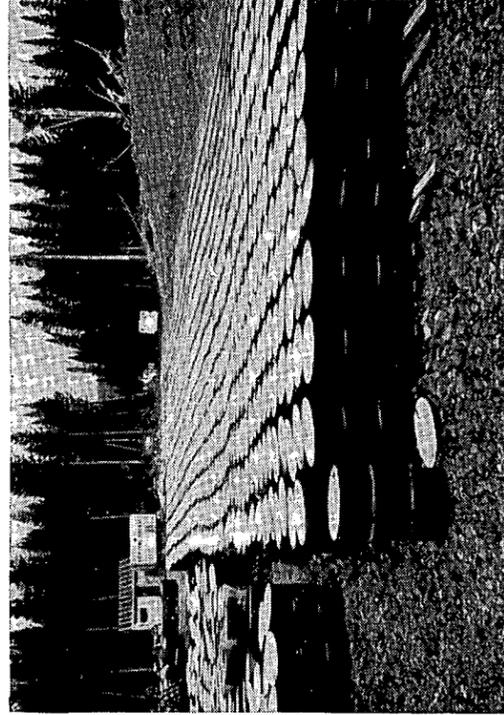


THEY'RE OFF. A million acres to cover in only two weeks' time. When weather conditions are right pilots fly without food or rest spraying infested forests with DIAMOND DDT. Area shown in map above.

PHOTO LOOK MAGAZINE



SUPPLIES must get to isolated airstrips before thaws turn forest roads to mud. DIAMOND Budworm Spray was specially developed to withstand sub-zero storage.



SPRING FINDS drums of DIAMOND spray waiting at the airstrips for greatest spraying project in forest history. DIAMOND plants worked night and day to produce it on time.

Each year since 1949 Canadian foresters have been reporting alarming increases in the spruce budworm, the most feared of forest pests. Already he has destroyed thousands of acres of spruce and fir. Millions of acres more are heavily infested.

No way to stop a budworm epidemic was known until the discovery of DDT. Now paper companies and the government of New Brunswick are organized to fight the pest through aerial spraying. Planning started months ahead. The budworm can be attacked only during a two-week period in June when, at the end of his larvae stage, he eats the heartiest.

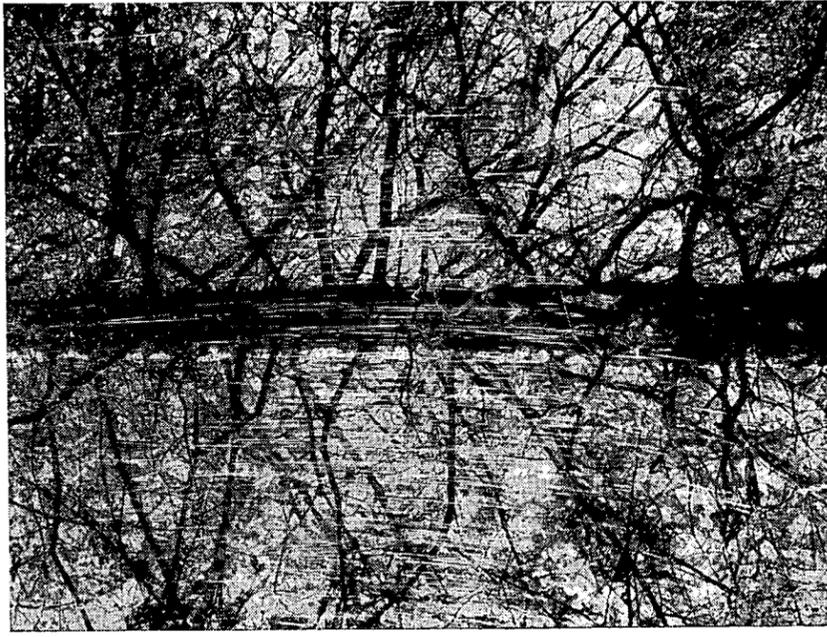
Before the first large-scale tests, it was found, almost at the last moment, that standard DDT solutions became useless when stored in the sub-zero cold. DIAMOND chemists were asked to develop a new, temperature-resistant formula . . . fast. They did, within days. DIAMOND's Newark plant produced and shipped 47 carloads in 47 days . . . enough spray to cover 200,000 acres.

When spring and the planes came to the airstrips, DIAMOND Budworm Spray was waiting. The entomologists later reported that it killed 99% to 100% of the worms in the target areas.

This spring an area five times as large . . . over a million acres . . . was sprayed with the same formula. Each dawn that the weatherman reported "no wind, no rain," 80 planes roared off on their missions to save the forests for the benefit of generations to come, writing another chapter in the story of "Chemicals you live by."



THE ENEMY. A spruce budworm, scourge of the northern forests. As many as a quarter of a million may be found on a single tree. Then the tree may die.



SILK STREAMERS left by budworm larvae dropping from branches. Before now, epidemics ended only when budworms destroyed the forest on which they fed. Now entomologists report that DDT kills 99.8% to 100% in sprayed areas.



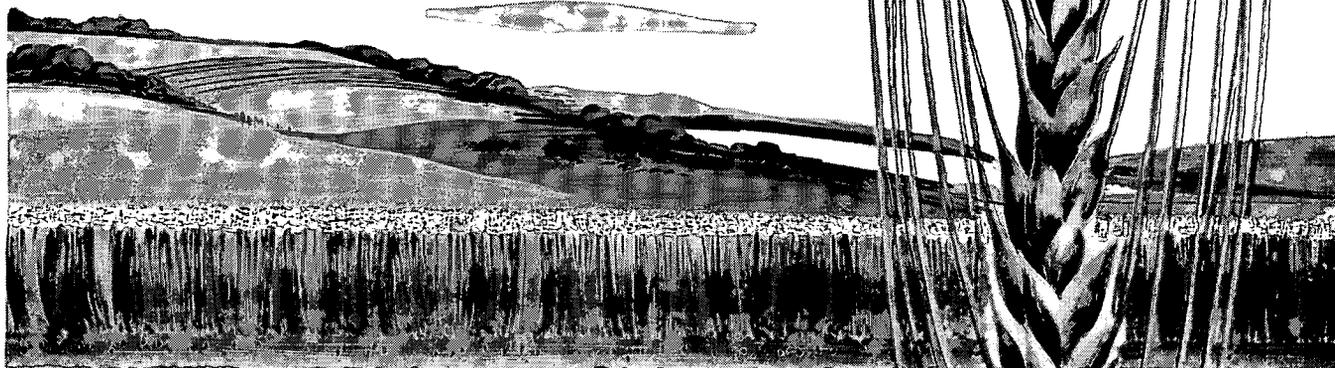
Chemicals you live by

DIAMOND ALKALI COMPANY

CLEVELAND 14, OHIO

This advertisement No. 7448 appears in Time, July 6 and Newsweek, July 13, 1953

Weed-free wheat with **DIAMOND** **2,4-D** **WEED KILLERS**



DIAMOND 2,4-D kills weeds right down to their root systems—and has little or no effect on most beneficial grasses. When used on weeds that choke off wheat and other cereal crops, bigger and better yields result.

Easy to apply, DIAMOND 2,4-D mixes readily in hard or soft water.

DIAMOND offers formulators a complete line—Amine Salts, Butyl and Isopropyl Esters of 2,4-D—as well as low volatile esters in many technical forms. Write for new catalog describing properties and applications.

For best results, think first of DIAMOND—one of the world's largest manufacturers of herbicides and insecticides.

Diamond Agricultural Chemicals

	WEED & BRUSH KILLERS	LINDANE	99% Gamma Isomer of BHC
2,4-D	Isopropyl Esters	BHC	14% Technical
and	Butyl Esters	BHC	36% Technical
2,4,5-T	Butoxy Ethoxy Propanol Esters (low volatile type)	K-101	Acaricide
DDT	100% Technical	HEXACHLORO- BENZENE	Seed Disinfectant

DIAMOND ALKALI COMPANY

Organic Chemicals Division
80 Lister Avenue • Newark 5, New Jersey
Plants: Newark, N. J. and Houston, Texas

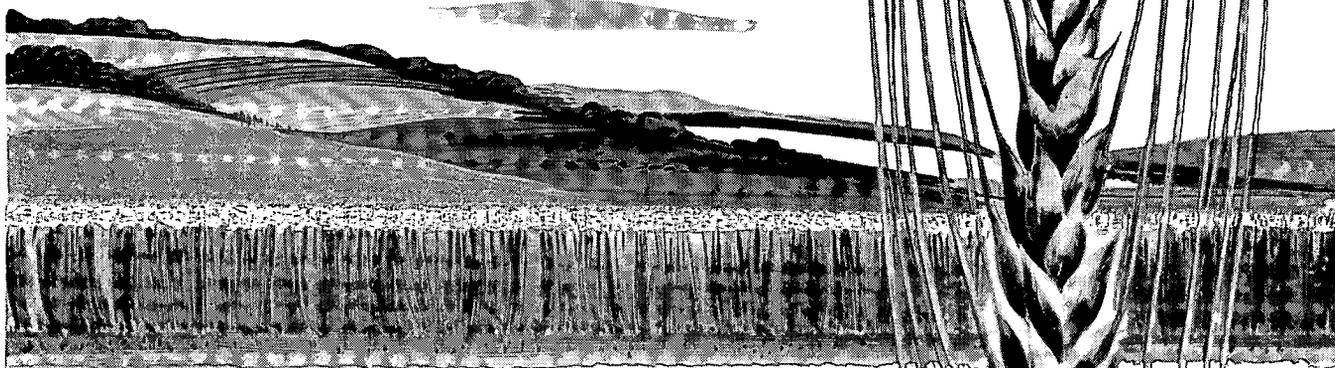


*This advertisement prepared by
FULLER & SMITH & ROSS INC.
to appear in:
AGRICULTURAL CHEMICALS, March 1953*

OCCNJ0160597

DIAMOND 2,4-D WEED KILLER

kills weeds that "choke" wheat and other small grains—resulting in greater yields per acre



Wheat Growers! Rice Growers! Sugar Cane Growers! Your land can produce bigger and better yields with DIAMOND'S effective chemical weed killer—2,4-D. This ready-to-use weed killer is especially formulated to kill and control weeds that hinder growth of grains. It is easy to apply and mixes readily in hard or soft water. For best results, make sure you get the weed killer made by DIAMOND—one of the world's largest manufacturers of herbicides and insecticides.

Diamond Agricultural Chemicals

DDT	100% Technical	BHC	90% Technical
DDT	Wettable Powders	BHC	36% Technical
DDT	Dust Concentrates and Emulsions	BHC	12% Wettable Powders and Dusts
LINDANE	99% Gamma Isomer of BHC	BHC	Emulsion Concentrates
LINDANE	Emulsions, Wettable Powders, Dusts	2,4-D	Weed Killers
		2,4,5-T	Brush Killers
		K-101	Miticide

If you don't already know your local DIAMOND distributor, write and we'll gladly send you his name and address.

DIAMOND ALKALI INTER-AMERICAN CORPORATION

122 East 42nd Street, New York 17, N. Y., U.S.A.

Cable Address: DIAMALKALI

DIAMOND

CHEMICALS

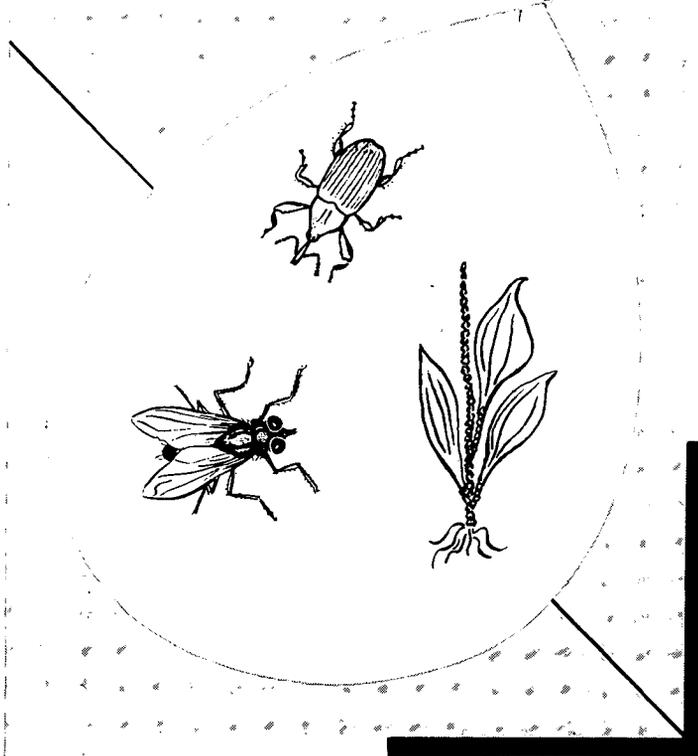
*This advertisement prepared by
FULLER & SMITH & ROSS INC.
to appear in:*

OCCNJ0160598

think first of

DIAMOND

for
insecticides
weed killers
brush killers



DIAMOND'S facilities for manufacturing and distributing agricultural chemicals for weed control, brush control and insect control assure formulator of pesticides a *dependable* source of supply for these important materials.

DIAMOND ALKALI COMPANY, long associated with high quality chemicals, is one of the world's largest manufacturers of basic herbicides and insecticides. The name DIAMOND itself is your automatic assurance of the best the market has to offer. Write for literature — and use our technical consulting service for your special problem. Your inquiries are welcome.

DIAMOND AGRICULTURAL CHEMICALS

- | | | | | | | |
|-------------------------|---|---|----------------------|------------------|--------------|--|
| DDT | 100% Technical | | | | | |
| LINDANE | 99% Gamma Isomer of BHC | | | | | |
| BHC | 90% Technical | | | | | |
| BHC | 36% Technical | | | | | |
| 2,4-D
and
2,4,5-T | <table border="0"> <tr> <td rowspan="4">}</td> <td>Weed & Brush Killers</td> </tr> <tr> <td> Isopropyl Esters</td> </tr> <tr> <td> Butyl Esters</td> </tr> <tr> <td> Butoxy Ethoxy Propanol Esters
 (low volatile type)</td> </tr> </table> | } | Weed & Brush Killers | Isopropyl Esters | Butyl Esters | Butoxy Ethoxy Propanol Esters
(low volatile type) |
| } | Weed & Brush Killers | | | | | |
| | Isopropyl Esters | | | | | |
| | Butyl Esters | | | | | |
| | Butoxy Ethoxy Propanol Esters
(low volatile type) | | | | | |
| K-101 | Acaricide | | | | | |
| HEXACHLORO-
BENZENE | Seed Disinfectant | | | | | |

DIAMOND ALKALI COMPANY

Organic Chemicals Division

80 Lister Avenue • Newark 5, New Jersey

Plants: Newark, N. J. and Houston, Texas

DIAMOND

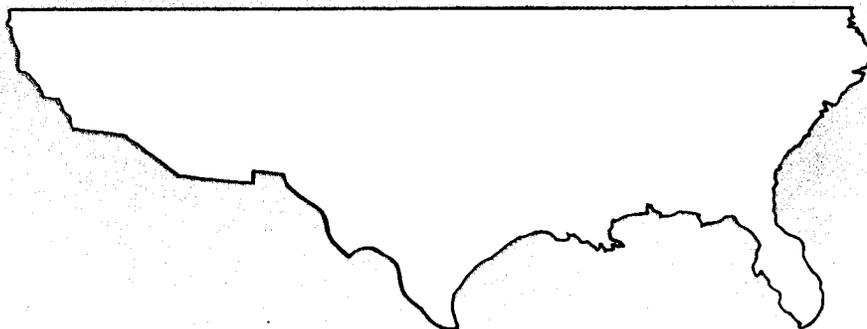


CHEMICALS

Kill Cotton-Killing Insects with

DIAMOND BHC·DDT

DIAMOND'S Organic Chemicals Division—one of the world's largest manufacturers of basic insecticides—at your service *when you need it and where you need it*—right in the cotton-growing South. Rapid shipments to any point on a moment's notice of a serious infestation.



DIAMOND AGRICULTURAL CHEMICALS

DDT 100% Technical
LINDANE 100% Gamma Isomer of BHC
BHC 36% Technical

2,4-D
and
2,4,5-T

Weed & Brush Killers
Isopropyl Esters
Butyl Esters
Butoxy Ethoxy Propanol Esters
(low volatile type)

K-101 Acaricide
HEXACHLORO-
BENZENE Seed Disinfectant

DIAMOND ALKALI COMPANY

Organic Chemicals Division

80 Lister Avenue • Newark 5, New Jersey

Plants: Houston, Texas and Newark, New Jersey

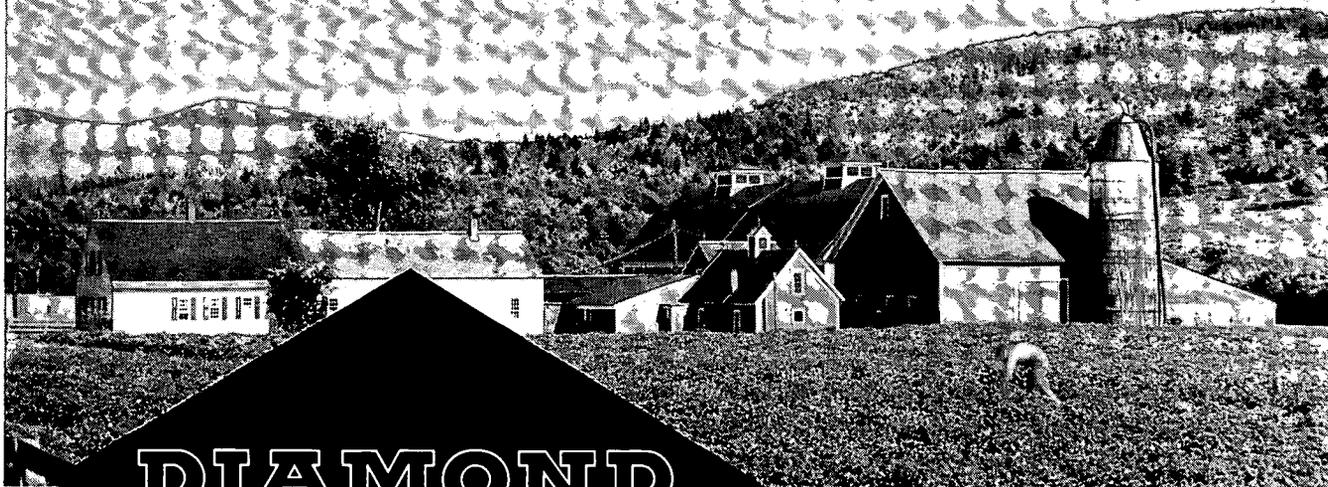


Chemicals you live by

*This advertisement prepared by
FULLER & SMITH & ROSS INC.*

OCCNJ0160600

**Use less insecticide . . .
Get more effective control**



DIAMOND

100% LINDANE

DIAMOND 100% LINDANE is *all* insecticide — that's why a little goes a long way. To illustrate both the economy and effectiveness of DIAMOND Lindane in seed treatment, for example, a single ounce per acre does a thorough job.

DIAMOND 100% LINDANE is just about the most useful insecticide farmers, gardeners, orchardists and stockmen could ask for. Highly effective in controlling many insects which destroy vegetable crops, fruits and berries, it is also a spe-

cific for certain parasitic insect pests which infest sheep, cattle, hogs, horses and poultry.

DIAMOND 100% LINDANE kills *three* ways—by contact, vapor and stomach action—and it *continues* to kill long after it is applied because of its exceptional residual action.

For detailed information on multi-purpose DIAMOND 100% LINDANE, write to:

DIAMOND ALKALI COMPANY

Organic Chemicals Division
80 Lister Avenue • Newark 5, New Jersey
Plants: Newark, N. J. and Houston, Texas



*This advertisement prepared by
FULLER & SMITH & ROSS INC.*

OCCNJ0160601

The finger's on
two of these boys



Not on Death—he's a little too hard to handle.
Not on War—for men's minds are the matter here.
But Famine and Pestilence may well be knocked off
their high horses in the next few decades.

The whole world is discovering how to increase food
production chemically, rather than die by disease and
starvation.

Organic Chemicals by DIAMOND have already wiped
out huge areas of disease-spreading pests and in other
areas have rescued millions of tons of crops from
weeds, fungi and insects.

Lindane, BHC and DDT, the insecticides; 2,4-D
and 2,4,5-T, the weed and brush killers, all made
by DIAMOND, are becoming more and more
"Chemicals you live by."



DIAMOND ALKALI COMPANY
CLEVELAND 14, OHIO

Chemicals you live by SODA ASH • CAUSTIC SODA • SILICATES
CHLORINE & DERIVATIVES • BICARBONATE OF SODA • CALCIUM COMPOUNDS
CHROME COMPOUNDS • ALKALI SPECIALTIES • ORGANICS

OCCNJ0160602

CHLOROMAX & CAL. CARB.



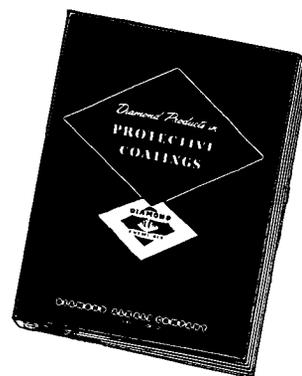
It's Just a Hunk of Limestone!



Scientifically, the Discus Thrower is just impure limestone—a piece of calcium carbonate—plus creative thinking. The creative thinking gave it value. Actually far better quality calcium carbonate is precipitated by DIAMOND. It's smoother, finer, more uniform than the finest ground limestone can ever be. And it's processed in several forms for you to use creatively to get especial performance in paints.

Our Technical Service department maintains a large laboratory devoted entirely to working with paint manufacturers. Send us your samples and your troubles. Our engineers will work to improve your product and lower your costs.

And WRITE FOR YOUR FREE COPY OF "PROTECTIVE COATINGS", 82 pages of facts on formulating all types of paints. It's becoming a "bible" among paint manufacturers. Write directly to Cleveland.



SURFEX® • MULTIFEX® • NON-FER-AL® • SUSPENSO® • CHLOROWAX®

DIAMOND CHEMICALS FOR BETTER PAINTS

DIAMOND ALKALI COMPANY...CLEVELAND 14, OHIO

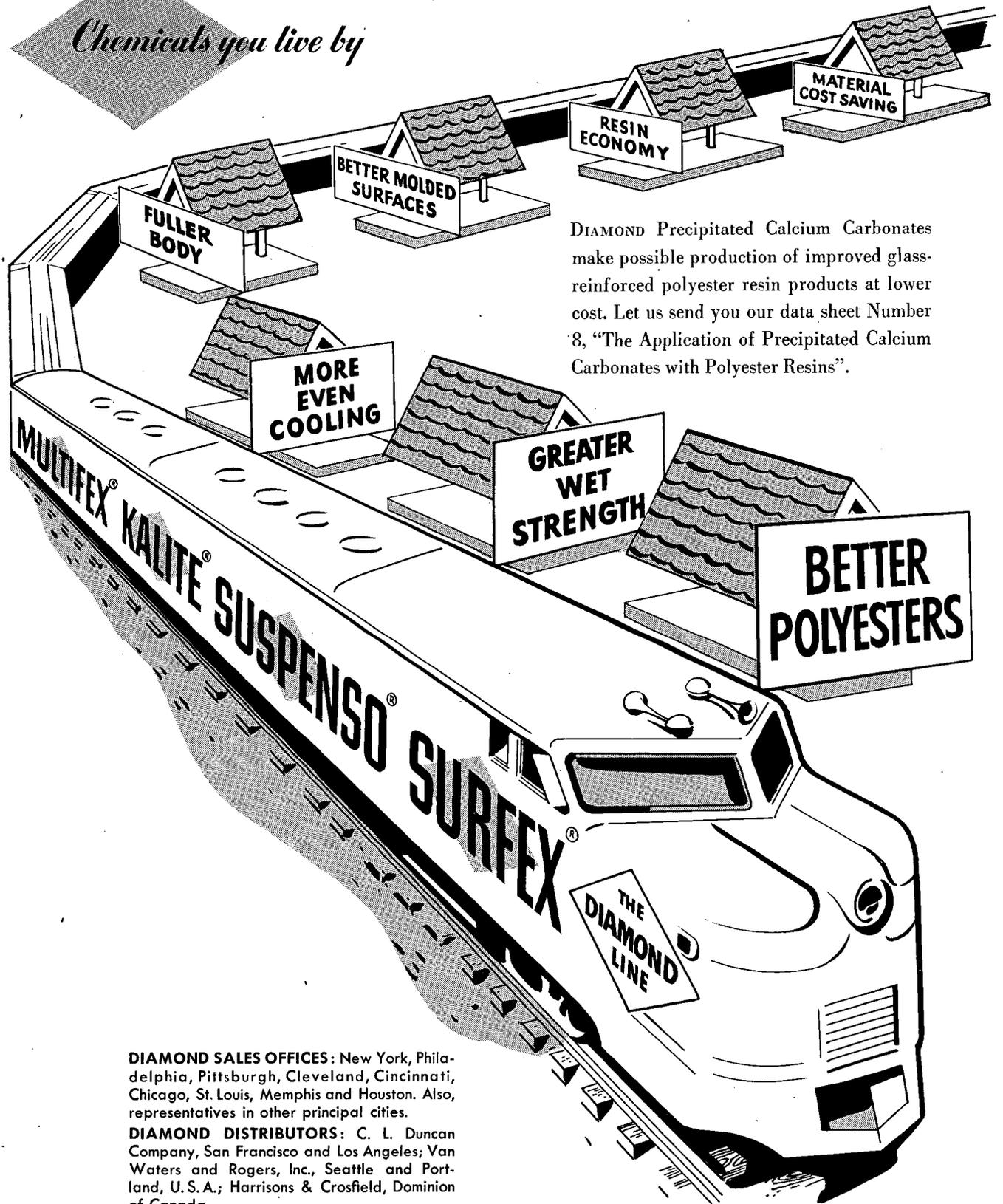
DIAMOND

ALKALI
CHEMICALS

This advertisement appears in American Paint Journal, April 20; Paint, Oil & Chemical Review, March 12; and Official Digest, April, 1953.

OCCNJ0160604

Chemicals you live by



DIAMOND Precipitated Calcium Carbonates make possible production of improved glass-reinforced polyester resin products at lower cost. Let us send you our data sheet Number 8, "The Application of Precipitated Calcium Carbonates with Polyester Resins".

DIAMOND SALES OFFICES: New York, Philadelphia, Pittsburgh, Cleveland, Cincinnati, Chicago, St. Louis, Memphis and Houston. Also, representatives in other principal cities.

DIAMOND DISTRIBUTORS: C. L. Duncan Company, San Francisco and Los Angeles; Van Waters and Rogers, Inc., Seattle and Portland, U.S.A.; Harrisons & Crosfield, Dominion of Canada.

SURFEX MM® • MULTIFEX MM® • KALITE® • SUSPENSO®

Ride the DIAMOND Line to Better Polyester Products

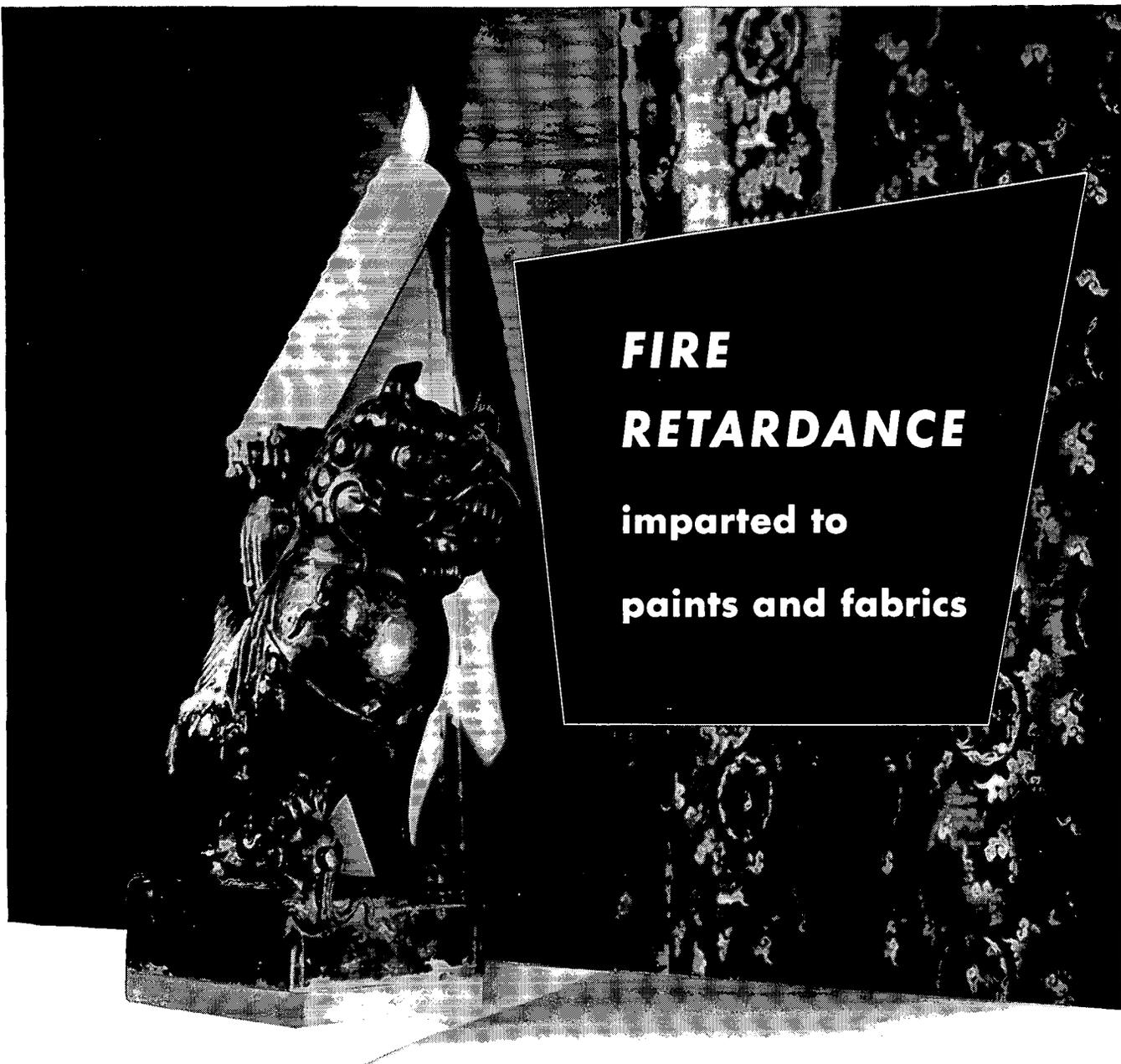
DIAMOND ALKALI COMPANY...CLEVELAND 14, OHIO

DIAMOND

CHEMICALS

This advertisement No. 7213 appears in Modern Plastics, June, 1953

OCCNJ0160605



**FIRE
RETARDANCE**
imparted to
paints and fabrics

CHLOROWAX® 70 is a chemically inert, nontoxic powdered resin containing 70% chlorine by weight. It is compatible with a large number of diverse types of plastics, resins, plasticizers, elastomers and waxes.

The successful formulation of CHLOROWAX 70 in fire-retardant flat and semi-gloss paints is now backed by over ten years' experience. This chlorinated paraffin can be incorporated in alkyd and oleo-resinous paint systems without affecting predetermined quality and without undue added cost. It improves acid and alkali resistance and minimizes blistering. Recoatability is satisfactory.

When exposed to flame, CHLOROWAX 70 combines with other ingredients to pour out carbon dioxide and calcium chloride which smother fire. Flame retardant interior paint on the famous new liner, United States, contains CHLOROWAX 70. Until our enlarged production facilities were completed, practically all our supply was taken by the government. We are now able to accept new orders.

Our Technical Service Staff has extensive laboratory equipment for helping you. Write for literature or send your problem or detailed inquiry.

SURFEX® • MULTIFEX® • NON-FER-AL® • SUSPENSO®

DIAMOND CHLOROWAX 70

DIAMOND ALKALI COMPANY . . . CLEVELAND 14, OHIO





It's Just a Hunk of Limestone!



Scientifically, the Discus Thrower is just impure limestone—a piece of calcium carbonate—plus creative thinking. The creative thinking gave it value. Actually far better quality calcium carbonate is precipitated by DIAMOND. It's smoother, finer, more uniform than the finest ground limestone can ever be.

And it is processed in several forms for you to get specific properties in rubber, to help solve your compounding problems.

If you want soft, flexible natural compounds with maximum tear resistance, in either light or dark rubber, specify MULTIFEX® MM. Or there is SUPER MULTIFEX® for greater tear resistance with good

tensile strength and low modulus. KALITE® is a semi-reinforcing coated filler recommended for highly loaded soft rubber compounds. MILLICAL® exerts a stiffening effect on green or uncured compounds, prevents sagging when cured in open steam. Recommended as primary filler in rubber floor tile. NON-FER-AL® a non-reinforcing filler for highly loaded compounds where you want low modulus.

This is the merest introduction to our line of precipitated calcium carbonates for rubber and polyvinyl compounds. For literature or specific recommendations for your problems, contact our nearest sales office.

DIAMOND SALES OFFICES: New York, Philadelphia, Pittsburgh, Cleveland, Cincinnati, Chicago, St. Louis, Memphis, Houston.

DIAMOND DISTRIBUTORS: C. L. Duncan Co., San Francisco and Los Angeles; Van Waters and Rogers, Inc., Seattle and Portland, U.S.A.; Harrisons & Crosfield (Canada) LTD.

DIAMOND CHEMICALS FOR THE RUBBER INDUSTRY

DIAMOND ALKALI COMPANY . . . CLEVELAND 14, OHIO





It's Just a Hunk of Limestone!



Scientifically, the Discus Thrower is just impure limestone—a piece of calcium carbonate—plus creative thinking. The creative thinking gave it value. Actually far better quality calcium carbonate is precipitated by DIAMOND. It's smoother, finer, more uniform than the finest ground limestone can ever be.

And it's processed in several forms for you to use creatively to get special performance in inks.

MULTIFEX® MM for litho, letterpress and gravure inks.

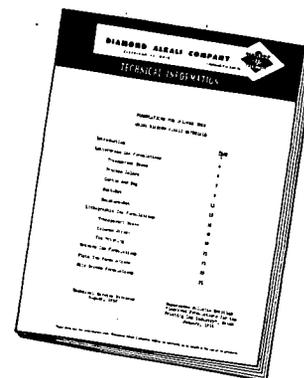
MULTIFEX® REGULAR for gravure and low-viscosity ink systems; high-finish, transparent-type CaCO_3 pigment.

SURFEX®, resin coated, for bag, corrugated and poster inks.

There also are these other DIAMOND products for you:

CHLOROWAX® 40 and CHLOROWAX® 70...chlorinated paraffins for vinyl, rubber base and other resinous ink systems.

Exactly how these products can improve your inks and save you money is explained in detail in the new technical bulletin, "Formulations for Colored Inks".



Write for your
free copy today.

DIAMOND CHEMICALS FOR THE INK INDUSTRY

MULTIFEX® • MULTIFEX® MM • SURFEX® • CHLOROWAX® 40 and 70

DIAMOND ALKALI COMPANY...CLEVELAND 14, OHIO



Mystery of the Frustrated Flame

Why doesn't the wall burst into flame? Why doesn't the flame sweep across the paint as it has done in many a home, many a ship, many a factory?

Because every drop of this paint is a mass of minuscule, built-in fire extinguishers. The paint contains Chlorowax® 70, a product made by DIAMOND for rendering paints and fabrics fire retardant. Exposed to flame, Chlorowax combines with other ingredients to pour out carbon dioxide and calcium chloride which smother fire—right on the wall. For years Chlorowax 70 has been used to meet government paint specifications. Paint on the ocean liner, *United States*, contains DIAMOND Chlorowax as a factor in its fireproofing. In more than one sense, DIAMOND's Chlorowax is one of the "Chemicals You Live By!"

Special Note to Manufacturers—DIAMOND's extensive Technical Center is ready with manpower and equipment to help you use Chlorowax in your paint and to achieve profitable characteristics in addition to fire retardance in your plastics and printing inks. Write for literature or submit your problem.

DIAMOND ALKALI COMPANY
Cleveland 14, Ohio

Chemicals you live by



SODA ASH • CAUSTIC SODA
CHLORINE & DERIVATIVES
SILICATES
BICARBONATE OF SODA
CALCIUM COMPOUNDS
CHROME COMPOUNDS
ALKALI SPECIALTIES
ORGANICS



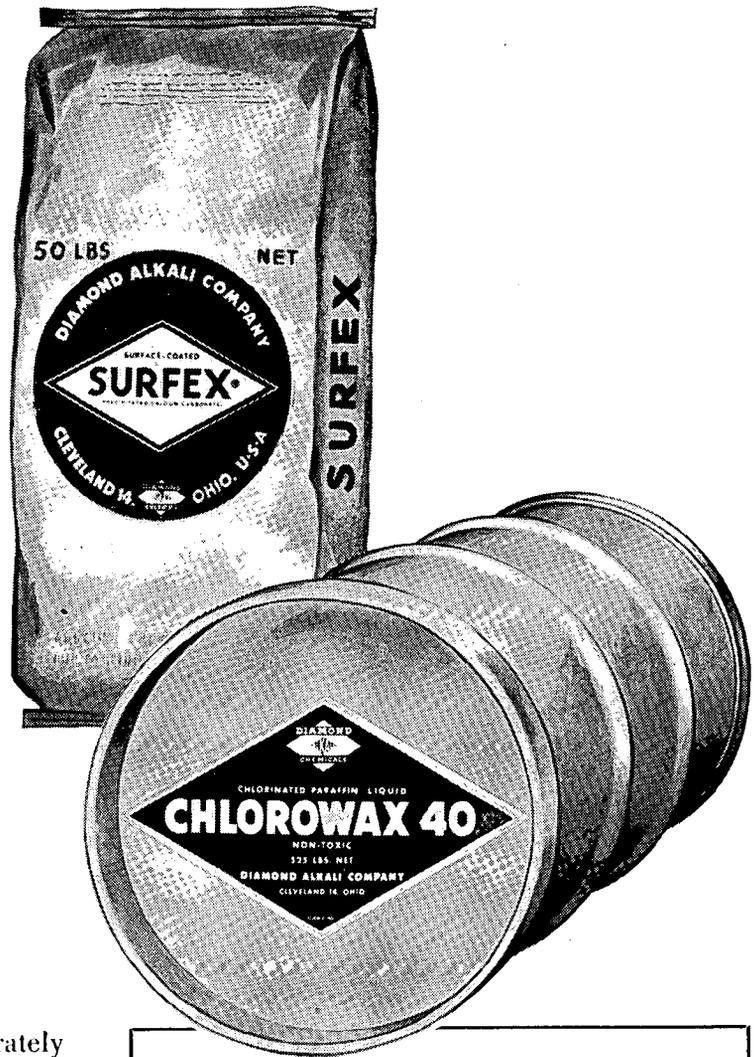
2

MONEYMAKERS...

FOR VINYL COMPOUNDING

Chlorowax 40* and Surfex* can be used separately or in combination to lower vinyl compounding costs and increase batch yields with no sacrifice in quality. Chlorowax 40 is DIAMOND ALKALI's liquid chlorinated paraffin which has proved highly satisfactory as a low-cost co-plasticizer. Surfex is one of DIAMOND's precipitated calcium carbonates—a reagent extender of high uniformity and purity.

The table indicates how these two DIAMOND chemicals may be applied in vinyl compounding to produce two-way savings. Specific formulas are available through your nearest DIAMOND Sales Office.



	PARTS	
PVC RESIN	100	100
PRIMARY PLASTICIZER	52	47
CHLOROWAX 40*	—	15
STABILIZER	3	3
STABILIZER—LUBRICANT	0.5	0.5
SURFEX*	—	15
TOTAL	155.5	180.5
ESTIMATED MATERIAL COST		
LB. VOL.	45.8¢	41.6¢
YIELD—% INCREASE PER LB. OF RESIN		11 (By Vol.)
HARDNESS	85A	85A
TENSILE STRENGTH	2600 psi	2600 psi
ELONGATION	375%	375%
100% MODULUS	1400 psi	1400 psi
CRESCENT TEAR	375 lbs. in.	375 lbs. in.
BRITTLINESS—TEMPERATURE	-31°C	-29°C
HEAT LOSS	5.5%	4.7%

DIAMOND SALES OFFICES: New York, Philadelphia, Pittsburgh, Cleveland, Cincinnati, Chicago, St. Louis, Memphis and Houston. Also representatives in other principal cities.

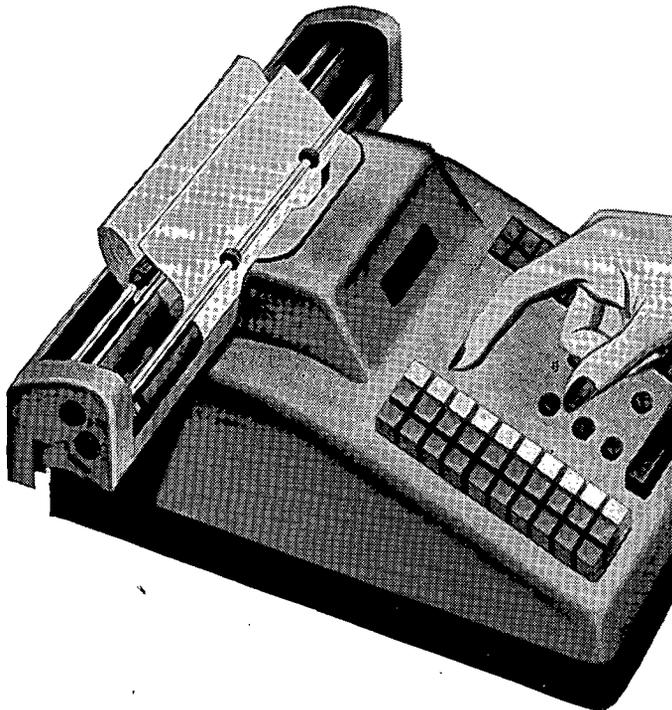
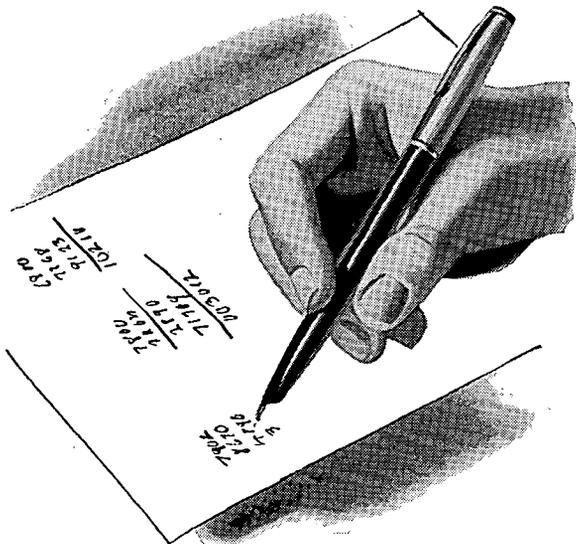
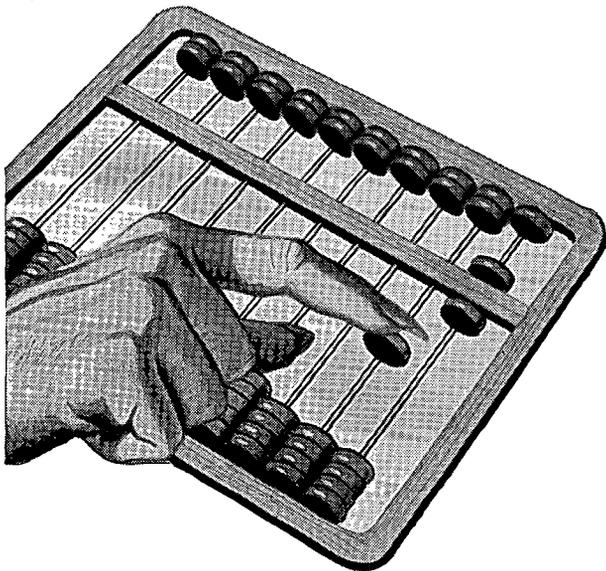
DIAMOND CHLOROWAX 40 AND SURFEX

DIAMOND ALKALI COMPANY...CLEVELAND 14, OHIO



Any way you figure it...

It's the **FINISHED COST** that counts!



CHLOROWAX® 40 and SURFEX® can be used separately or in combination to lower vinyl compounding costs and increase batch yields with no sacrifice in quality. CHLOROWAX 40 is DIAMOND ALKALI's liquid chlorinated paraffin which has proved highly satisfactory as a low-cost co-plasticizer. SURFEX is one of DIAMOND's precipitated calcium carbonates—a reagent extender of high uniformity and purity.

The table indicates how these two DIAMOND chemicals may be applied in vinyl compounding to produce two-way savings. Specific formulas are available through your nearest DIAMOND Sales Office.

Write for your copy of Bulletin No. 4, *The Evaluation of Inert Fillers in Vinyl Plastics*.

	PARTS	
PVC RESIN	100	100
PRIMARY PLASTICIZER	52	47
CHLOROWAX 40	—	15
STABILIZER	3	3
STABILIZER—LUBRICANT	0.5	0.5
SURFEX	—	15
TOTAL	155.5	180.5
ESTIMATED MATERIAL COST LB. VOL.	45.8¢	41.6¢
YIELD—% INCREASE PER LB. OF RESIN		11 (By Vol.)
HARDNESS	85A	85A
TENSILE STRENGTH	2600 psi	2600 psi
ELONGATION	375%	375%
100% MODULUS	1400 psi	1400 psi
CRESCENT TEAR	375 lbs. in.	375 lbs. in.
BRITTLINESS—TEMPERATURE	-31°C	-29°C
HEAT LOSS	5.5%	4.7%

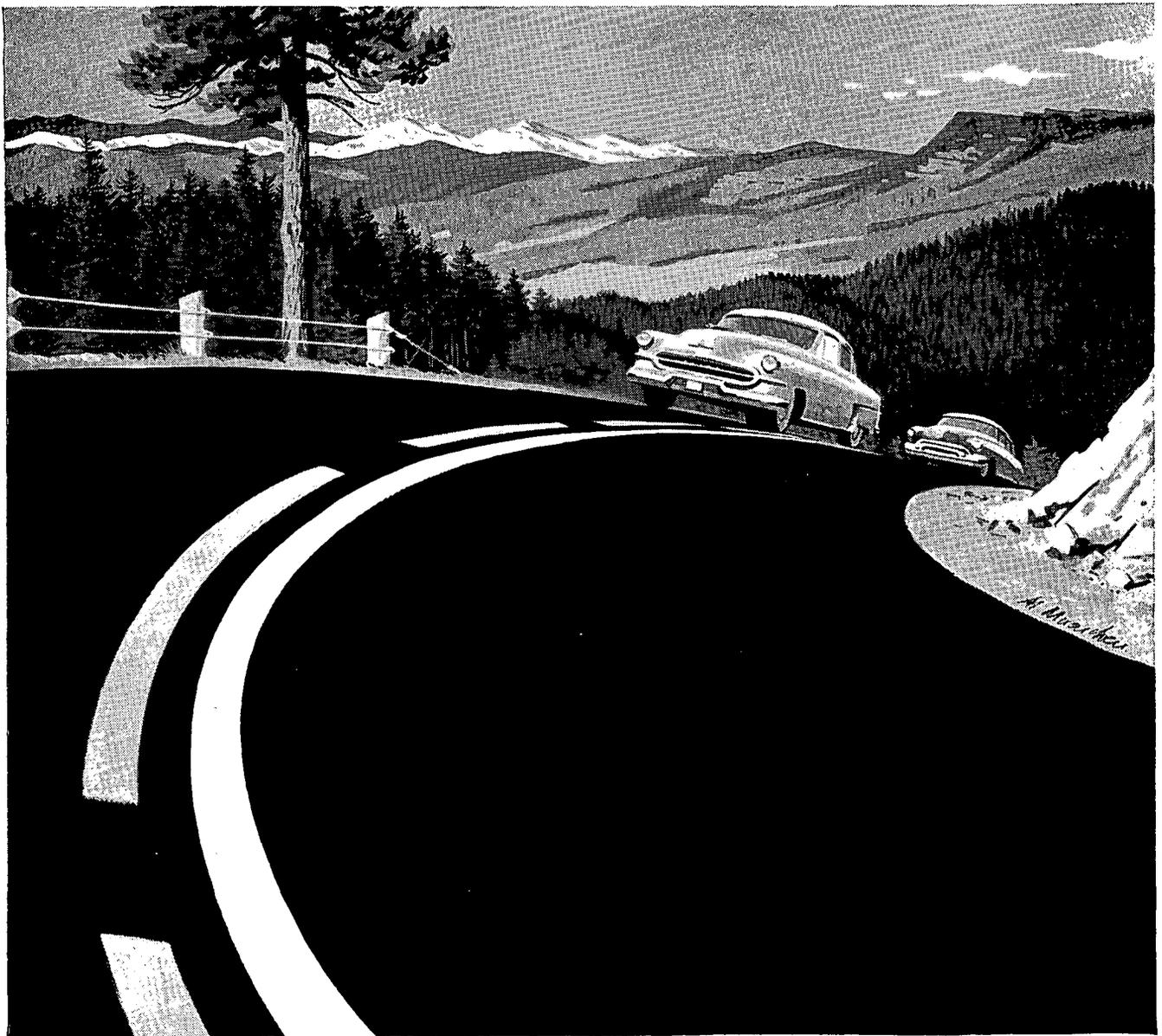
DIAMOND SALES OFFICES: New York, Philadelphia, Pittsburgh, Cleveland, Cincinnati, Chicago, St. Louis, Memphis and Houston. Also, representatives in other principal cities.

DIAMOND DISTRIBUTORS: C. I. Duncan Company, San Francisco and Los Angeles; Van Waters and Rogers, Inc., Seattle and Portland, U.S.A.; Harrisons & Crosfield, (Canada) Ltd.

DIAMOND CHLOROWAX 40 AND SURFEX

DIAMOND ALKALI COMPANY • CLEVELAND 14, OHIO





We've cut the cost of protecting your life . . .

Those familiar traffic lines painted down the center of our highways are lifesaving guides to those who drive and ride, but a never-ending problem to the men who maintain them. Channeling the 40 million vehicles of the world's most mobile nation down 2 billion miles of highway, they are exposed to constant wear and every extreme of weather.

Repainting costs are kept down and traffic delays reduced by using the finest, longest wearing paints available, but these paints are expensive. Now, many highway departments are lowering this cost by using paints made with DIAMOND Chlorowax*. This versatile chemical product reduces the paint cost while maintaining the important adhesive and wearing qualities.

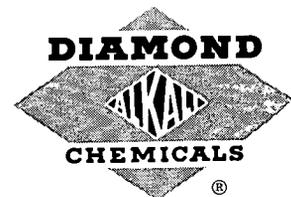
Other uses for DIAMOND Chlorowax are found in fire-retardant house paints, rub-proof inks for cartons, labels and magazine covers, and as a low-cost plasticizer for

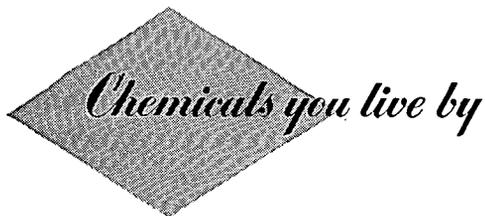
rubber and plastic products. And the uses continue to grow as DIAMOND chemists match the many characteristics of Chlorowax against the unending needs of industry. For more information on Chlorowax or products made from it, write to DIAMOND ALKALI COMPANY, 300 Union Commerce Building, Cleveland 14, Ohio.

*®

Chemicals you live by SODA ASH • CAUSTIC SODA
 SILICATES • CHLORINE & DERIVATIVES • BICARBONATE OF SODA
 CALCIUM COMPOUNDS • CHROME COMPOUNDS
 ALKALI SPECIALTIES • ORGANICS

**DIAMOND
 ALKALI
 COMPANY**
 CLEVELAND 14, OHIO





DIAMOND ALKALI'S SPECIAL CHEMICALS FOR PLASTICS COMPOUNDING

CHLOROWAX® 40

Liquid chlorinated paraffin containing 40% chlorine by weight. Inert, nontoxic, soluble in wide variety of organic solvents.

Highly suitable as a co-plasticizer in vinyl compounds. Lowers compounding costs at no sacrifice in quality.

CHLOROWAX® 70

Resinous chlorinated paraffin containing 70% chlorine by weight. Cream-colored nontoxic resin. Soluble in most organic solvents. Highly resistant to burning.

Useful as processing aid when compounded with rigid plastics, since it lowers softening point.

SURFEX® MM

Precipitated calcium carbonate. Particle size 1 to 5 microns. Resin-coated. Low oil absorption (20 - 22 cc/100 grams).

Useful as extender in vinyl compounds, lowering compounding costs. Contributes excellent color and light stability to organosols and plastisols.

MULTIFEX® MM

Ultra-fine precipitated calcium carbonate. Particle size .05 to .06 microns. Uncoated.

Used in vinyl compounds for extrusion and floor tile. Contributes improved abrasion resistance and higher gloss. Reduces compounding cost with no appreciable degradation.

KALITE®

Precipitated calcium carbonate. Particle size about 1 micron. Oil absorption 28-32 cc. per 100 grams. Coated with 1% fatty acid.

Used extensively in calendered 20-gauge film such as vinyl upholstery compounds. Has low oil absorption. Excellent calendering properties.

DIAMOND CHEMICALS FOR PLASTICS COMPOUNDING

DIAMOND ALKALI COMPANY • CLEVELAND 14, OHIO





Improve wet strength and

reduce shrinkage

If you're seeking ways to get better polyesters at low cost, let us recommend the right DIAMOND Precipitated Calcium Carbonate for your product.

You'll get smoother surfaces, no cracks, no evidence of glass fibers when DIAMOND Carbonates are mixed with catalyzed, glass-reinforced polyesters. And your product gets improved wet strength and reduced shrinkage.

All these at lower volume cost.

DIAMOND offers these precipitated calcium carbonates for reinforced polyesters:

Surfex® MM—coated with 1% resin; particle size about 5 microns.

Suspensio®—same as Surfex MM, but uncoated.

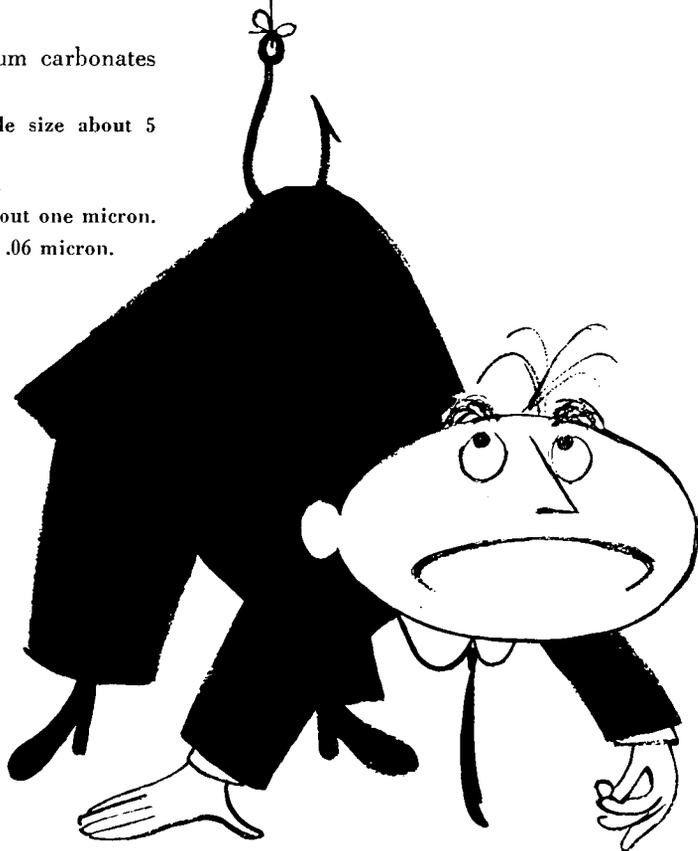
Kalite®—coated with 1% stearic acid; size about one micron.

Multifex® MM—uncoated; particle size about .06 micron.

Write for DIAMOND technical bulletin: No. 8, *The Applications of Precipitated Calcium Carbonates with Polyester Resins.*

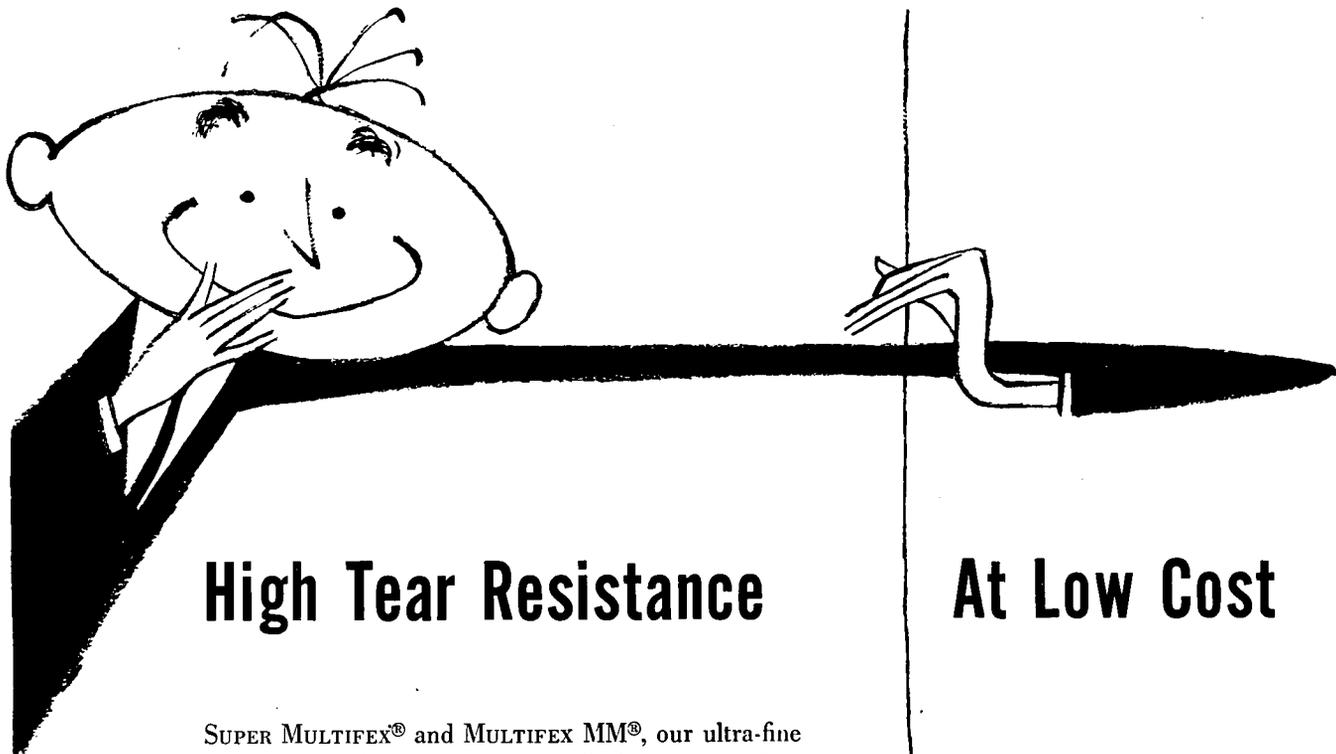
DIAMOND SALES OFFICES: New York, Philadelphia, Pittsburgh, Cleveland, Cincinnati, Chicago, St. Louis, Memphis, Houston.

DISTRIBUTORS OF THESE PRODUCTS: C. L. Duncan Co., San Francisco and Los Angeles; Van Waters and Rogers, Inc., Seattle and Portland, U. S. A.; Harrisons & Crosfield (Canada) Ltd.



DIAMOND CHEMICALS FOR THE PLASTICS INDUSTRY

DIAMOND ALKALI COMPANY • CLEVELAND 14, OHIO



High Tear Resistance

At Low Cost

SUPER MULTIFEX® and MULTIFEX MM®, our ultra-fine particle-size calcium carbonates, will give you soft, flexible, light-colored, top-quality GR-S and natural rubber compounds with maximum tear resistance at very low cost.

Other DIAMOND products such as Kalite®, Millical® and Non-Fer-Al® also produce specialized results. Familiarize yourself with our high-grade, precipitated calcium carbonates and achieve the salable effects enjoyed by so many other manufacturers.

If you haven't heard the DIAMOND story yet, why not call your friendly DIAMOND representative today? Or write us direct in Cleveland for technical literature. If you have a problem, let our Technical Service Laboratory help to solve it for you.



DIAMOND SALES OFFICES: New York, Philadelphia, Pittsburgh, Cleveland, Cincinnati, Chicago, St. Louis, Memphis, Houston.

DISTRIBUTORS OF THESE PRODUCTS: C. L. Duncan Co., San Francisco and Los Angeles; Van Waters and Rogers, Inc., Seattle and Portland, U.S.A.; Harrisons & Crosfield (Canada) Ltd.



DIAMOND CHEMICALS FOR THE RUBBER INDUSTRY

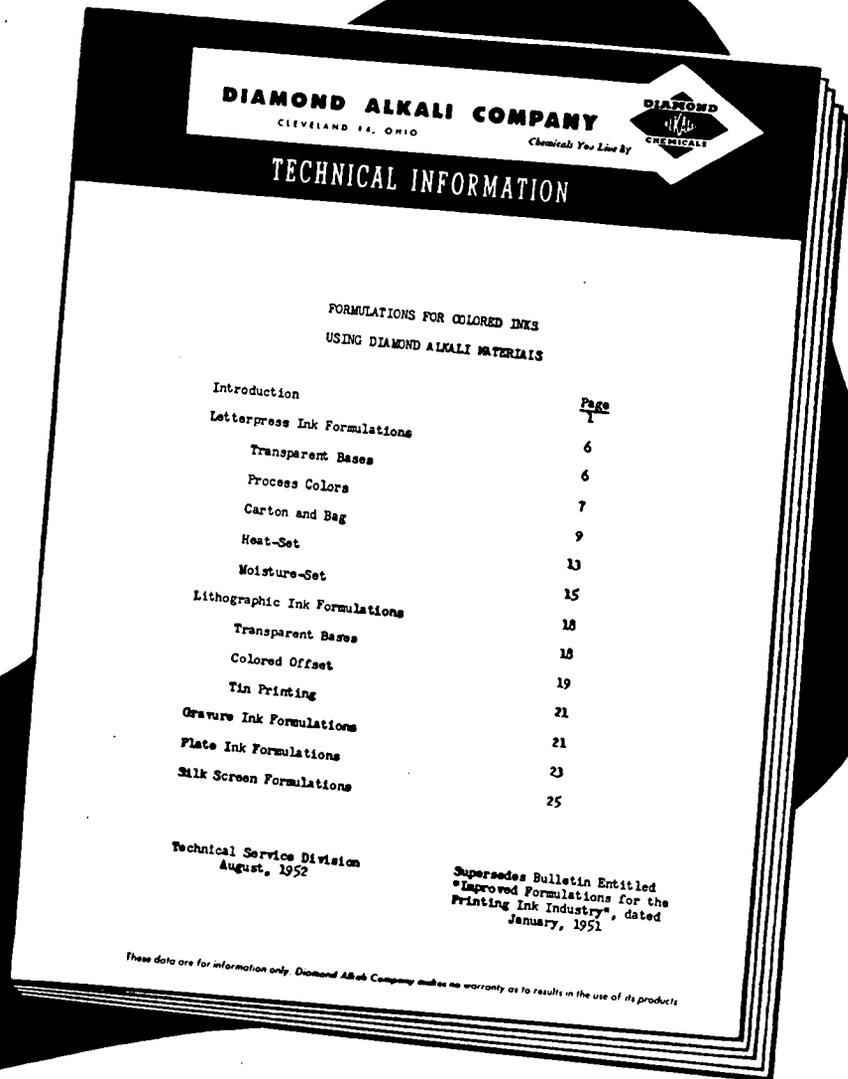
DIAMOND ALKALI COMPANY • CLEVELAND 14, OHIO

This advertisement appears in India Rubber World, February; Modern Plastics, March and Rubber Age, April, 1953

OCCNJ0160615

Chemicals you live by

NEW BULLETIN ON COLORED INKS



Get Your FREE Copy from DIAMOND ALKALI

This new bulletin gives you the benefit of DIAMOND Alkali's intensive research—shows how to get all the qualities you want in colored inks while keeping your costs competitive.

Here you'll find complete, specific formulations for letterpress, offset, lithograph, gravure, die stamp, and silk screen inks, using DIAMOND precipitated calcium carbonates and CHLOROWAX®.

DIAMOND MULTIFEX®, SURFEX®, will give your inks all these qualities: non-livering, no drier absorption, tint stability, non-abrasiveness, good finish, good pene-

tration control, easy dispersion, good press distribution, sharp half-tone rendition; excellent color. And at very low cost, DIAMOND CHLOROWAX 70® will add adhesive qualities, improve chemical resistance and, when properly formulated, impart rub-proofness with receptivity to over-printing.

Business is getting more competitive. You can't afford to overlook a single advantage. Write today for your free copy of "Formulations for Colored Inks Using Diamond Alkali Materials."

DIAMOND CHEMICALS FOR THE PRINTING INDUSTRY

DIAMOND ALKALI COMPANY . . . CLEVELAND 14, OHIO





HIGH QUALITY at LOW COST

for reinforced polyesters

If you're seeking ways to get better polyesters at low cost, let us recommend the right DIAMOND Precipitated Calcium Carbonate for your product.

You'll get smoother surfaces, no cracks, no evidence of glass fibers when DIAMOND Carbonates are mixed with catalyzed, glass-reinforced polyesters. And your product gets improved wet strength and reduced shrinkage.

All these at lower volume cost.

DIAMOND offers these precipitated calcium carbonates for reinforced polyesters:

Surfex® MM—coated with 1% resin; particle size about 5 microns.

Kalite®—coated with 1% stearic acid; size about one micron.

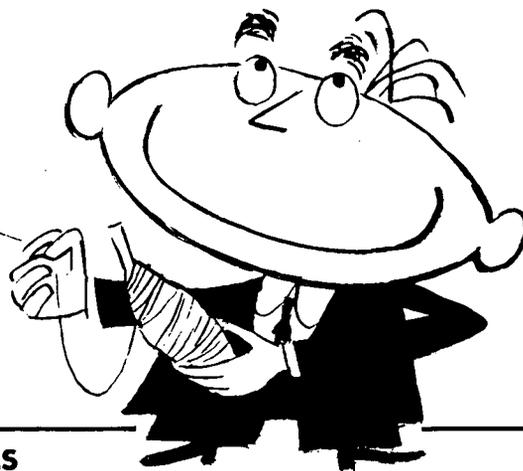
Suspensio®—same as Surfex MM, but uncoated.

Multifex® MM—uncoated; particle size about .06 micron.

Write for DIAMOND technical bulletin: *The Use of Precipitated Calcium Carbonates in Reinforced Plastics.*

DIAMOND SALES OFFICES: New York, Philadelphia, Pittsburgh, Cleveland, Cincinnati, Chicago, St. Louis, Memphis, Houston.

DISTRIBUTORS OF THESE PRODUCTS: C. L. Duncan Co., San Francisco and Los Angeles; Van Waters and Rogers, Inc., Seattle and Portland, U. S. A.; Harrisons & Crosfield (Canada) Ltd.



**DIAMOND CHEMICALS
FOR THE RUBBER AND PLASTICS INDUSTRIES**

DIAMOND ALKALI COMPANY...CLEVELAND 14, OHIO

This advertisement appears in India Rubber World, Modern Plastics, Rubber Age, February, 1953.

OCCNJ0160617

Chemicals you live by



...thanks to SURFEX*

Better washability and stain resistance add to the life of enamels, and flat and semi-gloss wall paints—which is a good reason for including SURFEX in your existing formulas.

Used in primer undercoats, SURFEX imparts a tight film assuring good enamel hold-out and washability. In flat and semi-gloss wall paints, SURFEX produces an excellent bond between pigment and vehicle with a resultant film of minimum porosity, keeping

dirt and stains on the surface.

Other advantages of this resin-coated precipitated calcium carbonate are:

1. Uniform sealing and penetration control.
2. Reduced flashing, minimum ghosting.
3. Improved flow and leveling.
4. High gloss retention at high pigmentation.
5. High quality at lower raw material cost.

DIAMOND ALKALI's Technical Service Staff is available to work with you in formulating with SURFEX.

*®

DIAMOND SURFEX

DIAMOND ALKALI COMPANY...CLEVELAND 14, OHIO

DIAMOND

CHEMICALS

This advertisement appears in American Paint Journal, February 16; Paint, Oil & Chemical Review, February 26 and Official Digest, February, 1953.

OCCNJ0160618



**FIRE
RETARDING
PAINT
FOR HOMES**

Offers you a new, hot sales angle

You can incorporate CHLOROWAX® 70 in your paint to make it fire retardant, and so command premium prices. CHLOROWAX 70 also is an ideal extender for alkyd resins, architectural white enamels, low temperature baking enamels, traffic paints and shingle stains. CHLOROWAX 70 is a powdered resinous chlorinated paraffin which gives paint better adhesion, higher gloss, better gloss retention, and increased resistance to water, alkalis and acids. All this at lower cost—plus the highly merchandisable quality of *Fire Retardance*.

Until our increased production facilities for CHLOROWAX 70 were recently completed, practically all our production went to the government. We now have enough for civilian orders. Give YOUR sales a boost. Write for literature or submit your problems or formulas directly to us.

DIAMOND SALES OFFICES: New York, Philadelphia, Pittsburgh, Cleveland, Cincinnati, Chicago, St. Louis, Memphis, Houston. Also, representatives in other principal cities.

DISTRIBUTORS OF THESE PRODUCTS: C. L. Duncan Co., San Francisco and Los Angeles; Van Waters and Rogers, Inc., Seattle and Portland; Harrisons & Crosfield (Canada) Ltd.

SURFEX® • MULTIFEX® • NON-FER-AL® • SUSPENSO®

DIAMOND CHLOROWAX 70

DIAMOND ALKALI COMPANY • CLEVELAND 14, OHIO



This advertisement appears in Paint, Oil & Chemical Review, May 21; American Paint Journal, June 15 and Official Digest, June, 1953

OCCNJ0160619

CHROMIC ACID

Chemicals you live by



YOU GET | UNIFORM QUALITY | WITH DIAMOND
CHROMIC ACID

Don't you have enough headaches that throw off the quality of your plated ware?

You don't need to suffer from variations in your chromic acid—that's one headache you can get rid of. DIAMOND controls more steps in the production of its chromic acid than any other producer. It controls more of the ingredients than any other producer.

DIAMOND's new Technical Center is ready to give you the most up-to-date service with technical problems.

This extra service—extra assurance of quality, controlled at *every* step by the one manufacturer—costs you *nothing extra*. Just make your calls to the DIAMOND sales office, or write direct to Cleveland.

DIAMOND CHROMIC ACID

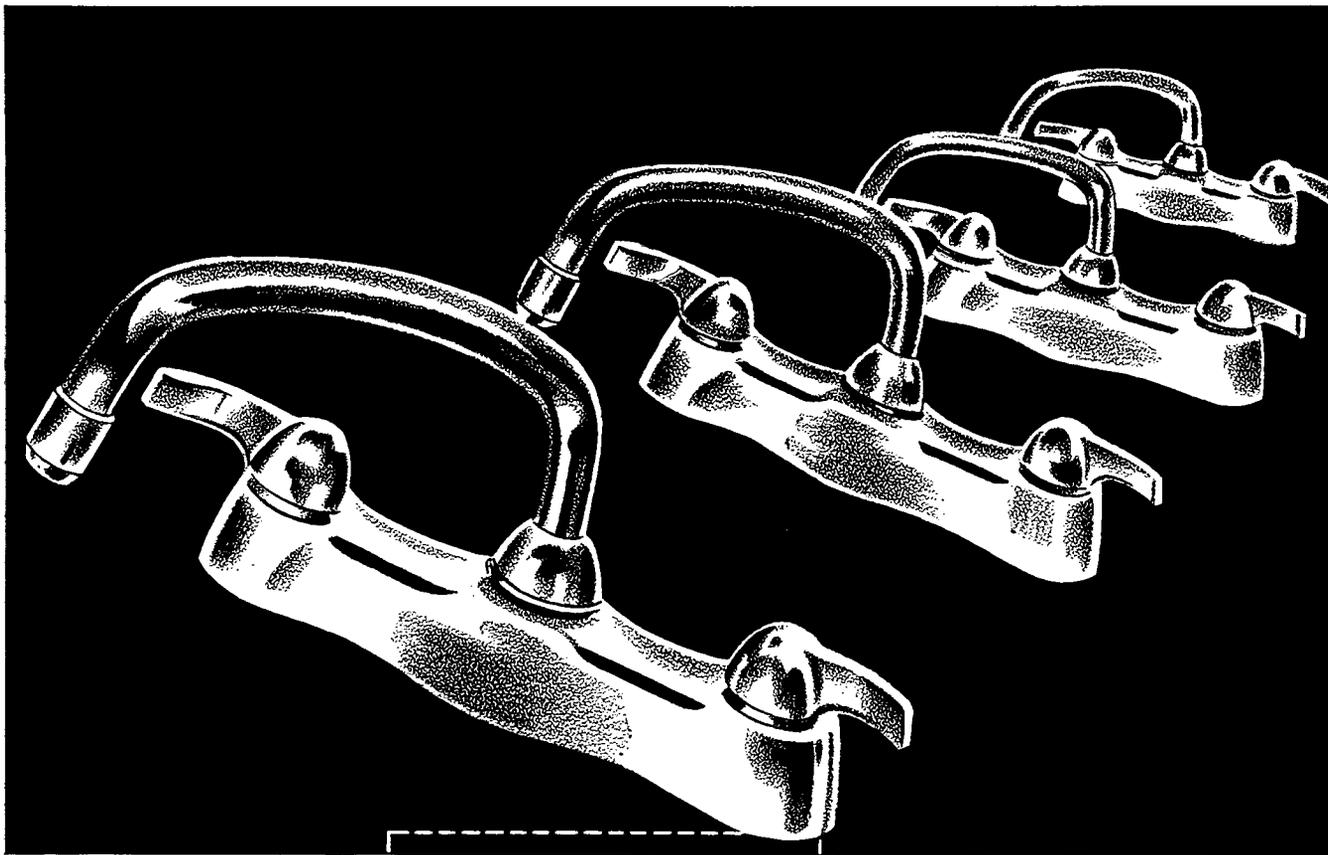
DIAMOND ALKALI COMPANY...CLEVELAND 14, OHIO



This advertisement appears in Metal Finishing, June and Plating, September, 1953

OCCNJ0160621

Chemicals you live by



**YOU GET UNIFORM QUALITY WITH DIAMOND
CHROMIC ACID**

Don't you have enough headaches that throw off the quality of your plated ware?

You don't need to suffer from variations in your chromic acid—that's one headache you can get rid of. DIAMOND controls more steps in the production of its chromic acid than any other producer. It controls more of the ingredients than any other producer.

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DIAMOND CHROMIC ACID

DIAMOND ALKALI COMPANY...CLEVELAND 14, OHIO

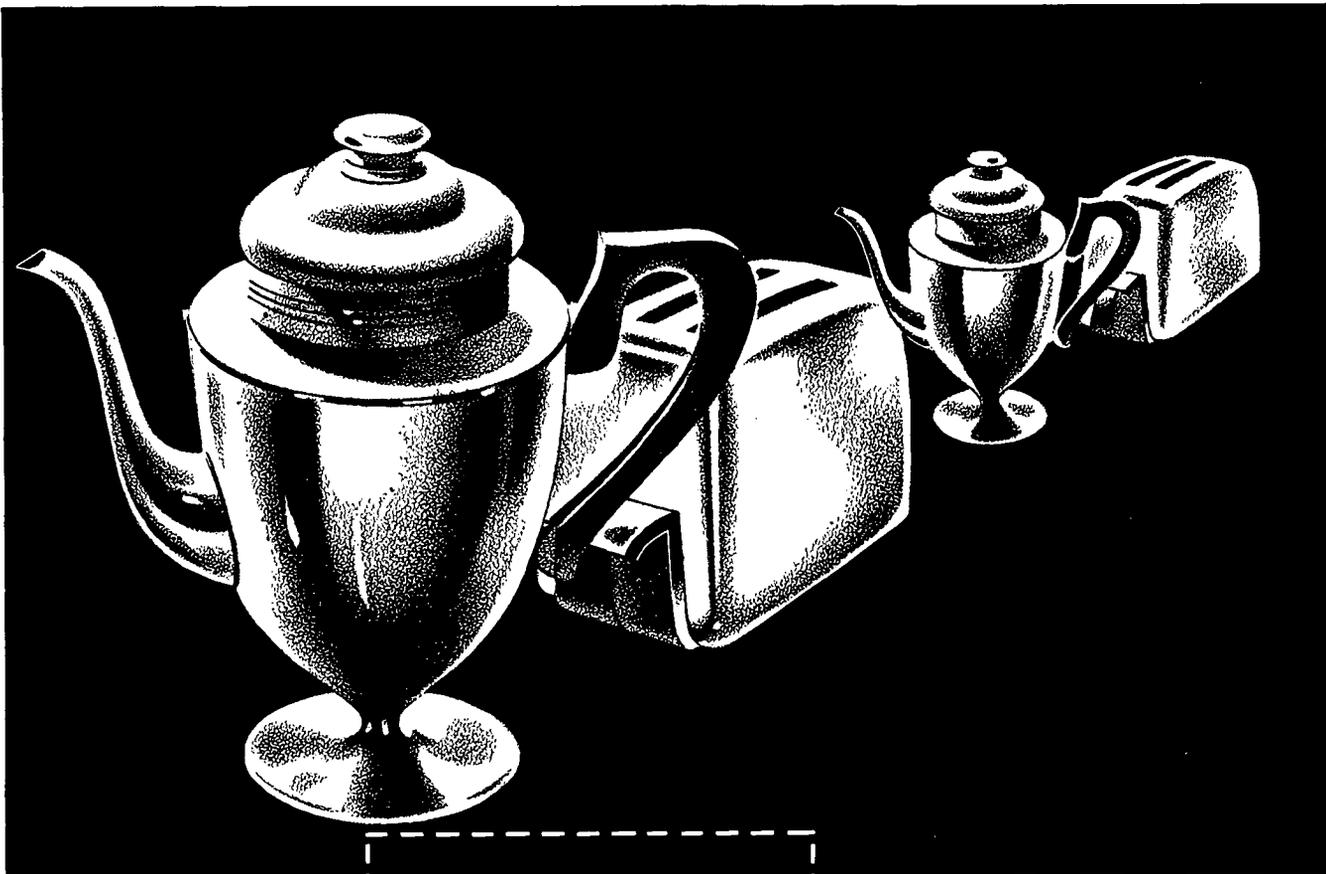
DIAMOND

CHEMICALS

This advertisement appears in Metal Finishing, February, August, and Plating, March, 1953.

OCCNJ0160622

Chemicals you live by



**YOU GET UNIFORM QUALITY WITH DIAMOND
CHROMIC ACID**

Don't you have enough headaches that throw off the quality of your plated ware?

You don't need to suffer from variations in your chromic acid—that's one headache you can get rid of. DIAMOND controls more steps in the production of its chromic acid than any other producer. It controls more of the ingredients than any other producer.

DIAMOND's new Technical Center is ready to give you the most up-to-date service with technical problems.

This extra service—extra assurance of quality, controlled at *every* step by the one manufacturer—costs you *nothing extra*. Just make your calls to the DIAMOND sales office, or write direct to Cleveland.

DIAMOND CHROMIC ACID

DIAMOND ALKALI COMPANY...CLEVELAND 14, OHIO



This advertisement appears in Metal Finishing, April and Plating, June, 1953

OCCNJ0160623

DRY CLEANING

LAUNDRY

Chemicals you live by

DIAMOND ORTHOLATE

*... will assure you
better washing results*

DIAMOND DETERGENTS
Balanced for the Laundry Industry

Metasilicate	Ortholate
Supersilicate	Paralate®
Orthosilicate	Paralate S®
Metalate	Hydrobreak®
Alkalate®	Hydrolate

O & W Compound

SOURS

Safety-Linen®	Septo®
Carbo®	Econo®
	Double-Duty®

BLUES

Liquid Blue R (Red)	Liquid Blue G (Green)
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Diamond Washroom Digest is packed with useful facts. Ask your Diamond Distributor for free copies.

No matter how soft your water, hardness is added by the soil in the clothes. Then up go your costs for soap and bleach; down goes the quality of the work.

The answer is DIAMOND Standard Ortholate. A highly efficient combination of silicated alkalies plus hardness-controlling agents. It gives you better, whiter work with less soap, and longer fabric life because less bleach is needed.

Standard Ortholate is particularly recommended for heavy soil and high bicarbonate water conditions. It is readily soluble in hot or cold water; safe for white work or fast colors. Its high soil suspending power and free rinsability insure maximum whiteness retention and color contrasts. For full details on DIAMOND Standard Ortholate and formulas for its use in family laundries, linen supply plants, institution laundries, etc., write for the folder *Standard Ortholate*. Ask also to have a DIAMOND Technical man test your washroom conditions—absolutely free. We are sure he can help in your continuing efforts to keep quality up and costs down. DIAMOND ALKALI COMPANY, 300 Union Commerce Bldg., Cleveland 14, Ohio.

DIAMOND LAUNDRY DETERGENTS ♦ SOURS ♦ BLUES

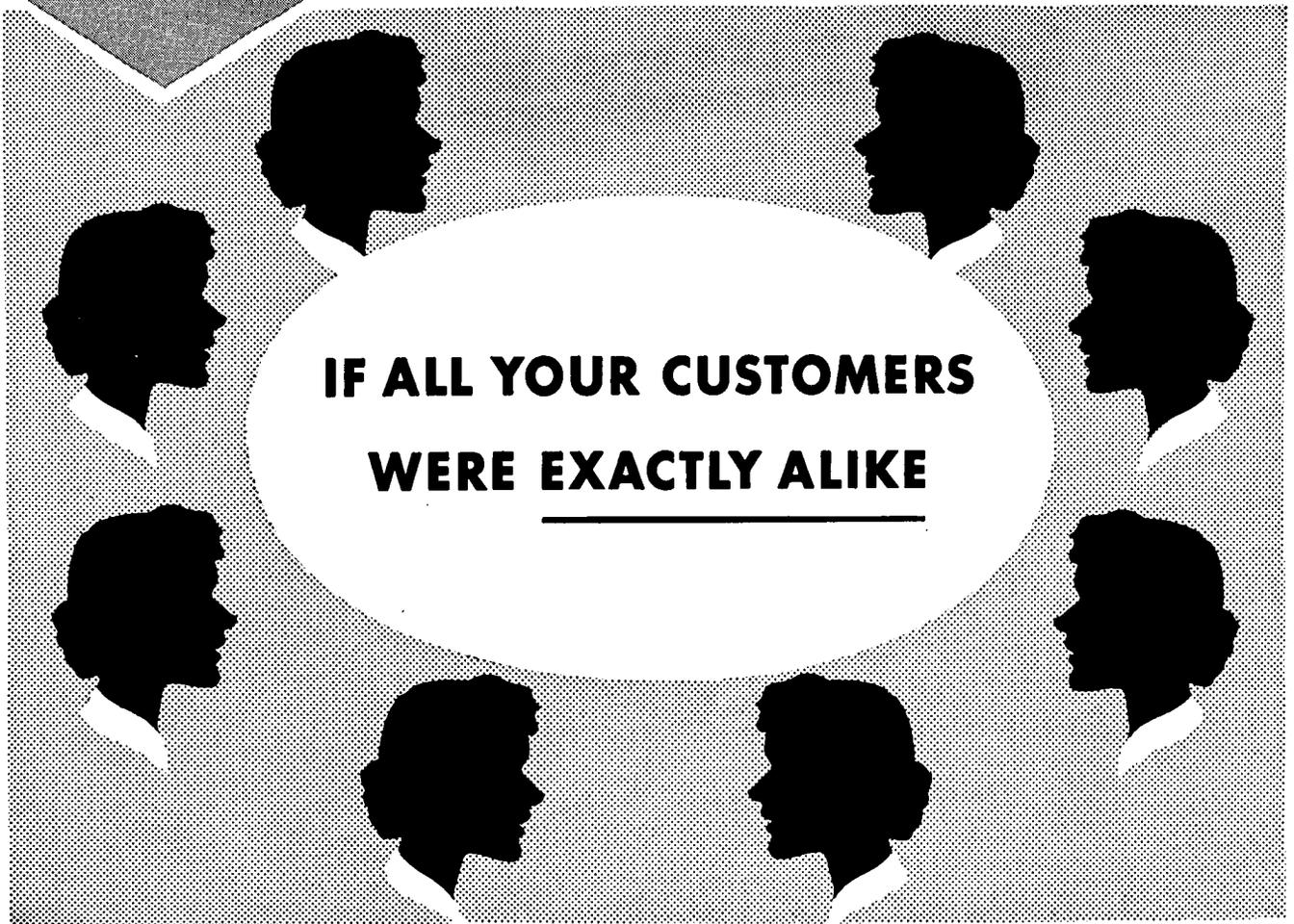
DIAMOND ALKALI COMPANY • CLEVELAND 14, OHIO



This advertisement No. 7581 appears in American Laundry Digest, The Guide, Laundry Age, Starchroom Laundry Journal, Texas Laundry & Cleaning Journal, July, 1953

OCCNJ0160626

Chemicals you live by



If all soil on clothes were exactly the same . . .

If all water had the same hardness . . .

Then maybe all laundries could use the same detergents.

It would be a lot easier for DIAMOND to make just one all-purpose laundry detergent and sell it to every laundry.

But the alkali you use has to establish the perfect balance between the acidity of your customers' clothes, the hardness of *your* water and the soap *you* use.

You are offered eleven DIAMOND detergents. But

you don't have to test and test and test, checking the results and the cost, until you get the one detergent that is right for your particular washroom conditions. The DIAMOND Technical man will pre-determine the proper material for you. You judge for your self whether you'll be ahead with DIAMOND laboratory-engineered laundry detergent. How about phoning your DIAMOND distributor now.

DIAMOND LAUNDRY DETERGENTS - SOURS - BLUES

DIAMOND ALKALI COMPANY • CLEVELAND 14, OHIO



This advertisement appears in Texas Laundry & Cleaning Journal, February; American Laundry Digest, The Guide, Laundry Age, Starchroom Laundry Journal, March and Cleaning & Laundry World, May, 1953.

OCCNJ0160627

Chemicals you live by



When your customers are taking a dim view of your work

... it's time to get your copy of
DIAMOND Washroom Digest

Sure, you know that quality work is what builds repeat business. And to help you maintain that quality, DIAMOND now offers you a new service, absolutely free—the DIAMOND *Washroom Digest*.

Here, in simple, easy-to-follow language, DIAMOND laundry chemists discuss such problems as whiteness retention, color fastness, detergent economy—give you the answers that can make customers take a very bright view of your service.

DIAMOND *Washroom Digest* is available to you through your DIAMOND distributor, or direct from DIAMOND in Cleveland. If you haven't received your copy, write for it today!

DIAMOND DETERGENTS
Balanced for the Laundry Industry

Metasilicate	Ortholate
Supersilicate	Paralate®
Orthosilicate	Paralate S®
Metalate	Hydrobreak®
Alkalate®	Hydrolate
O & W Compound	

SOURS

Safety-Linen®	Septo®
Carbo®	Econo®
	Double Duty®

BLUES

Liquid Blue R (Red)	Liquid Blue G (Green)
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DIAMOND LAUNDRY DETERGENTS ♦ SOURS ♦ BLUES

DIAMOND ALKALI COMPANY • CLEVELAND 14, OHIO



This advertisement appears in American Laundry Digest, Laundry Age, Starchroom Laundry Journal, Texas Laundry & Cleaning Journal, January; Cleaning & Laundry World, The Guide, February, 1953.

OCCNJ0160628

OIL INDUSTRY

OCCNJ0160629

Chemicals you live by



"BET-A-MILLION" GATES WAS A PIKER!

Remember the spectacular gambler, Gates, who bet one million dollars? A piker!

The oil industry tosses millions away every year—gambling with corrosion. But the odds can be turned in favor of considerable savings by proper use of DIAMOND chromate and sodium bichromate to reduce corrosion. The life of drill strings may be increased 4 to 7 times with the use of these chemicals. Our customers in the oil industry who regularly use these preventative chemicals have proved they save money. Let the DIAMOND representative give you the facts.

Other DIAMOND chemicals that save money for oilmen are carbon tetrachloride, bicarbonate of soda, caustic soda, chlorinated paraffins, chlorine, silicate of soda, and several specialties. If you don't know how these chemicals save money—don't you think it might be worth your while to investigate? Call DIAMOND.

DIAMOND ALKALI COMPANY
CLEVELAND 14, OHIO

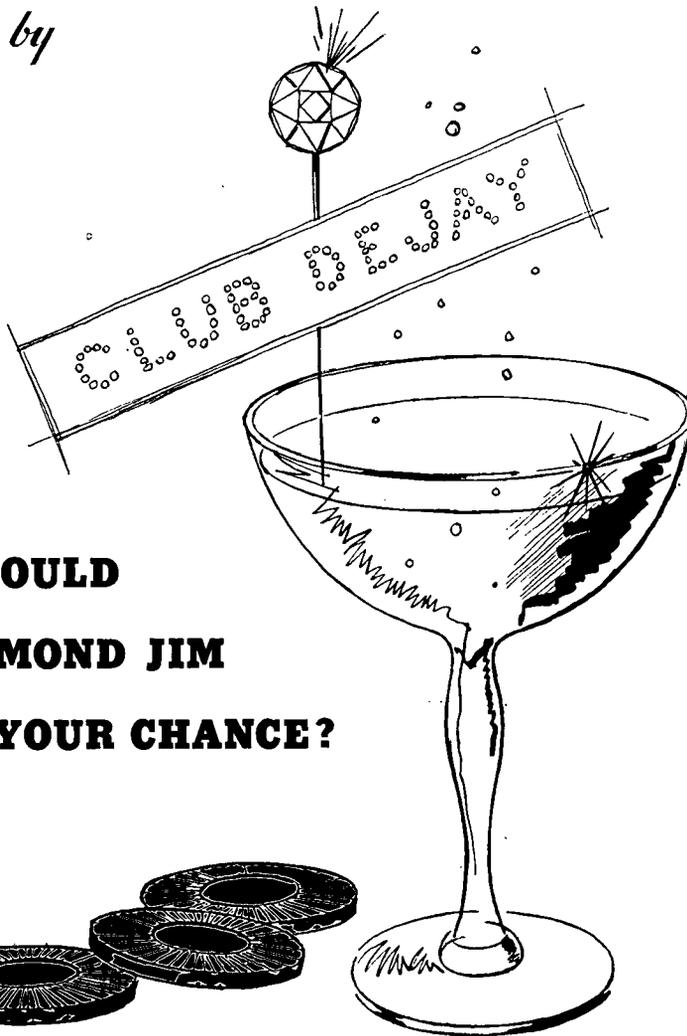
DIAMOND SALES OFFICES: New York, Philadelphia, Pittsburgh, Cleveland, Cincinnati, Chicago, St. Louis, Memphis, Houston.

DISTRIBUTORS OF THESE PRODUCTS: C. L. Duncan Co., San Francisco and Los Angeles; Van Waters and Rogers, Inc., Seattle and Portland, U. S. A.; Harrisons & Crosfield (Canada) Ltd.

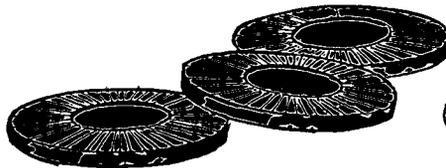
*Diamond Chemicals
for the Oil Industry*



Chemicals you live by



**WHAT WOULD
DIAMOND JIM
HAVE DONE WITH YOUR CHANCE?**



Fabulous "Diamond Jim" Brady, whose fame as a gambler grew with his girth, threw his money away on pure risk.

The money which the oil industry antes up against loss by corrosion is a safe bet. The odds are heavily in favor of big savings. For example, one set of figures in a producing well shows \$75-\$150 operating cost per month with treatment as against \$550-\$650 per month without treatment.

The "treatment" is with DIAMOND Chromates.

When you consider how much you stand to gain from the proper use of chemicals that fight corrosion, it's certainly worth a phone call to your DIAMOND distributor to get the details!

DIAMOND Chemicals for the oil industry: sodium bichromate and chromate as mud additives to prevent drill string failures due to corrosion, and to inhibit refinery corrosion; flake caustic soda, soda ash and bicarbonate as drilling mud control agents; oil-well grade silicate of soda to protect drill strings in heaving shale areas.

DIAMOND ALKALI COMPANY
CLEVELAND 14, OHIO

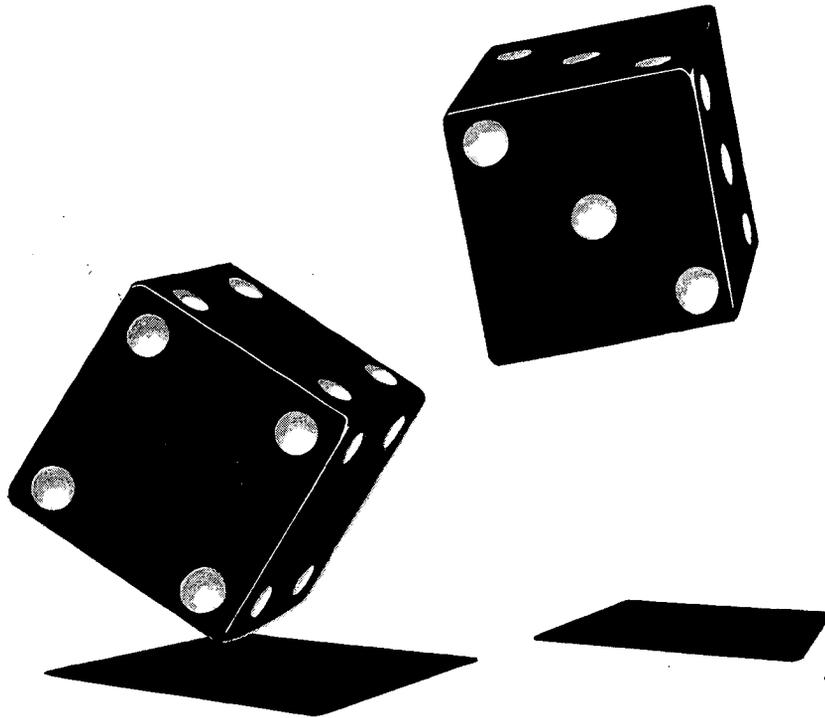
DIAMOND SALES OFFICES: New York, Philadelphia, Pittsburgh, Cleveland, Cincinnati, Chicago, St. Louis, Memphis, Houston.

DISTRIBUTORS OF THESE PRODUCTS: C. L. Duncan Co., San Francisco and Los Angeles; Van Waters and Rogers, Inc., Seattle and Portland, U. S. A.; Harrisons & Crosfield (Canada) Ltd.

*Diamond Chemicals
for the Oil Industry*



Chemicals you live by



YOU CAN'T LOSE

When you bet on DIAMOND chromates and bichromates to help stop corrosion, everything is in your favor.

By using these DIAMOND Chemicals, the life of drill strings may be increased 5 to 7 times. At one producing well where careful records were kept, treatment with DIAMOND Chromates slashed operating costs from \$550-\$650 per month to \$75-\$150.

Many other DIAMOND Chemicals are at work saving money for the oil industry: carbon tetrachloride, bicarbonate of soda, caustic soda, chlorinated paraffins, chlorine, silicate of soda and several specialties.

You have everything to gain, nothing to lose, if you let your nearby DIAMOND representative give you the details. Isn't it worth a phone call?

DIAMOND ALKALI COMPANY
CLEVELAND 14, OHIO

DIAMOND SALES OFFICES:

New York,
Philadelphia,
Pittsburgh,
Cleveland,
Chicago,
Cincinnati,
St. Louis,
Memphis,
Houston.

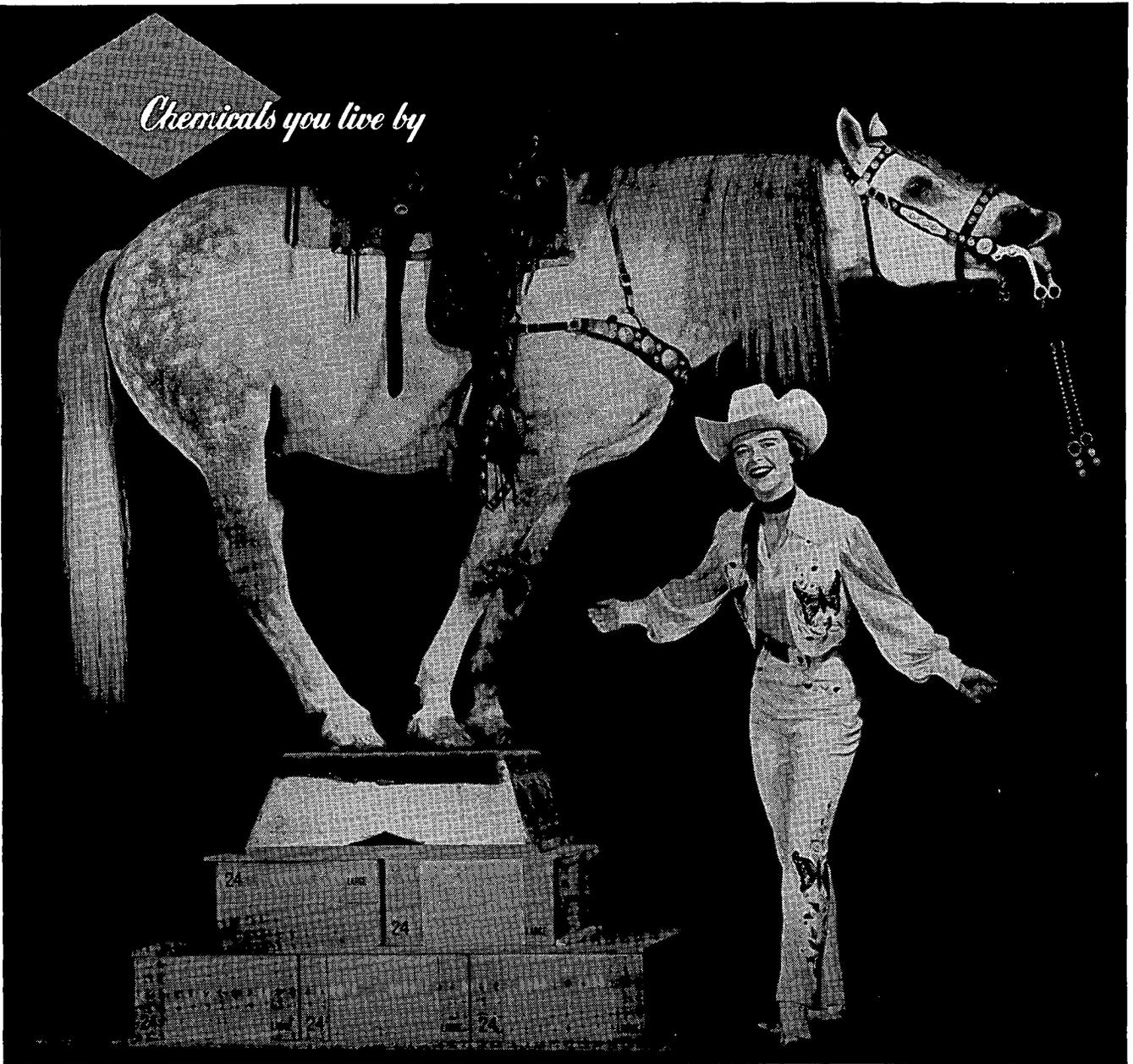
*Diamond Chemicals
for the Oil Industry*



SILICATE

OCCNJ0160633

Chemicals you live by



IT'S DONE WITH SODIUM SILICATE!

This is a stunt which we presented to the general public—a twelve-hundred pound horse on empty corrugated containers. In the trade, we all realize that it is merely a dramatic means for pointing out that silicate of soda is the only adhesive which also reinforces the paper. Silicate has the highest compression resistance of any adhesive used in the boxboard business.

Silicate also offers you the advantage of these economies . . . initial cost; fewer preheaters needed, less fuel; no mixing; store it in basement; no loss from spoilage or vermin; less paper waste because silicate bonds closer to the trim edge; boxes can be made directly from the cutoff table—no delay for drying with the wasted motion of stacking.

Switch over to silicate and use your savings to beat competition—the change-over requires no extra outlay, no new equipment. It's pure economy.

DIAMOND ALKALI COMPANY • CLEVELAND 14, OHIO

*Diamond
Standard Silicates*



This advertisement appears in Fibre Containers, June, 1953

OCCNJ0160634

Chemicals you live by

**DO YOU WASTE
PREMIUM FLOOR SPACE
FOR STORAGE?**



Sodium silicate does not need to be kept dry. It can be stored in the basement. Have you ever figured out *exactly* the relative cost of storing nonmineral adhesive on premium floor space (that could be used for production) compared to storing silicate in the least valuable space downstairs?

Many plants have figured their costs closely, in anticipation of a hard-selling period coming up, and decided that silicate would save them a worthwhile amount. Furthermore, the switch over to silicate requires no new equipment, produces only savings.

Besides the economy of sodium silicate you have this to consider:

***Silicate of Soda is the only adhesive
which also reinforces the paper.***

DIAMOND ALKALI COMPANY • CLEVELAND 14, OHIO

*Diamond
Standard Silicates*



Chemicals you live by



HOW STRONG SHOULD A BOX BE?

Strong enough to support the best reputation your company can build. Compression tests prove boxes made with silicate of soda are stronger than those made with nonmineral adhesive. The mineral adhesive is a source of strength in itself.

Silicate is the only adhesive which also reinforces the paper. A corrugated carton stuck together with sodium silicate is not merely stuck paper—it's reinforced paper.

You can change your plant over to sodium silicate easily. In fact you save merely by the change-over. You'll need fewer pre-heaters, less fuel. You will need no one to mix your adhesive—silicate is ready to use and the mix is controlled by DIAMOND, the manufacturer. You can use your premium floor space for production facilities—store the silicate in the basement. It doesn't have to be kept dry or protected from vermin. You have advantage in original cost and the stable price of an industrial product unaffected by such variables as weather.

DIAMOND ALKALI COMPANY
CLEVELAND 14, OHIO

*Diamond
Standard Silicates*

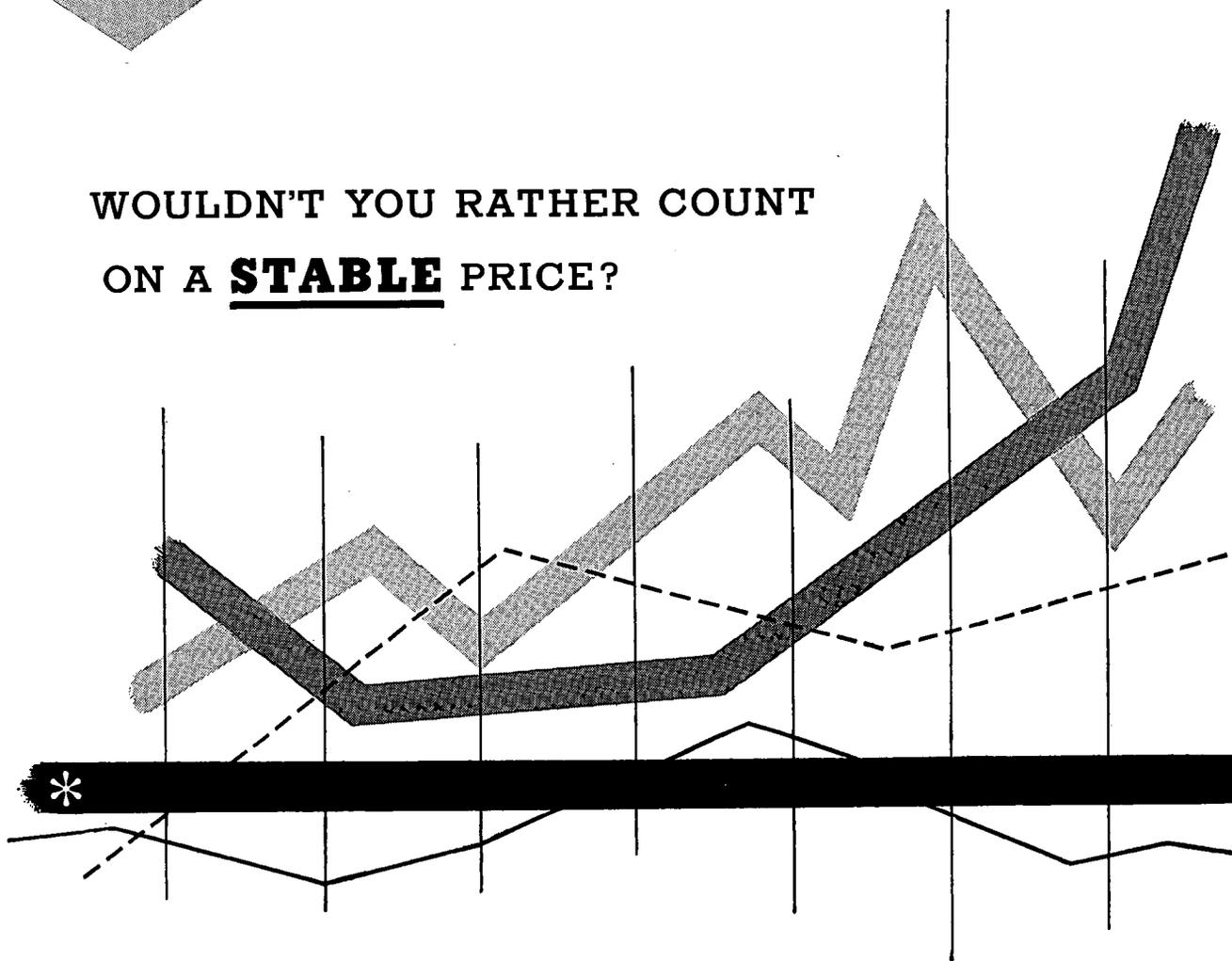


This advertisement appears in Fibre Containers, May, 1953

OCCNJ0160636

Chemicals you live by

WOULDN'T YOU RATHER COUNT
ON A **STABLE** PRICE?



Sodium silicate is an industrial product and the price is free from fluctuations caused by such unpredictables as the weather. Silicate also offers a price advantage regardless of fluctuations.

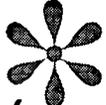
You can change over to silicate with ease. In fact, you will require fewer preheaters. This saves fuel.

Savings with silicate accrue also from maintaining higher machine speeds and from being able to convert the board to boxes directly from the cutoff table without delay from stacking while the board dries. Board made from silicate seasons faster because silicate has a lower water content than any other boxboard adhesive.

Change over to silicate now and give your customers the advantage of added strength.

Silicate of Soda is the only adhesive
which also reinforces the paper.

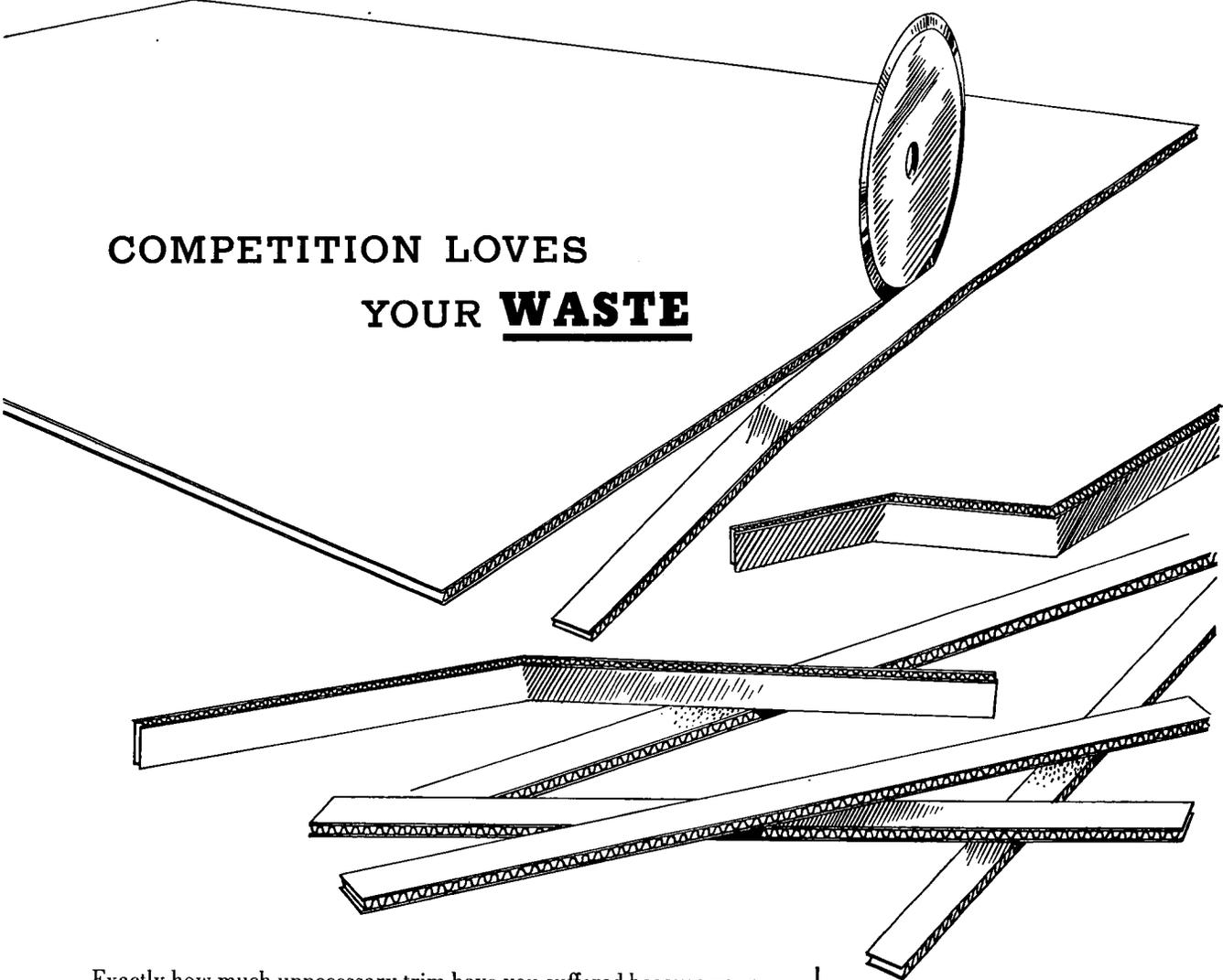
DIAMOND ALKALI COMPANY • CLEVELAND 14, OHIO


Diamond
Standard Silicates

DIAMOND

CHEMICALS
®

Chemicals you live by



COMPETITION LOVES
YOUR **WASTE**

Exactly how much unnecessary trim have you suffered because your adhesive did not stick as close to the edge as it should have? How much wasted adhesive have you lost because of spoilage and vermin?

All this waste adds to your cost. But it could be turned into profits by switching to sodium silicate, a mineral adhesive. The change-over requires no expense—in fact you would need fewer pre-heaters with silicate because less moisture enters the paper.

And—there is always the fundamental reason for using silicate:
Silicate of Soda is the only adhesive
which also reinforces the paper.

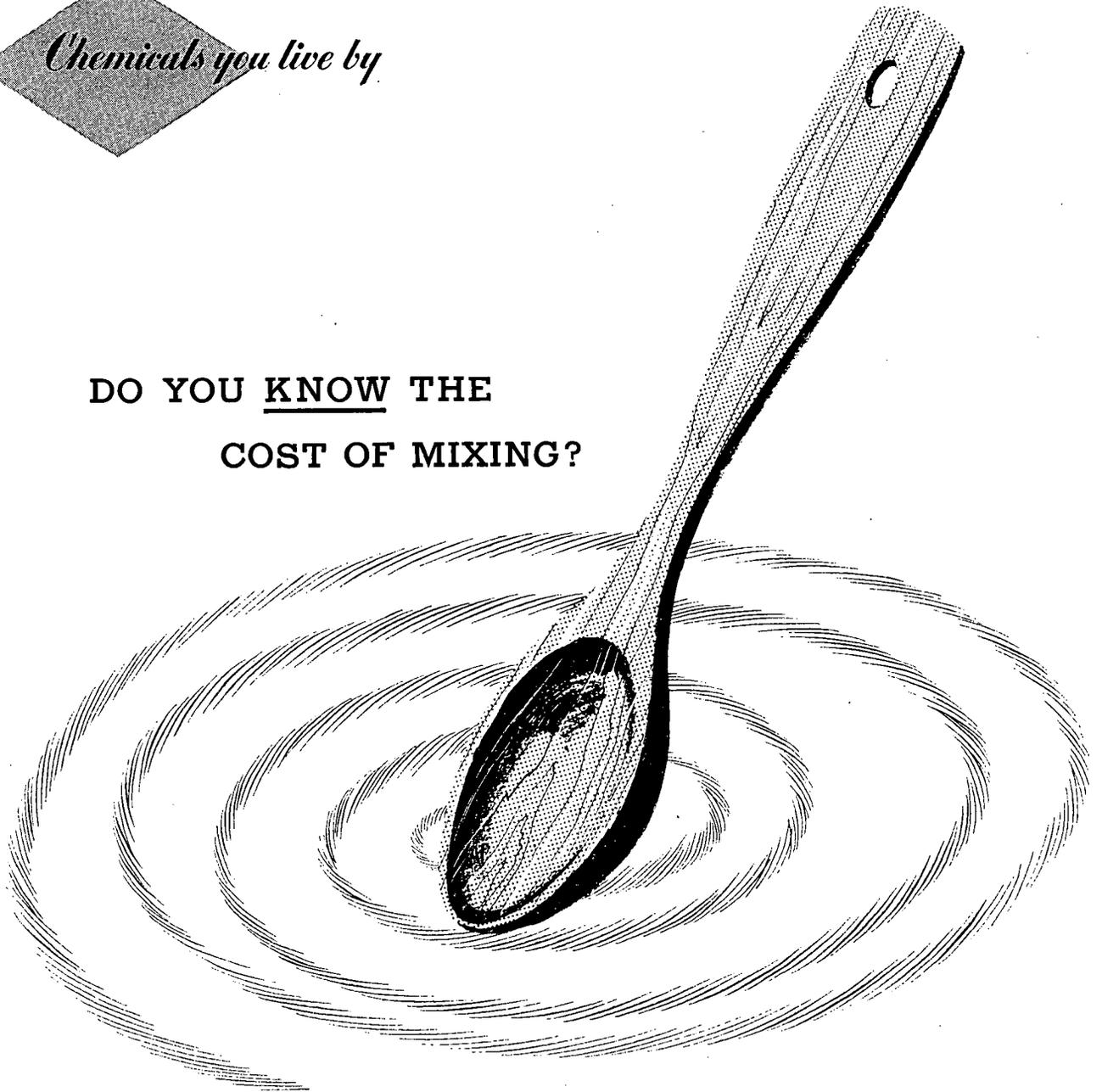
DIAMOND ALKALI COMPANY, CLEVELAND 14, OHIO

*Diamond
Standard Silicates*



Chemicals you live by

DO YOU KNOW THE
COST OF MIXING?



Just offhand you will surely admit that mixing your adhesive costs money—labor plus space. But have you ever bothered to figure up *exactly* the cost of mixing, over the year?

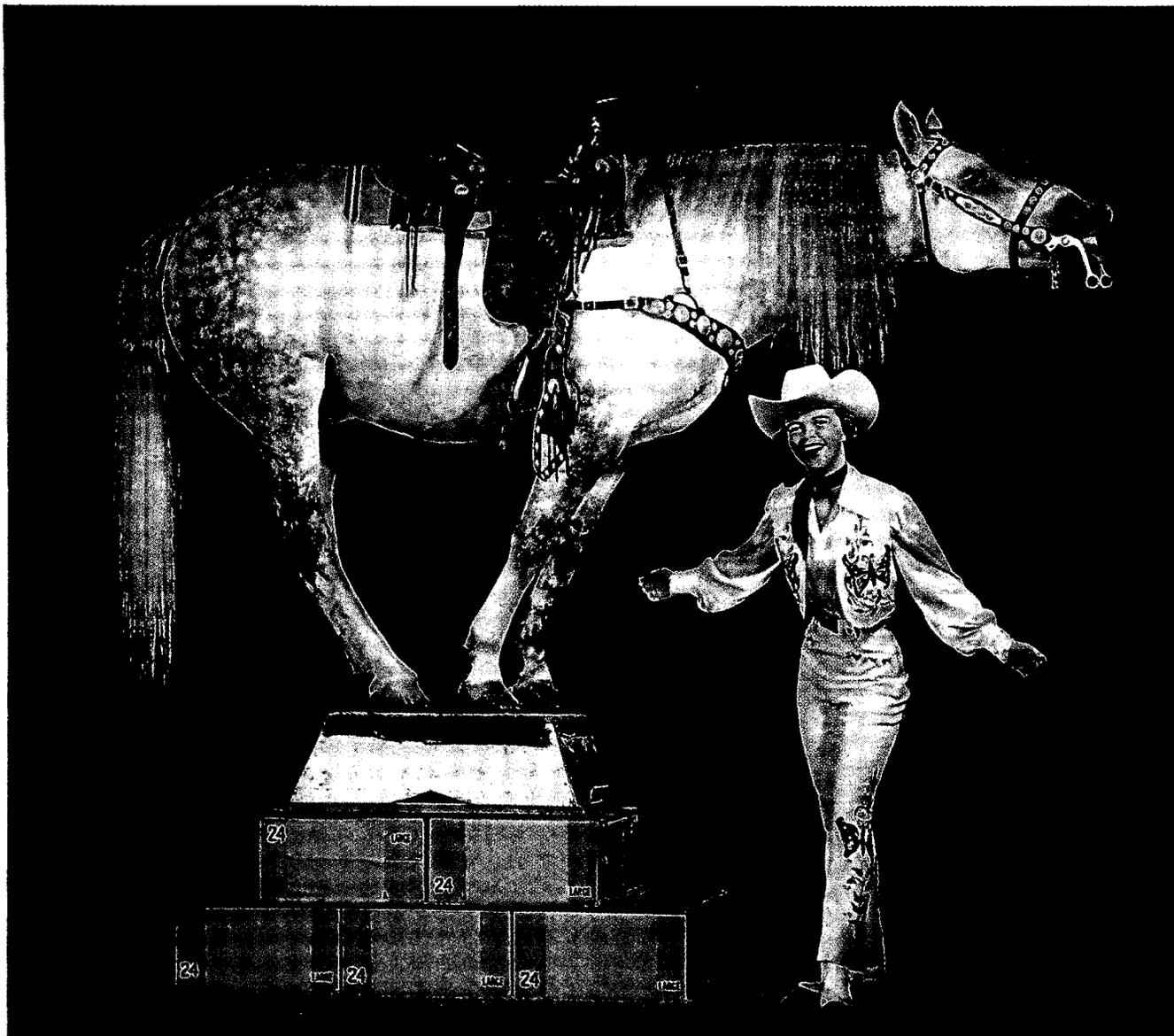
Many plants have found the saving that comes from using ready-mixed sodium silicate is sufficient reason for switching to silicate. Silicate is initially less expensive—the change-over of plant facilities easy—so any saving you effect from the use of ready-mixed adhesive is pure profit.

The main reason for using silicate, however, is always this:
SILICATE OF SODA IS THE ONLY ADHESIVE WHICH
ALSO REINFORCES THE PAPER.

DIAMOND ALKALI COMPANY
CLEVELAND 14, OHIO

Diamond
Standard Silicates





RODEO QUEEN, DONEVA SHEPARD, WITH SMOKEY THE WONDER HORSE

It's done with egg preserver!

Twelve hundred pounds he weighs and the sides of empty corrugated cartons are all that hold him up. Three sheets of paper, with adhesive between—that's all the carton is*. The adhesive is DIAMOND's silicate of soda, a liquid which dries like something akin to a glass film. Some fibre containers are stuck together with other adhesives, but the strongest are made with silicate.

Soaps, detergents and high octane gasoline also consume great amounts of today's "water glass", once famous only for egg preserving. The versatility of this basic chemical is a good illustration of how DIAMOND, as a chemical company, is essential to such a wide variety of other industries.

**Yes, the cartons were empty, sealed by the Container Testing Laboratory, New York City.*



DIAMOND ALKALI COMPANY
CLEVELAND 14, OHIO

Chemicals you live by SODA ASH • CAUSTIC SODA • CHLORINE & DERIVATIVES • SILICATES
BICARBONATE OF SODA • CALCIUM COMPOUNDS • CHROME COMPOUNDS • ALKALI SPECIALTIES • ORGANICS

PANNING



THIS ADVERTISEMENT, telling the general public about the inimitable qualities of genuine leather, is the latest in DIAMOND's advertising series in support of the Leather Industries of America. It appeared in full color in TIME, March 30th and NEWSWEEK, April 13th.

STARTING EIGHT TRIPS AROUND THE EQUATOR

You will walk in your lifetime, in all probability, enough miles to go around the equator eight times. That's a lot of steps! So what better reason for treating your feet to the best?

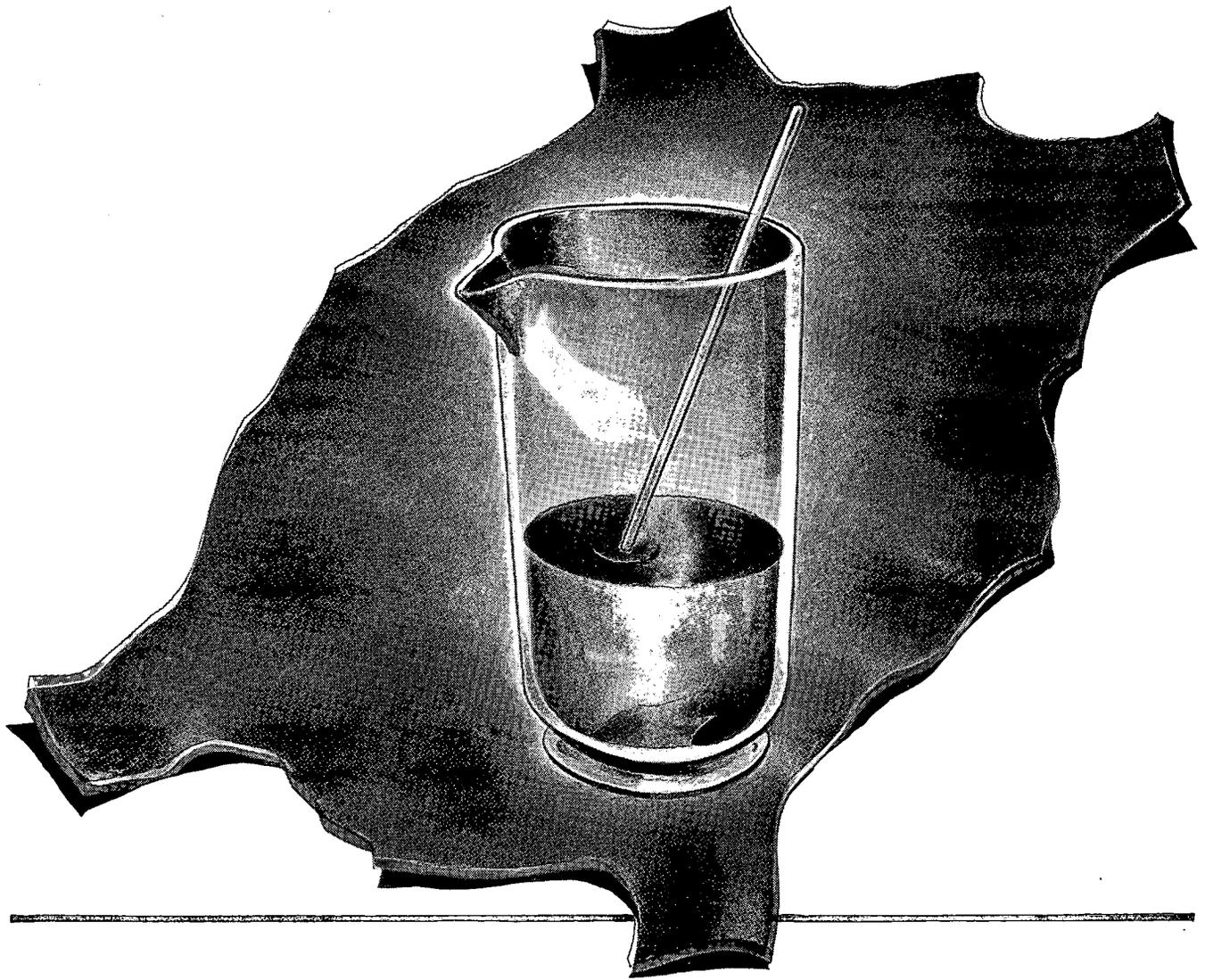
You can't start too soon to enjoy the healthful comfort of genuine leather. In fact, pediatricians like to start babies out on chrome-tanned leather because it is so flexible, so resistant to scuffing and yet is porous and resilient. The leading tanners, not only in the United States, but all over the world, buy their chrome chemicals for imparting these modern qualities to leather from DIAMOND.

You can't find any big industry which is not a big consumer of chemicals. Chemicals are basic, universal, indispensable.



DIAMOND ALKALI COMPANY
CLEVELAND 14, OHIO

Chemicals you live by SODA ASH • CAUSTIC SODA • CHLORINE & DERIVATIVES • SILICATES
BICARBONATE OF SODA • CALCIUM COMPOUNDS • CHROME COMPOUNDS • ALKALI SPECIALTIES • ORGANICS



How to give a skin DEEP BEAUTY

The leather industry's answer to competition is to bring out every jot of beauty that is in leather—and only in leather. Uniformly controlled tanning, deep and thorough, with the finest tanning materials is your way to bring out the best that's in a hide.

Diamond offers you:

TANOLIN®, (five types) the one-bath chrome tan that produces high-quality leather.

BICHROMATE, pure, dry, dust free, uniform. Used by more leading tanners than any other bichromate.

FAT LIQUORS, a complete line including low and highly sulphonated oils.

NEUTRALIZERS, where accurate pH control is essential, ask for DIAMOND Bicarbonate of Soda.

Quick delivery from eight warehouse points; ten sales offices.

Expert advice from your DIAMOND representative, who is trained in leather chemistry.

**DIAMOND CHEMICALS
FOR THE LEATHER INDUSTRY**

DIAMOND ALKALI COMPANY • CLEVELAND 14, OHIO



This advertisement appears in Shoe & Leather Reporter, April 11; Leather & Shoes, April 18; Journal of American Leather Chemists Association, Leather Manufacturer, April, 1953

OCCNJ0160643



Meet two of the world's best dressed women

You have seen it happen countless times at a few minutes after five in the afternoon. From every office building pours a flood of well-dressed women like the two above. Average American working girls, their clothes are the envy of women in every other part of the world, for our industry and science have brought fine clothes in infinite variety within the price range of almost everyone.

DIAMOND chemicals contribute to this happy miracle in many ways; in processing textiles and making rayons, in tanning leather for shoes, handbags and jackets, in plastics for buttons and colors for bows. Each year more of our products go for these uses and we expect this trend to continue so long as every woman wants to dress like a princess—an ambition that has our full accord and to which we promise our continuing support.

Chemicals you live by . . . SODA ASH • CAUSTIC SODA
 CHLORINE & DERIVATIVES • SILICATES • BICARBONATE OF
 SODA • CALCIUM COMPOUNDS • CHROME COMPOUNDS
 ALKALI SPECIALTIES • ORGANICS



DIAMOND ALKALI COMPANY
 CLEVELAND 14, OHIO



STARTING EIGHT TRIPS AROUND THE EQUATOR

You will walk in your lifetime, in all probability, enough miles to go around the equator eight times. That's a lot of steps! So what better reason for treating your feet to the best?

You can't start too soon to enjoy the healthful comfort of genuine leather. In fact, pediatricians like to start babies out on chrome-tanned leather because it is so flexible, so resistant to scuffing and yet is porous and resilient. The leading tanners, not only in the United States, but all over the world, buy their chrome chemicals for imparting these modern qualities to leather from DIAMOND.

You can't find any big industry which is not a big consumer of chemicals. Chemicals are basic, universal, indispensable.



DIAMOND ALKALI COMPANY
CLEVELAND 14, OHIO

Chemicals you live by SODA ASH • CAUSTIC SODA • CHLORINE & DERIVATIVES • SILICATES
BICARBONATE OF SODA • CALCIUM COMPOUNDS • CHROME COMPOUNDS • ALKALI SPECIALTIES • ORGANICS

Chemicals you live by



It's No Mystery!

There's no secret at all about why most of the country's leading tanners use DIAMOND BICHROMATE. They know that it is:

UNSURPASSED FOR PURITY: No other manufacturer controls so many steps in the production of bichromate.

ACCEPTED: No other bichromate is used by so many tanners.

DRY: Easier, safer to use.

AVAILABLE from eight warehouse points. Ten convenient sales offices.

BACKED by DIAMOND's Technical Service, and the wealth of DIAMOND's knowledge of leather chemistry.

DIAMOND CHEMICALS FOR THE LEATHER INDUSTRY

DIAMOND ALKALI COMPANY . . . CLEVELAND 14, OHIO

DIAMOND

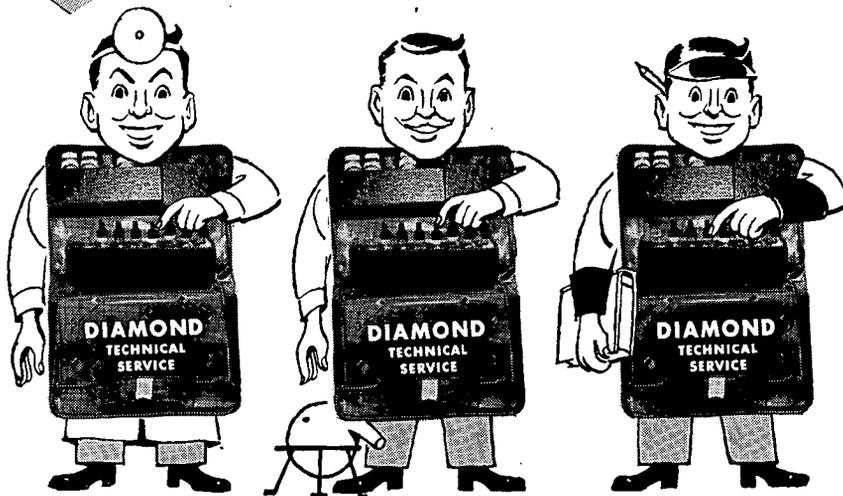
CHEMICALS

This advertisement appears in Shoe & Leather Reporter, February 21; Journal of American Leather Chemists Association, Leather Manufacturer, February and Leather & Shoes, March 21, 1953

OCCNJ0160646

WASHING COMPOUNDS

Chemicals you live by



ENGINEERED CLEANING is a three-faced guy

Do you ever have any washing troubles? If so, there's something in your process that could be improved.

And how would you go about improving? First test; then prescribe; then check up on the results to measure your gain?

DIAMOND Engineered Cleaning follows exactly this pattern. Our Technical Serviceman is trained to serve your plant like a doctor, a chemist, an accountant. He will first test your water, types of soil, conditions, machinery's efficiency and (this is very important) he will check up on the correct use of washing and cleaning compounds by your employees. You'd be surprised what great waste we have discovered in many plants.

The DIAMOND man is competent to prescribe washing and cleaning compounds to produce the best results at the lowest cost for your particular plant conditions.

Then your DIAMOND Technician, as an accountant, can help you figure out how much he has saved you.



This service costs you nothing. We do it for goodwill. It is a long-range benefit to us, if we can save you money. Why not take advantage of it. Have a Diamond Technical man equip your plant this week with *Engineered Cleaning*.

For DIAMOND Technical Service, call your nearest DIAMOND Sales Office.

HI-TEST®
NO. 2

HI-TEST®
NO. 3

B-B®
ALKALI

H-W
HI-TEST

SEQUET®

A-P-W®

HYDRO-
BREAK®

HYDRO-
LATE®

CLIPPER®

DIAMOND WASHING COMPOUNDS

DIAMOND ALKALI COMPANY...CLEVELAND 14 OHIO



This advertisement appears in Bottling Industry, February 17; American Bottler, Brewers Journal, Modern Brewery Age, National Bottler Gazette, February, 1953

OCCNJ0160648

Chemicals you live by

NOW—DIAMOND CLEANERS ARE DUST-FREE

at no extra cost!



If you haven't tried any of DIAMOND's new, dust-free dairy cleaners, make sure they are included in your next order. At no extra cost, you now can have freedom from uncomfortable, unhealthy dust *and improved cleaning action.*

DIAMOND supplies a wide range of dairy cleaners, each one tailored to meet a specific dairy cleaning problem. If you haven't been using

DIAMOND products, call the DIAMOND Distributor listed below. His representative and the DIAMOND Technical Serviceman will determine for you the correct cleaner or combination of cleaners required to get maximum cleaning efficiency in your plant with your water and soil conditions.

ORDER FROM YOUR DIAMOND DAIRY DISTRIBUTOR

Cherry-Burrell Corp. • Meyer-Blanke Co.
The Hurley Co. • Miller Machinery & Supply Co.
Monroe Dairy Machinery, Inc.



DIAMOND DAIRY CLEANERS

DIAMOND ALKALI COMPANY • CLEVELAND, OHIO

MAKE THE SHAKE TEST!



These photographs were taken immediately after each of the jars was shaken vigorously. See how clear the air space is in the jar containing new Dust-Free Diamond Cleaner. You can make this test yourself when you receive your first shipment of new Diamond Cleaner.

These Famous Cleaners Now Improved and Dust-Free

APW® NEUTRAL 50
DREADNAUGHT® CLIPPER CLEANER®
HI-SPEED®

The Leading Equipment Makers Recommend These Supplies

What better recommendation can you ask? The people who manufacture and sell dairy equipment know which cleaners will do the fastest job—most safely; the best job—most economically.

Here Are the Biggest Names in the Industry

Cherry-Burrell Corp.

Meyer-Blanke Co.

The Hurley Co.

Miller Machinery and Supply Co.

Monroe Dairy Machinery, Inc.

Here's what they recommend:

A·P·W . . . particularly adapted for use in moderately soft and soft water.

HI-SPEED[®] . . . especially engineered for medium-hard water.

DREADNAUGHT[®] . . . for hard water.

CLIPPER CLEANER[®] . . . a mild alkaline detergent for moderately hard water. An abundance of wetting agent.

NEUTRAL 50 . . . a neutral type, especially engineered for excellent results in extreme hard-water conditions.

These products are kept up to date with our latest technological developments. Furthermore, any improvement we can make is built into these products as soon as it is thoroughly proved for safety, efficiency and economy. The names are old—they're famous—the products are new—the latest fruits of our research.

They're all **DIAMOND DAIRY CLEANERS**

DIAMOND ALKALI COMPANY • CLEVELAND 14, OHIO



This advertisement appears in American Milk Review, Butter, Cheese & Milk Products Journal, Canadian Dairy & Ice Cream Journal, Ice Cream Review, Milk Dealer, Western Dairy Foods Review, February and M. B. Dairy Grams, issue No. 1, 1953

OCCNJ0160650

1954

HIGHEST HONOR

FOR EXCELLENCE IN ADVERTISEMENT

IN THE CATEGORY

Services & Institutional

AWARDED TO

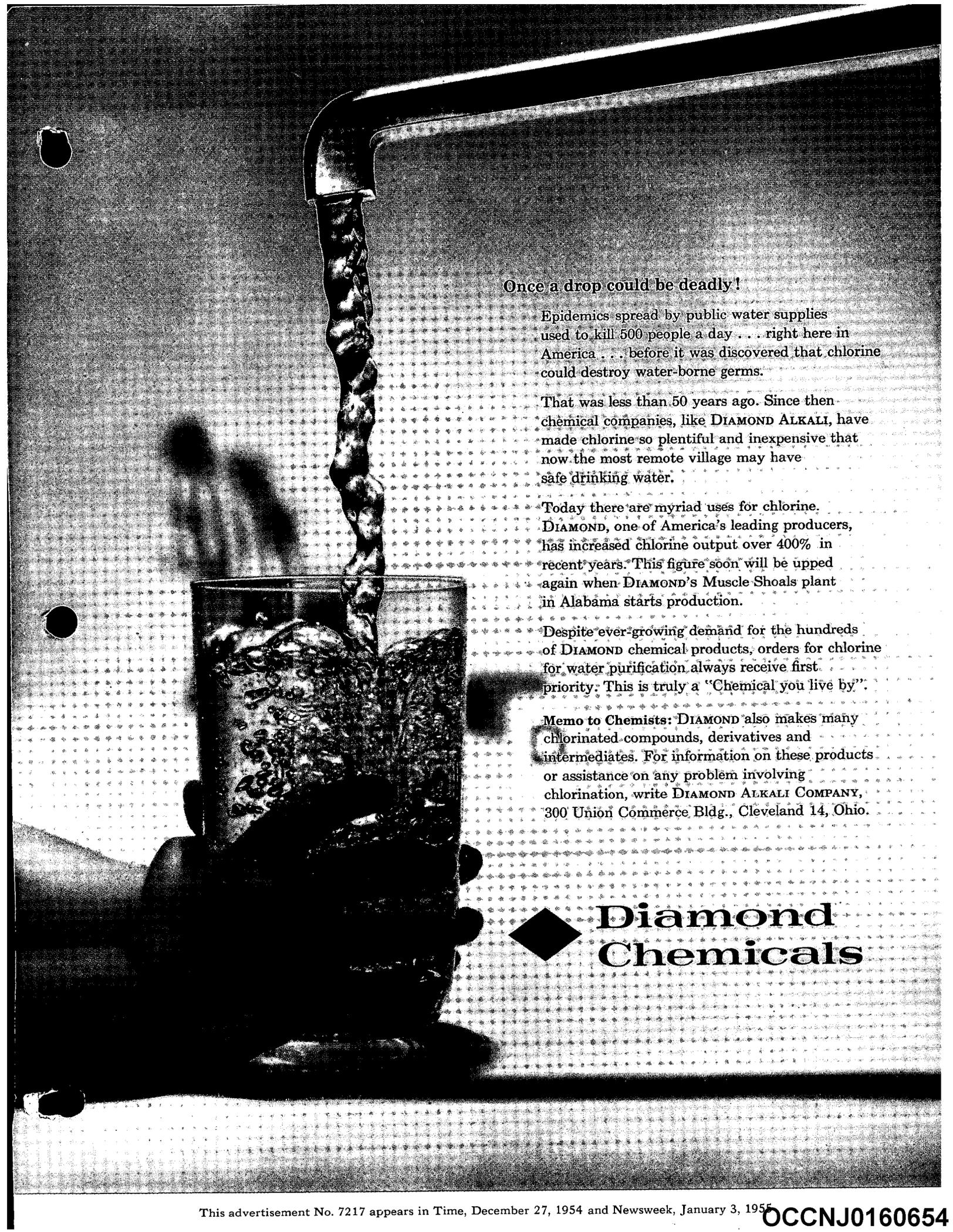
DIAMOND ALKALI INTER-AMERICAN CORPORATION

AT THE INTERNATIONAL ADVERTISING ASSOCIATION CONVENTION

MAY 14, 1954

ASSOCIATION OF INTERNATIONAL ADVERTISING AGENCIES

OCCNJ0160653



Once a drop could be deadly!

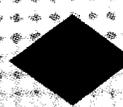
Epidemics spread by public water supplies used to kill 500 people a day . . . right here in America . . . before it was discovered that chlorine could destroy water-borne germs.

That was less than 50 years ago. Since then chemical companies, like DIAMOND ALKALI, have made chlorine so plentiful and inexpensive that now the most remote village may have safe drinking water.

Today there are myriad uses for chlorine. DIAMOND, one of America's leading producers, has increased chlorine output over 400% in recent years. This figure soon will be upped again when DIAMOND's Muscle Shoals plant in Alabama starts production.

Despite ever-growing demand for the hundreds of DIAMOND chemical products, orders for chlorine for water purification always receive first priority. This is truly a "Chemical you live by".

Memo to Chemists: DIAMOND also makes many chlorinated compounds, derivatives and intermediates. For information on these products or assistance on any problem involving chlorination, write DIAMOND ALKALI COMPANY, 300 Union Commerce Bldg., Cleveland 14, Ohio.



**Diamond
Chemicals**



PAPER FEEDS AN INSATIABLE HUNGER

Last year the average American used several times as much paper as meat . . . 390 pounds to 140 pounds. Even more significant is the fact that while meat consumption varies from year to year, depending on economic factors, our consumption of paper rises steadily.

Most of our paper production goes to feed our insatiable appetite for news, information and ideas. Other uses, such as packaging, continue to swell the demand.

Like nearly every basic industry, papermaking consumes large amounts of DIAMOND chemicals. And new processing steps require more chemicals than ever before. More millions of dollars' worth of DIAMOND chemicals go into papermaking each year.

*These Diamond Chemicals
are used by
the paper industry:*
LIQUID CHLORINE
SODA ASH
CAUSTIC SODA
SILICATES
SALT CAKE

DIAMOND ALKALI COMPANY

CLEVELAND 14, OHIO

Chemicals you live by



OCCNJ0160655

Chemicals you live by

**If you use
any of these . . .**

SILICATES

LIQUID CHLORINE

**SALT
CAKE**

CAUSTIC SODA

**SODA
ASH**

Call Diamond for practical help with Chemical Problems

If you have a problem concerning the handling, storing or application of chemicals, call on DIAMOND for assistance and co-operation. As a leading supplier of basic chemicals to the paper industry for two generations, there are very few chemical problems with which we are not familiar. Whatever yours may be, we have the experience, the facilities and the technical staff to help you solve it. Our people will be happy to work with you. Just call your nearest DIAMOND Sales Office or write DIAMOND ALKALI COMPANY, 300 Union Commerce Building, Cleveland 14, Ohio.

DIAMOND ALKALI COMPANY
CLEVELAND 14, OHIO

Sales Offices in NEW YORK, PHILADELPHIA, PITTSBURGH, CLEVELAND,
CINCINNATI, CHICAGO, ST. LOUIS, MEMPHIS AND HOUSTON





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*These Diamond Chemicals
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the paper industry:*

LIQUID CHLORINE
SODA ASH
CAUSTIC SODA
SILICATES
SALT CAKE

DIAMOND ALKALI COMPANY
CLEVELAND 14, OHIO

Chemicals you live by



OCCNJ0160657

These chemicals:

METHYL CHLORIDE

METHYLENE CHLORIDE

CHLOROFORM

MURIATIC ACID

produced at Belle, West Virginia, are now sold
under this famous
trade mark...

DIAMOND



CHEMICALS

For delivery or technical information on these or other basic chemicals call your nearest Diamond Sales Office or write DIAMOND ALKALI CO., 300 Union Commerce Bldg., Cleveland 14, Ohio.

Sales Offices in NEW YORK, PHILADELPHIA, PITTSBURGH, CLEVELAND, CINCINNATI, CHICAGO, ST. LOUIS, MEMPHIS AND HOUSTON

DIAMOND ALKALI COMPANY
CLEVELAND 14, OHIO

Chemicals you live by

SODA ASH • CAUSTIC SODA • CHLORINE & CHLORINATED PRODUCTS • AGRICULTURAL CHEMICALS • PLASTICS • CHROME COMPOUNDS • SILICATES • BICARBONATE OF SODA • CALCIUM COMPOUNDS • ALKALI SPECIALTIES

This advertisement No. A-6355 appears in Armed Forces Chemical Journal, July, 1954

OCCNJ0160658

Diamond Alkali...

headquarters for
these chlorinated
products

CHLORAL

2, 4 DICHLOROPHENOL

2, 4, 5 TRICHLOROPHENOL

2, 4, 6 TRICHLOROPHENOL

TRICHLOROBENZENE

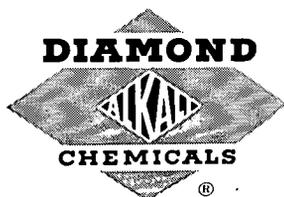
HEXACHLOROBENZENE

Trichlorobenzene available from
our Houston, (Greens Bayou) Texas,
plant, the other chemicals from
our Newark, New Jersey, plant.

For all types of chlorinated products, look to DIAMOND ALKALI. In addition to the products listed, DIAMOND can supply you with mixtures of tri- and tetrachlorobenzenes, and benzene sulfonyl chlorides, and their chlorinated derivatives. Our skilled staff will co-operate with you in the development of other chlorinated organic intermediates and finished technical grade compounds.

We are also large producers of: carbon tetrachloride; perchlorethylene; methylene chloride; methyl chloride; chloroform; Chlorowax* (chlorinated paraffin); muriatic acid; DDT: BHC 14% and 40% gamma; Lindane, 2,4-D and 2,4,5-T amine salts, esters and formulations; grain fumigants.

For technical or sales information, call or write DIAMOND ALKALI COMPANY, 300 Union Commerce Building, Cleveland 14, Ohio. *©

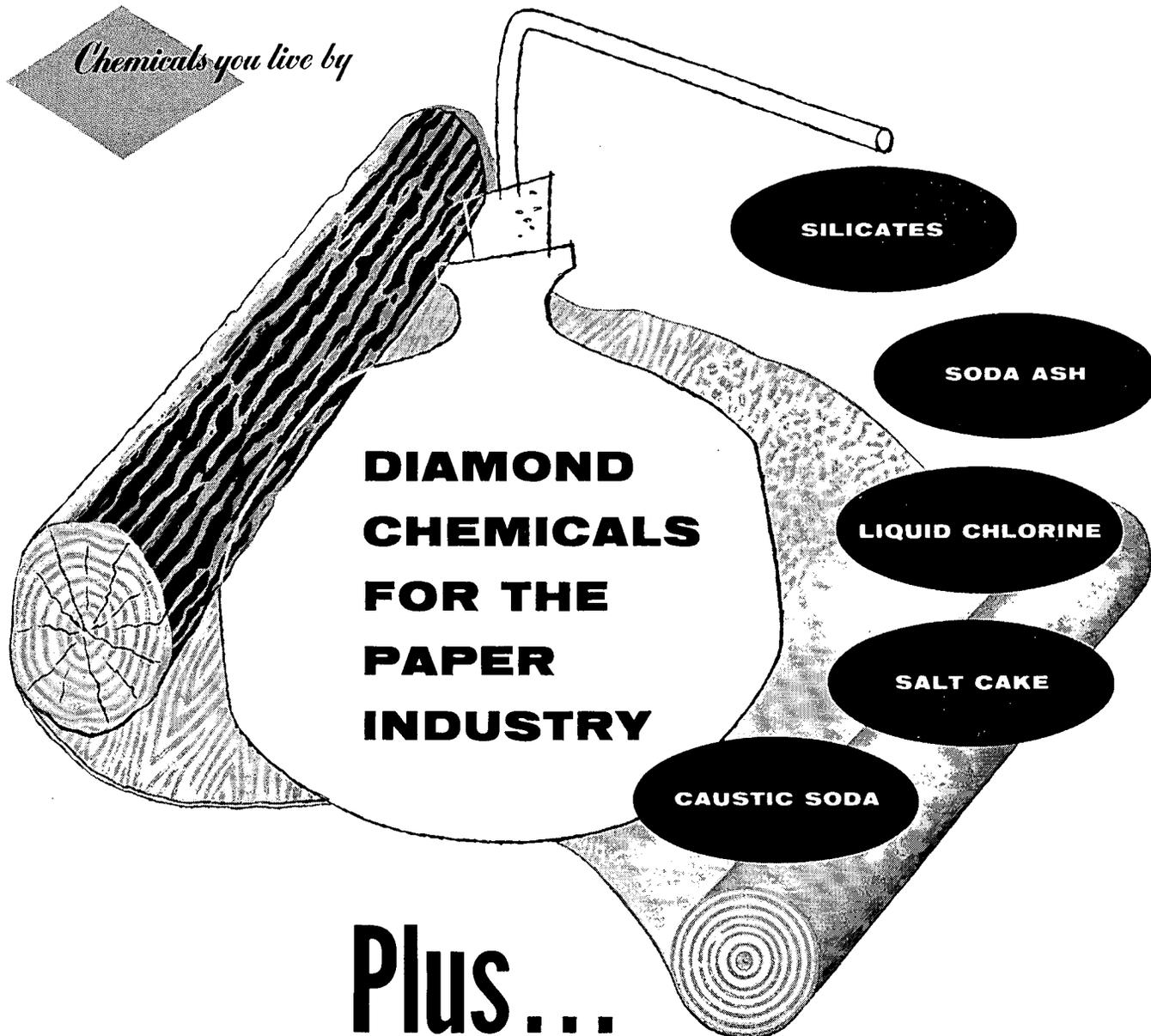


DIAMOND ALKALI COMPANY
Cleveland 14, Ohio

This advertisement No. A7287 appears in Armed Forces Chemical Assoc., 1954 issue

OCCNJ0160659

Chemicals you live by



PRACTICAL HELP WITH YOUR CHEMICAL PROBLEMS

If you have a problem concerning the handling, storing or application of chemicals, call on DIAMOND for assistance and co-operation. As a leading supplier of basic chemicals to the paper industry for two generations, there are very few chemical problems with which we are not familiar. Whatever yours may be, we have the experience, the facilities and the technical staff to help you find the answer. Our people will be glad to work with you. Just call your nearest DIAMOND Sales Office, or write DIAMOND ALKALI COMPANY, 300 Union Commerce Building, Cleveland 14, Ohio.

DIAMOND ALKALI COMPANY
CLEVELAND 14, OHIO

Sales Offices in NEW YORK, PHILADELPHIA, PITTSBURGH, CLEVELAND,
CINCINNATI, CHICAGO, ST. LOUIS, MEMPHIS AND HOUSTON



This advertisement No. 8893 appears in Paper Trade Journal, February 19
and Chemical Week, February 20, 1954

OCCNJ0160660



Baby Blizzards on Demand

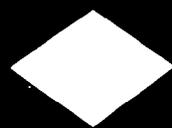
... with such startling results that over 8 million were sold last year. And "canned snow" for Christmas is just one minor product of the skyrocketing aerosol industry. Consider bug bombs, paint removers, instant shaving lather, push-button whipped cream, and on and on. They all depend on chemicals with certain physical properties to provide pressure.

For some applications one such propellant (with certain chemical and economic advantages) is methylene chloride, which the aerosol industry purchases from DIAMOND in drums and tank cars. This is another of the DIAMOND products that give meaning to our slogan, "Chemicals you live by."

Memo to Chemical Users:

Do you use chlorinated methanes? Interested in knowing more about their many applications? You will find DIAMOND ALKALI a dependable source of technical information and high-quality products.

DIAMOND ALKALI COMPANY,
300 Union Commerce Building,
Cleveland 14, Ohio



Diamond Chemicals

**D
O
W
N**

when Diamond Chromates reduce drill-string corrosion

Take out your pencil and figure how many dollars you'd save if the life of your drill strings were increased, say, four times. Quite a saving, isn't it? And it can be done when DIAMOND chromates and bichromates are used to reduce corrosion. In fact, in some cases, drill-string life has been extended as much as *seven times*.

Can you afford not to investigate such a source of savings? Especially when your DIAMOND representative will be glad to back up the facts with technical service.

And while you're talking to the DIAMOND man, ask him how other DIAMOND chemicals are saving money for oilmen as control agents for drilling mud, inhibiting refinery corrosion, and protecting drill strings in heaving shale areas.

Call or write the Sales Office nearest you, or DIAMOND ALKALI Co., 300 Union Commerce Bldg., Cleveland 14, O.

**DIAMOND ALKALI COMPANY
CLEVELAND 14, OHIO**



DIAMOND SALES OFFICES:

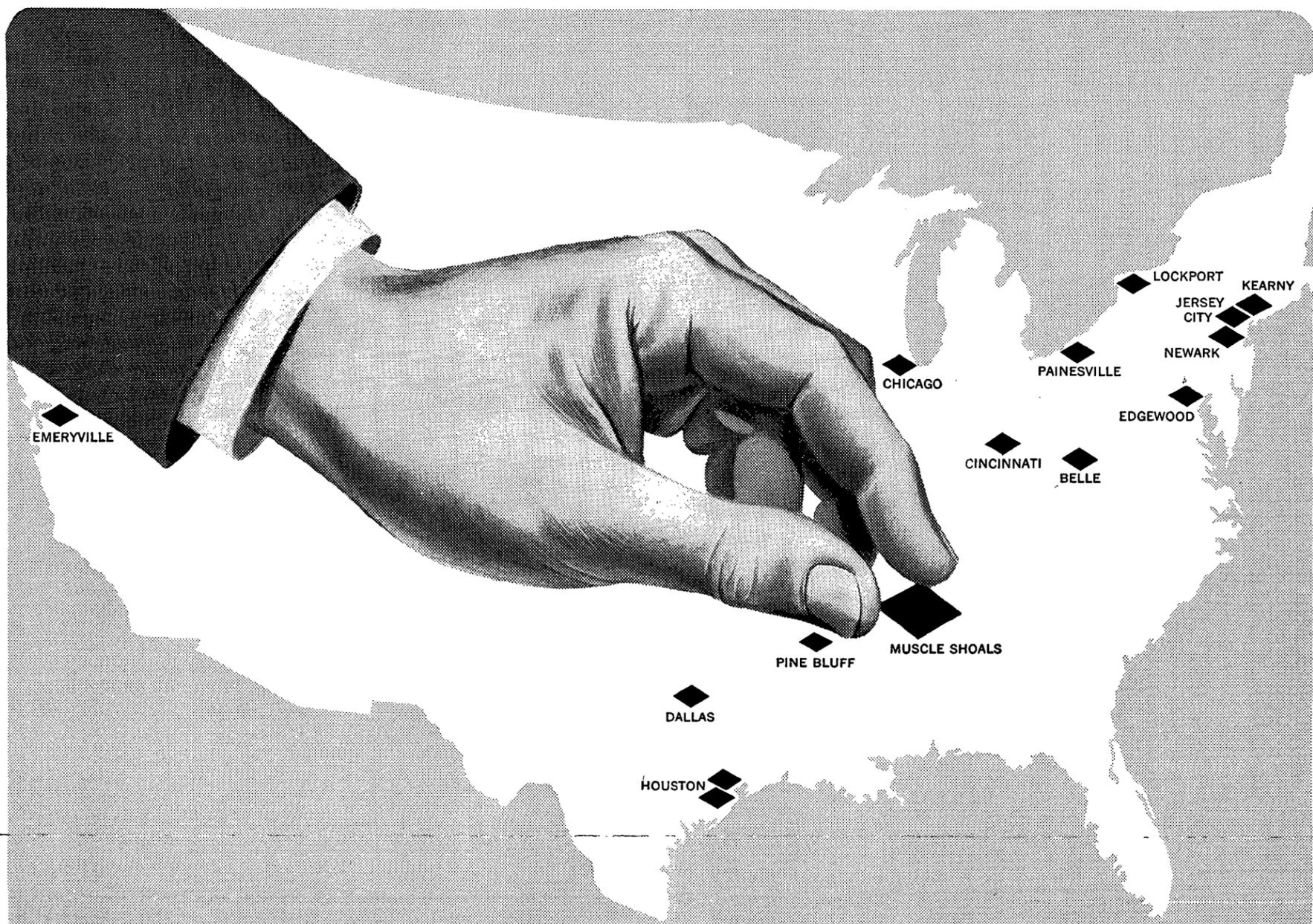
New York,
Philadelphia,
Pittsburgh,
Cleveland,
Chicago,
Cincinnati,
St. Louis,
Memphis,
Houston.

**Diamond Chemicals
for the Oil Industry**



Here is another advertisement designed to help you sell Chlorine and Caustic Soda in the Southeast. The ad ran in the following newspapers on October 28th and 29th, when Diamond acquired its new Muscle Shoals Plant.

Alexandria	Va.	Gazette-Sun
Atlanta	Ga.	Constitution-Journal
Augusta	Ga.	Chronicle Herald
Birmingham	Ala.	News Post-Herald
Charleston	S. C.	Post News and Courier
Charleston	W. Va.	Gazette
Charlotte	N. C.	Observer
Chattanooga	Tenn.	News-Free Press Times
Columbia	S. C.	Record State
Columbus	Ga.	Ledger Enquirer
Durham	N. C.	Herald Sun
Greensboro	N. C.	News Record
Greenville	S. C.	News Piedmont
Huntington	W. Va.	Advertiser Herald-Dispatch
Jackson	Miss.	Clarion Ledger Daily News
Jacksonville	Fla.	Florida Times-Union
Knoxville	Tenn.	News-Sentinel
Louisville	Ky.	Courier-Journal Times
Macon	Ga.	News Telegraph
Memphis	Tenn.	Commercial Appeal Press-Scimitar
Miami	Fla.	Herald
Mobile	Ala.	Press Register
Montgomery	Ala.	Advertiser Journal
Nashville	Tenn.	Banner Tennessean
Newport News	Va.	Press Times-Herald
Norfolk	Va.	Ledger-Dispatch Virginian Pilot
Portsmouth	Va.	Star
Richmond	Va.	News-Leader Times-Dispatch
Roanoke	Va.	Times World-News
St. Petersburg	Fla.	Times
Savannah	Ga.	News Press
Spartanburg	S. C.	Herald Journal
Tampa	Fla.	Tribune
Winston-Salem	N. C.	Journal Twin City Sentinel



MUSCLE SHOALS CHLORINE-CAUSTIC SODA PLANT NOW PART OF DIAMOND ALKALI

One of the world's most modern chlorine and caustic soda plants, located at Muscle Shoals, Alabama, and formerly owned by the Government, now is a part of DIAMOND ALKALI COMPANY.

With the purchase of this plant, DIAMOND, one of America's leading chlorine and caustic soda producers, becomes a resident partner in the dynamic development of the Southeastern States.

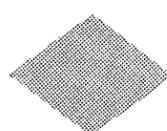
To the fast-growing industry of the area, DIAMOND will bring a great new source of industrial chemicals and a technical staff with outstanding ability and long experience.

This marks another step in DIAMOND's continuing program of expanding service and production facilities for the "Chemicals you live by".

DIAMOND ALKALI COMPANY, 300 Union Commerce Building, Cleveland 14, Ohio.

FACTS ON DIAMOND ALKALI'S NEW MUSCLE SHOALS PLANT

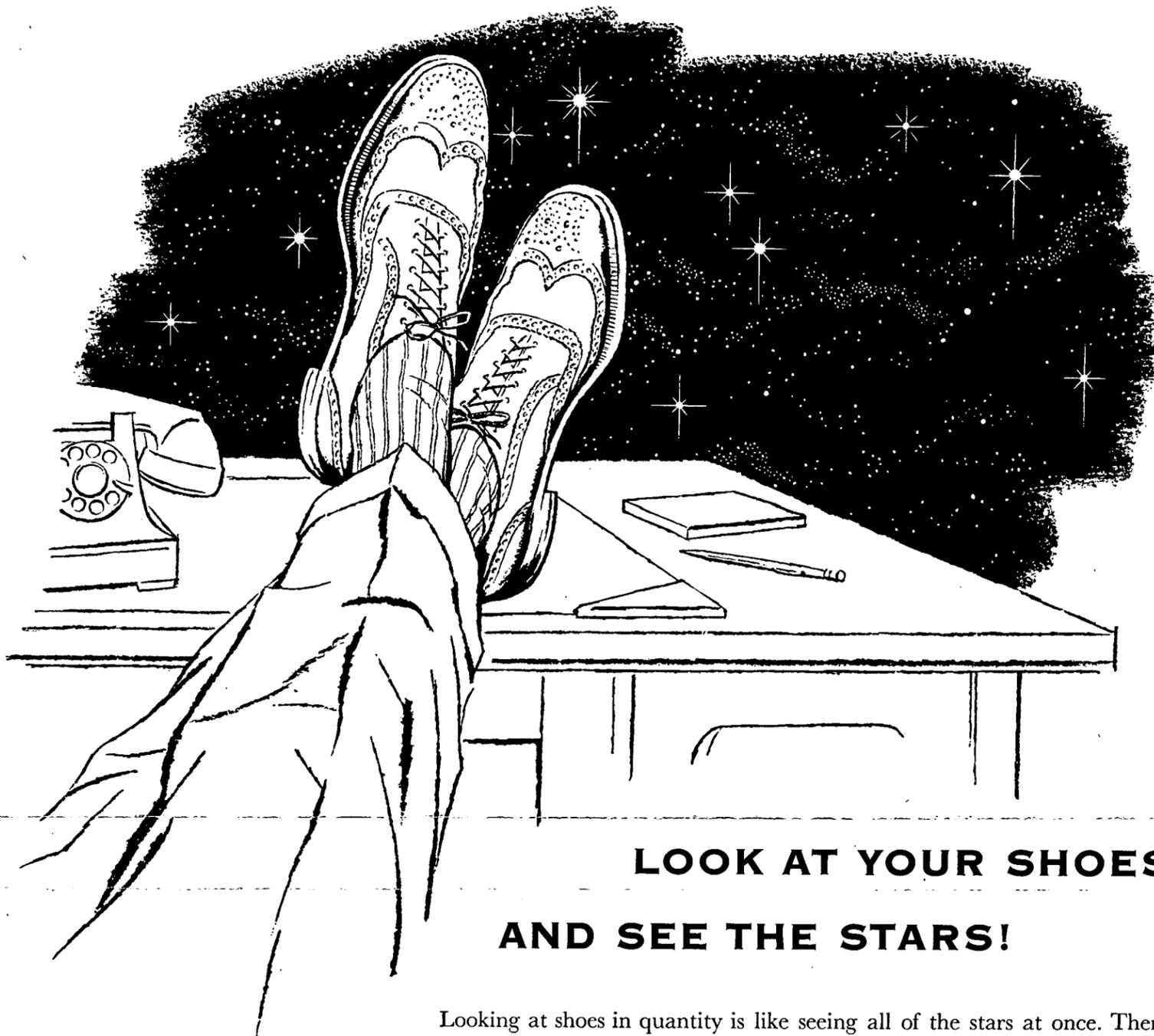
- Built—1950-52.
- Located on 491-acre site on Tennessee River at Muscle Shoals, Ala.
- Excellent shipping facilities to all parts of the Southeast.
- Capacity: 225 tons of chlorine per day, 250 tons of caustic soda per day.



Diamond Chemicals

Chemicals you live by . . . Soda Ash • Caustic Soda • Chlorine & Chlorinated Products • Plastics • Silicates • Agricultural Chemicals • Chrome Compounds • Bicarbonate of Soda • Calcium Compounds • Alkali Specialties

OCCNJ0160664



LOOK AT YOUR SHOES AND SEE THE STARS!

Looking at shoes in quantity is like seeing all of the stars at once. There are shoes by the hundreds of millions in America.

Look at leather shoes, which most shoes are, and you'll see DIAMOND ALKALI. For DIAMOND makes most of the chemicals tanners use in turning raw hides into leather . . . leather with all those enduring qualities so well suited to shoes.

The number of shoes and DIAMOND sales to the leather industry continue to grow as we add to our population and improve our living standards.

*These Diamond Chemicals
are used by
the leather industry:*
BICHROMATE OF SODA
BASIC CHROMIUM SULPHATE
FAT LIQUORS
BICARBONATE OF SODA
SODA ASH

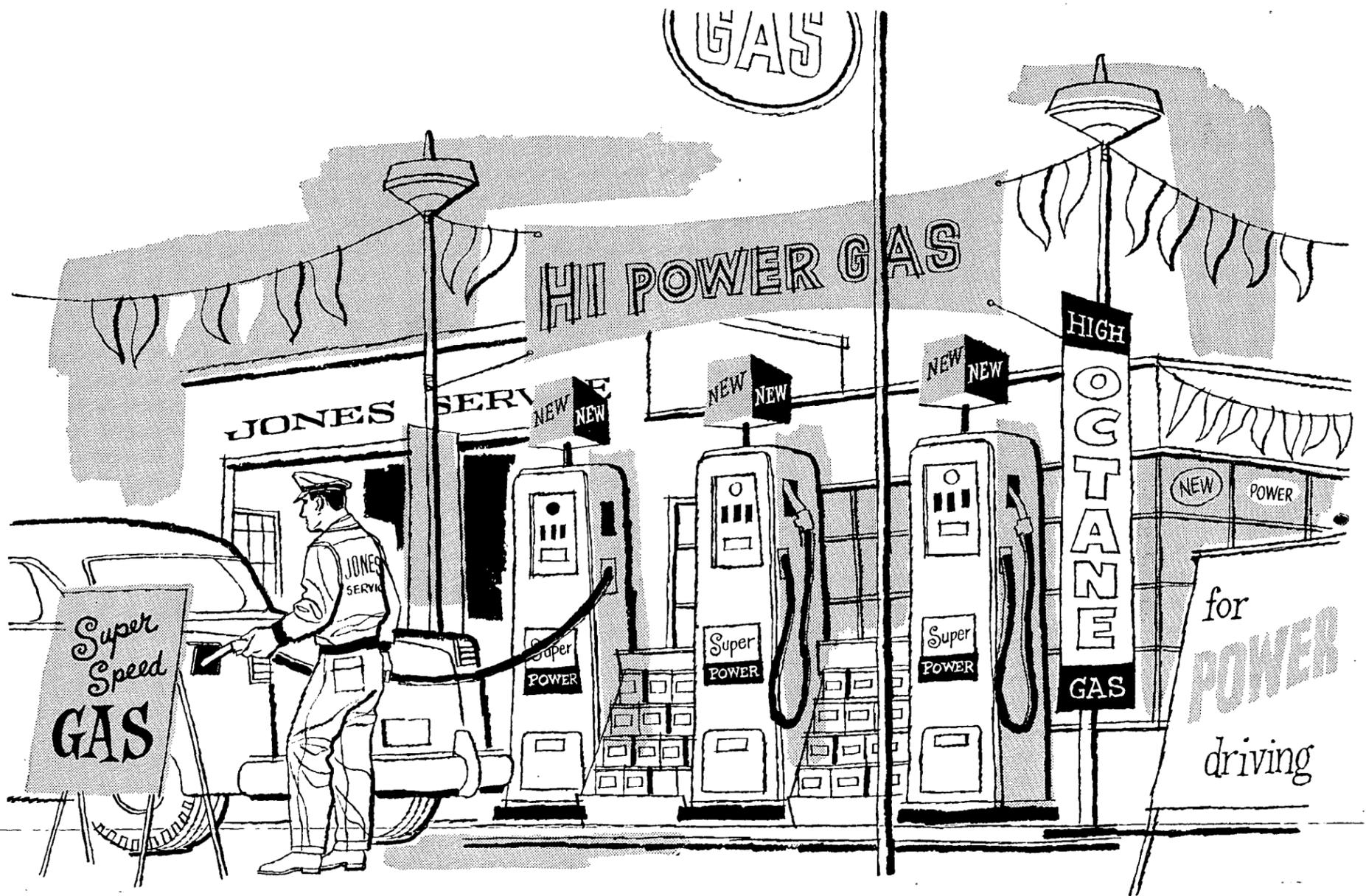
DIAMOND ALKALI COMPANY
CLEVELAND 14, OHIO

Chemicals you live by



This advertisement No. 6398 appears in New York Journal of Commerce, April 14; Fairport Beacon and Painesville Telegraph, April 30; Wall Street Journal, May 11, 1954

OCCNJ0160665



As Octane Ratings Go Up . . .

So Does the Need for Diamond Chemicals

When you step on the gas today, your car spurts ahead faster than ever before . . . and so does the demand for DIAMOND silicate of soda. For a large proportion of high-octane gasoline is refined by a process using sodium silicate-based catalysts. And as more high-octane gasoline is produced, more catalyst is required.

Chances are the gasoline in your car now was pro-

duced with the aid of DIAMOND chemicals. Besides supplying chemicals for catalysts, DIAMOND produces chlorine used to make ethyl anti-knock compound. To meet the demand for these and more than 100 other "Chemicals you live by," we are constantly boosting production in DIAMOND plants from coast to coast. As industry grows, so grows DIAMOND.

DIAMOND ALKALI COMPANY

CLEVELAND 14, OHIO

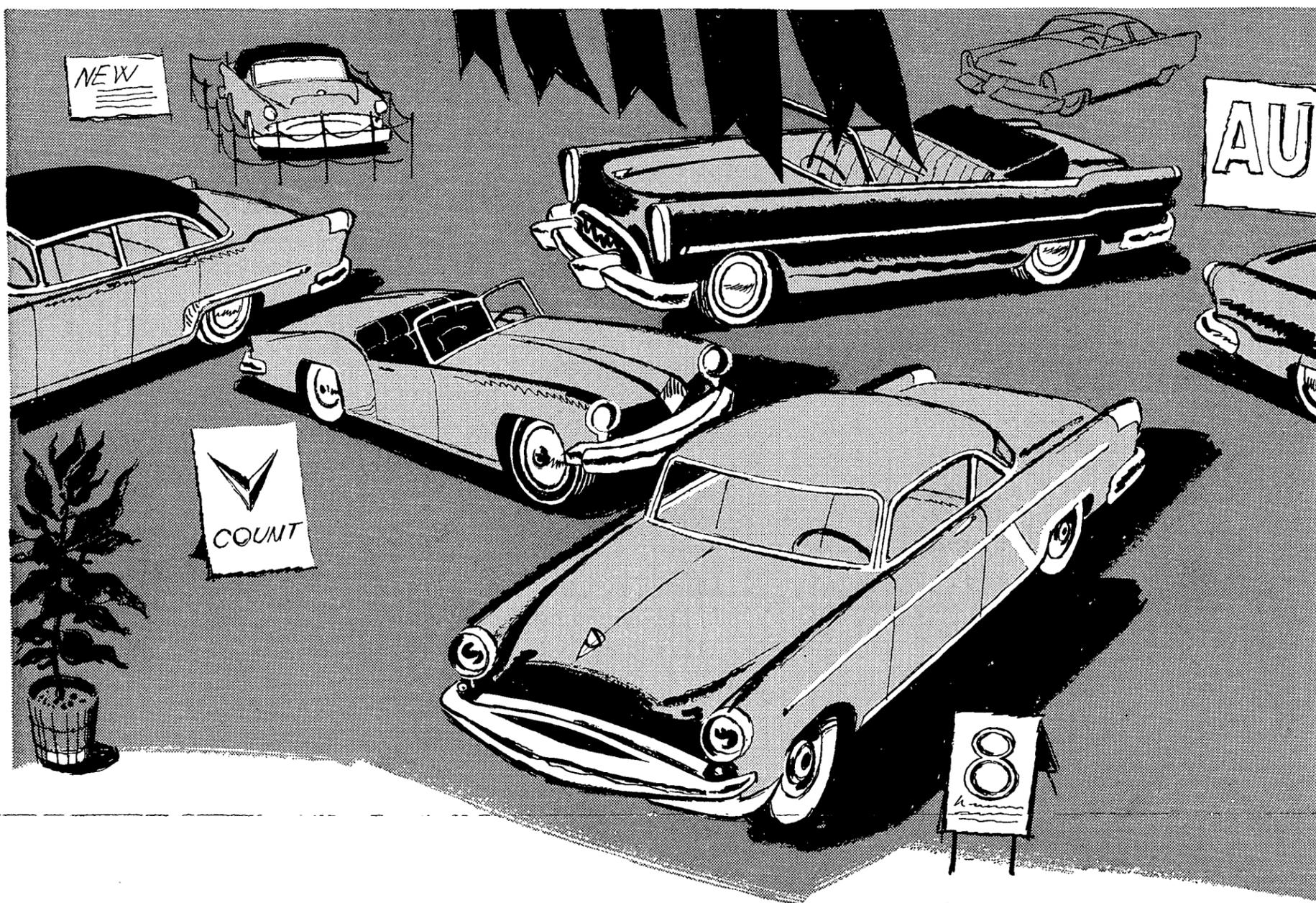
Chemicals you live by

. . . SODA ASH • CAUSTIC SODA • CHLORINE & CHLORINATED PRODUCTS
 AGRICULTURAL CHEMICALS • PLASTICS • CHROME COMPOUNDS • SILICATES • BICARBONATE OF SODA • CALCIUM COMPOUNDS • ALKALI SPECIALTIES



This advertisement No. 8111 appears in New York Journal of Commerce, October 7; Wall Street Journal, October 13; Fairport Beacon and Painesville Telegraph, October 15, 1954

OCCNJ0160666



Sparkle sparks the urge to buy
 (One more reason that keeps DIAMOND busy)

About this time every year many Americans wrestle with the urge to trade in their cars and drive off in new and shinier models.

Why?

One reason lies in the "lustrous look" of gleaming new chrome . . . on trim, wheels, grilles, accessories. Knowing this, car makers use lots of chrome; they want the gleamiest there is. Thus, much of it starts with a DIAMOND chemical product . . . for a good reason . . . COMPLETE QUALITY CONTROL!

You see, DIAMOND imports chrome ore and makes the chemicals basic to chromic acid production. Thus, quality is controlled effectively . . . *all the way* . . . making DIAMOND chromic acid a favorite for good chromium plating.

The ever-increasing demand for this and the more than 100 other "Chemicals you live by" keeps DIAMOND people and plants busy from coast to coast. Here's further proof of the fact that as industry grows—so grows DIAMOND.

DIAMOND ALKALI COMPANY
 CLEVELAND 14, OHIO

Chemicals you live by . . . SODA ASH • CAUSTIC SODA • CHLORINE & CHLORINATED PRODUCTS
 AGRICULTURAL CHEMICALS • PLASTICS • CHROME COMPOUNDS • SILICATES • BICARBONATE OF SODA • CALCIUM COMPOUNDS • ALKALI SPECIALTIES



This advertisement No. 8447 appears in New York Journal of Commerce, Wall Street Journal, November 24; Fairport Beacon and Painesville Telegraph, November 26, 1954

OCCNJ0160668

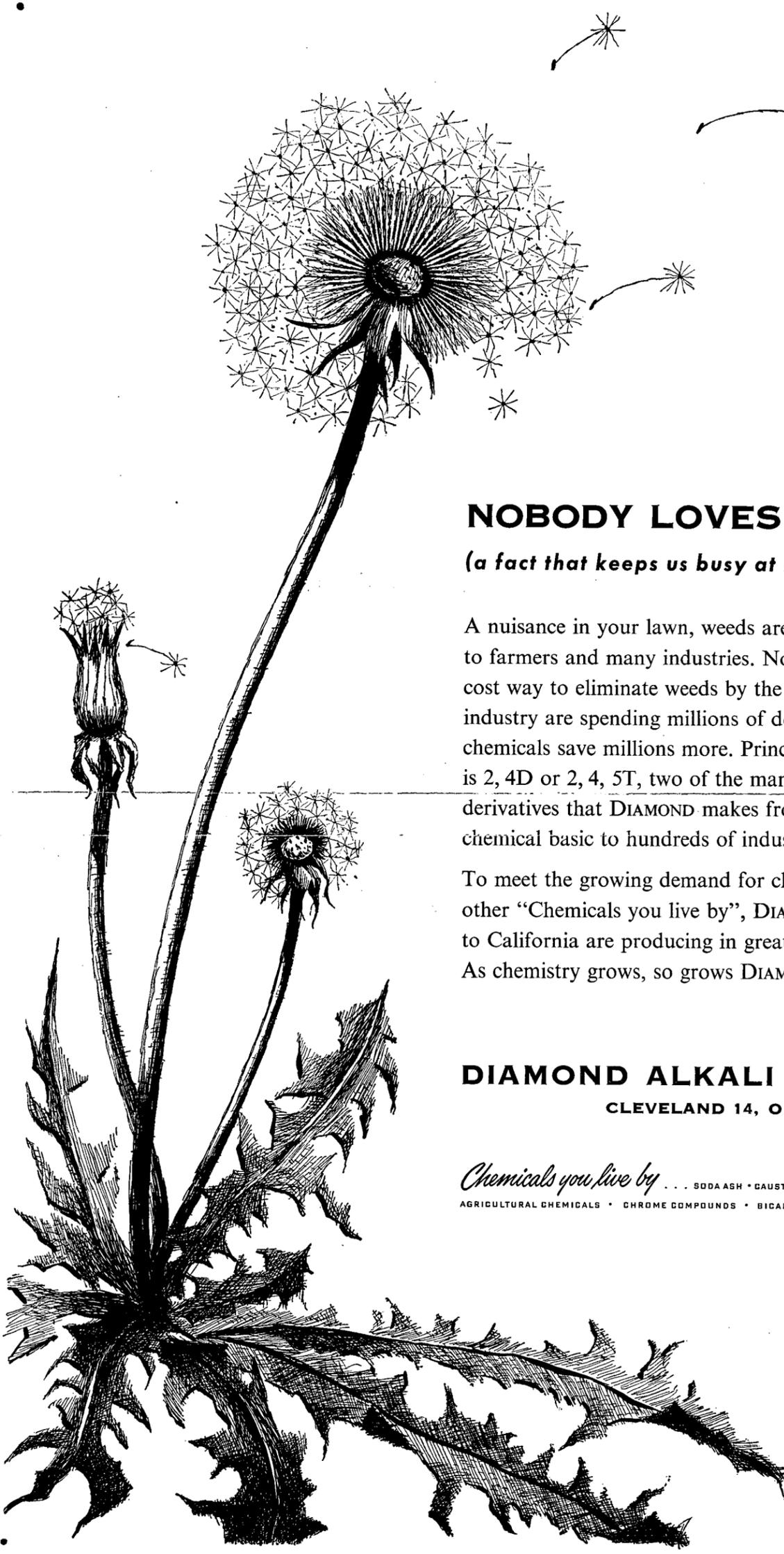
the "chemicals you live by" in 15
that our newest "plant home"...our
g you in Alabama.

partners" in the dynamic develop-
ing to the Southeast a great new
n our resources as one of America's
ntaining here a completely modern

ders, and your business folks have
s a company and as individuals, we
nce and friendship...to accept our
which we live, work and play...and
velopment of this progressive area.

OND ALKALI COMPANY

caustic soda • chlorine & chlorinated products • plastics • silicates
nds • bicarbonate of soda • calcium compounds • alkali specialties



NOBODY LOVES A DANDELION

(a fact that keeps us busy at DIAMOND)

A nuisance in your lawn, weeds are actually an economic problem to farmers and many industries. Now chemicals provide the first, low-cost way to eliminate weeds by the hundreds of acres. Agriculture and industry are spending millions of dollars for weed killers because these chemicals save millions more. Principal ingredient of many herbicides is 2, 4D or 2, 4, 5T, two of the many end products, intermediates and derivatives that DIAMOND makes from DIAMOND chlorine . . . a chemical basic to hundreds of industries from paper to plastics.

To meet the growing demand for chlorine and the more than 100 other "Chemicals you live by", DIAMOND plants from New Jersey to California are producing in greater volume than ever. As chemistry grows, so grows DIAMOND.

DIAMOND ALKALI COMPANY
CLEVELAND 14, OHIO



Chemicals you live by . . . SODA ASH • CAUSTIC SODA • CHLORINE & CHLORINATED PRODUCTS • PLASTICS • SILICATES
AGRICULTURAL CHEMICALS • CHROME COMPOUNDS • BICARBONATE OF SODA • CALCIUM COMPOUNDS • ALKALI SPECIALTIES

AG. CHEM.

OCCNJ0160671

¡PRODUCTORES DE ALGODON!

¡FOTOGRAFEN SUS CULTIVOS CON

DIAMOND

POLVOS ALGODON

*Insecticidas de muchos
tipos, combinaciones y
concentraciones eficaces*

- Polvo suelto, que no se apelmaza
- Tamaño regulado de las partículas
- Satisface plenamente los requisitos gubernativos
- (el consumidor obtiene todos los ingredientes activos que paga)
- Envase adecuado y cómodo
- Instrucciones completas para su empleo

Indiquen los Productos DIAMOND por su nombre

Fabricados por la Diamond Alkali Company, uno de los fabricantes de insecticidas y herbicidas básicos más grandes del mundo.

DIAMOND ALKALI INTER - AMERICAN CORPORATION

4400 Chanin Building

Nueva York 17, N. Y., E. U. de A.

Dirección cablegráfica: DIAMALKALI



Esta es una prueba que se envía por anticipado de DIAMOND que aparecera en La Hacienda en los meses de marzo y Abril, 1954.

OCCNJ0160672

Think **FIRST** of

DIAMOND



**for insecticides
weed killers, brush killers**



DIAMOND'S extensive facilities for manufacturing and distributing agricultural chemicals for weed control, brush control and insect control benefit formulators of pesticides, as well as farmers and cattlemen throughout the world.

DIAMOND ALKALI COMPANY, long associated with high quality chemicals, is one of the world's large manufacturers of basic herbicides and insecticides. The name DIAMOND itself is your automatic assurance of the best the market has to offer. Write for literature and use our technical consulting service for your special problems. Your inquiries are welcome.

DIAMOND AGRICULTURAL CHEMICALS

DDT	}	Technical Grades
LINDANE		Wettable Powders
BHC		Dusts, Solutions
		Emulsifiable Concentrates
2,4-D and 2,4,5-T	}	Weed & Brush Killers
		Isopropyl Esters
		Butyl Esters
		Butoxy Ethoxy Propanol Esters (low volatile type)
K-101		Miticide
HEXACHLORO- BENZENE		Seed Protectants
80-20		Grain Fumigant

DIAMOND ALKALI COMPANY

EXPORT SALES DIVISION
4404 Chanin Building • New York 17, N. Y., U. S. A.
Cable Address: DIAMALKALI



*This advertisement prepared by FULLER & SMITH & ROSS INC. to appear in:
WORLD CROPS—April, 1954
AMERICAN EXPORTER—May, 1954*

OCCNJ0160673

DDT

BHC

DIAMOND

COTTON PESTS

**The Old Reliables
for Protecting
Cotton Crops**

- basic insecticides
- chemically stable
- tried and trusted by all
- especially effective against cotton insects
- economical

FORMULATORS: For technical assistance, delivery and price data, contact DIAMOND—
one of the world's largest manufacturers of insecticides and herbicides.

DIAMOND AGRICULTURAL CHEMICALS

- DDT
- BHC
- LINDANE
- MITICIDE K-101
- Seed Protectants
- 2, 4-D Weed Killers
- 2, 4, 5-T Brush Killers
- 80-20 Grain Fumigant

and many other chemicals that help farmers,
gardeners, cattlemen and orchardists.

DIAMOND ALKALI COMPANY

Cleveland 14, Ohio

PLANTS: NEWARK, N. J. • HOUSTON, TEXAS

DIAMOND

CHEMICALS

*This advertisement prepared by
FULLER & SMITH & ROSS INC.*

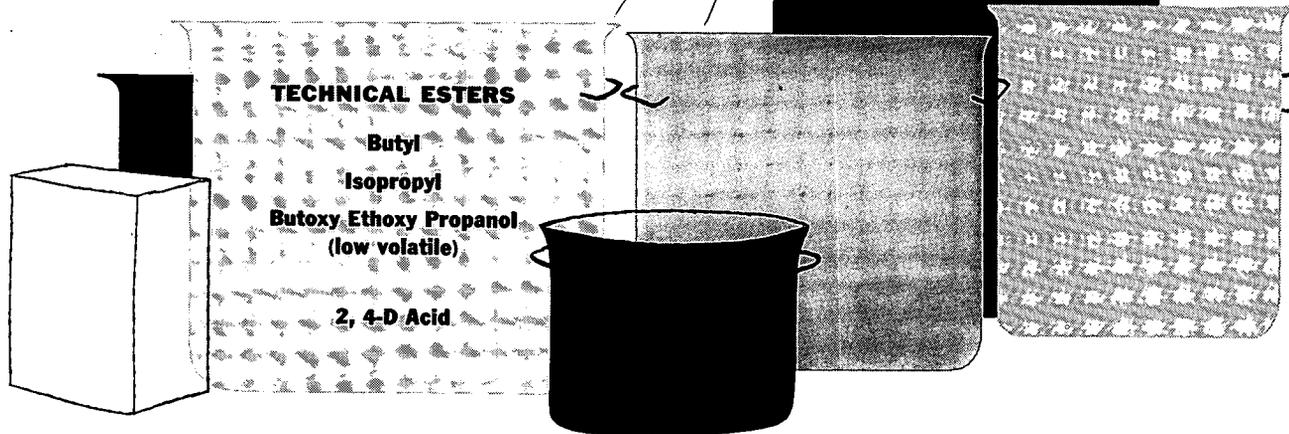
*to appear in:
AGRICULTURAL CHEMICALS—March, 1954
FARM CHEMICALS—March, 1954*

OCCNJ0160674

when it comes to weed and brush killers...



are a
formulator's
best friend



For information on costs, technical
service and other details, write to:

DIAMOND ALKALI COMPANY

Organic Chemicals Division
80 Lister Avenue • Newark 5, New Jersey
Plants: Newark, N. J. and Houston, Texas

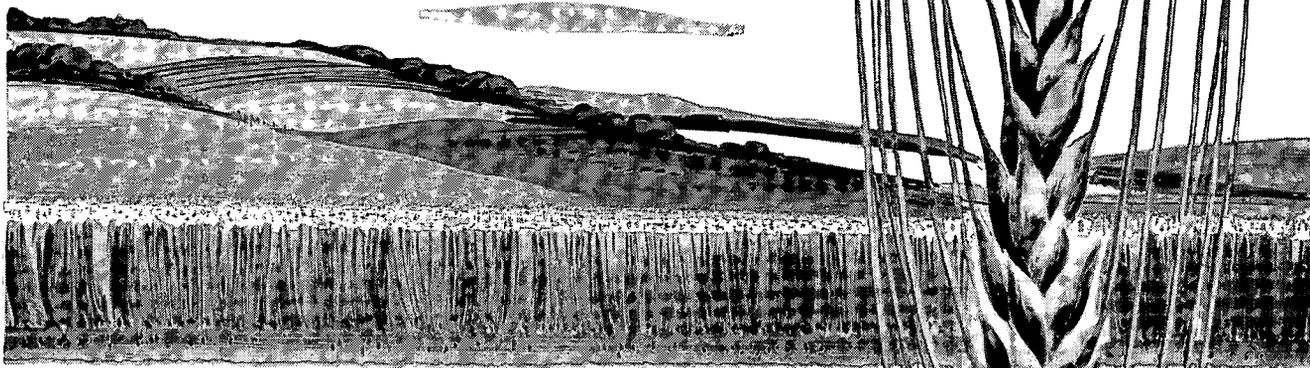


*This advertisement prepared by
FULLER & SMITH & ROSS INC.
to appear in:*

OCCNJ0160675

DIAMOND LINDANE

Economical SEED TREATMENT for WINTER WHEAT



Be sure you have economical LINDANE on hand for fall planting of winter wheat.

LINDANE wettable powder (25% and 75% concentrations) controls wireworms and false wireworms — two of the most destructive pests to winter wheat.

To date, LINDANE is the most economical and effective seed treatment developed for controlling these crop destroyers.

Approximately one ounce of actual LINDANE per acre does the job when applied to wheat to be seeded.

FORMULATORS! — for data on price, delivery and technical information — write to:

DIAMOND ALKALI COMPANY

CLEVELAND 14, OHIO

Plants: Newark, N. J., and Houston, Texas

DIAMOND

CHEMICALS

*This advertisement prepared by
FULLER & SMITH & ROSS INC.*

to appear in:

AGRICULTURAL CHEMICALS—August, 1954

FARM CHEMICALS—August, 1954

CROP LIFE—August 16, 1954

OCCNJ0160676



DIAMOND 100% LINDANE makes short work of household insect pests such as ants, bedbugs, clothes moths, carpet beetles, cockroaches, flies and mosquitoes through its 3-way killing power—by contact, vapor and stomach action. Lindane *continues* to kill, too, long after it is applied because of its exceptional residual property.

DIAMOND 100% LINDANE—is practically odorless and will not harm natural or synthetic fabrics. It satisfies both you and your customers.

One of the World's Largest Manufacturers of Basic Insecticides

DIAMOND ALKALI COMPANY

Organic Chemicals Division
80 Lister Avenue • Newark 5, New Jersey
Plants: Newark, N. J.; Houston, Texas



*This advertisement prepared by
FULLER & SMITH & ROSS INC.
to appear in:
SOAP & SANITARY CHEMICALS—March, 1954
PEST CONTROL—March, 1954
A-2074*

OCCNJ0160677

CALCIUM CAR. & CHLOROMAX

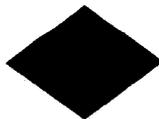
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What makes it flow so smoothly?

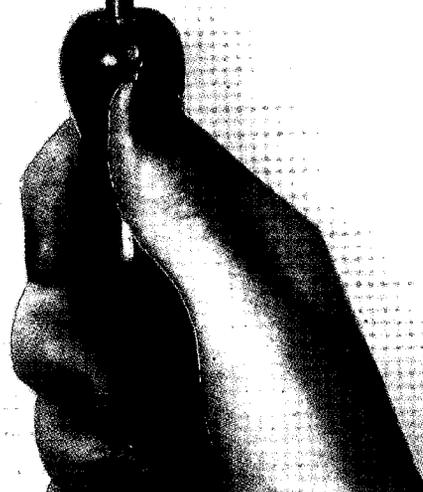
Does it amaze you sometimes to discover what a good painter you are? It doesn't surprise the paint manufacturers. They planned it that way.

Among the ingredients they use to help amateurs do professional-looking jobs are two DIAMOND products, Surfex® and Multifex®, precipitated calcium carbonates of incredible fineness and great uniformity. These pigments improve the flow of paints over uneven surfaces, give smooth textures even though walls have spots with varying degrees of absorption.

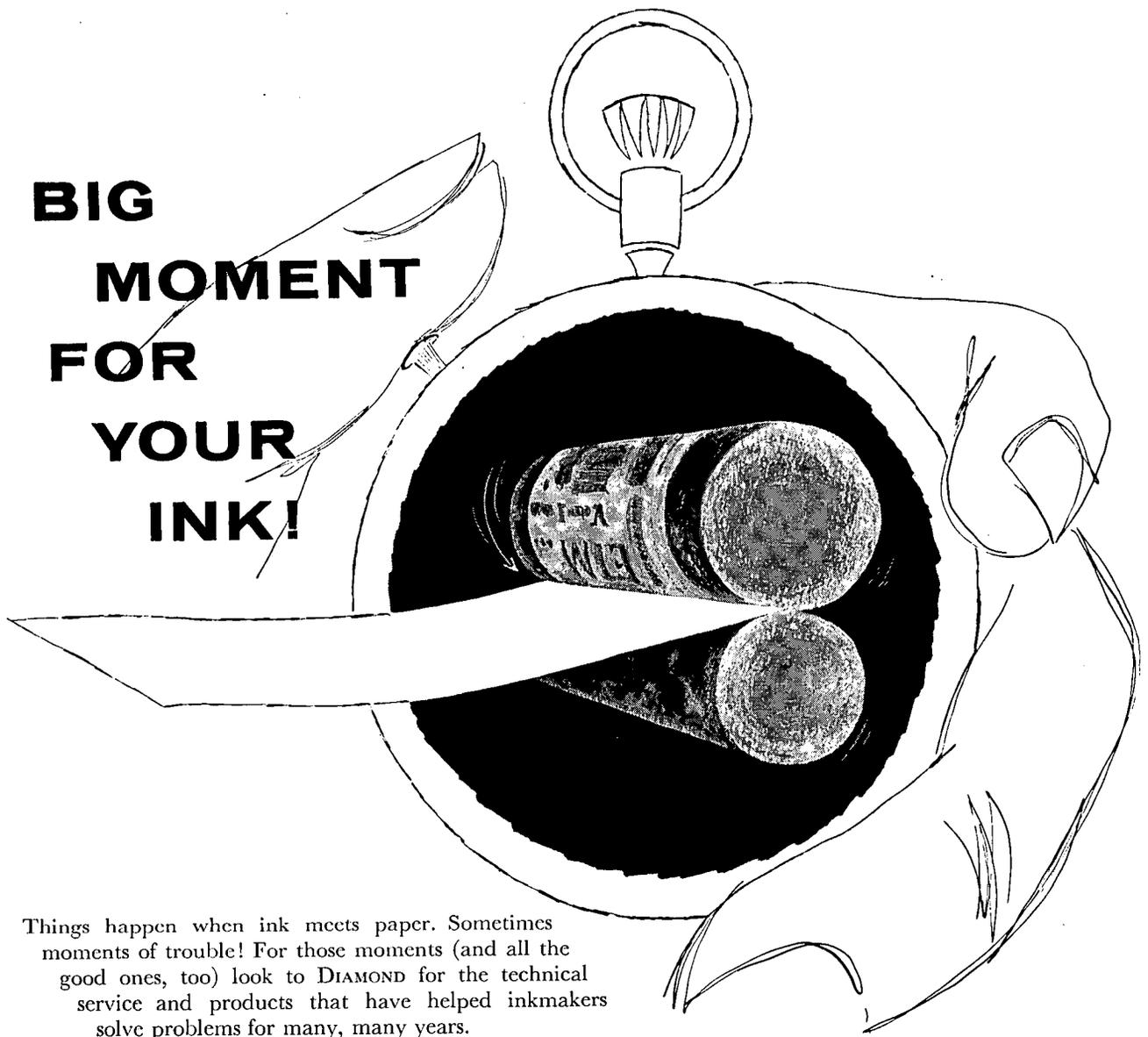
For more information on Surfex and Multifex and other DIAMOND products for the paint industry, write DIAMOND ALKALI COMPANY, 300 Union Commerce Building, Cleveland 14, Ohio.



Diamond Chemicals



BIG MOMENT FOR YOUR INK!



Things happen when ink meets paper. Sometimes moments of trouble! For those moments (and all the good ones, too) look to DIAMOND for the technical service and products that have helped inkmakers solve problems for many, many years.

For instance, perhaps you want an all-purpose extender pigment that's easy to grind, with such other properties as improved printability, smoother and more even large-area coverage, and indefinite body retention.

For this, Multifex*MM is specific. Or possibly, economy is primary for bag, poster or carton ink.

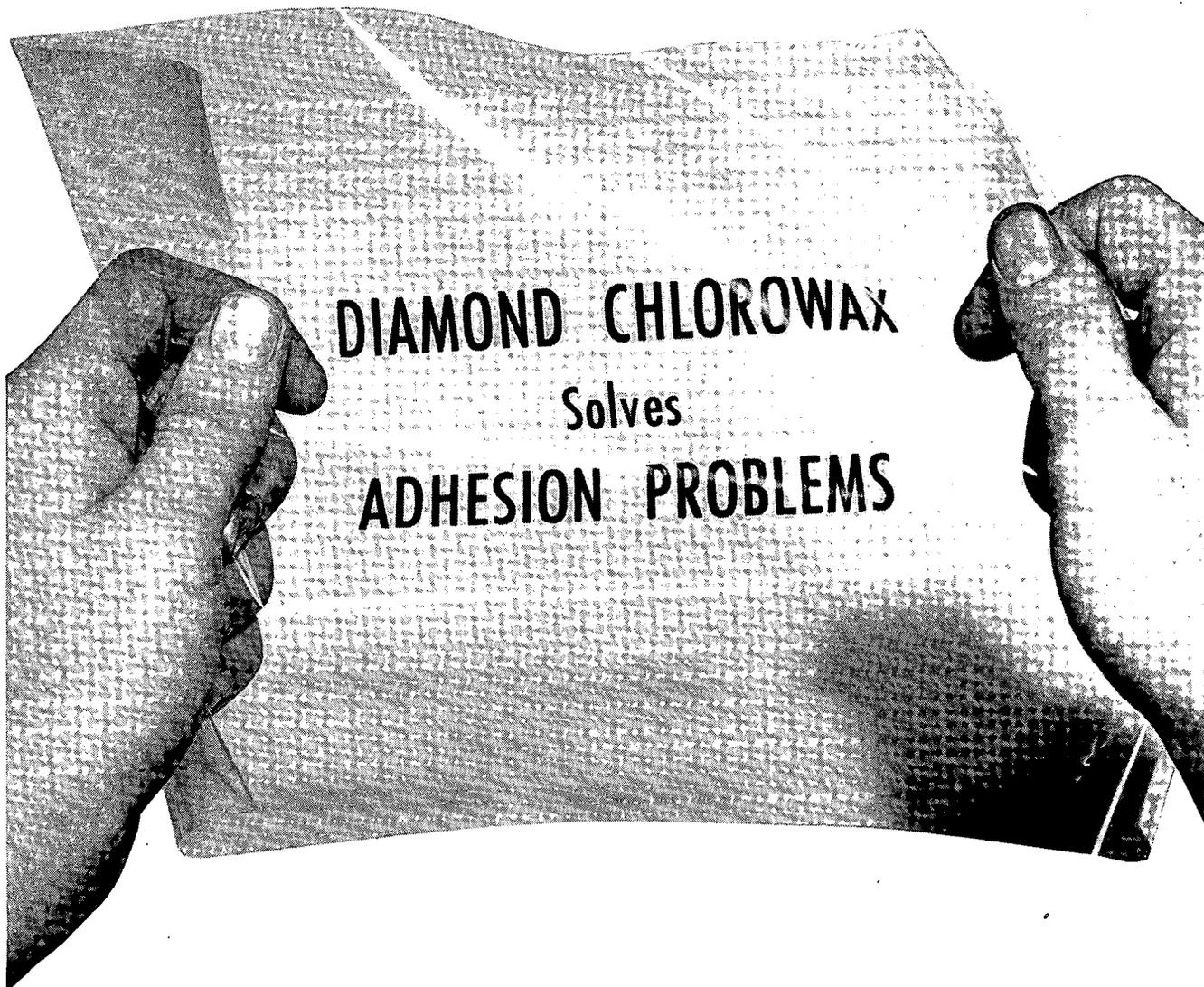
DIAMOND has Surfex* for this. And there are many others, including Chlorowax*70 for improved adhesiveness for printing on foil or cellophane. All these

DIAMOND chemicals are available for immediate shipment from convenient warehouse points. So call on us for technical help, quick service and fine-quality chemicals to make all of your ink's big moments happy ones! Contact your nearest representative or write to DIAMOND ALKALI Co., 300 Union Commerce Building, Cleveland 14, Ohio. *©



DIAMOND ALKALI COMPANY

CLEVELAND 14, OHIO



DIAMOND CHLOROWAX
Solves
ADHESION PROBLEMS

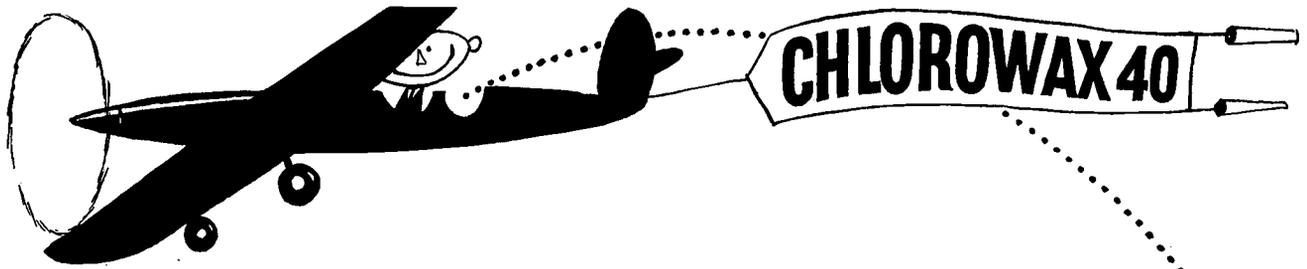
When ink and cellophane meet under the wrong circumstances, you've got a problem. A problem that may be a result of your ink's lack of adhesive quality. When this is the case, DIAMOND has the answer in *Chlorowax*[®] 70 — a chlorinated paraffin that will give your ink greater adhesion at lower cost. In addition, DIAMOND *Chlorowax* 70 improves chemical resistance and, when properly formulated, imparts rub-proofness with receptivity to overprinting.

Also available are DIAMOND Calcium Carbonates. *Multifex*[®] MM for smoother, more even large-area coverage, and economical *Surfex*[®] for bag, poster or carton ink.

For additional information, contact your nearest DIAMOND Representative or write DIAMOND ALKALI CO., 300 Union Commerce Building, Cleveland 14, Ohio.

DIAMOND ALKALI COMPANY CLEVELAND 14, OHIO





How to Lower Vinyl Compounding Costs

Chlorowax* 40 and Surfex* MM can be used separately or in combination to lower vinyl compounding costs and increase batch yields with no sacrifice in quality. Chlorowax 40 is DIAMOND ALKALI's liquid chlorinated paraffin which has gained wide acceptance as a low-cost co-plasticizer. Surfex MM is one of DIAMOND's precipitated calcium carbonates—a filler of high uniformity and purity.

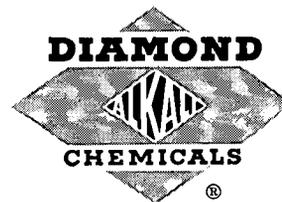
The table below shows how these DIAMOND Chemical products can be used to produce two-way savings. Your nearby DIAMOND Sales Office can show you other moneysaving formulas and supply detailed cost comparisons, or write DIAMOND ALKALI Co., 300 Union Commerce Building, Cleveland 14, Ohio. *®

DIAMOND SALES OFFICES:
New York, Philadelphia, Pittsburgh,
Cleveland, Cincinnati, Chicago, St. Louis,
Memphis, Houston.

DIAMOND DISTRIBUTORS:
C. L. Duncan Co., San Francisco and
Los Angeles; Van Waters and Rogers,
Inc., Seattle and Portland, U.S.A.;
Harrisons & Crosfield (Canada) Ltd.

TRY THIS RECIPE FOR
LOWER COST VINYL COMPOUNDS

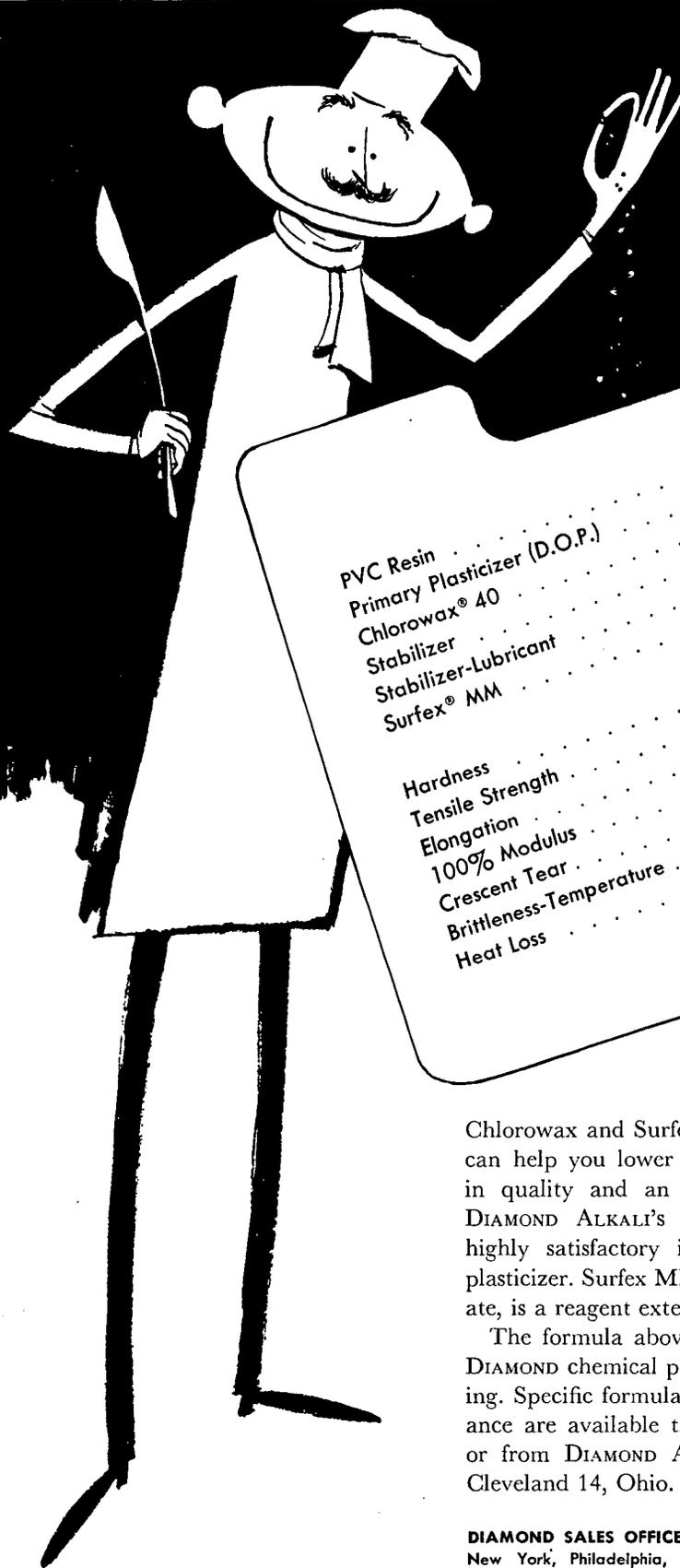
PVC Resin	100
Primary Plasticizer	50
Chlorowax 40	10
Stabilizer	3
Stabilizer-Lubricant	0.5
Surfex MM	20
	183.5
Hardness	85A
Tensile Strength	2600 psi
Elongation	375%
100% Modulus	1400 psi
Crescent Tear	375 lbs./in.
Brittleness-Temperature	-29°C
Heat Loss	4.7%



DIAMOND ALKALI COMPANY
CLEVELAND 14, OHIO



Try this Formula
for Lower Cost
Vinyl Compounds



PVC Resin
Primary Plasticizer (D.O.P.)
Chlorowax® 40
Stabilizer
Stabilizer-Lubricant
Surfex® MM

Parts
100
47
15
3
0.5
15

180.5

Hardness
Tensile Strength
Elongation
100% Modulus
Crescent Tear
Brittleness-Temperature
Heat Loss

85A
2600 psi
375%
1400 psi
375 lbs./in.
-29°C
4.7%

Chlorowax and Surfex MM, used separately or in combination, can help you lower vinyl compounding costs with no sacrifice in quality and an increase in batch yields. Chlorowax 40, DIAMOND ALKALI's liquid chlorinated paraffin, has proved highly satisfactory in many applications as a low-cost, coplasticizer. Surfex MM, a DIAMOND precipitated calcium carbonate, is a reagent extender of high uniformity and purity.

The formula above is illustrative of the way in which these DIAMOND chemical products may be applied in vinyl compounding. Specific formulas, detailed information and technical assistance are available through your nearest DIAMOND Sales Office or from DIAMOND ALKALI Co., 300 Union Commerce Bldg., Cleveland 14, Ohio.

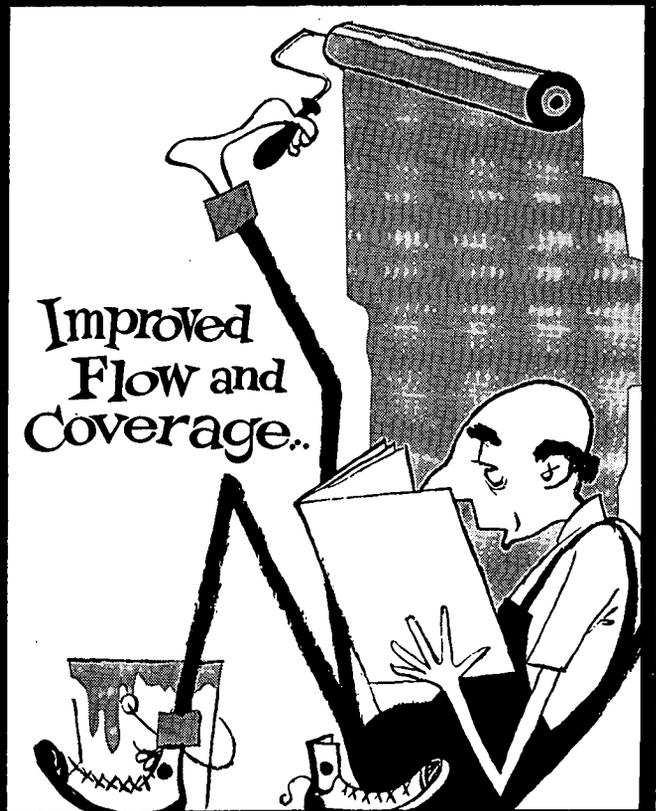
DIAMOND SALES OFFICES:
New York, Philadelphia, Pittsburgh,
Cleveland, Cincinnati, Chicago, St. Louis,
Memphis, Houston.

DIAMOND DISTRIBUTORS:
C. L. Duncan Co., San Francisco and
Los Angeles; Van Waters and Rogers,
Inc., Seattle and Portland, U.S.A.;
Harrisons & Crosfield (Canada) Ltd.



DIAMOND ALKALI COMPANY
CLEVELAND 14, OHIO

You get...



when you use Diamond Precipitated Calcium Carbonates

And you have a complete line to choose from, too! DIAMOND Precipitated Calcium Carbonates include:

SUSPENSO®—particle size about 5 microns

SURFEX®MM—same as Suspensio, coated with 1% resin

MULTIFEX®MM—uncoated, particle size about .06 micron

NON-FER-AL®—uncoated, particle size about 10 microns

All ideally suited for the paint industry.

DIAMOND also is ready to help you with paint problems. We maintain a large laboratory solely for the purpose of working with paint manufacturers.

For more information, get in touch with your nearest DIAMOND Representative or write DIAMOND ALKALI COMPANY, 300 Union Commerce Building, Cleveland 14, Ohio.



DIAMOND ALKALI COMPANY
Cleveland 14, Ohio

**Red handed
but not
red faced!**



We're always getting caught meddling in paint. Red paint, green paint, any color or any kind. And it doesn't faze us. For we are always at work finding ways that DIAMOND chemicals can bring better washability, improved flow, positive coverage, and many other characteristics that can help you make *better* paint.

Some of the toughest paint problems are solved the simplest ways, incidentally. Perhaps by precipitated calcium carbonates such as Surfex*, Multifex*, Non-Fer-Al*, or Suspenso* . . . DIAMOND chemicals that are used throughout the industry. If you are looking for ways to improve results or to maintain good quality and lower cost call our nearest sales office. We'll do everything we can to work with you and help to solve your problem. Our representatives are in all principal cities, or you can write to Cleveland. No obligation, of course.

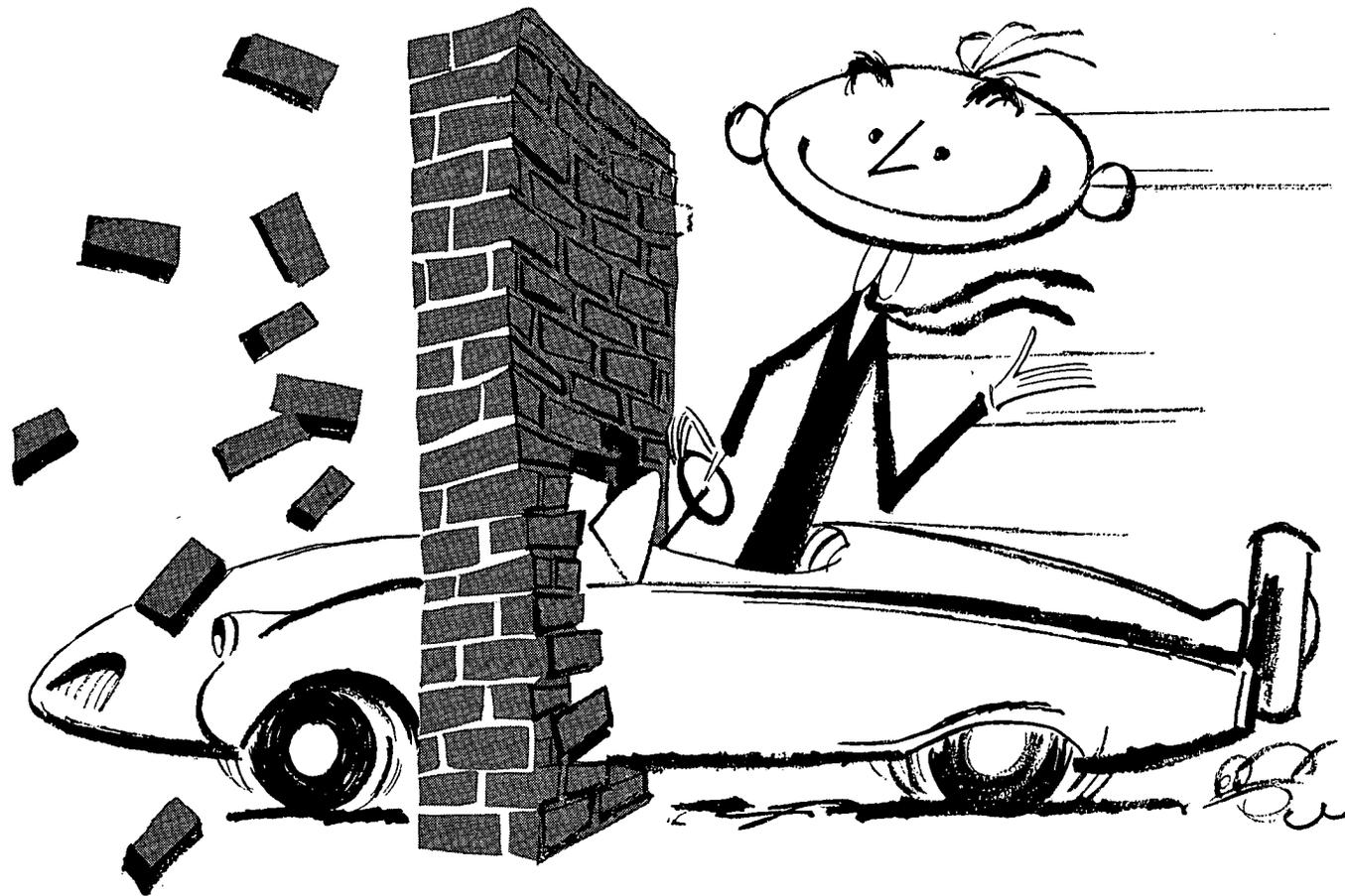
*®

DIAMOND ALKALI COMPANY
300 UNION COMMERCE BUILDING • CLEVELAND 14, OHIO



This advertisement No. A-9477 appears in American Paint Journal, April 19; Paint, Oil & Chemical Review, April 22 and Official Digest, April, 1954

OCCNJ0160685



How to get **Better Polyesters**

at Low Cost

Can you mold a glass reinforced polyester that's strong enough to push over a brick wall and inexpensive enough to compete in the auto body market? Perhaps not today. But someday you may be called on to meet specifications almost that tough. And when you are, you'll probably be relying on a DIAMOND ALKALI Calcium Carbonate as a filler to help you get smoother surfaces, decreased shrinkage, improved wet strength and *lower cost*.

If you are not familiar with the DIAMOND's tailor-made precipitated calcium carbonates, here are brief descriptions:

Suspensio®—particle size about 5 microns.

Surfex®MM—Same as Suspensio, coated with 1% resin.

Multifex®MM—Uncoated, particle size about .06 microns.

Kalite®—Size about 1 micron, coated with 1% stearic acid.

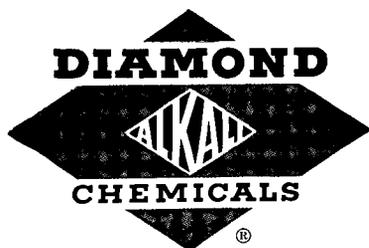
For more information, specific formula suggestions and technical assistance, call your nearest DIAMOND Sales Office or write DIAMOND ALKALI Co., 300 Union Commerce Bldg., Cleveland 14, Ohio.

DIAMOND SALES OFFICES:

New York, Philadelphia, Pittsburgh,
Cleveland, Cincinnati, Chicago, St. Louis,
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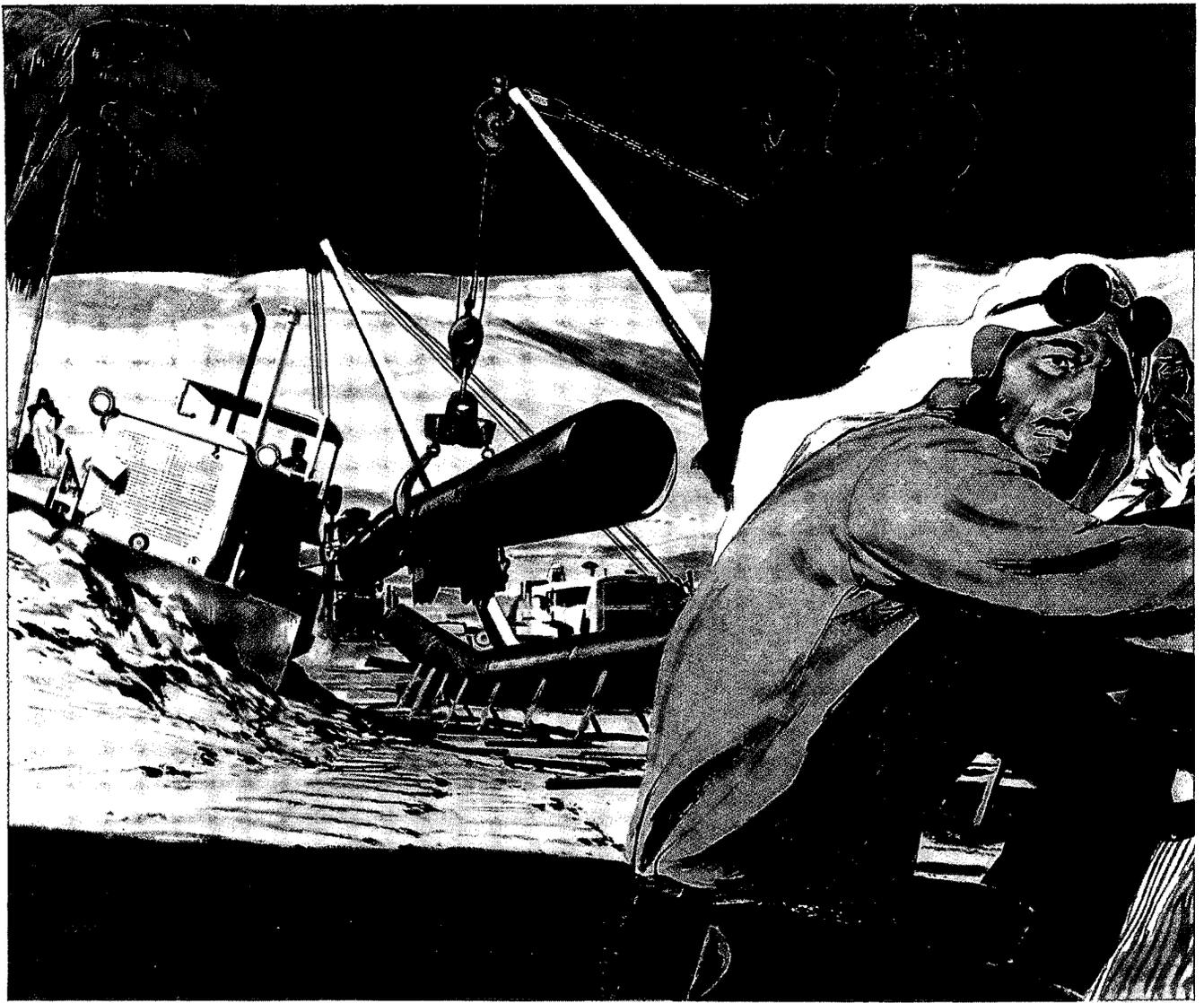


DIAMOND ALKALI COMPANY

CLEVELAND 14, OHIO

CHROMIC ACID

OCCNJ0160687



The Bulldozer with the Chrome Plated Crankshaft *can show you how to combat wear*

Hurrying a pipeline across the Arabian Desert is hard on the toughest men and machines. When this bulldozer ground to a halt with a worn crankshaft, it meant valuable time lost. Worse, it meant that a replacement would have an equally short life under the grueling pace in desert heat and sand.

Then someone had an idea. Flown to the U.S., the worn shaft was electroplated with a surface of hard chrome. Replaced in the bulldozer, that crankshaft is still running smoothly, for chrome is one of the hardest and best, wear- and friction-resisting surfaces known. This is why many hidden parts in machinery and engines are chrome plated, as well as the gleaming, easy-to-clean surfaces of your auto and home appliances.

DIAMOND ALKALI makes the chromic acid used by electroplaters to produce high-quality chrome work. And DIAMOND is the only company that also produces the bichromate and soda ash from which its chromic acid is made. This unequalled control over quality is one important reason why the market for DIAMOND chromium chemicals continues to grow.

Memo To Manufacturers: Can chrome plating improve the performance or appearance of your product? Our chrome experts will be glad to advise you and recommend methods for utilizing the unique properties of chrome plating. Write DIAMOND ALKALI Co., 300 Union Commerce Building, Cleveland 14, Ohio.

DIAMOND ALKALI COMPANY

CLEVELAND 14, OHIO

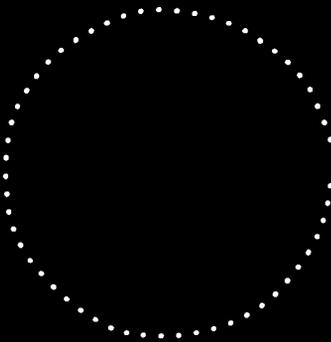


Chemicals you live by . . . SODA ASH • CAUSTIC SODA • CHLORINE & CHLORINATED PRODUCTS

AGRICULTURAL CHEMICALS • PLASTICS • CHROME COMPOUNDS • SILICATES • BICARBONATE OF SODA • CALCIUM COMPOUNDS • ALKALI SPECIALTIES



*Pop your
chrome
questions
at
Diamond*

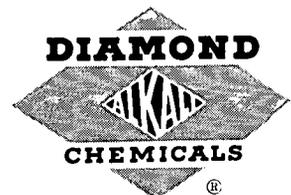


DIAMOND CHROMIC ACID

Here at DIAMOND we are all set to pop up with answers to almost any question about chrome plating that comes along. Our Chromium Chemicals Division has experts that do nothing else. And they do it without charge.

Our technical background comes from broad experience. We are in the chrome business up to our ears. For instance, we import the ore, make the soda ash and from there on, control every process in the making of DIAMOND chromic acid . . . extra assurance of uniform quality that helps you to get more uniform, more profitable results.

Nine warehousing points and nine sales offices spread across the country assure you fast service and uninterrupted supply. DIAMOND ALKALI Co., 300 Union Commerce Bldg., Cleveland 14, Ohio.





*Spot
Diamond
with your
chrome
questions*

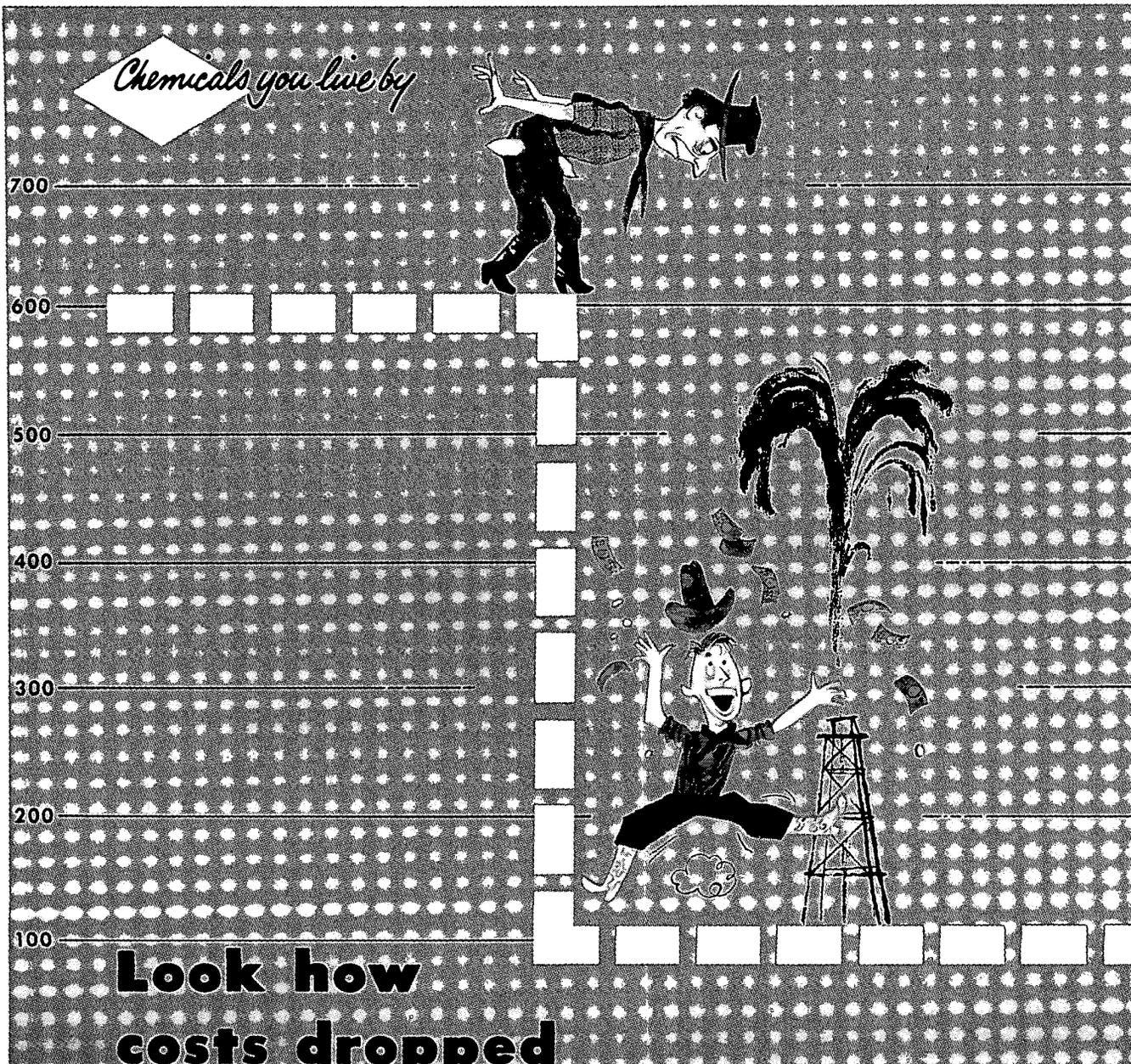
Let DIAMOND step into the spotlight when you have questions about chrome plating. DIAMOND's Chromium Chemicals Division is ready with Technical Specialists who do nothing else. What's more, this service doesn't cost you one cent extra.

Behind the answer to every question about chrome plating is a wealth of knowledge developed from first-hand experience. In making chromic acid we control more steps than any other producer. From this beginning—and many related experiences since—comes an intimate understanding of chrome plating problems. What you are looking for may well be found in what DIAMOND *knows*.

Nine warehousing points and nine sales offices across the country assure you fast service, uninterrupted supply. DIAMOND ALKALI COMPANY, 300 Union Commerce Bldg., Cleveland 14, Ohio.

DIAMOND CHROMIC ACID





when Diamond Chromates were added!

You have had to ante up many times for the staggering costs of corrosion. Do you know that in many cases these costs can be materially reduced? Here are some actual figures: One producing well was showing maintenance costs averaging \$600 per month. Then DIAMOND Chromates were introduced.

Maintenance costs dropped to an average of \$100 per month! A saving of \$500 a month! Think how much you would save if all your losses from corrosion were cut in the same proportion.

You can easily get more facts and figures and the benefit of practical experience and technical know-how as well. Just call your DIAMOND representative. He will be glad to tell you of the many other cost and time saving applications for DIAMOND chemicals in the petroleum industry.

Call your nearby DIAMOND Sales Office or write DIAMOND ALKALI Co., 300 Union Commerce Building, Cleveland 14, Ohio.

DIAMOND ALKALI COMPANY
CLEVELAND 14, OHIO

DIAMOND SALES OFFICES:

New York,
Philadelphia,
Pittsburgh,
Cleveland,
Chicago,
Cincinnati,
St. Louis,
Memphis,
Houston.

Diamond Chemicals
for the Oil Industry



DRY CLEANING



there's a revolution going on in the back room!

And it's going to mean better dry cleaning than ever. For back there, where this and many other dry cleaners have their plant, a new, improved dry-cleaning solvent is being used. It is perchlorethylene, a non-flammable solvent that cleans clothes gently and thoroughly.

Now, through DIAMOND research, this popular product has been made more stable (which means substantial savings for your dry cleaner) and more efficient

(which means bright, clean clothes for you).

As soon as the supply of new DIAMOND perchlorethylene is adequate to meet the demands of the dry-cleaning industry, it will be made available for other solvent applications. If you'd like to know more about this new DIAMOND improvement, or about other DIAMOND solvents and industrial chemicals, write DIAMOND ALKALI COMPANY, 300 Union Commerce Building, Cleveland 14, Ohio.



DIAMOND ALKALI COMPANY . . . CLEVELAND 14, OHIO

Chemicals you live by

SODA ASH • CAUSTIC SODA • CHLORINE & CHLORINATED PRODUCTS • AGRICULTURAL CHEMICALS • PLASTICS
CHROME COMPOUNDS • SILICATES • BICARBONATE OF SODA • CALCIUM COMPOUNDS • ALKALI SPECIALTIES

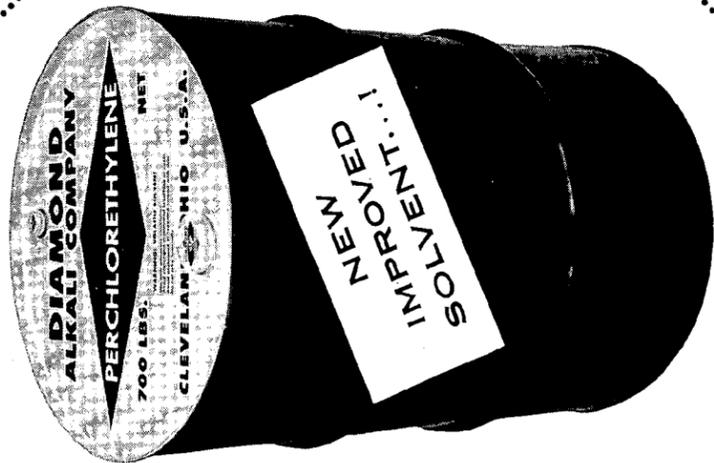
New Diamond Perchlorethylene

...gives better cleaning results than ever

If you use perchlorethylene, ask your distributor about DIAMOND's new improved solvent that gives better cleaning results than ever before. Developed through DIAMOND research, it is designed to meet the needs of modern dry-cleaning techniques, including uncharged systems or single- or double-bath charged systems. Its higher degree of stability means more economical cleaning and better solvent recovery.

After thorough field tests in plants using all commonly used systems, new DIAMOND Perchlorethylene proved superior to all comparable products. Plant workers especially preferred its new, pleasant aroma and reported brighter colors and greater cleaning efficiency.

To gain all of these advantages, make sure you specify DIAMOND Perchlorethylene on your next solvent order.



Order New Diamond Perchlorethylene Today

For the name of your nearest Diamond distributor, call your local Diamond Sales Office or write Diamond Alkali Co., 300 Union Commerce Bldg., Cleveland 14, Ohio.

Diamond Sales Offices

New York
Chicago
Philadelphia
St. Louis
Pittsburgh
Memphis
Cleveland
Houston
Cincinnati

Also, representatives in other principal cities.

Diamond Alkali Company

Cleveland 14, Ohio



LAUNDRY

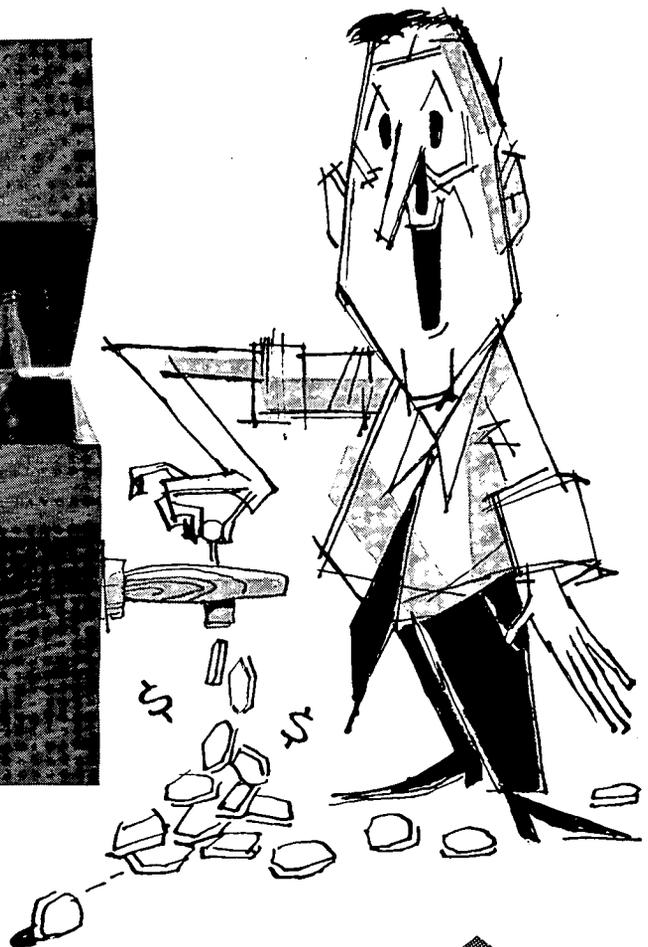
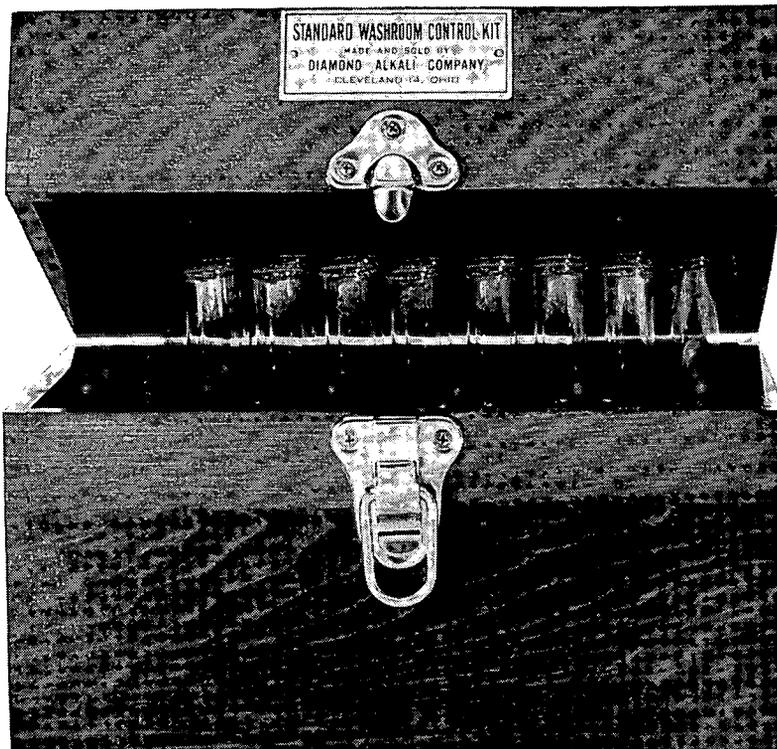
OCCNJ0160695

How long has it been since you stepped back and took a long look at your washroom methods and materials? Quite a while? Then why not make sure now that you are using the latest methods to insure good results and *good profits?*

Call in the DIAMOND Technical Serviceman. He is a full-time specialist in washroom methods; knows all the newest and best ways to better results; experienced in finding solutions to every type of washroom problem. He'll analyze your washroom procedure, your water supply and the nature and type of work you do. And at no cost to you, he'll recommend a formula to bring your washroom methods up to date with the latest in the industry.

This is a free service of DIAMOND, makers of the engineered line of detergents, sours and blues. Just call or write your DIAMOND Laundry Distributor or DIAMOND Sales Office.

**Have
you
tapped
this
source
of
laundry
profits?**



DIAMOND DETERGENTS

Balanced for the Laundry Industry

- | | | |
|---------------|-------------------|-------------|
| Metasilicate | Alkalate® | Hydrobreak® |
| Supersilicate | Ortholate | Hydrolate |
| Orthosilicate | Paralate® | Paralate S® |
| Metalate | O & W Compound | |
| | Hi-Ratio Silicate | |

SOURS

- | | | |
|---------------|--------|--------------|
| Safety-Linen® | Septo® | Double-Duty® |
| Carbo® | Econo® | |

BLUES

- | | |
|------------------------|--------------------------|
| Liquid Blue R
(Red) | Liquid Blue G
(Green) |
|------------------------|--------------------------|



DIAMOND LAUNDRY DETERGENTS

SOURS • BLUES

Diamond Washroom Digest is packed with useful facts. Ask your Diamond Distributor for free copies.



DIAMOND ALKALI COMPANY • CLEVELAND 14, OHIO

Chemicals you live by

Long as we've been at the business of helping laundrymen, we still keep on finding new solutions to old problems, new ways to get better laundry results at lower cost. One reason probably is that we don't have any standard answers. We tackle every washroom problem as if it were brand new. We analyze the water supply, the nature of the work and the soil encountered and check over every step of the washroom procedure.

That's why we've been so successful in helping laundrymen. And in the process we've developed a line of twelve different engineered detergents, five sours and two blues. Out of this combination we can develop formulas that give ideal results in any type of laundry in any part of the country.

The DIAMOND Technical Serviceman will be glad to come to your plant at no cost to you. Just call or write your DIAMOND Laundry Products Distributor or DIAMOND Sales Office.

**GOOD IDEAS
KEEP POPPING
OUT!**



DIAMOND DETERGENTS

Balanced for the Laundry Industry

- | | | |
|---------------|-------------------|-------------|
| Metasilicate | Alkalate® | Hydrobreak® |
| Supersilicate | Ortholate | Hydrolate |
| Orthosilicate | Paralate® | Paralate S® |
| Metalate | O & W Compound | |
| | Hi-Ratio Silicate | |

SOURS

- | | | |
|---------------|--------|--------------|
| Safety-Linen® | Septo® | Double-Duty® |
| Carbo® | Econo® | |

BLUES

- | | |
|------------------------|--------------------------|
| Liquid Blue R
(Red) | Liquid Blue G
(Green) |
|------------------------|--------------------------|



DIAMOND LAUNDRY DETERGENTS

SOURS • BLUES

Diamond Washroom Digest is packed with useful facts. Ask your Diamond Distributor for free copies.



DIAMOND ALKALI COMPANY • CLEVELAND 14, OHIO

This advertisement No. 8898 appears in The Guide, Laundry & Dry Cleaning Age, Texas Laundry & Cleaning Journal, March; American Laundry Digest, Starchroom Laundry Journal, April and Cleaning & Laundry World, May, 1954

OCCNJ0160697



IN SUPPORT OF THE LAUNDRY INDUSTRY*

JUST BACK
FROM THE CHEMIST'S

Time was when a gentleman's linen was kept clean with homemade soap and plenty of scrubbing. The dirtier the linen, the harder it was scrubbed. This also made it wear out faster. When the cost of scrubbers went up, more muscles were put in the soap. This made the fabric wear out even faster. Then someone said, "Let's look into the chemistry of this operation . . ."

Now the laundryman, using

DIAMOND chemicals, and with the guidance of the DIAMOND technical man, floats the dirt gently away. He adjusts his chemical formula to the hardness of his water supply, the amount of soil in the clothes and even to the variation in soils encountered at different seasons of the year.

Perhaps something you are wearing now is cleaner and will wear longer, thanks to laundering in some of the "Chemicals you live by."

DIAMOND ALKALI COMPANY

CLEVELAND 14, OHIO

Chemicals you live by

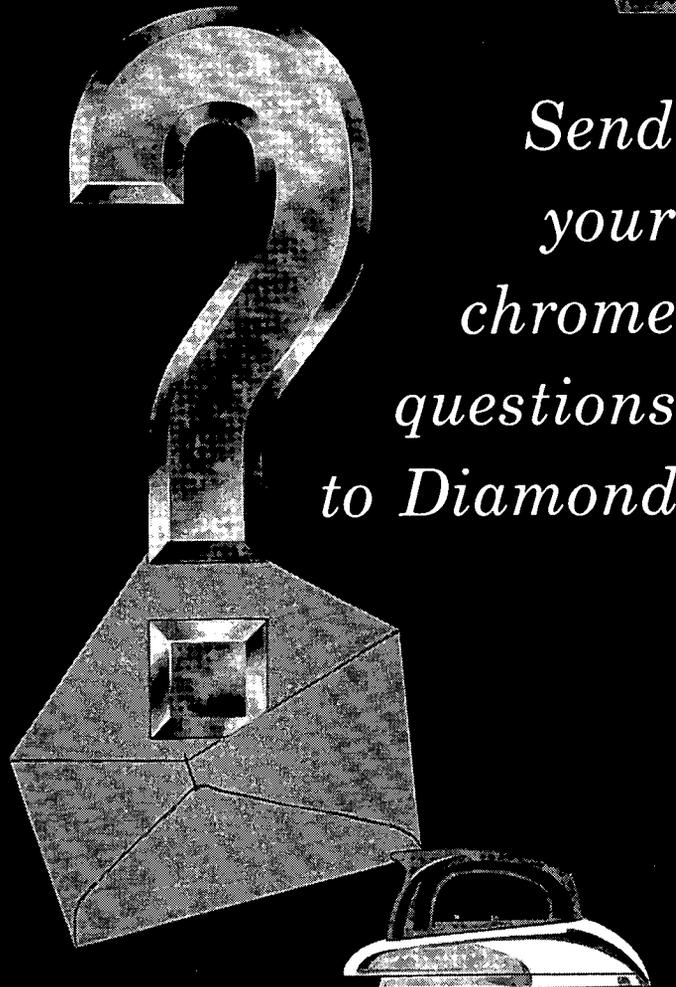
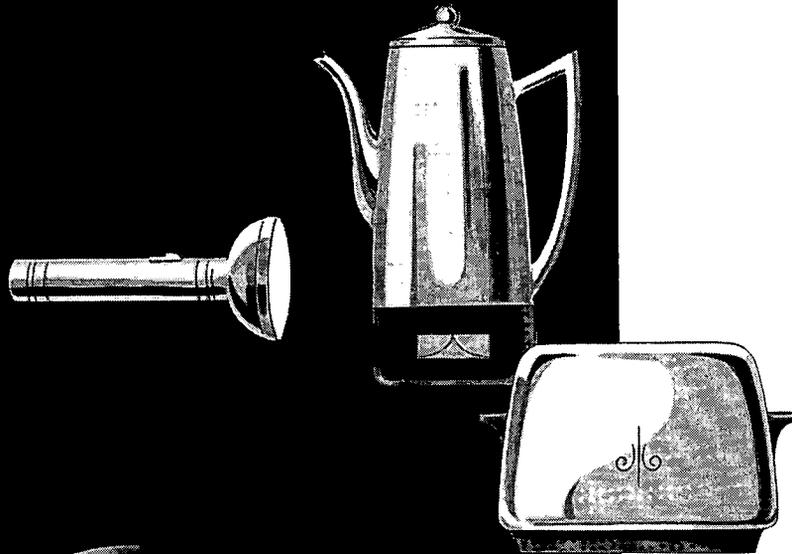


*

This story of progress in the laundry industry appeared in national business publications. As many laundrymen have asked us for copies to display in their stores and plants, we are making special reprints available. If you would like copies, address your request to DIAMOND ALKALI CO., 313-E Union Commerce Bldg., Cleveland 14, Ohio.

This advertisement No. 9131 appears in American Laundry Digest, Cleaning & Laundry World, The Guide, Starchroom Laundry Journal, Laundry Age, Texas Laundry & Cleaning Journal, January, 1954

OCCNJ0160698



*Send
your
chrome
questions
to Diamond*

If you have a problem connected with chrome plating, bring it to **DIAMOND**. Our Chromium Chemicals Division is set up to handle your questions . . . completely and quickly. Our technical specialists can draw on a broad technical background plus extensive research and test facilities . . . all you have to do is ask.

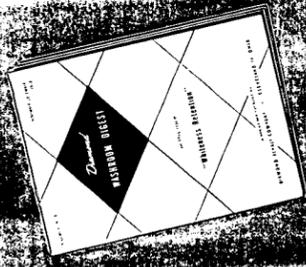
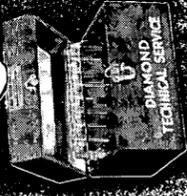
The answers you'll receive carry the weight of broad experience for no manufacturer controls more steps in the making of Chromic Acid. **DIAMOND** experience and know-how go right back to making the soda ash and importing the chrome ore and includes every step through production and delivery, right up to standing by your side, if you wish, to help you get uniform, high-quality plating results.

Nine warehousing points and sales offices across the country assure you fast service, uninterrupted supply. **DIAMOND ALKALI Co.**, 300 Union Commerce Bldg., Cleveland 14, Ohio.



DIAMOND CHROMIC ACID

Diamond FOR THE LAUNDRY INDUSTRY...



Customer Services

1. Technically experienced men to explain and demonstrate Washroom Techniques with Diamond Products and operate Diamond Washroom Control Kit.
2. The Diamond Washroom Control Kit, "Standard of the Industry," featuring:
 - Fundamental Laundry Chemistry
 - Instructions for Making Tests
 - Recommended Values for Each Operation
 - Strength of Alkalies and Sours
 - Chart of pH and Titration Values
 - Titrating Solutions
 - pH Indicators
 - Bleach Test Chemicals
3. Test Bundle Service
4. Stain Removal Evaluation and Advice
5. Damage Advice Service to assist in avoiding false claims
6. Constant Improvement of Diamond Products through research
7. Diamond Washroom Digest

Basic Silicate Soap Builders

Well Known for
Ease of handling
Will not burn
Instant solubility
Dust-free
No blow-back in mixing.

Silicated Specialty Compounds

Phosphated Silicate product
which condition water and
Resist Lime Soap Formation
Save Soap Through Regeneration.
Improve Quality
Lower Overall Costs
Provide Maximum Suspending Power

Products: Detergents • Sours • Blues

METASILICATE: 28% active—29% total alkalinity for average soil and low bicarbonate water. 100-lb. bags, 325-lb. bbls., 125-lb. drums.

SUPERSILICATE: 36% active—39% total alkalinity for average soil in medium bicarbonate water or for heavy soil in low bicarbonate water. 100-lb. bags, 350-lb. bbls., 125-lb. drums.

ORTHOSILICATE: 43% active—44% total alkalinity for average soil in high bicarbonate water or heavy soil in medium bicarbonate water. 100-lb. bags, 275-lb. bbls., 100-lb. drums.

METALATE: 25% active—30% total alkalinity. Particularly recommended for laundries with average soil and low bicarbonate water. Well suited for institutions. 325-lb. bbls., 125-lb. drums.

ALKALATE: 32% active—42% total alkalinity. Excellent for institution and commercial laundries with average soil and medium bicarbonate water; or heavy soil and a low bicarbonate water supply. 350-lb. bbls. and drums, 125-lb. drums.

ORTHOLATE: 38% active—43% total alkalinity. Recommended for laundries with average soil and high bicarbonate water; or for heavy soil in medium bicarbonate waters. It is the most effective detergent for most parts of the country. 300-lb. bbls.

SILICATED SPECIALTY COMPOUNDS

HYDROBREAK: 22% active—31% total alkalinity. Hydrobreak is a white, free-flowing granular, silicated alkali containing both Complex Phosphates and Wetting Agents. It is an ideal water conditioner and detergent; and also aids greatly in stain removal. Due to its colloidal action with the soil and high alkali content, it completely conditions the clothes for perfect washing, resulting in a reduction of supplies and time necessary to turn out quality work at a minimum cost. An excellent soap regenerator. 325-lb. bbls., 125-lb. drums.

HYDROLATE: 16% active—25% total alkalinity. Similar to Hydrobreak but with more phosphate and wetting agent to provide additional soil suspension and quicker penetration. An even better soap regenerator. 325-lb. bbls., 125-lb. drums.

PARALATE-S: 47% active—54% total alkalinity. A powerful product for medium to heavy soil in average bicarbonate water. Contains a high ratio, free-flowing silicated alkali with a surface tension reducing agent. 300-lb. drums.

O & W COMPOUND: 17% active—25% total alkalinity. A special product for a "one suds" formula on all types of greasy work. The rapid emulsifying action of O & W Compound quickly removes grease and soil from your work with safety. Fabrics are left soft and absorbent without fading or streaking. Troublesome grease balls and coatings on the wheel are eliminated by this scientifically designed product. It is easy to handle and its speedy action will save time through increased production without loss of quality. 100-lb. bags, 350-lb. drums.

ECONO: Maximum neutralizing power for both medium and high bicarbonate water at a low cost. 300-lb., 150-lb. drums.

FERRO: An improved iron-removing sour of high neutralizing value for direct addition. Modestly priced. 300-lb., 150-lb. drums.

DOUBLE DUTY: Combination sour and blue 100% soluble. 260-lb., 140-lb., 60-lb. drums.

SEPTO: Instant solubility in cold water making it ideal for low temperature washing of dark colors, fugitives and woolsens. 300-lb., 150-lb., 60-lb., 10-lb. drums.

CARBO: High neutralizing value and rapid solubility for medium and high bicarbonate water supplies. 300-lb., 150-lb., 60-lb., 10-lb. drums.

SAFETY LINEN: Excellent iron control quality has made this sour a favorite of the industry. 300-lb., 150-lb. drums.

NEO-TONE: Good iron control and deodorizing qualities. Will provide complete neutralization at low temperatures. 300-lb., 150-lb., 60-lb. drums.

SOURS

A complete line of specially compounded products featuring a variety of specific qualities for all types of classifications. For full details on use, directions, etc., for each sour, please write for individual brochures.

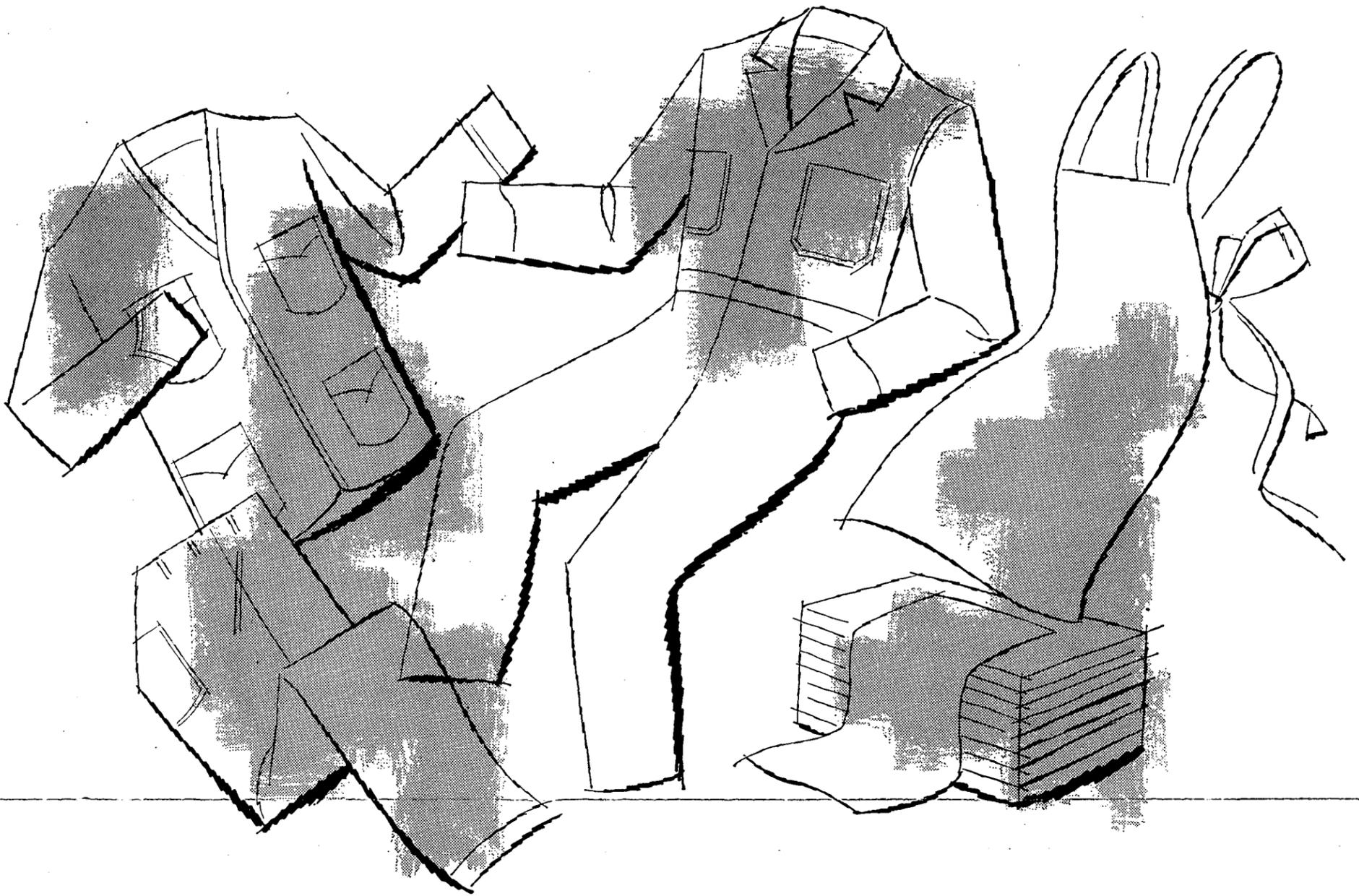
BLUES

LIQUID BLUE "R" or LIQUID BLUE "G": Diamond Liquid Blue is a completely soluble aniline blue, having the highest tintorial value of any liquid blue and can be used with utmost confidence and security, assuring uniformity and pearl white color. 16 two-ounce bottles: one carton; one 32-ounce bottle with measuring glass; Cases consisting of six of the above units of either style package.

DIAMOND LAUNDRY DETERGENTS • SOURS • BLUES

DIAMOND ALKALI COMPANY • CLEVELAND 14, OHIO





A Million Dollars a Day for Clean Linen (another job that keeps us busy at Diamond)

Keeping America's industries, institutions and retail service stores supplied with clean towels, uniforms, aprons and hundreds of other items is a big job . . . a million-dollar-a-day business!

Basic to this, of course, are detergents . . . and the job of providing detergents is DIAMOND's business.

As a leading supplier to linen supply companies and institutional laundries, DIAMOND makes many different detergents, each designed to meet a specific purpose economically. Some work best in soft water; others in hard. Some detergents are ideal for laundering

hospital uniforms, while others make quick work of washing mechanics' coveralls.

For every laundering requirement, there is a DIAMOND detergent. Sours and blues, too, for other needs. And to meet new demands, DIAMOND research develops an answer . . . an answer *chemically engineered* to effectively assist linen supply companies and institutional laundries in their relentless efforts to turn out better work at lower cost. Here you have an important reason why DIAMOND continues to grow with the industries it serves.

DIAMOND ALKALI COMPANY

CLEVELAND 14, OHIO

Chemicals you live by

. . . SODA ASH • CAUSTIC SODA • CHLORINE & CHLORINATED PRODUCTS
AGRICULTURAL CHEMICALS • PLASTICS • CHROME COMPOUNDS • SILIGATES • BICARBONATE OF SODA • CALCIUM COMPOUNDS • ALKALI SPECIALTIES



This advertisement No. 7573 appears in New York Journal of Commerce, September 8; Fairport Beacon and Painesville Telegraph, September 10; Wall Street Journal, September 22, 1954

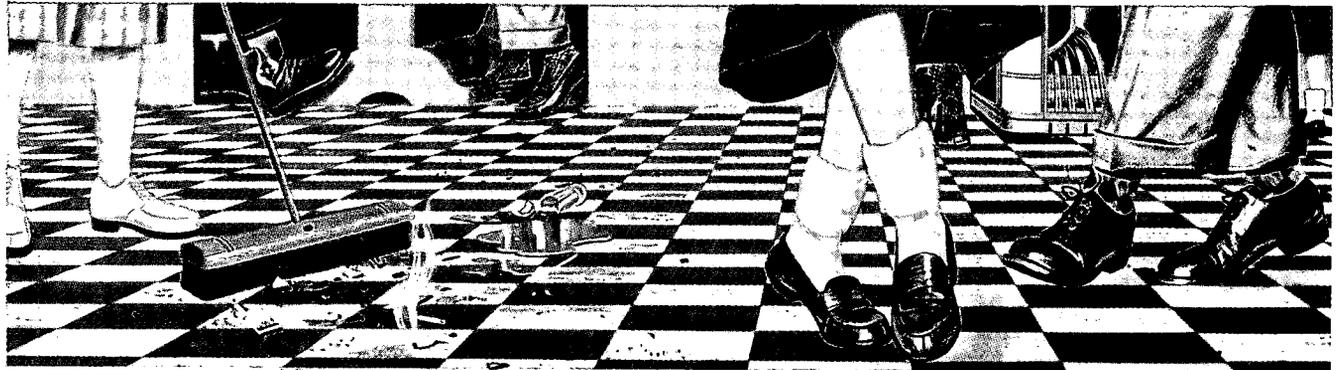
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P V C

OCCNJ0160702



Imagine a floor that stands



years and years and years of wear like this



and still needs no special care!*

*JUST WIPE IT TO KEEP IT CLEAN! Say that to a housewife or building superintendent and you have an audience. Which is why colorful, vinyl flooring made with DIAMOND PVC-50 is now being offered by so many manufacturers.

Vinyl flooring is made from a tough, versatile plastic, polyvinyl chloride, of which DIAMOND ALKALI is an important supplier. DIAMOND does not make finished products. That's left to skillful processors who form the vinyl resin

into flooring and thousands of other products for home and industry . . . from shower curtains to garden hose.

DIAMOND operates the world's newest, most advanced plant for the production of vinyl resins and makes most of the basic chemicals it uses. This combination assures the burgeoning plastics industry of a reliable source of supply and marks a major step in DIAMOND's continuing program of development and diversification.



DIAMOND ALKALI COMPANY . . . CLEVELAND 14, OHIO

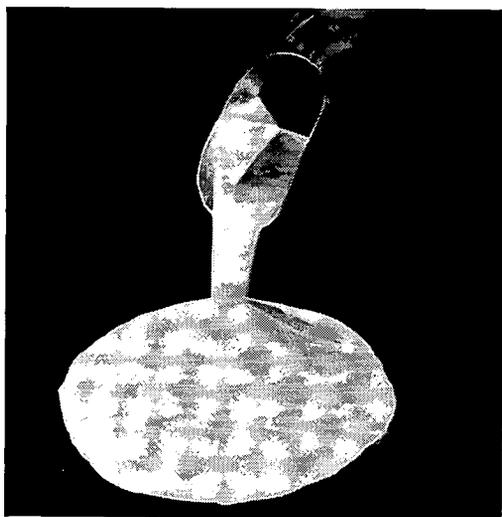
Chemicals you live by

SODA ASH • CAUSTIC SODA • CHLORINE & DERIVATIVES • SILICATES • BICARBONATE OF SODA • CALCIUM COMPOUNDS • CHROME COMPOUNDS • ALKALI SPECIALTIES • ORGANICS

Chemicals you live by

Dry-blend faster, better with Diamond

PVC-50



This is DIAMOND PVC-50 after blending with plasticizers, stabilizer and lubricant. Notice the free-flowing character of the dry blend and the absence of caking and agglomerates.

Comparative tests show that DIAMOND PVC-50 has exceptionally good dry-blending properties. The uniform high quality of DIAMOND resin permits ready absorption of the plasticizers and produces a free-flowing mixture that does not cake or ball-up, even when stored or shipped prior to processing.

These qualities of DIAMOND resin not only result in easier processability and a more uniform product, but in many cases eliminate the need for high-cost mixing equipment. Products made from DIAMOND PVC-50 have excellent heat stability and other valuable characteristics.

Why not investigate this great new source of PVC? For technical information and formula recommendations, call your nearest DIAMOND Sales Office or write DIAMOND ALKALI COMPANY, 300 Union Commerce Building, Cleveland 14, Ohio.

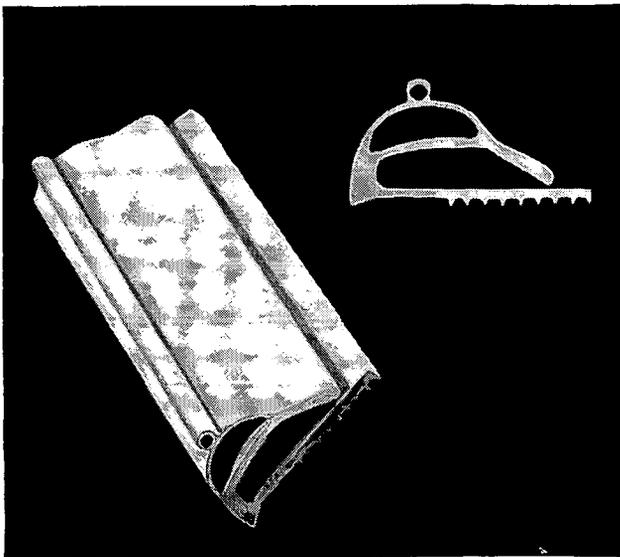
DIAMOND ALKALI COMPANY CLEVELAND 14, OHIO



Chemicals you live by

For fast production
of quality extrusions,
try Diamond

PVC-50



Section of refrigerator door gasket made of DIAMOND PVC-50.

If you want a polyvinyl chloride resin that has all the properties required to produce high quality extrusions with speed and economy, try DIAMOND PVC-50.

The excellent dry blending qualities of PVC-50 reduce mixing time and permit blending with a minimum of equipment and capital investment. The blended materials flow freely, have excellent heat stability and extrude freely as can be seen from the sample at the left.

The outstanding properties of DIAMOND PVC-50 result from constant quality control by DIAMOND technicians at every production stage . . . from raw materials to finished resin, plus the facilities of the world's newest, most modern PVC plant.

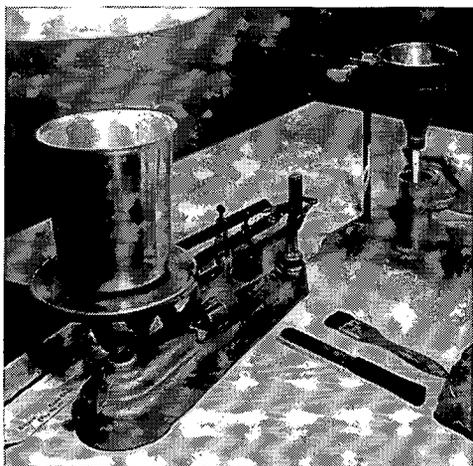
For technical information and assistance, call your nearest DIAMOND Sales Office, or write DIAMOND ALKALI Co., 300 Union Commerce Bldg., Cleveland 14, Ohio.

DIAMOND ALKALI COMPANY CLEVELAND 14, OHIO



Chemicals you live by

For fast,
economical
dry-blending try
Diamond **PVC-50**



Many laboratory tests, such as this one to determine bulk density, are made continually as a check on the uniform high quality of DIAMOND PVC-50.

If you want to dry-blend polyvinyl chloride with a minimum of time, expense and equipment, try DIAMOND PVC-50. DIAMOND's careful control of every production step results in a resin that readily absorbs plasticizers. The blended product flows smoothly, does not ball, bridge or cake, even after being stored or transported.

The compounds handle easily, are readily molded or extruded, and result in products with good physical properties, fine heat stability and uniform appearance.

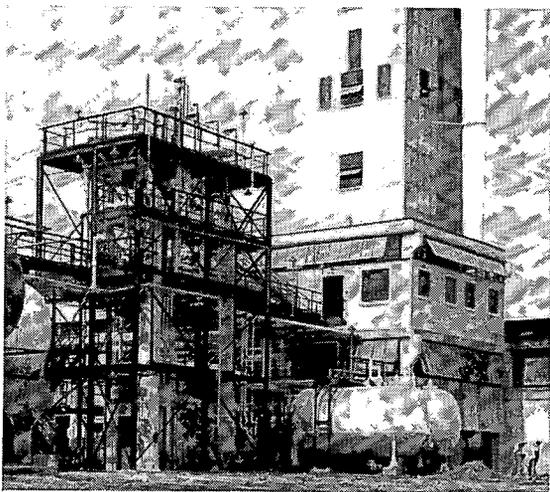
If you haven't tried DIAMOND PVC-50, write today for samples and technical co-operation. DIAMOND ALKALI Co., 300 Union Commerce Bldg., Cleveland 14, Ohio.

DIAMOND ALKALI COMPANY CLEVELAND 14, OHIO



Chemicals you live by

World's most modern **PVC** plant now in production!



At this new plant, hundreds of quality control devices, plus complete research facilities, aid the staff that guides production and maintains the high quality of DIAMOND PVC.

Now in operation at Houston, Texas, is DIAMOND's new, integrated plant for the production of PVC. Most advanced plant of its type in the world, it will produce general-purpose PVC.

For users of PVC and its end products this means the protection and advantages of a great new source of supply, the cooperation of one of the chemical industry's most experienced and best equipped technical staffs, and the assurance of high quality and prompt delivery always associated with DIAMOND products.

Every step in the production of DIAMOND PVC, from production of the raw materials to the finished resin, is under DIAMOND quality-control and at one plant location. This assures uniform high quality and minimizes the possibilities of production and transportation delays.

For information on DIAMOND PVC and technical assistance on processing problems write DIAMOND ALKALI COMPANY, 300 Union Commerce Building, Cleveland 14, Ohio.

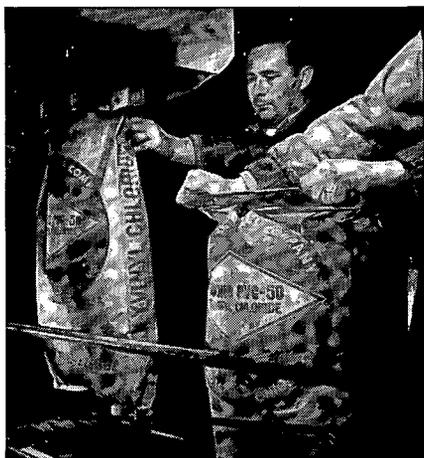
DIAMOND ALKALI COMPANY CLEVELAND 14, OHIO



Chemicals you live by

4000

Instruments
guard quality of
Diamond **PVC**



More than 400 indicating, controlling and recording devices stand guard over quality at every step of manufacture before DIAMOND PVC reaches this point, being bagged for shipment to you.

You would naturally expect the newest plant in the industry to have the very latest safeguards of quality and uniformity. That's precisely the case at DIAMOND ALKALI's PVC plant at Houston. DIAMOND's investment in quality control instruments at this world's newest PVC plant is twice the average investment for instrumentation in chemical plants. Every production step from raw materials to resin is under continuous observation and regulation. Even after DIAMOND PVC resin is bagged for shipment it must meet laboratory approval. Nothing we know of to assure you of consistent quality and uniformity has been overlooked.

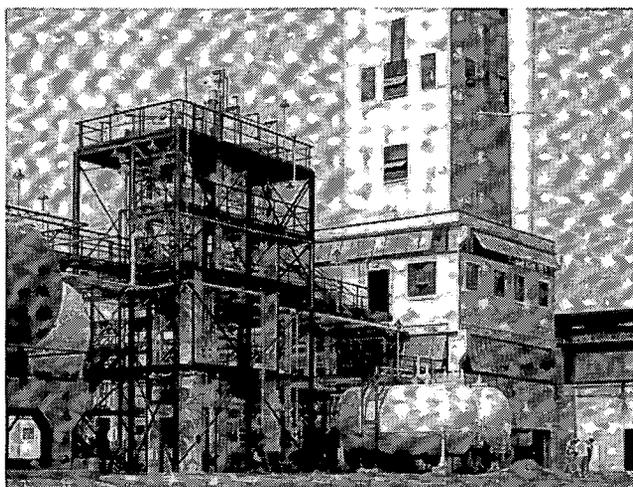
For information on DIAMOND PVC write DIAMOND ALKALI COMPANY, 300 Union Commerce Building, Cleveland 14, Ohio.

DIAMOND ALKALI COMPANY CLEVELAND 14, OHIO



Chemicals you live by

New,
completely integrated
plant produces
Diamond
PVC



From 500 feet down this plant draws cool, clear well water, pure enough to drink. But it's further purified, deionized and deaerated before it's used to process DIAMOND PVC. One of the many safeguards to assure uniform high quality.

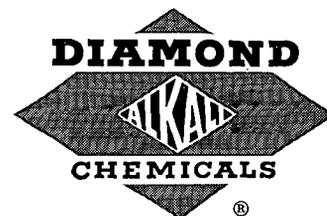
Now America's plastics industry has a great new source of polyvinyl chloride. DIAMOND ALKALI's new, completely integrated plant, most advanced in the world, now is producing high-quality PVC.

Every production step, from raw materials to resin, is under the control of DIAMOND engineers and is located at one DIAMOND plant. This gives added assurance of uniform high quality and minimizes the possibility of production and transportation delays. DIAMOND customers will have the assurance of quality and prompt delivery always associated with DIAMOND products.

Complete research, testing and product development laboratories, manned by experienced DIAMOND engineers, are located at the Houston plant and the DIAMOND Technical Center at Painesville, Ohio. The assistance of the staff and the laboratory facilities are available to all DIAMOND customers.

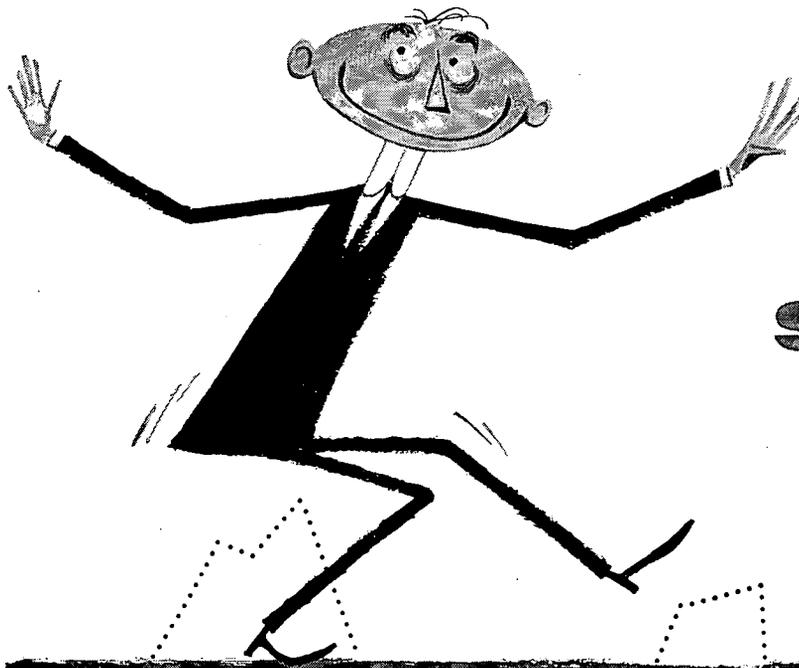
For information on DIAMOND PVC and the cooperation of our technical staff, write DIAMOND ALKALI COMPANY, 300 Union Commerce Building, Cleveland 14, Ohio.

DIAMOND ALKALI COMPANY CLEVELAND 14, OHIO



SILICATES

OCCNJ0160710



steady...

The sober truth about the price of silicate adhesive

DIAMOND Sodium Silicate not only offers you a *lower* cost . . . but a *stable* one as well. It's free from fluctuations caused by such unpredictables as the weather. But, that's not all. With DIAMOND Silicate adhesive, you save on fuel and handling time, and you have less waste.

Because silicate is the only adhesive that reinforces the paper, a positive and lasting bond is formed at the crucial point of contact. And a stronger bond means a stronger box. The source of strength is a *mineral* adhesive . . . sodium silicate.

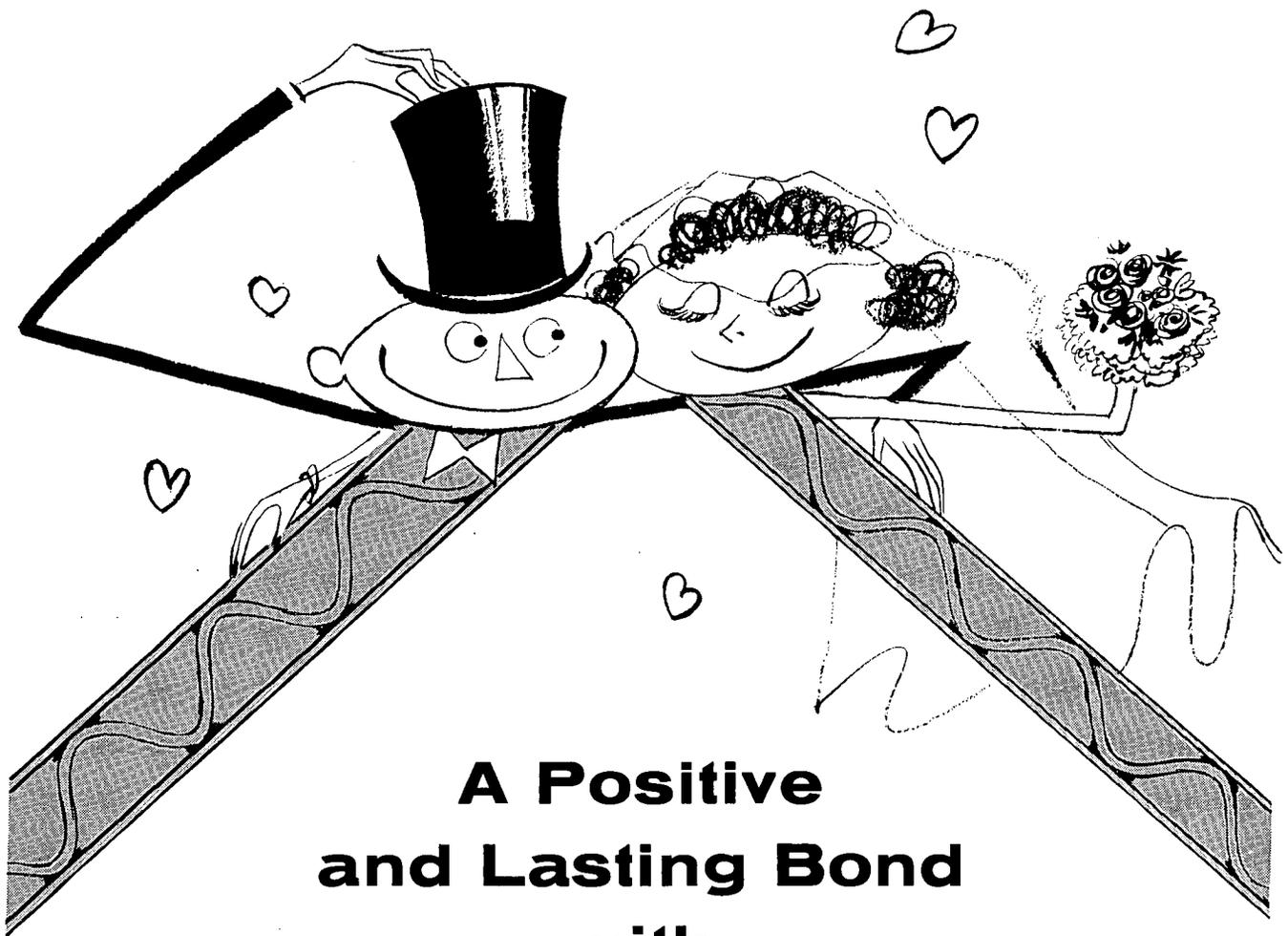
Your nearest DIAMOND Sales Office will be happy to supply you with information on DIAMOND Silicate adhesive—including a reprint of the *Adhesive Symposium* in booklet form, packed with facts about adhesives. Or write DIAMOND ALKALI Co., 300 Union Commerce Building, Cleveland 14, Ohio.

Diamond Silicates



DIAMOND ALKALI COMPANY

CLEVELAND 14, OHIO



A Positive and Lasting Bond with Silicate Adhesive



When you use **DIAMOND Silicate** adhesive for your corrugated boxes, you can be sure of a positive and lasting bond. A bond that won't pull apart at the crucial point of contact. And, silicate is the only adhesive that also reinforces the paper. As a result, your boxes are stronger and last longer.

DIAMOND Silicate adhesive is yours at lower cost, too. Not only do you save on fuel and handling time, but you have less waste as well.

Get in touch with your nearest **DIAMOND Sales Office** today. They'll be glad to supply you with more information on silicates—including a copy of the **ADHESIVE SYMPOSIUM**, containing detailed reports on adhesives. Or write **DIAMOND ALKALI COMPANY**, 300 Union Commerce Building, Cleveland 14, Ohio.



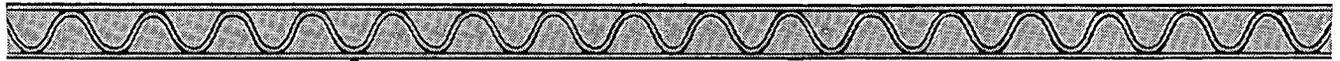
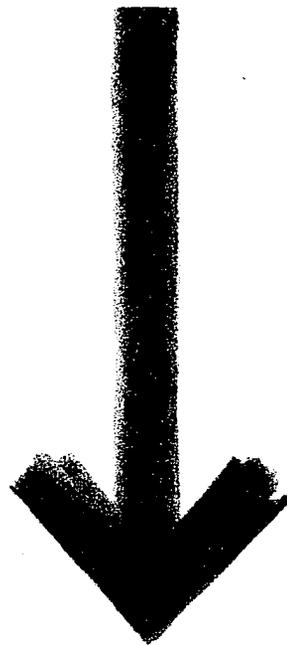
Diamond Silicates

DIAMOND ALKALI COMPANY

CLEVELAND 14, OHIO



MORE THAN ONE
 STRONG POINT
 MAKES
 A CORRUGATED BOX!



Not just one, but millions of points speak for the strength of your corrugated boxes. Each is a crucial point of contact—where paper meets paper. A positive and lasting bond at each of these points means a strong dependable box. And that's the sort of a bond you get when you use DIAMOND Silicate Adhesive. Not only that, but silicate is the only adhesive that reinforces the paper at the same time.

And DIAMOND Silicate Adhesive is economical, too! It costs less, saves on fuel and handling time, and reduces waste.

Investigate DIAMOND Silicate Adhesive. Your nearest DIAMOND Sales Office will be glad to give you all the facts—including a copy of the Adhesive Symposium, packed with information about adhesives. Or write DIAMOND ALKALI Co., 300 Union Commerce Bldg., Cleveland 14, Ohio.

DIAMOND SILICATES



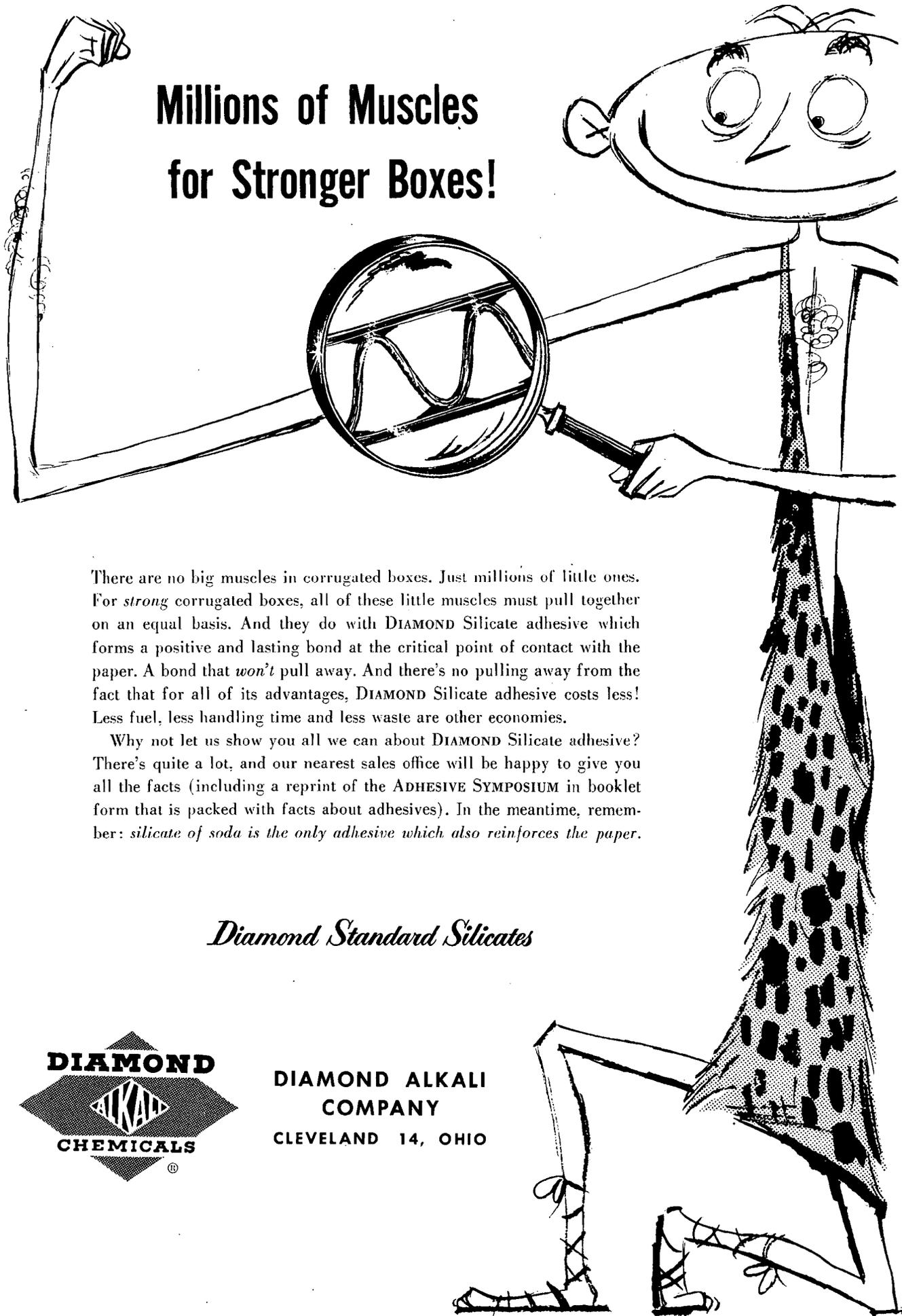
DIAMOND ALKALI COMPANY
 CLEVELAND 14, OHIO



Chemicals you live by

... SODA ASH • CAUSTIC SODA • CHLORINE & DERIVATIVES • SILICATES • BICARBONATE OF SODA
 CALCIUM COMPOUNDS • CHROME COMPOUNDS • ALKALI SPECIALTIES • ORGANICS

Millions of Muscles for Stronger Boxes!



There are no big muscles in corrugated boxes. Just millions of little ones. For *strong* corrugated boxes, all of these little muscles must pull together on an equal basis. And they do with DIAMOND Silicate adhesive which forms a positive and lasting bond at the critical point of contact with the paper. A bond that *won't* pull away. And there's no pulling away from the fact that for all of its advantages, DIAMOND Silicate adhesive costs less! Less fuel, less handling time and less waste are other economies.

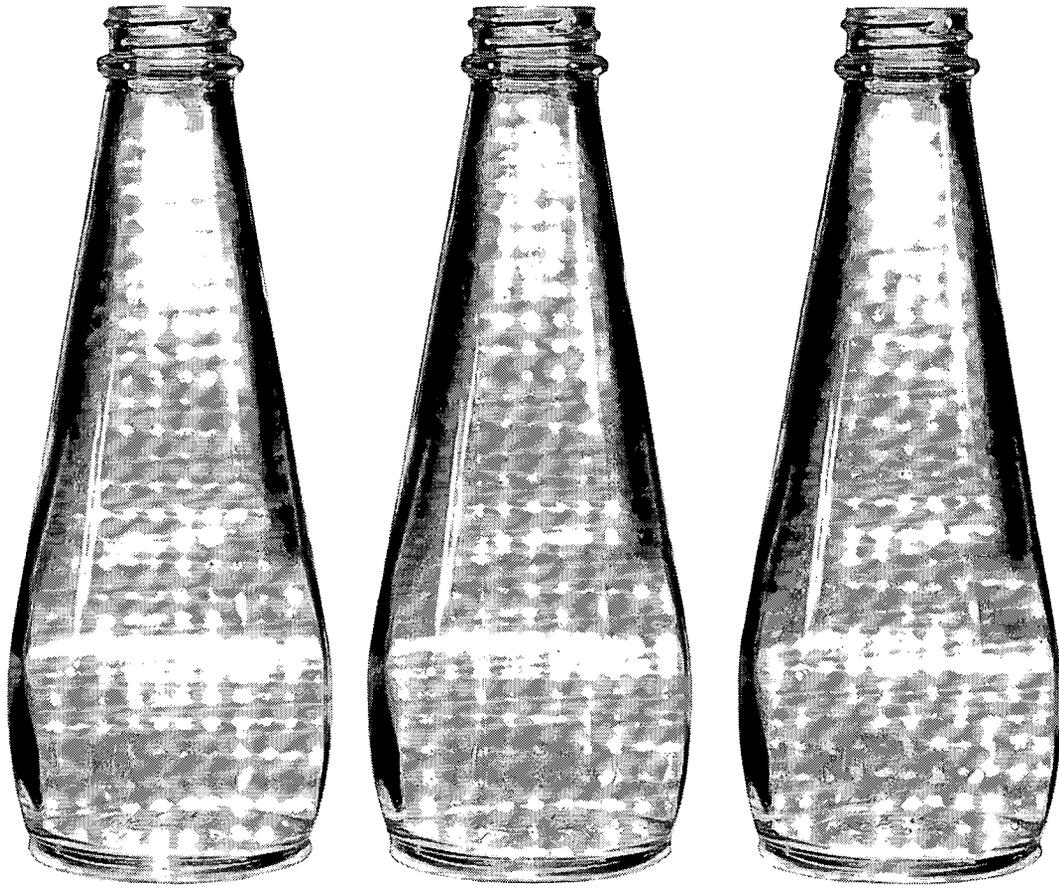
Why not let us show you all we can about DIAMOND Silicate adhesive? There's quite a lot, and our nearest sales office will be happy to give you all the facts (including a reprint of the ADHESIVE SYMPOSIUM in booklet form that is packed with facts about adhesives). In the meantime, remember: *silicate of soda is the only adhesive which also reinforces the paper.*

Diamond Standard Silicates



DIAMOND ALKALI
COMPANY
CLEVELAND 14, OHIO

SODA ASH (glass)



For extreme clarity and uniformity
Specify Diamond Soda Ash

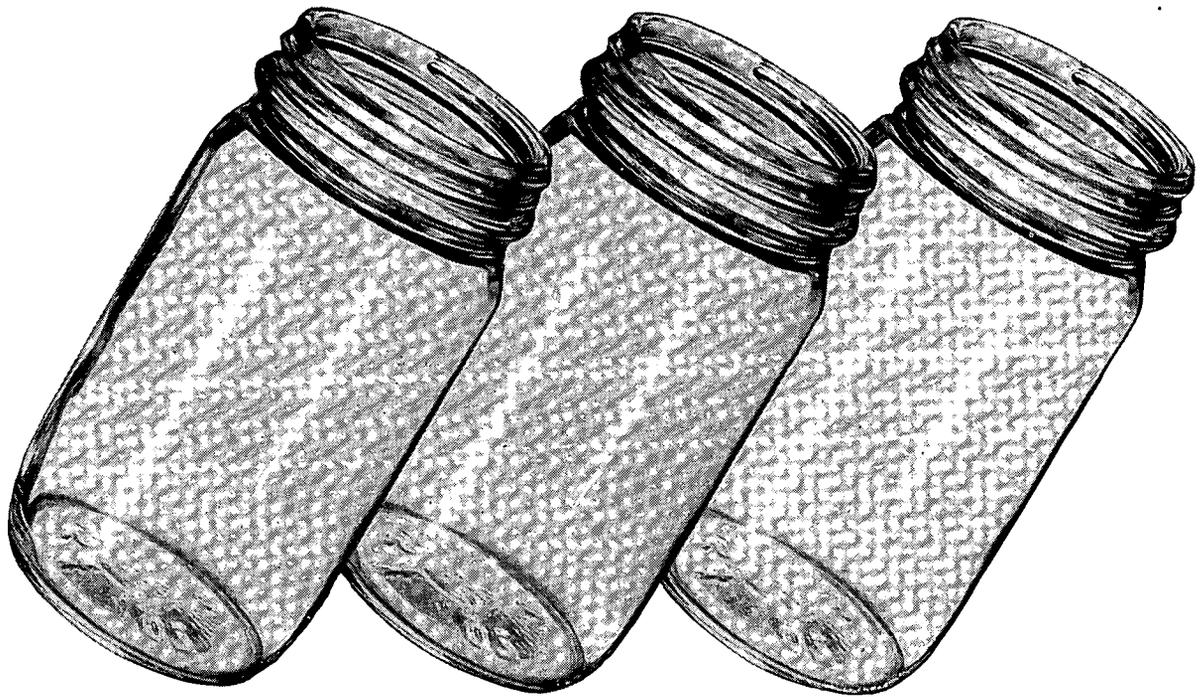
It takes soda ash of uniform grain size and structure to produce uniform quality glass. That's the reason so many glassmakers specify DIAMOND Soda Ash. Its purity and uniform quality have made it a favorite in all fields of the industry.

For sales or technical information, get in touch with your nearest DIAMOND Representative, or write DIAMOND ALKALI Co., 300 Union Commerce Bldg., Cleveland 14, Ohio.



DIAMOND ALKALI COMPANY

CLEVELAND 14, OHIO



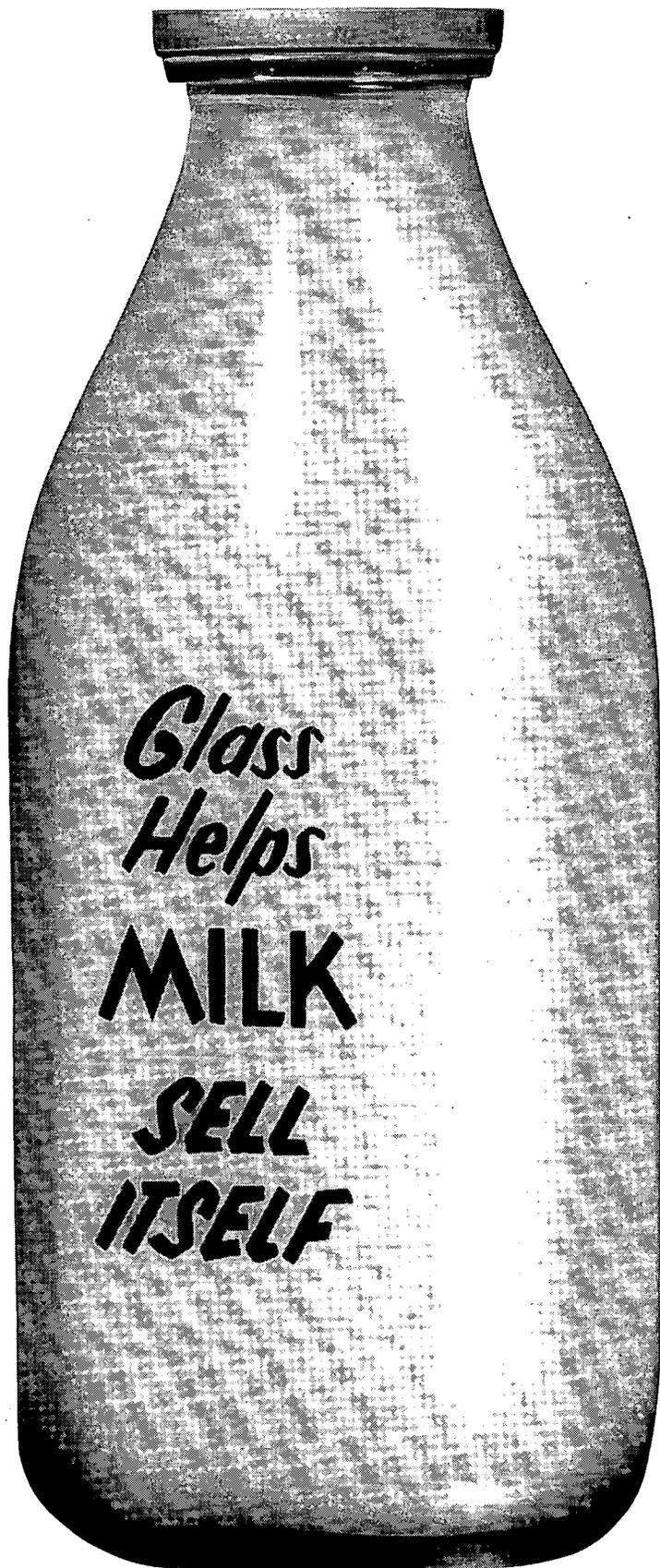
**Uniform-Quality Soda Ash
to help you produce
Uniform-Quality Glass . . .**

To be sure you are using pure soda ash of uniform grain size and structure, specify **DIAMOND** Soda Ash. Its uniform quality will help you to produce uniform-quality glass . . . the reason why **DIAMOND** Soda Ash is a favorite with glassmakers in all fields of the industry.

A **DIAMOND** Sales Representative will be glad to supply you with sales or technical information, or write **DIAMOND ALKALI COMPANY**, 300 Union Commerce Building, Cleveland 14, Ohio.



DIAMOND ALKALI COMPANY
CLEVELAND 14, OHIO



**Milk sparkles in
bottles made from
Diamond
soda
ash...**

Clear, clean glass containers make every food product more appealing . . . and especially milk. That's why so many glassmakers specify DIAMOND Soda Ash.

Purity and uniformity of grain size and structure have made DIAMOND Soda Ash a favorite with glassmakers in all fields of the industry—pressed, blown, bottle, hollow ware and flat glass. For sales or technical information, call your local DIAMOND representative or write DIAMOND ALKALI COMPANY, Union Commerce Building, Cleveland 14, Ohio.

DIAMOND ALKALI CO.

CLEVELAND 14, OHIO



FANNING

OCCNJ0160719

Chemicals you live by

The Old Man
still turns to **Leather**
... thanks to chemicals



Dad turns to leather for comfort. And people will always turn to it for beauty and durability, too. DIAMOND Technical Service and chemicals have a hand in this by helping tanners turn out leather of that certain quality no synthetic will ever attain . . . that feeling of luxury, the sheen, even the distinctive aroma.

DIAMOND Tanolin®, bichromate, fat liquors and neutralizers are laboratory controlled, reduce losses in tanning, and cost so little for all of the important results.

Quick delivery from eight warehouses. Nine convenient sales offices. Expert advice from your DIAMOND representative who is well trained in leather chemistry, and backed by DIAMOND Technical experts.

**DIAMOND CHEMICALS
FOR THE LEATHER INDUSTRY**

DIAMOND ALKALI COMPANY • CLEVELAND 14, OHIO



This advertisement No. 9163 appears in Shoe & Leather Reporter, April 17; Journal of American Leather Chemists Association, Leather Manufacturer, April and Leather & Shoes, May 22, 1954

OCCNJ0160720

Chemicals you live by



Leather's in style
with the ladies
... thanks to chemicals

Leather's beauty has turned up stronger than ever in all kinds of clothes for women. Comfort and durability, too, have something to do with the high regard for leather. When people want something that's luxurious, has a certain sheen and feel, they will always turn to leather for qualities no synthetic can ever attain. DIAMOND Technical Service and Chemicals have a hand in this because they help tanners turn out leather of uniformity (DIAMOND Chemicals are laboratory controlled), with lower tanning losses, and at a cost that is so little for all the important results.

Quick delivery from eight warehouses. Nine convenient sales offices. Expert advice from your DIAMOND representative who is well trained in leather chemistry, and backed by DIAMOND Technical experts.

**DIAMOND CHEMICALS
FOR THE LEATHER INDUSTRY**

DIAMOND ALKALI COMPANY • CLEVELAND 14, OHIO



This advertisement No. 9162 appears in Shoe & Leather Reporter, April 17; Journal of American Leather Chemists Association, Leather Manufacturer, April and Leather & Shoes, May 22, 1954

OCCNJ0160721

Chemicals you live by



An important situation that calls for genuine leather... thanks to chemicals

Leather's natural, luxurious beauty just seems to fit some situations—important ones where a certain solid feel and look is called for. People will always turn to leather for that kind of beauty, and for its comfort and durability, too. For leather has qualities no synthetic will ever attain. And DIAMOND Technical Service and Chemicals have a hand in helping tanners turn out fine leather. DIAMOND Tanolin[®], bichromate, fat liquors and neutralizers are laboratory controlled, reduce tanning losses . . . and cost so little for all the important results.

Quick delivery from eight warehouse points. Nine convenient sales offices. Expert advice from your DIAMOND representative who is well trained in leather chemistry and backed by DIAMOND Technical experts.

**DIAMOND CHEMICALS
FOR THE LEATHER INDUSTRY**

DIAMOND ALKALI COMPANY • CLEVELAND 14, OHIO



This advertisement No. 9161 appears in *Leather & Shoes, Shoe & Leather Reporter*, February 20;
Journal of American Leather Chemists Association and *Leather Manufacturer*, February, 1954

OCCNJ0160722

WASHING COMPOUNDS

OCCNJ0160723



You can see the flavor

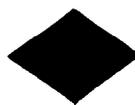
You thirst for—and buy—about seven cases of soft drinks a year. (Average for a typical American.)

As a leading supplier of chemicals to the huge and growing glass industry, DIAMOND contributes to the making of these tempting, self-selling bottles.

And when empty bottles are returned, DIAMOND chemicals go work again. Because DIAMOND provides a large portion of the bottle washing compounds used by the mammoth bottling industry.

Consumption of soft drinks has passed 28 billion bottles a year. Ever increasing tonnages of DIAMOND products are being used to make new bottles; keep old ones sparkling clean.

Memo to Bottlers: Newest of DIAMOND's "Chemicals you live by" is CH-100, the most economical, high-efficiency bottle washing compound on the market. If you haven't tried it, call your nearby DIAMOND sales office or write DIAMOND ALKALI COMPANY, 300 Union Commerce Building, Cleveland 14, Ohio.



**Diamond
Chemicals**

OCCNJ0160724



**Low-cost Hardnox® makes bottles sparkling clean ...
products more attractive**

**DIAMOND
DAIRY CLEANERS**



**DIAMOND ALKALI COMPANY
CLEVELAND 14, OHIO**

There's no better way to show off your dairy products than with crystal clean bottles. That's when your milk looks its sparkling best—a perfect way to attract more customers.

DIAMOND *Hardnox® Soaker Alkali* provides you with a sure way to cleaner, brighter milk bottles. This economical bottle washer gives you peak cleaning performance at the lowest cost. It is a complete cleaner, effective in either soaker or hydro-soaker-type washers.

Clean, clear glass gives shining evidence of all the purity and richness of your milk and cream.

**ORDER DIAMOND DAIRY CLEANERS
FROM THESE DISTRIBUTORS**

**CHERRY-BURRELL CORPORATION • MEYER-BLANKE CO.
THE HURLEY CO. • MILLER MACHINERY & SUPPLY CO.
MONROE FOOD MACHINERY, INC.**



A bright and shining way to sell more milk

When your bottles sparkle with cleanliness and your product looks its pure and sparkling best . . . what better way to sell more milk?

DIAMOND has the answer to crystal-clean milk bottles *every day*. It is *Hardnox® Soaker Alkali*, a complete, efficient, economical bottle washer that gives you top cleaning value at the lowest cost. It is effective in either soaker or hydro-soaker-type washers.

Hardnox softens water by converting hard-water salts into a fluffy substance which is held suspended in the solution. The salts can't adhere to the machine or the surface of the bottles. There's nothing left but clean, clear glass to show off your rich, tempting milk and cream. And who can resist that?

ORDER DIAMOND DAIRY CLEANERS FROM THESE DISTRIBUTORS

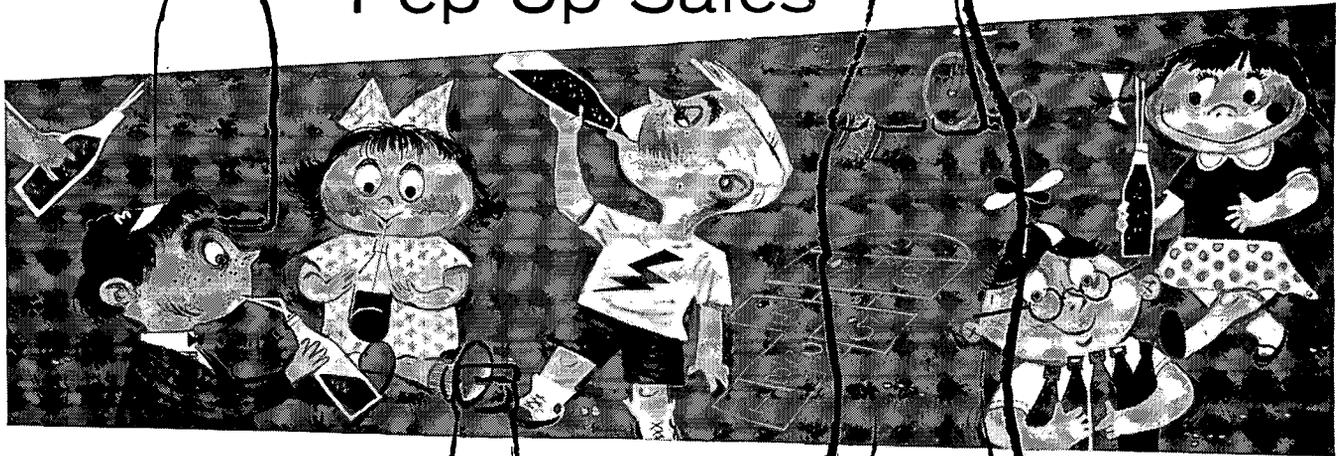
CHERRY-BURRELL CORP. • MEYER-BLANKE CO.
THE HURLEY CO. • MILLER MACHINERY &
SUPPLY CO. • MONROE FOOD MACHINERY, INC.

DIAMOND DAIRY CLEANERS



DIAMOND ALKALI COMPANY
CLEVELAND 14, OHIO

Bright and Shining Bottles Pep Up Sales



What better way to pep up sales than to put your product in bottles that really *shine!* And DIAMOND has the answer to making bottles look their sparkling best. It's *Hi-Test Alkali® No. 3*. This efficient, economical compound gives you top cleaning efficiency at lowest cost. It completely softens water by converting hard water salts into a fluffy substance that is held suspended in solution. Salts can't deposit on the bottles or the machine.

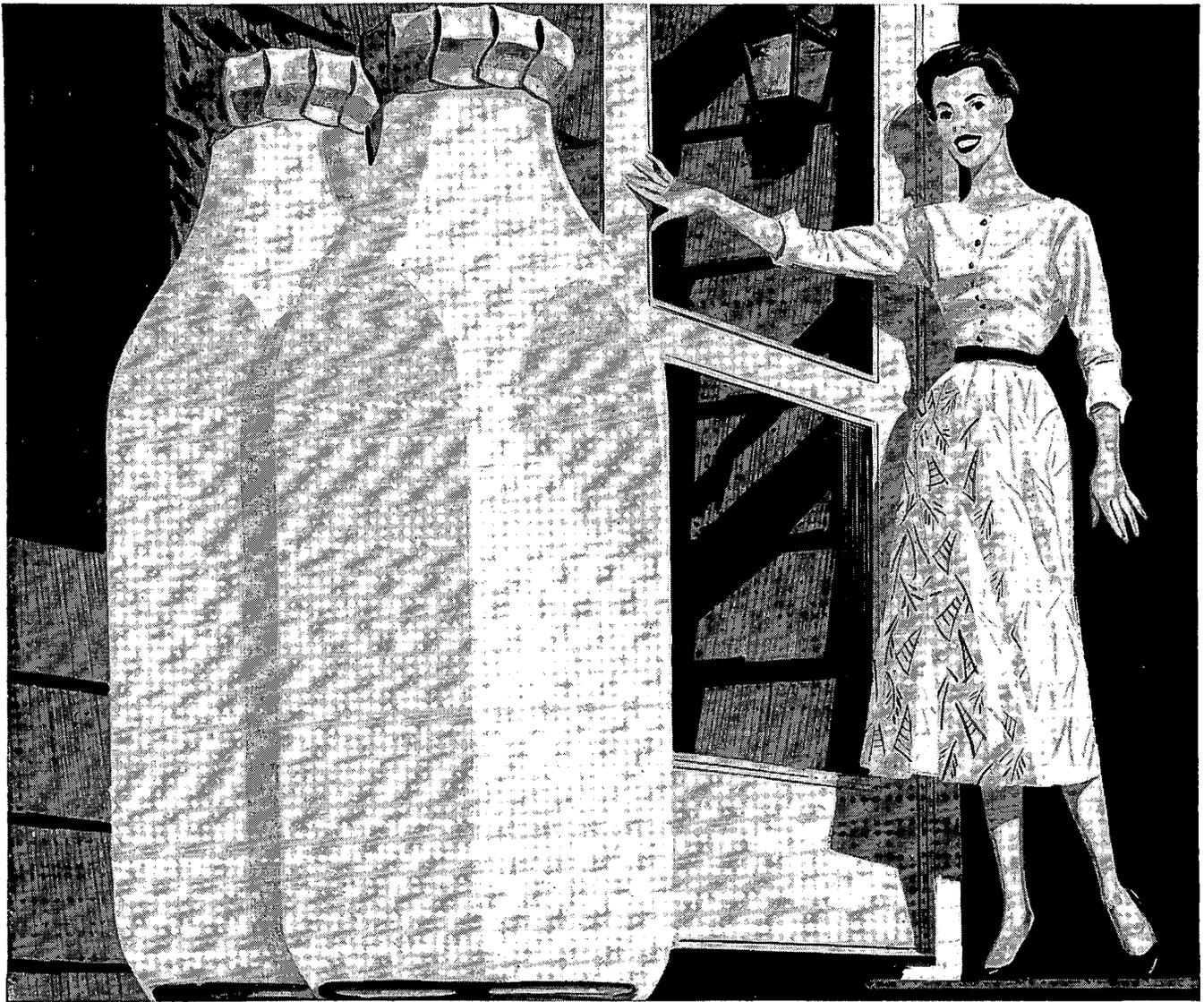
Have you tried *DIAMOND Clipper Cleaner®* for cleaning your equipment? This versatile, efficient cleaner, with *Hi-Test Alkali No. 3* for your bottles, gives you the economical cleaning combination you've been looking for . . . you get a minimum of detergent inventory at a real saving.

A DIAMOND Representative will be glad to show you how these and other DIAMOND engineered cleaners can give you just the results you have been looking for. Call your nearest DIAMOND Sales Office or write DIAMOND ALKALI Co., 300 Union Commerce Bldg., Cleveland 14, Ohio.

DIAMOND WASHING
AND CLEANING COMPOUNDS



DIAMOND ALKALI COMPANY
CLEVELAND 14, OHIO



Know a better way to greet your customers every morning?

When your bottles are bright and shining your milk *looks* as good as it tastes. And DIAMOND *Hardnox*® Soaker Alkali keeps bottles sparkling clean, day in and day out. This effective bottle-washing compound gives you top-cleaning efficiency at the *lowest* cost. It can be used in either soaker or hydro-soaker type washers.

DIAMOND also provides you with *economical Clipper Cleaner*®—a versatile detergent that facilitates cleaning and sanitizing your equipment.

These are only a part of the family of DIAMOND engineered cleaners available to you. Your DIAMOND Distributor will be glad to make suggestions in regard to your particular cleaning needs.

Order Diamond Dairy Cleaners from These Distributors
Cherry-Burrell Corporation • Meyer-Blanke • The Hurley Co.
Miller Machinery & Supply Co. • Monroe Food Machinery, Inc.

**DIAMOND
 DAIRY CLEANERS**



DIAMOND ALKALI COMPANY
 CLEVELAND 14, OHIO

This advertisement No. A-6889 appears in Canadian Dairy & Ice Cream Journal, Dairy Industries Unit, June and M. B. Dairy Grams, No. 2, 1954

OCCNJ0160728

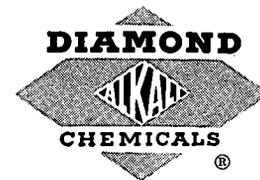
Crystal Clear Glass Adds Sparkle to your Product!

DIAMOND's Hi-Test Alkali* No. 3 is your best bet for bright and shining bottles. It's an efficient, economical cleaning compound that will give you top cleaning performance at rock-bottom cost.

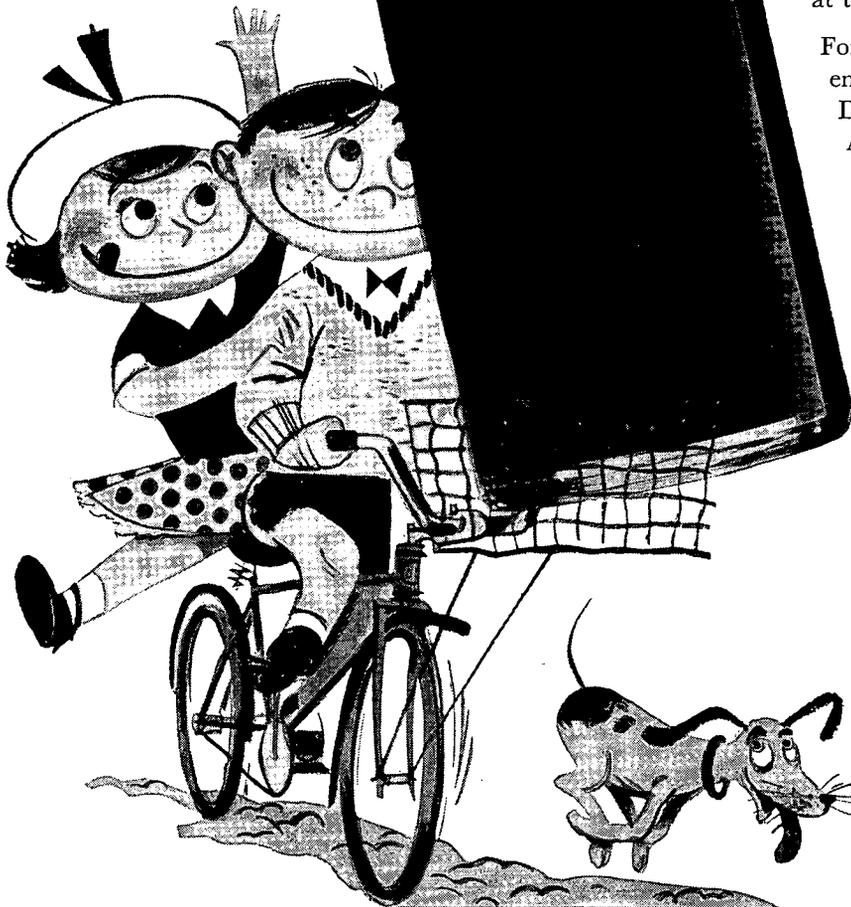
And DIAMOND can provide you, too, with a highly effective cleaner for your equipment. It's DIAMOND Clipper Cleaner*. This economical cleaner, plus Hi-Test Alkali No. 3 for your bottles, gives you a combination that's hard to beat. You cut costs and detergent inventory at the same time.

For information on these and other DIAMOND engineered cleaners, call your nearest DIAMOND Sales Office, or write DIAMOND Alkali Co., 300 Union Commerce Bldg., Cleveland 14, Ohio. *®

DIAMOND WASHING AND CLEANING COMPOUNDS



DIAMOND ALKALI CO.
CLEVELAND 14, OHIO



This advertisement No. 6550 appears in Bottling Industry, March 16; Modern Brewery Age, March; Brewers Journal, National Bottlers' Gazette, April and American Bottler, May, 1954

OCCNJ0160729

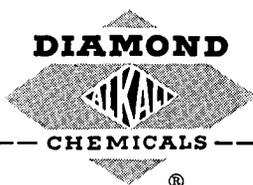
Sparkling clean
bottles prompt
more sales!



Think of how tempting your product can look when put in bottles that really *sparkle*. And bottles washed with DIAMOND Hi-Test* Alkali No. 3 do just that. This highly effective cleaning compound gives you the utmost in low-cost cleaning efficiency.

Diamond also has the answer to clean, sanitary equipment. It's DIAMOND Clipper Cleaner*. This versatile equipment cleaner and Hi-Test Alkali No. 3 for your bottles give you peak cleaning performance at a *minimum* of detergent inventory and cost.

Better cleaning results can be yours by calling your nearest DIAMOND Sales Office for information on these and other DIAMOND cleaners, or writing DIAMOND ALKALI Co., 300 Union Commerce Bldg., Cleveland 14, Ohio. *®



DIAMOND ALKALI COMPANY

CLEVELAND 14, OHIO

This advertisement No. A-6551 appears in Bottling Industry, May 25; Modern Brewery Age, May; Brewers Journal, National Bottlers' Gazette, June and American Bottler, July, 1954

OCCNJ0160730



78 Million Bottles to Wash...every day

(a need that keeps us busy at Diamond)

In the bottling business, cleanliness counts in the profit-and-loss statement. Crystal-clear bottles help to sell products. For a better job of bottle washing, hundreds of bottlers depend on one or more of DIAMOND's many detergents. Each one is chemically engineered to meet a specific kind of washing problem.

Main ingredient of these fast acting compounds is

DIAMOND caustic soda, a chemical that goes into the making of hundreds of basic products—paper, soap, rayon and cellophane, to name a few. To meet the demands of industry for the more than 100 "Chemicals you live by", we are constantly boosting production in DIAMOND plants from coast to coast. As industry grows, so grows DIAMOND... and vice versa.

DIAMOND ALKALI COMPANY

CLEVELAND 14, OHIO

Chemicals you live by

... SODA ASH • CAUSTIC SODA • CHLORINE & CHLORINATED PRODUCTS

AGRICULTURAL CHEMICALS • PLASTICS • CHROME COMPOUNDS • SILICATES • BICARBONATE OF SODA • CALCIUM COMPOUNDS • ALKALI SPECIALTIES



This advertisement No. 7573 appears in New York Journal of Commerce, August 11; Wall Street Journal, August 4; Fairport Beacon and Painesville Telegraph, August 20, 1954

OCCNJ0160731

1955

MISC.

OCCNJ0160733

**It Takes Tons of Soap
Every Minute**

to keep us the cleanest nation on earth. So many things to be washed . . . 162 million faces, 3,672 diesel locomotives, the clothes we wear, sheets we sleep between, dishes we eat from. Soap is basic. DIAMOND Chemicals are basic to making soap. Practically every type of soap, detergent and cleanser contains one or more DIAMOND products. That's one reason we call them "Chemicals you live by."

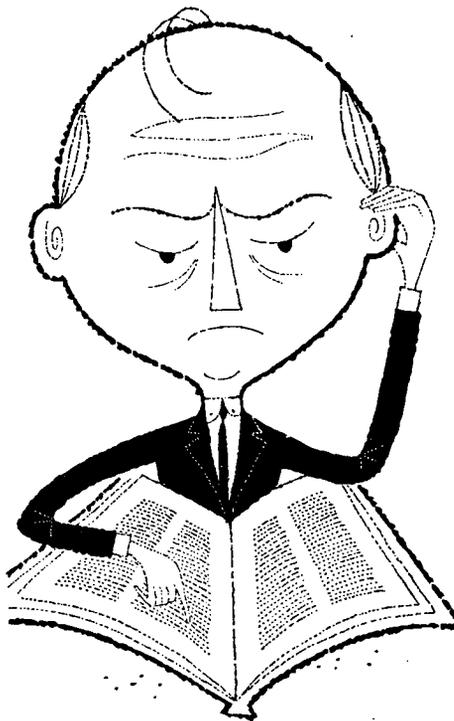
DIAMOND ALKALI COMPANY,
300 Union Commerce Building,
Cleveland 14, Ohio.



**Diamond
Chemicals**



Looking for



Chloral

2, 4 Dichlorophenol

2, 4, 5 Trichlorophenol

2, 4, 6 Trichlorophenol

Hexachlorobenzene

Someone should tell him about DIAMOND's facilities in Newark, N. J. Another thing worth knowing is that DIAMOND representatives—his and yours—are glad to discuss producing other chlorinated products on a custom basis.

DIAMOND supplies mixtures of tri- and tetrachlorobenzenes, and benzene sulfonyl chlorides, and their chlorinated derivatives. We also produce carbon tetrachloride; perchlorethylene; methylene chloride; chloroform; Chlorowax® (chlorinated paraffin); muriatic acid; DDT; BHC 15% and 40% gamma; Lindane; 2,4-D and 2, 4, 5-T amine salts, esters and formulations; grain fumigants.

Like more information or technical help? Simply call your nearby DIAMOND representative. Or write DIAMOND ALKALI COMPANY, 300 Union Commerce Bldg., Cleveland 14, Ohio.



**Diamond
Chemicals**

This advertisement No. 5934 appears in Chemical & Engineering News, May 16 and November 28; Chemical Week, June 25 and December 10 and Scientific American, September, 1955

OCCNJ0160735

G H Q

CHLORINATED PRODUCTS

- ☆ **Chloral**
- ☆ **2, 4 Dichlorophenol**
- ☆ **2, 4, 5 Trichlorophenol**
- ☆ **2, 4, 6 Trichlorophenol**
- ☆ **Hexachlorobenzene**

Make DIAMOND your general headquarters for these chlorinated products. Logistics is no problem. We ship promptly from Newark, N. J.

DIAMOND sales representatives (there's one located near you) will be glad also to discuss production of other chlorinated products on a custom basis: mixtures of tri- and tetrachlorobenzenes, and benzene sulfonyl chlorides, and their chlorinated derivatives.

Orders are followed quickly on carbon tetrachloride, perchlorethylene; methylene chloride; methyl chloride; chloroform; Chlorowax® (chlorinated paraffin); muriatic acid; DDT; BHC, 15% and 40% gamma; Lindane; 2,4-D and 2,4,5-T amine salts; esters and formulations; grain fumigants.

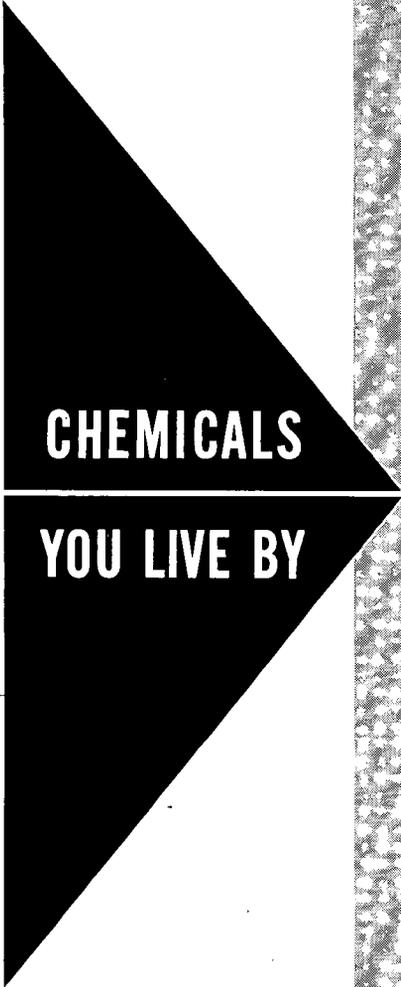
For product information or help on any problem involving chlorinated products, call your DIAMOND representative, or write DIAMOND ALKALI COMPANY, 300 Union Commerce Building, Cleveland 14, Ohio.



**Diamond
Chemicals**

This advertisement No. 5900 appears in
Chemical & Engineering News, March 28;
Chemical Week, April 23 and Scientific
American, June, 1955

OCCNJ0160736



**CHEMICALS
YOU LIVE BY**

- ◆ **soda ash**
- ◆ **caustic soda**
- ◆ **chlorine**
- ◆ **chlorinated methanes**
- ◆ **bicarbonate of soda**
- ◆ **sodium silicates**
- ◆ **calcium carbonates**
- ◆ **chromates**
- ◆ **specialized chemicals**
- ◆ **organic chemicals**
- ◆ **plastics**
- ◆ **agricultural chemicals**

For information on any of these products or for technical help in using them, call the Diamond Sales Office in Atlanta, Chicago, Cincinnati, Cleveland, Houston, Memphis, New York, Philadelphia, Pittsburgh or St. Louis. Or write to **DIAMOND ALKALI COMPANY**, 300 Union Commerce Building, Cleveland 14, Ohio.



**Diamond
Chemicals**

This advertisement No. 6860 appears in Armed Forces Chemical Association
(Membership Directory) 1955 issue.

OCCNJ0160737



RESEARCH . . . key to the future

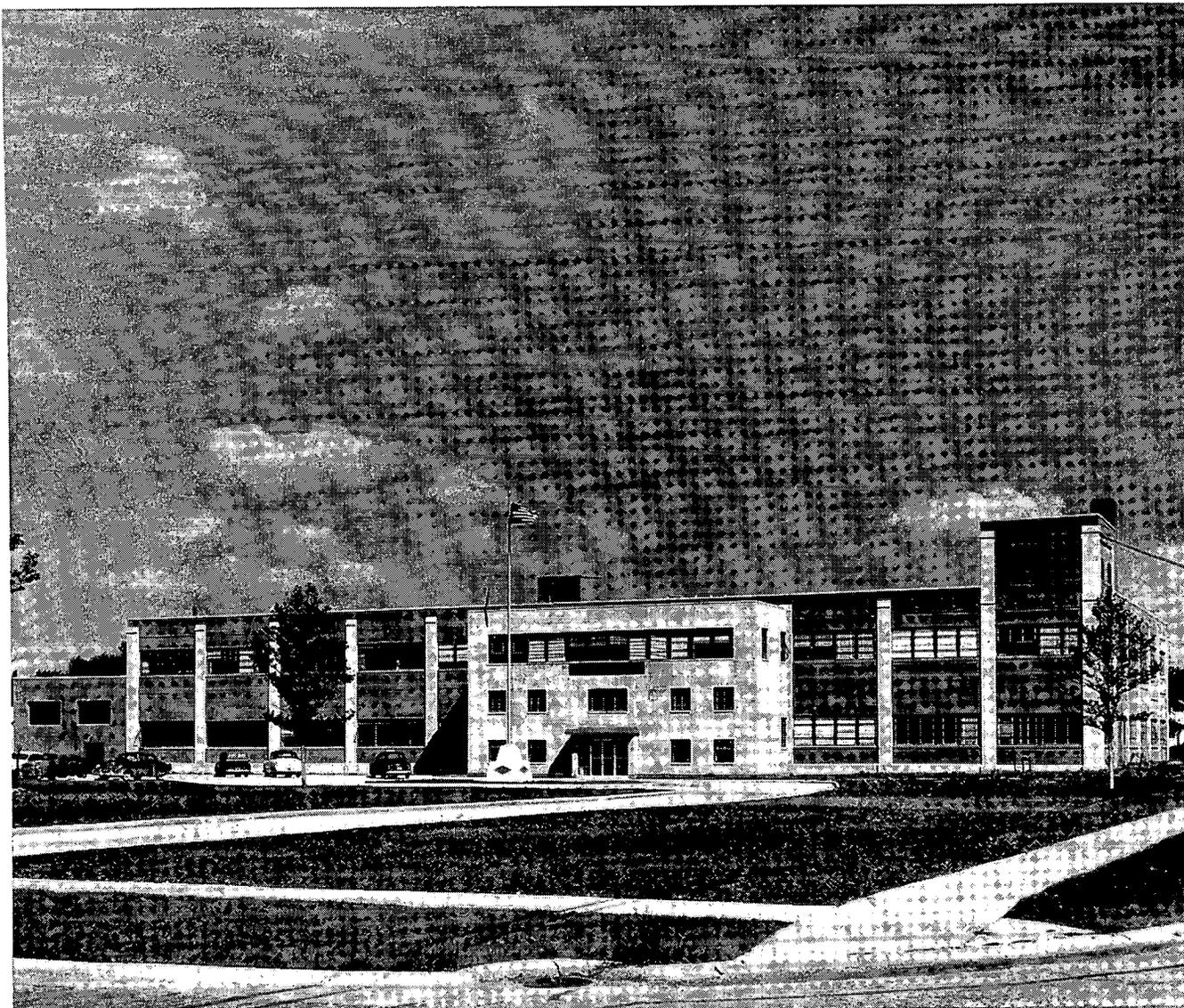
DIAMOND ALKALI recognizes the importance of research and salutes the men and women whose continuing efforts to unlock the doors of knowledge promise a brighter future for humanity. As evidence of this belief, the staff and facilities of the Diamond Research Center again are being expanded. We will welcome requests for co-operation on research and development projects.



DIAMOND ALKALI COMPANY
Cleveland 14, Ohio

This advertisement No. 5538 appears in Proceedings of Entomological Society of Washington, April, June and August, 1955.

OCCNJ0160738



Diamond makes room for radiation research

Exploring potential uses for atomic energy in chemical processing is one of the main purposes behind the modernization and expansion of DIAMOND's Research Center at Painesville, Ohio.

An increased staff at the new laboratory will investigate, for example, the intriguing possibilities of harnessing gamma rays for chemical applications, particularly for research on polymerization, oxidation and chlorination.

With these new facilities, DIAMOND becomes one of the nation's first chemical companies with its own high-energy radiation source. AEC's Brookhaven National Laboratory fabricated for DIAMOND a 1000 Curie radioactive cobalt irradiation unit. It's equivalent to the radiation from 2.2

pounds of radium—almost one-half of the present world supply of refined radium.

Other DIAMOND research groups will use the new space and equipment for intensified work on plastics, calcium carbonates, chlorinated organics, and chromium chemicals.

Here, DIAMOND is making room for ideas to grow—ideas that lead to new products and processes benefiting both industry and national defense. DIAMOND ALKALI COMPANY, 300 Union Commerce Building, Cleveland 14, Ohio.



Diamond Chemicals

**CHLORINATED
PRODUCT
OR
PROBLEM?**

call
DIAMOND

Chloral

2, 4 Dichlorophenol

2, 4, 5 Trichlorophenol

2, 4, 6 Trichlorophenol

Hexachlorobenzene

These products are available for prompt shipment from Newark, N. J. We will be glad to discuss with you the production of other chlorinated products on a custom basis.

In addition to these products, DIAMOND can supply you benzene sulfonyl chlorides, and their chlorinated derivatives.

DIAMOND also produces carbon tetrachloride; perchlorethylene; methylene chloride; methyl chloride; chloroform; Chlorowax® (chlorinated paraffin); muriatic acid; DDT; BHC 15% and 40% gamma; Lindane; 2,4-D and 2,4,5-T amine salts, esters and formulations; grain fumigants.

For information on these products or assistance on any problem involving chlorinated products, write DIAMOND ALKALI COMPANY, 300 Union Commerce Building, Cleveland 14, Ohio.



**Diamond
Chemicals**

This advertisement No. 5525 appears in Chemical & Engineering News, February 28; Chemical Week, March 12 and Scientific American, April, 1955

OCCNJ0160740

AG. CHEM.

OCCNJ0160741

Because weeds never stop pushing, they can undermine the firmest roadbed, endanger speeding trains. The endless task of keeping America's 223,000 miles of railroad weed-free once consumed countless man-hours. Now, the job is done quickly, efficiently with chemical weed killers — such as 2,4-D and 2,4,5-T — made by DIAMOND ALKALI.

These chemical money savers work for other industries, too—for example, eliminating weeds from factory areas and keeping brush and trees away from cross-country power lines. Can they help you?

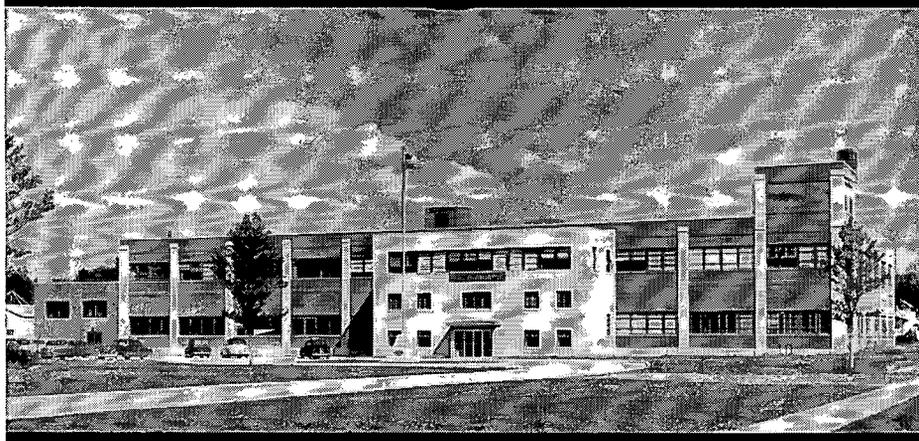
DIAMOND ALKALI makes all types of 2,4-D and 2,4,5-T formulations, has experienced technical men to advise you on selection and application. For information, write DIAMOND ALKALI COMPANY, 300 Union Commerce Building, Cleveland 14, Ohio.



Diamond Chemicals



DIAMOND insecticides and herbicides are known for dependable potency



We make
sure of it here



Diamond's research and development center in Painesville, Ohio



So you can count on peak performance here



Write for literature on any of our products, and feel free to consult our technical staff when you have special problems. Your inquiries are welcome. DIAMOND ALKALI COMPANY, 300 Union Commerce Building, Cleveland 14, Ohio.

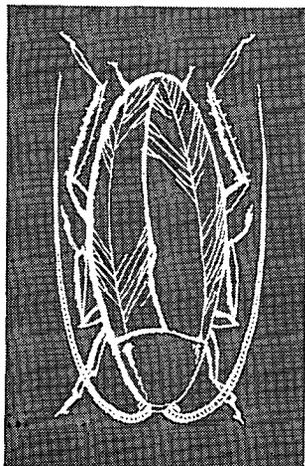
DIAMOND AGRICULTURAL CHEMICALS

- DDT
- BHC
- LINDANE
- MITICIDE K-101 (Ovex)
- Seed Disinfectant
- 2,4-D Weed Killers
- 2,4,5-T Brush Killers
- Grain Fumigants
- Wettable powders, emulsifiable and oil solutions; and dust concentrates based on our technical grade chemicals

and many other chemicals that help farmers, gardeners, cattlemen and orchardists.



**Diamond
Chemicals**

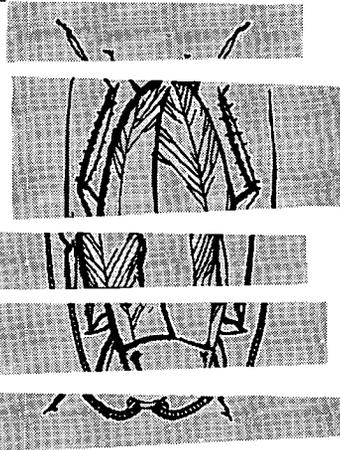


Think first of

DIAMOND LINDANE

for

PEST CONTROL



DIAMOND LINDANE (100%) is highly effective for industrial and household pest control. It is practically odorless, kills three ways—by vapor, contact, and stomach action. It works quickly and continues to kill because of its good residual action.

And when you use DIAMOND LINDANE, as with all DIAMOND products, you are sure of uniform high quality at reasonable price. For information on any DIAMOND product for pest control call your nearby DIAMOND Sales Office or write DIAMOND ALKALI COMPANY, 300 Union Commerce Bldg., Cleveland, O.

Diamond Chemicals for PCO

LINDANE—100% gamma isomer of BHC. Emulsions, Wettable Powders

DDT—100% Technical

DDT—Wettable Powders, Dust Concentrates and Emulsions

BHC—40% Technical, 12% Wettable Powders, Emulsion Concentrates



Diamond Chemicals

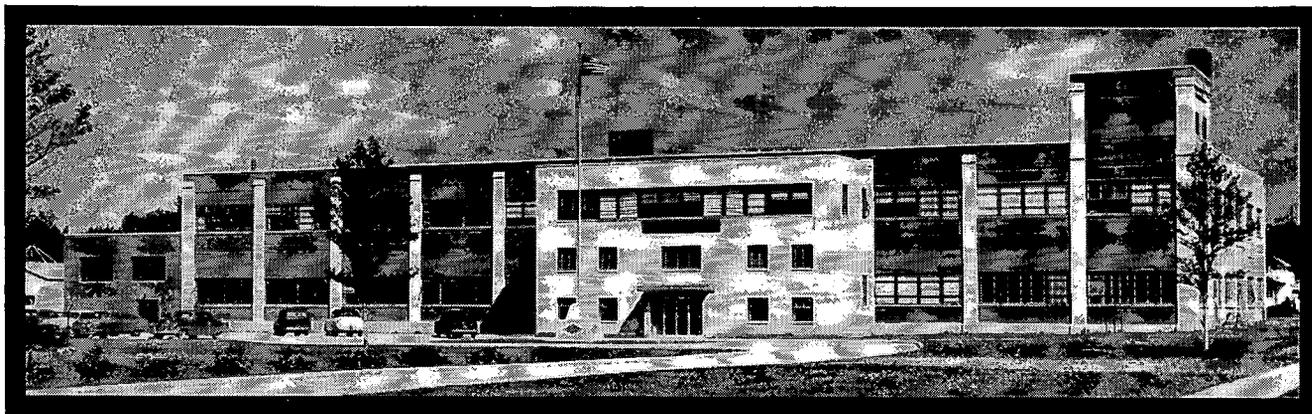


Diamond Chemicals

Insecticide formulators choose DIAMOND DDT · LINDANE · BHC for dependable potency

Formulators have come to depend on DIAMOND agricultural chemicals and one reason is the building pictured below. It's DIAMOND's research and development center, where the search for new and better insecticides is continually being pushed forward.

At other laboratories, located right at each DIAMOND plant, we check on every production step. This dependable *Quality Control System* is another reason for the uniform high quality of DIAMOND agricultural chemicals.

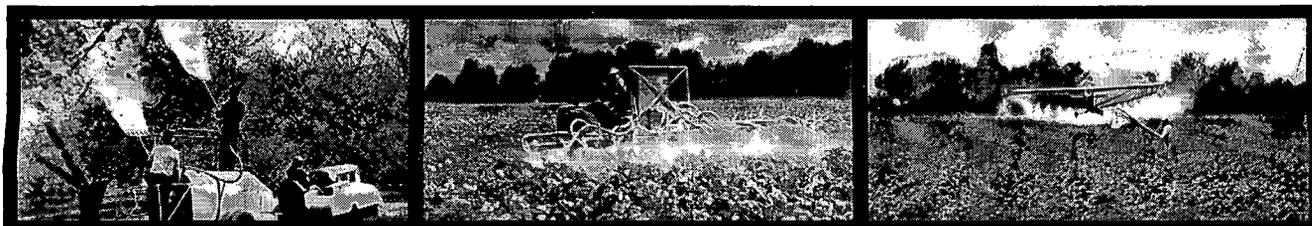


Write for helpful literature on any of our products, and feel free to use our technical consulting service for your special problems. Your inquiries are welcome. DIAMOND ALKALI COMPANY, 300 Union Commerce Building, Cleveland 14, Ohio.

DIAMOND INSECTICIDES

- DDT—Technical
- BHC—High Gamma and 14% Technical
- LINDANE—100% Gamma Isomer
- K-101 (Ovex) Acaricide
- Hexachlorobenzene Seed Disinfectant

Wettable powders; dust concentrates; and emulsifiable and oil solutions of our technical grade chemicals.



For Dependable Insecticides and Herbicides

think first of

DIAMOND

Technicals and Formulations

Insecticides

DIAMOND dependable insecticides have long been favored because of their uniform high quality. DDT, BHC and Lindane Technicals are supplied in many types and forms.

Insecticides for Formulators and Producers

DDT—100% Technical
DDT—Wettable Powders
DDT—Dust Concentrates and Emulsions
Lindane—Emulsions, Wettable Powders, Dusts

Lindane—100% Gamma Isomer of BHC
BHC—40% Technical
BHC—12% Wettable Powders and Dusts
BHC—Emulsion Concentrates
K-101—Miticide

Weed Killers and Brush Control Chemicals

DIAMOND weed and brush killers, based on the 2,4-D and 2,4-T chemical groups, meet every weed and brush control problem.

These dependable DIAMOND herbicides are

produced in two forms: *Technical* for use by formulators and processors in their own formulations and *ready-to-use formulations* for farmers, ranchers, country clubs and homeowners.

Technicals for Formulators

WEED KILLERS

2,4-D Acid • Technical Butyl-D
Technical Isopropyl-D
Technical 2-Ethyl Hexyl (Iso-Octyl)-D (Low Volatile)
Technical BEP-D (Low Volatile)

BRUSH CONTROL

Technical Butyl-T • Technical Isopropyl-T
Technical BEP-T (Low Volatile)
Technical 2-Ethyl Hexyl (Iso-Octyl)-T (Low Volatile)

Ready-To-Use Formulations

WEED KILLERS

*4# Mixed Amine-D • 4# Dimethylamine-D
2.67# Butyl-D • 4# Butyl-D • 6# Butyl-D
4# 2-Ethyl Hexyl (Iso-Octyl)-D (Low Volatile)
4# BEP-D (Low Volatile) • 3.34# Isopropyl-D

BRUSH CONTROL

*4# Butyl-T • 4# BEP-T (Low Volatile)
4# 2-Ethyl Hexyl (Iso-Octyl)-T (Low Volatile)
2,4-D—2,4,5-T Mixtures • 2#—2# Butyl Brush Killer
2#—2# 2-Ethyl Hexyl Brush Killer (Low Volatile)
2#—2# BEP Brush Killer (Low Volatile)

*Numbers are pounds of 2,4,5-T or 2,4-D acid equivalent per gallon.

DIAMOND research is constantly seeking new and better insecticides and herbicides and working with formulators and agricultural chemists in the development of more efficient forms and application methods. We will be glad to work with you. For information on DIAMOND Chemicals and technical co-operation write, DIAMOND ALKALI COMPANY, 300 Union Commerce Building, Cleveland 14, Ohio.



**Diamond
Chemicals**

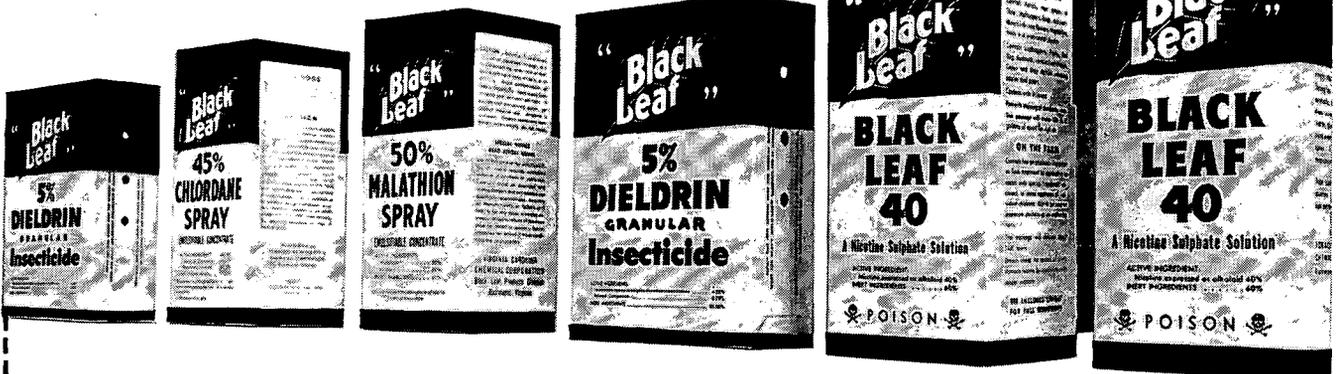
Late Summer Tip: WIDE-AWAKE DEALERS TIE-IN WITH BLACK LEAF

Now is the time when on-the-ball dealers look for fast turnover items, repeat sales, and extra profits per square foot of shelf space.

That's why DIAMOND Black Leaf is giving you selling support right now with continuing newspaper ads. We're planning a fall push—a string of surprises—that'll whisk those red-black-and-white cartons off your shelves and pile up profit-dollars in your cash register.

Sample: 63 big newspapers, across the nation, will carry Black Leaf ads regularly. Biggest campaign in Black Leaf history. Your customers read those papers, read those ads. They'll be coming in to ask you for Black Leaf products.

Boost your stock of America's best-known pesticides. Call your Black Leaf distributor today.



WARFARIN EARNS YOU BIGGER RAT BAIT PROFITS

Autumn's cooler weather sends rats and mice scurrying indoors. Soon after temperatures drop in your area, you'll see Black Leaf newspaper ads—telling your customers how to handle this annual pest problem. Be ready for 'em. Grab this fast-turnover product today . . . make room for . . .

Handsome red-and-black display rack
Customer-pulling window streamer



Ask your distributor
for more information

Sales Offices at:

- Lancaster, Pa.
- San Jose, Calif.
- Louisville, Ky.
- Richmond, Va.
- Montgomery, Ala.
- Waco, Texas



Diamond Black Leaf COMPANY

CLEVELAND 14, OHIO



*Rougher for
Roundworms
Smoother for Chickens*

NEW GRANULATED MASH-NIC

Black Leaf's granulated Mash-Nic is the up-to-date poultryman's weapon for controlling large roundworms. Tests show our 5% nicotine compound in this new form offers these two advantages:

1. Birds like granulated Mash-Nic better than powder. They eat 10% more.
2. Granulated Mash-Nic attacks

roundworms where they live—in the birds' intestines. No nicotine is released in the mouth, throat, crop or gizzard. Birds grow without interruption.

Next time you see your feed dealer, ask him for feed containing new, granulated Mash-Nic. Or mix it with feed yourself. Clear, complete instructions on each bag.

*Black Leaf Products
knock out these pests, too*



RATS eat Black Leaf Warfarin Ready-Mixed Bait until they die. Cut 2" hole near "Ready-Mixed" on package. Use as bait station with hole side up.



LICE AND MITES can't take Black Leaf 40®. Put it on roosts with our "Cap-Brush" applicator, at one-quarter the cost of the paint brush method.



FLIES are effectively reduced when you spray with potent Black Leaf Malathion. Use only 1 quart in 12 gallons of water.



mash-nic

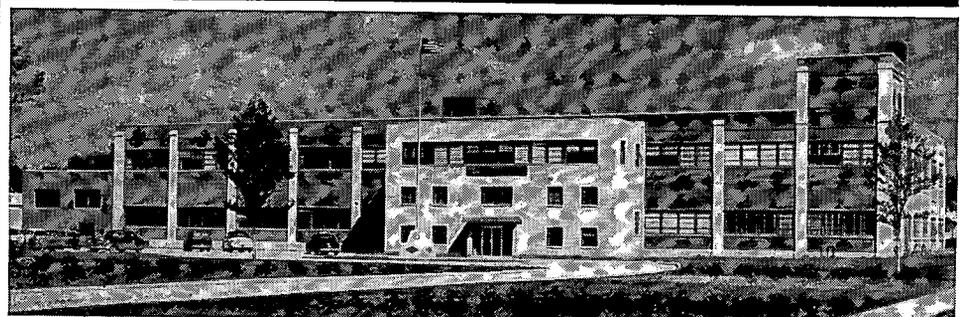


Diamond Black Leaf
COMPANY

CLEVELAND 14, OHIO



DIAMOND dependable performance pays off here



DIAMOND Research Center, Painesville, Ohio

... because we make sure of it here

Today, and every day, the search for new and improved agricultural chemicals is going forward in DIAMOND's research center. At plant laboratories, constant check is maintained on quality and potency. Here are just TWO important reasons why DIAMOND technicals and ready-to-use formulations continue to grow in popularity. Our technical staff will be glad to work with you on special problems. For information, write DIAMOND ALKALI COMPANY, Chlorinated Products Division, 300 Union Commerce Building, Cleveland 14, Ohio.

DIAMOND INSECTICIDES AND HERBICIDES

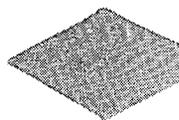
- For Wheat—Butyl ester of 2, 4-D—Grain Fumigants
—Hexachlorobenzene (smut control)
- DDT
- BHC
- LINDANE
- MITICIDE K-101 (Ovex)
- 2, 4-D Weed Killers
- 2,4,5-T Brush Killers
- Wettable powders, dust concentrates, emulsifiable concentrates and oil solutions based on our technical grade chemicals.



Diamond Chemicals

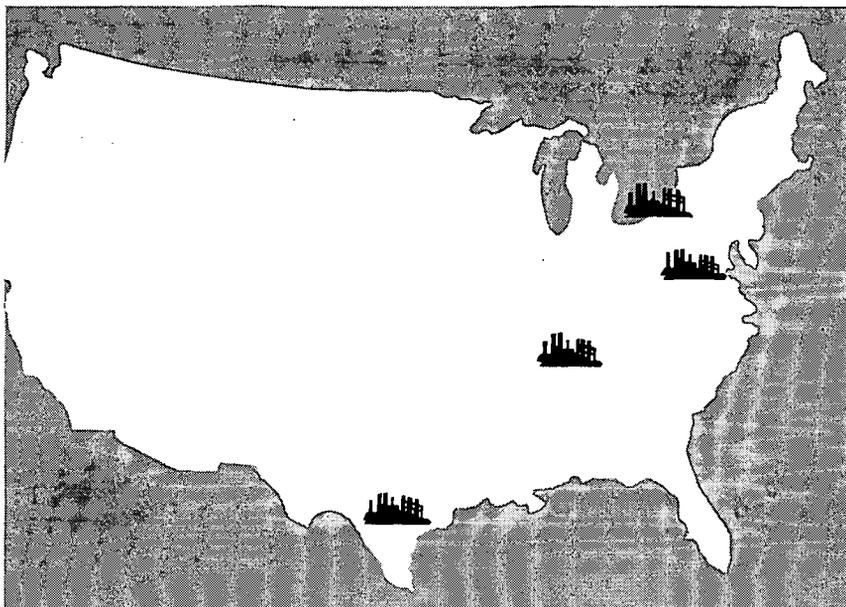
CHLORINE

OCCNJ0160750



Chemicals you live by

Diamond Chlorine



QUICK DELIVERY FROM FOUR STRATEGICALLY LOCATED PLANTS

When you are looking for a reliable, long-term source of supply for chlorine, call DIAMOND ALKALI. We have four modern plants strategically located to serve major chlorine-consuming areas.

These plants ship in all standard-size containers, including 150-lb. cylinders, ton containers and single-unit tank cars. Shipments can be by rail, truck, and in some cases by water. For information and technical assistance on chlorine application and safe handling, call your nearby DIAMOND Sales Office or write DIAMOND ALKALI COMPANY, 300 Union Commerce Building, Cleveland 14, Ohio.



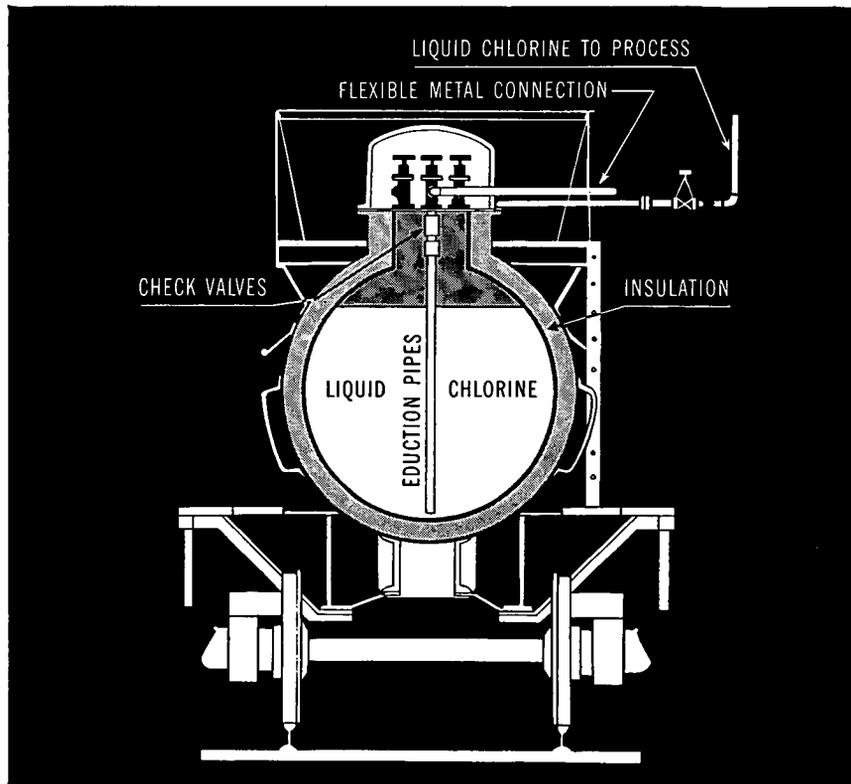
Diamond Chemicals

CHLORINE PLANTS: Edgewood, Md.—Muscle Shoals, Ala.—
Painesville, Ohio—Houston, Texas.

SALES OFFICES: New York, Philadelphia, Pittsburgh, Cleveland,
Cincinnati, Chicago, St. Louis, Memphis, and Houston.

Chemicals you live by

Diamond Chlorine



HERE'S ANOTHER WAY WE LOOK AT CHLORINE...

This drawing from the DIAMOND ALKALI Chlorine Handbook—illustrates another way we look at chlorine: as a product that should be handled with maximum safety and efficiency.

As one of America's largest producers, shipping from four strategically located plants, we have accumulated a wealth of chlorine knowledge—money-saving information and safety know-how FREELY available to you. For prompt shipment or service, call your nearby DIAMOND Sales Office or write DIAMOND ALKALI COMPANY, 300 Union Commerce Building, Cleveland 14, Ohio.



Diamond Chemicals

CHLORINE PLANTS: Edgewood, Md.—Muscle Shoals, Ala.—
Painesville, Ohio—Houston, Texas.

SALES OFFICES: New York, Boston, Philadelphia, Pittsburgh, Cleveland,
Cincinnati, Chicago, St. Louis, Memphis, and Houston.

CHLORINATED METHANES

OCCNJ0160753

These men ordered

CHLORINATED METHANES

from
DIAMOND

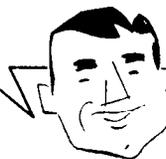
"I got my METHYLENE CHLORIDE (Dichloromethane) from DIAMOND. They make two grades: Refrigeration (RG) and Paint Remover (PRG). Used for aerosol propellant and extractants, too. Underwriters' rates it nonflammable under ordinary heat, and we used it, up to 60 C., in the presence of air, water and light. Shipped in tank cars, drums and cans."



"Sure, we always order DIAMOND's METHYL CHLORIDE (Chloromethane). Resists oxidation up to 200 C. Fine thermal stability, with little decomposition below 400 C. in the absence of air and water. Comes in tank cars only as liquefied gas under pressure."



"DIAMOND ships our Technical grade CHLOROFORM in tank cars, drums and cans; our U.S.P. grade in cans and drums. We use both with common construction materials up to 120 C."



You'll be pleased, too, with DIAMOND chlorinated methanes. They're shipped promptly. Simply phone your nearby DIAMOND sales representative. Or write DIAMOND ALKALI COMPANY, 300 Union Commerce Building, Cleveland 14, Ohio.



**Diamond
Chemicals**

This advertisement No. 5901 appears in Chemical Week, May 21 and November 19; Chemical & Engineering News, June 13 and November 14, 1955

OCCNJ0160754

Get your chlorinated methanes and muriatic acid from Diamond



Dichloromethane— CH_2Cl_2

Diamond makes Refrigeration Grade (RG) and Paint Remover Grade (PRG). It is liquid at ordinary temperatures and pressures and is shipped in tank cars, drums, and cans. A little water won't hurt its stability. Underwriters' rates it nonflammable under ordinary heat.



Chloromethane— CH_3Cl

Methyl Chloride resists oxidation up to 200 C. It has fine thermal stability, with little decomposition below 400 C. Shipped in tank cars only as liquefied gas under pressure.



Diamond ships Technical grade in tank cars, drums, cans; U.S.P. grade in cans, returnable drums. Use both grades with common materials up to 120 C.



We produce three grades: commercial, water white, A.C.A. Commercial and water white are available in strengths of 18, 20 and 22 Bé. All grades are highly pure and arsenic-free. They're shipped in rubber-lined cars and trucks.

One of Diamond's Technical Service Representatives will be glad to help you on any problem or possible use involving chlorinated methanes. Call your nearby DIAMOND Sales Office, or write DIAMOND ALKALI COMPANY, 300 Union Commerce Building, Cleveland 14, Ohio.



Diamond Chemicals

Thinking
about
**CHLORINATED
METHANES?**



Then look over this trio and phone your nearby DIAMOND sales office. Chlorinated methanes can be shipped promptly.

METHYLENE CHLORIDE
Dichloromethane CH_2Cl_2

DIAMOND makes Refrigeration Grade (RG) and Paint Remover Grade (PRG). Other uses: aerosol propellant, extractant. Nonflammable under ordinary conditions. Use it, up to 60C, with ordinary metals in the presence of air, water and light. Shipped in tank cars, drums, cans.

METHYL CHLORIDE
Chloromethane CH_3Cl

Used as a refrigerant and as a chemical intermediate. Resists oxidation up to 200C. Fine thermal stability, with little decomposition below 400C if air and moisture are excluded. Shipped in tank cars and cylinders as liquefied gas.

CHLOROFORM

DIAMOND makes Technical and U.S.P. grades. Used as solvent, extractant and chemical intermediate. Can be used in ordinary metals up to 120C. Technical grades shipped in tank cars, drums, cans; U.S.P. grade in cans, returnable drums.

Call your DIAMOND representative for help on chlorinated methanes. DIAMOND ALKALI COMPANY, 300 Union Commerce Building, Cleveland 14, Ohio.



**Diamond
Chemicals**

CHLOROMAX & CALC. CARB.



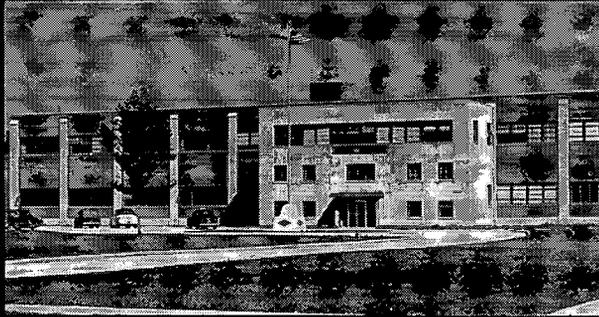
Sweet music for record makers

and Hi-Fi fans, too, gets a big assist from DIAMOND ALKALI's unique chemical product CHLOROWAX®. Besides reducing costs, it blends with the resins, from which most records are made, so they flow more evenly into every tiny recess in the molds. This means faster production and, more important, greater tone fidelity.

CHLOROWAX, one of the most versatile of DIAMOND's "Chemicals you live by," is being used to speed processing, add fire retardance and chemical resistance to a multitude of products, including paints, plastics and rubber. If you'd like more information or process development help, write DIAMOND ALKALI COMPANY, Union Commerce Bldg., Cleveland 14, O.



**Diamond
Chemicals**



NOTES FROM
DIAMOND ALKALI'S
INK LABORATORY
BY P. F. WOERNER



IMPROVING PRINTABILITY OF HIGH SPECIFIC-GRAVITY PIGMENTS

High specific-gravity pigments—various types of titanium dioxide, for example—are very apt to exhibit poor distribution qualities and cause excessive mottling and uneven solids.

To improve the printing properties of titanium dioxide pigment by reducing specific gravity of ink, to improve pigment dispersion characteristics and to prevent reflocculation, replace 15-20% of the titanium dioxide with DIAMOND Multifex® MM. This procedure is recommended for letterpress and lithographic base whites and light tints.

Also, you should apply the same technique to other high specific-gravity prime pigments such as chrome yellows, oranges and greens, molybdated chrome oranges, cadmium yellows and reds, plus grades of iron oxide.

★ ★ ★

If you would like information on DIAMOND CHEMICALS for inkmakers or need technical help, write to DIAMOND ALKALI COMPANY, 300 Union Commerce Building, Cleveland 14, Ohio.



Diamond Chemicals



NOTES FROM
DIAMOND ALKALI'S
INK LABORATORY
BY P. F. WOERNER



SOMETHING ABOUT SURFEX®

Surfex is a low-cost precipitated calcium carbonate with a resin coat. The resin coating lowers oil absorption, creates long flow properties and improves wettability.

There are some definite places for such a pigment in ink formulations. Because of its price, Surfex competes with basic-cost ink extender pigments. But, since it is precipitated and resin coated, Surfex has superior distribution and easier grinding properties.

Where can it be used advantageously? Wherever you need to reduce ink costs by increasing extender pigmentation—without sacrificing printing properties. Also, you can use it very satisfactorily in gloss formulations without reducing gloss. Flow properties of high oil-absorption pigments such as Hansa yellow can be improved by adding DIAMOND Surfex.

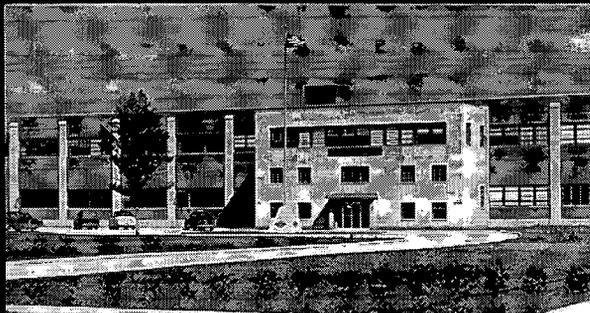
Some typical applications are in bag, carton, corrugated and silk-screen inks.

★ ★ ★

If you would like information on DIAMOND CHEMICALS for inkmakers or need technical help, write to DIAMOND ALKALI COMPANY, 300 Union Commerce Building, Cleveland 14, Ohio.



Diamond Chemicals



NOTES FROM
DIAMOND ALKALI'S
INK LABORATORY
BY P. F. WOERNER



HOW TO PREVENT MOTTLING IN HIGH GLOSS INKS

There has been a definite trend toward higher gloss in letterpress and offset inks. Gloss inks are generally low in prime pigmentation and high in vehicle. High gloss results, but the high vehicle percentage contributes to mottled and uneven prints.

Use of extender pigments is generally avoided in order to keep tinctorial strength and maintain necessary amount of gloss vehicle. True, most extender pigments will reduce gloss and soften top. However, our finest precipitated calcium carbonate, Multifex® Regular, will maintain gloss and necessary rub-proofness while improving printability.

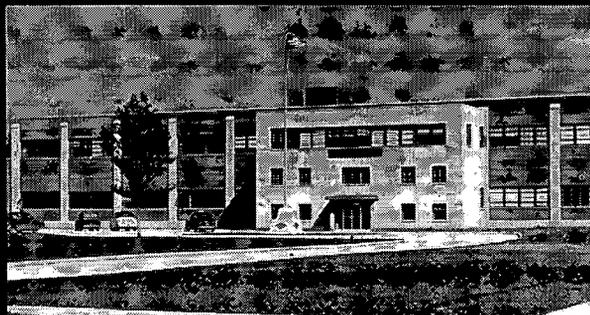
About 5-10% of Multifex Regular based on total weight of ink will definitely reduce printed mottle and improve trapping characteristics without affecting film gloss characteristics.

* * *

For information on DIAMOND products for the ink industry and for technical assistance, write DIAMOND ALKALI COMPANY, 300 Union Commerce Building, Cleveland 14, Ohio.



**Diamond
Chemicals**



NOTES FROM
DIAMOND ALKALI'S
INK LABORATORY
BY P. F. WOERNER



HOW TO IMPROVE YOUR HIGH-SPEED, HEAT-SET INKS

Heat-set letterpress inks today are no longer a laboratory curiosity. We know certain facts regarding characteristics of heat-set resins and solvents.

But even with the correct resin and solvent combination, colored heat-set inks for high-speed publication presses can exhibit objectionable printing characteristics—such as excessive mottling and poor trapping. Often these conditions are caused by sloppy, soft-bodied inks. A simple remedy is to increase pigment and thus reduce vehicle behavior. Of course, this should be done without excessively shortening the flow characteristics of your heat-set inks.

Specifically, add 10% of Multifex® MM based on total weight of ink to your high-speed, heat-set inks. At this percentage, tinctorial strength will not be visibly affected; flow properties will remain essentially the same with a smoother, better distributed ink film the end result.

★ ★ ★

For information on DIAMOND CHEMICALS for ink makers and for technical help, write DIAMOND ALKALI COMPANY, 300 Union Commerce Building, Cleveland 14, Ohio.



Diamond Chemicals

How
Chlorowax®
can help you
push down
vinyl compounding costs

When you are looking for ways to cut costs . . . look at Chlorowax 40 as a secondary plasticizer.

It has a proved record of many cases where it has cut compounding costs by 1.5c to 2.5c per pound volume, without impairing the finished product. In some instances, it has improved quality.

Here are some of the other advantages processors get with Chlorowax compared with other secondary plasticizers:

Low Volatility—Lower than DOP.

No Odor—Important near foods and in closed areas.

Non-Toxic—Eliminates another limiting factor.

Non-Migrating—Reduces lacquer lifting.

Amounts of Chlorowax 40 that can be used as a secondary plasticizer and other helpful data are covered in DIAMOND Chlorowax Bulletin No. 9. Write for your copy, today.

DIAMOND ALKALI COMPANY, Chlorinated Products Division,
300 Union Commerce Building, Cleveland 14, Ohio.



**Diamond
Chemicals**

This advertisement No. 5890 appears in Modern Plastics, May & August, 1955

OCCNJ0160763



Higher filler loadings can boost polyester strength

A convincing number of polyester manufacturers have profitably learned this fact:

Increased filler loadings—up to 70% of the resin-filler mix—can increase flexural strength and lower water absorption. Your costs go down.

What fillers? DIAMOND suggests these three:

SURFEX® MM—Particle size: 1 to 5 microns. Resin coated. Oil absorption 20-22 cc per 100 grams.

SUSPENSO®—Particle size: 1 to 5 microns. Uncoated. Oil absorption 20-22 cc per 100 grams.

KALITE®—Particle size: about 1 micron. Oil absorption 28-32 cc per 100 grams.

Your nearby DIAMOND sales representative can show you money-saving formulas and detailed cost comparisons. Or write DIAMOND ALKALI COMPANY, 300 Union Commerce Building, Cleveland 14, Ohio.

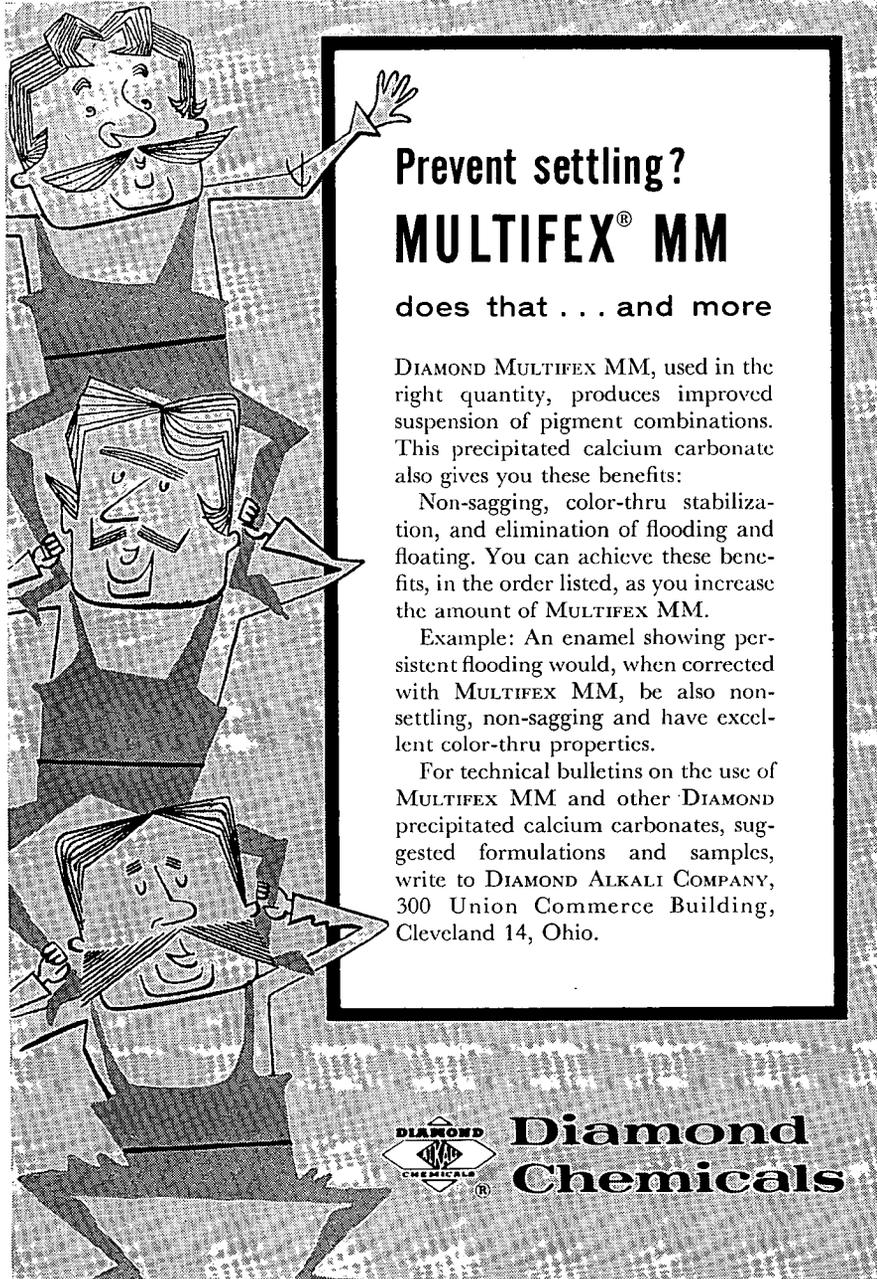
Diamond Sales Offices: New York, Philadelphia, Pittsburgh, Cleveland, Cincinnati, Chicago, St. Louis, Memphis, Boston.

Distributors of These Products: C. L. Duncan Co., San Francisco and Los Angeles; Van Waters and Rogers, Inc., Seattle and Portland, U.S.A. Harrisons and Crosfield (Canada) Ltd.



Diamond Chemicals

CHEMICAL PROGRESS WEEK—MAY 16-21
A BETTER AMERICA THROUGH CHEMICAL PROGRESS



Prevent settling?
MULTIFEX[®] MM
does that . . . and more

DIAMOND MULTIFEX MM, used in the right quantity, produces improved suspension of pigment combinations. This precipitated calcium carbonate also gives you these benefits:

Non-sagging, color-thru stabilization, and elimination of flooding and floating. You can achieve these benefits, in the order listed, as you increase the amount of MULTIFEX MM.

Example: An enamel showing persistent flooding would, when corrected with MULTIFEX MM, be also non-settling, non-sagging and have excellent color-thru properties.

For technical bulletins on the use of MULTIFEX MM and other DIAMOND precipitated calcium carbonates, suggested formulations and samples, write to DIAMOND ALKALI COMPANY, 300 Union Commerce Building, Cleveland 14, Ohio.

 **Diamond
Chemicals**

This advertisement No. 5706 appears in American Paint Journal, April 11 and September 19; Paint, Oil & Chemical Review, June 16; Official Digest, August, 1955

OCCNJ0160765

See how **Surfex**[®] controls penetration in sealers

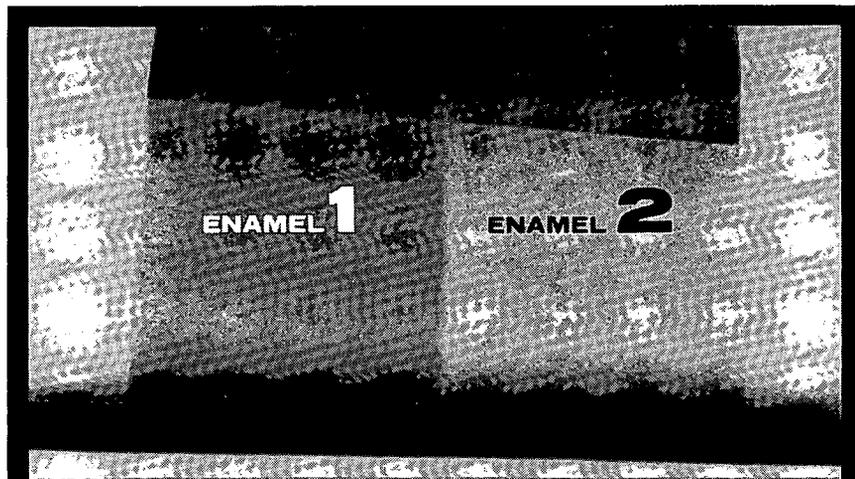
DIAMOND SURFEX controls penetration—even to the point of non-penetration—in sealer formulas. This precipitated calcium carbonate insures uniform application of top coats and the positive sealing of surfaces that have varying porosity.

Reduction with volatile thinner won't change this property, thanks to the bond between SURFEX and the non-volatile thinner.

SURFEX becomes so much a part of the

vehicle component that you can use opaque pigments of poorer film-forming properties. Example: Substitution of titanium calcium pigment for pure titanium.

If you would like technical bulletins on the use of SURFEX and other DIAMOND precipitated calcium carbonates, or suggested formulations and samples, write to DIAMOND ALKALI COMPANY, 300 Union Commerce Bldg., Cleveland 14, O.



Filter paper test shows controlled penetration properties of SURFEX. Enamel 1 is made with prime pigment only. Enamel 2

is made at the same pigment volume, using high-opacity pigments plus SURFEX. Enamels are applied at equal film thickness.



**Diamond
Chemicals**

This advertisement No. 5707 appears in Official Digest, April; American Paint Journal, May 16 and Paint, Oil & Chemical Review, September 22, 1955

OCCNJ0160766

Disk with 70%

Super Multiflex[®]

loading

wins abrasion

resistance

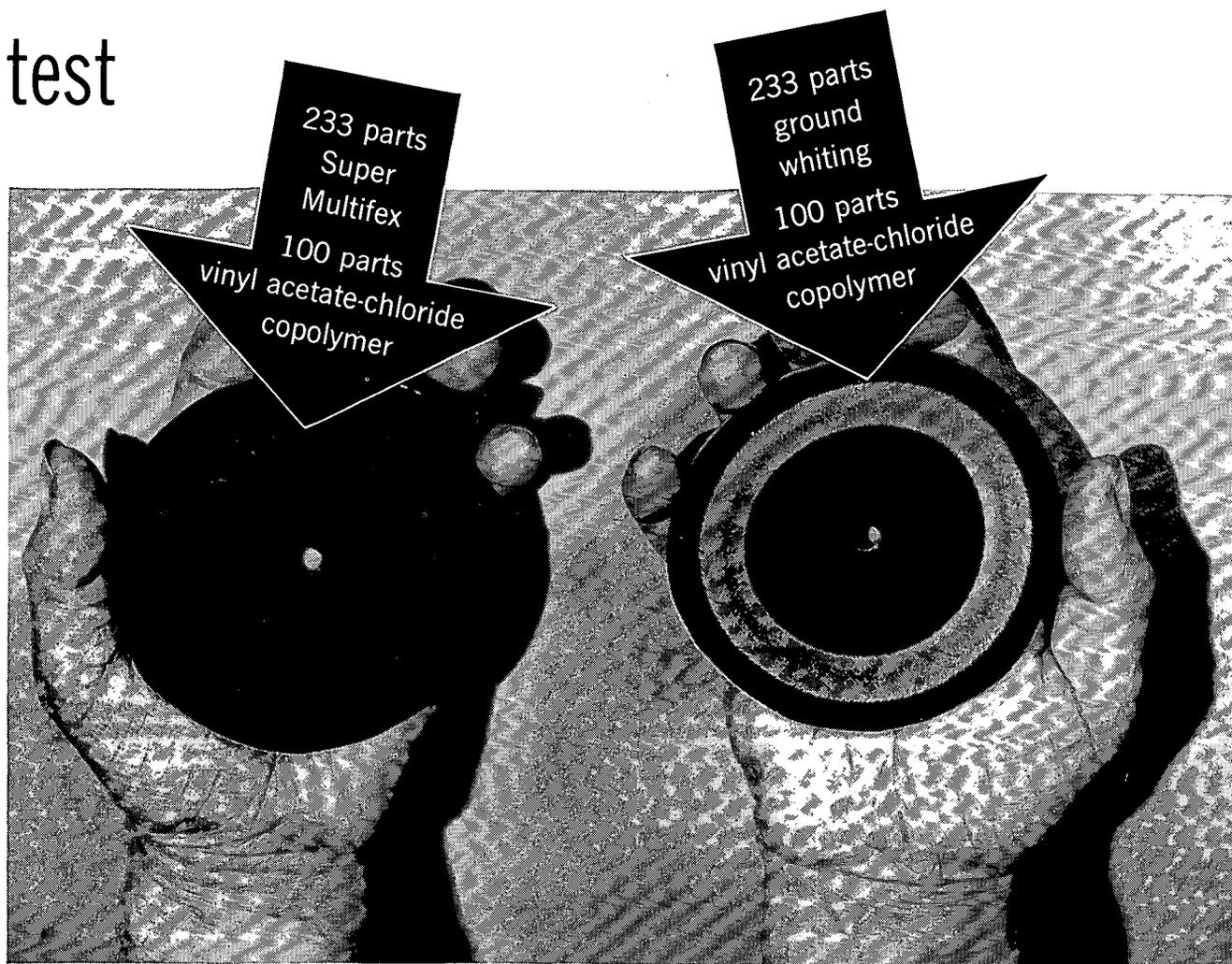
test

Look at these two vinyl disks, shown after they received identical treatment from a Taber Abraser.

Note how the disk at left—loaded with DIAMOND'S SUPER MULTIFLEX—has whitened considerably less than the vinyl disk (right) loaded with the same weight of coarser filler. A comparison in the loss of weight due to the abrasion clearly showed that the vinyl compounded with SUPER MULTIFLEX was superior in abrasion resistance to the vinyl containing the ground whiting.

Vinyl compounds highly loaded with this ultra-fine particle calcium carbonate show less whitening on bending and scratching. SUPER MULTIFLEX has a very uniform particle size—about 0.03 microns—and a double coating with two different agents to aid its dispersion.

Your nearby DIAMOND sales office can show you money-saving formulas and detailed cost comparisons. Or write DIAMOND ALKALI COMPANY, 300 Union Commerce Building, Cleveland 14, Ohio.

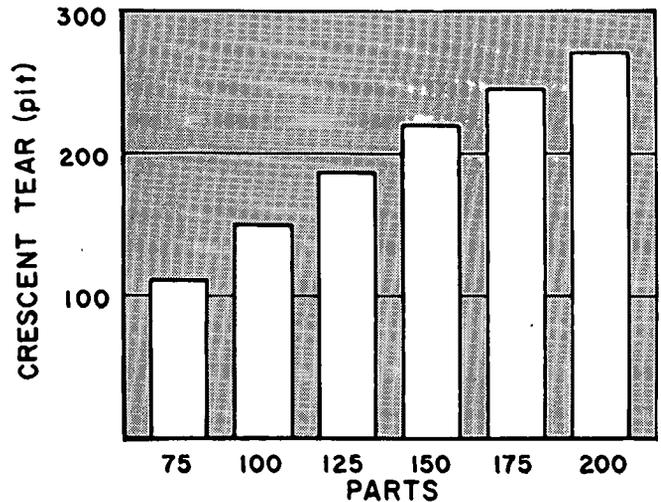
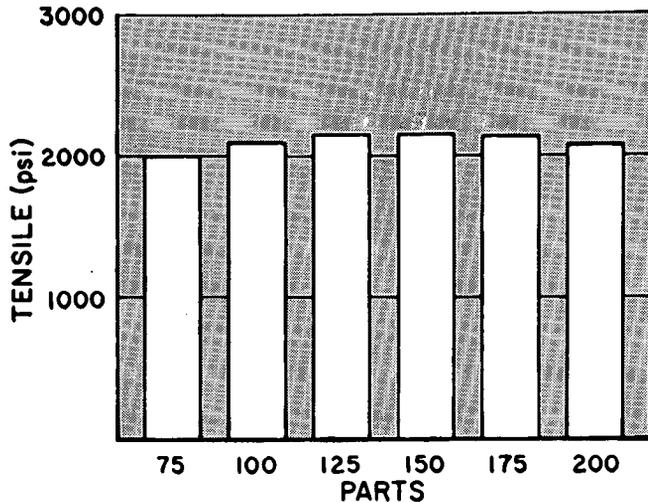


**Diamond
Chemicals**

See how you can give **GR-S**

high tear resistance / tensile strength

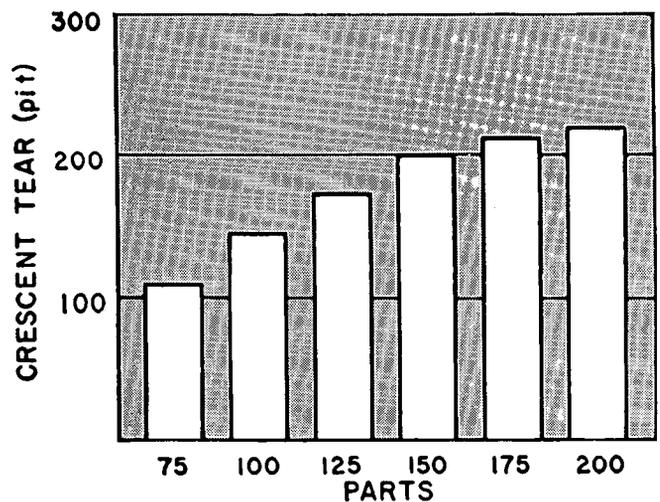
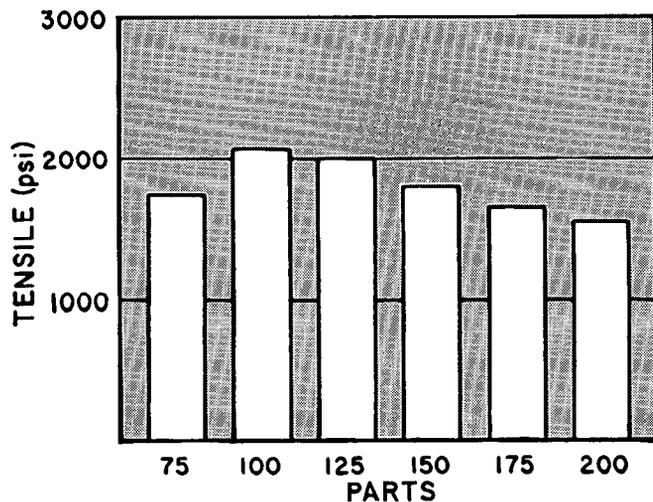
with **Super Multiflex[®]**



Use DIAMOND Super Multiflex in your GR-S compounds for maximum tear resistance, high tensile strength, and excellent flex life. This precipitated

calcium carbonate has extremely uniform, ultra-fine particles (.03-.04 microns), coated to aid dispersion, mixing and processing. Try it in your next order.

and **Multiflex[®] MM**



Multiflex MM is an uncoated, ultra-fine particle (.05-.06 microns) precipitated calcium carbonate. It reinforces GR-S by giving good tear resistance, tensile strength and flex life. Call your DIAMOND

representative today for information and technical help on these and other high-grade calcium carbonates. Or write DIAMOND ALKALI COMPANY, 300 Union Commerce Building, Cleveland 14, Ohio.

DIAMOND SALES OFFICES: New York, Philadelphia, Pittsburgh, Cleveland, Cincinnati, Chicago, St. Louis, Memphis, Houston.

DISTRIBUTORS OF THESE PRODUCTS: C. L. Duncan Co., San Francisco and Los Angeles; Van Waters and Rogers, Inc., Seattle and Portland, U.S.A.; Harrisons and Crosfield, (Canada) Ltd.



**Diamond
Chemicals**

CHEMICAL PROGRESS WEEK—MAY 16-21

**Looking
for a good way to**

**ADD THESE PROPERTIES
TO YOUR PAINTS?**

Chemical resistance

Better adhesion

Inertness

Flame retardance

**try
Diamond
Chlorowax®**

Our paint development staff will be glad to show you how Chlorowax 70 (chlorinated resin) can add these properties to paint, permit the addition of more solids and often *reduce your costs*. For information and development co-operation, write DIAMOND ALKALI COMPANY, 300 Union Commerce Building, Cleveland 14, Ohio.



**Diamond
Chemicals**

This advertisement No. A-5604 appears in American Paint Journal, April 18
and Official Digest, April, 1955

OCCNJ0160769

Chlorowax®

makes

rubber products

fire retardant

Chlorowax has been used extensively for adding fire-retardant qualities to rubber, paint, plastics, and other ordinarily combustible materials. Our technical staff has co-operated in many of these successful developments and will be glad to work with you.

Besides adding fire retardance, Chlorowax 70 can provide these additional benefits:

Reinforces GR-S, nitrile and neoprene polymers. Light color also makes it ideal for reinforcing white rubber stocks.

Plasticizer at rubber processing temperatures. Aids processing characteristics without bloom or exudation from the surface.

Aids faster incorporation of high pigment loadings. Chlorowax 40 functions effectively as a nonflammable rubber plasticizer.

For more facts on Chlorowax, write for new bulletin, *Chlorowax in Flame Retardant Rubber Compounds*. DIAMOND ALKALI COMPANY, Chlorinated Products Division, 300 Union Commerce Building, Cleveland 14, Ohio.

CHARACTERISTICS

	CHLOROWAX 70 (solid resin)	CHLOROWAX 40 (liquid)
Melting point	95-110 C	—
Particle size	90% through 50 mesh	—
Solubility in water	Insoluble	Insoluble
Toxicity	Non-toxic	Non-toxic
Odor	None	None
Chlorine content (%)	68-73	40-42
Viscosity (poises at 25 C)	20-28
Evaporation rate (gm per sq cm per hr at 100 C)	0.000004



Diamond Chemicals

Chloro- wax[®]

FOR MASONRY PAINTS

INERTNESS

Resistant to chemicals
and weather

WATER REPELLENCY

Seals out moisture, controls
peeling and blistering

ADHESION

Adds toughness, film
integrity, rub-resistance

BETTER APPEARANCE

Provides good cleanup and
recoatibility

AT NO INCREASE IN COST!

We'll be glad to show you how Chlorowax 40 and 70 can give your masonry paints all these advantages. When used as a modifier for rubber or rubber-type resins, Chlorowax 70 can increase vehicle solids at equal cost. For details and technical co-operation on paint formulations, call or write DIAMOND ALKALI COMPANY, 300 Union Commerce Building, Cleveland 14, Ohio.



**Diamond
Chemicals**

This advertisement No. 5605 appears in American Paint Journal, March, 14
and the Official Digest, July, 1955

OCCNJ0160771

Try these fillers to add
good physical properties
at low cost

Millical*

and

Kalite*

1. Easy to Disperse
2. Low Heat Build-up
3. Fast Curing
4. Semi-Reinforcing
5. Uniform Particle Size

Millical is an excellent filler for extruded items as it prevents sagging and collapsing of the stock in open steam cures. It also improves calendering and molding of highly loaded compounds and is, therefore, recommended in floor tile, cove base, synthetic rubber soles and household goods such as jar rings, sink strainers, etc. In natural rubber heels, MILLICAL imparts good mold flow, fast cure and excellent resilience.

Kalite provides a smooth surface and reduces shrinkage in calendered and extruded

compounds; cuts down tackiness in reworking; improves flow of extruded compounds. It is recommended for light or dark colored, highly loaded, soft-rubber compounds, where it gives low modulus, good tensile and tear properties, and high elongation.

For further information on DIAMOND precipitated calcium carbonates, call your nearest DIAMOND Sales Office or write DIAMOND ALKALI COMPANY, 300 Union Commerce Building, Cleveland 14, Ohio. *®

PHYSICAL PROPERTIES

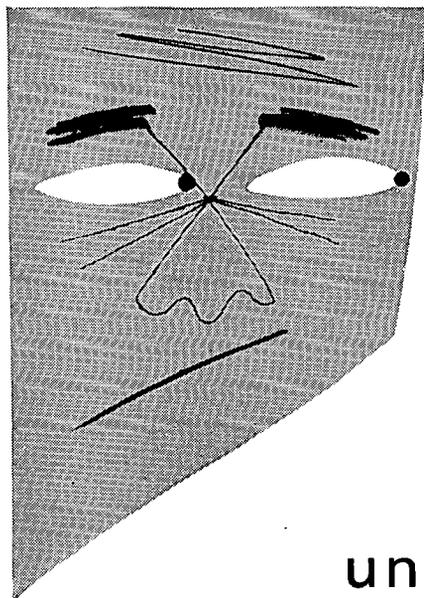
	Millical	Kalite
Color	Light Cream	Light Cream
Density-tapped	38-42 lbs. per cu. ft.	60-65 lbs. per cu. ft.
Particle Size	One micron (average)	One micron (average)
Specific Gravity	2.65	2.65
Coating	None	1% Stearic Acid

**Diamond
Chemicals**

BUILDING—THROUGH BUSINESS—FOR A BETTER AMERICA!

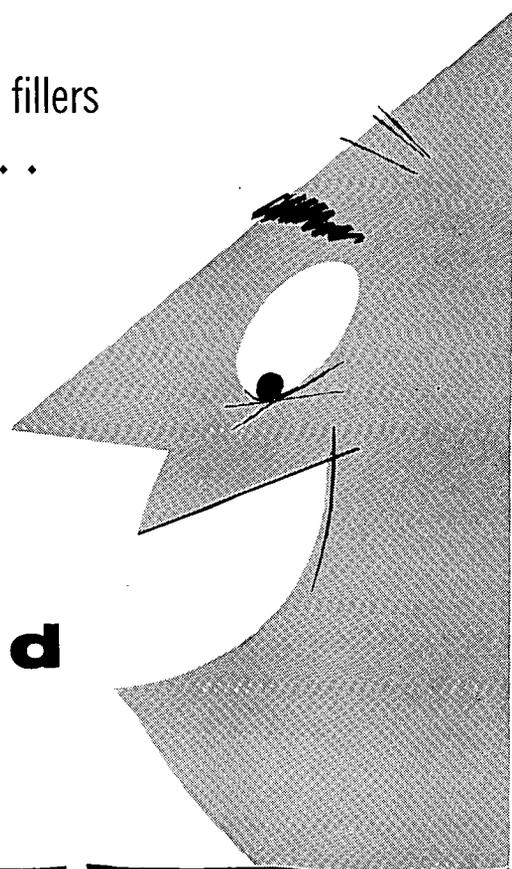
support **Junior Achievement**

Junior Achievement Week, January 31-February 6



Fabricators who use fillers often worry about . . .

- cost (most of all)
- purity
- color
- processability
- plasticizer absorption
- uniformity
- physical structure



until they try
these **Diamond**
Products

SURFEX* MM

Precipitated calcium carbonate. Particle size: 1 to 5 microns. Resin coated. Low oil absorption (20-22 cc/100 grams).

Useful as extender in vinyl compounds, lowering compounding costs. Reduces shrinkage in polyesters.

MULTIFEX* MM

Ultra-fine precipitated calcium carbonate. Particle size: .05 to .06 micron. Uncoated.

Used in vinyl compounds for floor tile. Contributes improved abrasion resistance, writing qualities, and higher gloss.

SUPER MULTIFEX*

Particle size extremely fine: .03 micron, very uniform. Coated with two organic surface agents.

Recommended for use when you need maximum tear resistance and tensile strength.

KALITE*

Precipitated calcium carbonate. Particle size about 1 micron. Oil absorption 28-32 cc/100 grams. 1% fatty acid coat.

Used extensively in calendered 20-gauge film such as vinyl upholstery compounds. Excellent calendering properties.

NON-FER-AL*

Precipitated calcium carbonate. Particle size: 5 to 10 microns. Uncoated.

Used in plastisols and organosols to reduce cost and maintain low viscosity and good flow.

SUSPENSO*

Precipitated calcium carbonate. Particle size: 1 to 5 microns. Uncoated. Excellent dispersion.

Used in reinforced polyester resins to reduce shrinkage and crazing, to maintain low viscosities, and in products requiring a long pot life.

Your nearby DIAMOND representative can show you money-saving formulas and detailed cost comparisons. Or write DIAMOND ALKALI COMPANY, 300 Union Commerce Building, Cleveland 14, Ohio.

SALES OFFICES: New York, Philadelphia, Pittsburgh, Cleveland, Cincinnati, Chicago, St. Louis, Memphis, Houston.

DIAMOND DISTRIBUTORS: Carmond & Hawxhurst, San Francisco; Dorsett & Jackson, Los Angeles; Van Waters and Rogers, Inc., Seattle and Portland, U.S.A.; Harrisons & Crosfield (Canada), Ltd. *®



**Diamond
Chemicals**



NOTES FROM
DIAMOND ALKALI'S
INK LABORATORY
BY P. F. WOERNER



HOW TO PREVENT BODYING WITH HYDRATE BASE PIGMENTS

In most cases, to get good trapping in wet multi-color letterpress process work you must maintain proper tack differential between the inks.

Generally, peacock blue lake, a clean transparent blue, is employed in the process printing color sequence. This pigment, when ground in litho oil, is very apt to take on excessive body and tack. This prevents proper trapping, with corresponding loss of print sharpness. To alleviate this condition and maintain proper body and tack retention—plus cleanness and transparency—we suggest you stabilize the peacock blue with the necessary amount of Multifex[®] MM. Usually 10-15% DIAMOND Multifex MM based on total weight of ink will do the trick.

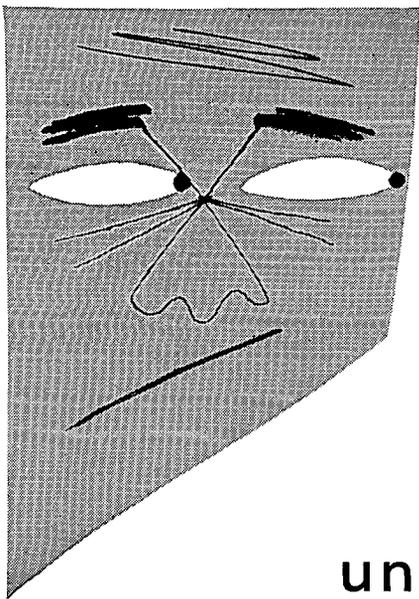
Similarly, the body and tack increase in other lake colors, such as Persian orange, chinoline and tartrazine yellows, can be eliminated by using Multifex MM.

+ + +

If you would like information on DIAMOND CHEMICALS for inkmakers or need technical help, write to DIAMOND ALKALI COMPANY, 300 Union Commerce Building, Cleveland 14, Ohio.

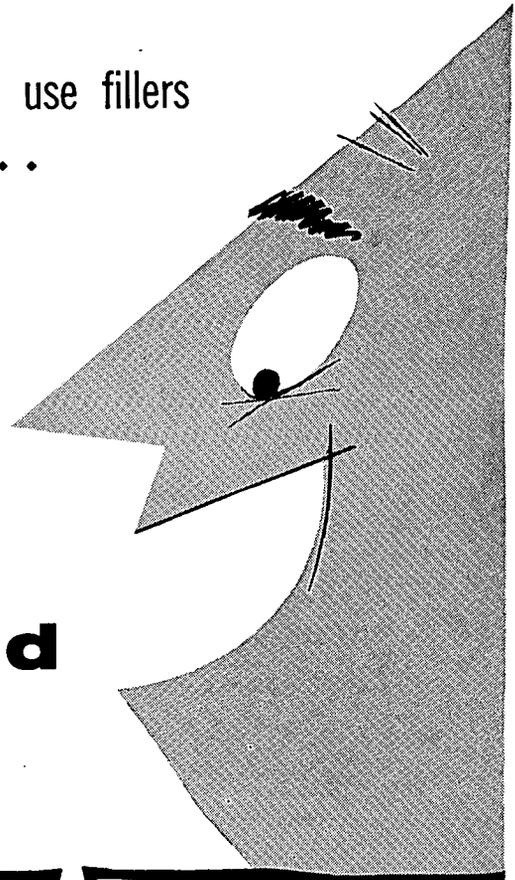


Diamond Chemicals



Vinyl processors who use fillers
often worry about . . .

cost (most of all)
purity
color
processability
plasticizer absorption
uniformity
physical structure



until they try
these **Diamond**
Products

SURFEX* MM

Precipitated calcium carbonate. Particle size: 1 to 5 microns. Resin coated. Low oil absorption (20-22 cc/100 grams).

Useful as extender in vinyl compounds, lowering compounding costs.

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Used in vinyl compounds for floor tile. Contributes improved abrasion resistance, writing qualities, and higher gloss.

SUPER MULTIFEX*

Particle size extremely fine: .03 micron, very uniform. Coated with two organic surface agents.

Recommended for use when you need maximum tear resistance and tensile strength.

KALITE*

Precipitated calcium carbonate. Particle size about 1 micron. Oil absorption 28-32 cc/100 grams. 1% fatty acid coat.

Used extensively in calendared 20-gauge film such as vinyl upholstery compounds. Excellent calendaring properties.

CHLOROWAX* 40

Liquid chlorinated paraffin containing 40% chlorine by weight. Inert, nontoxic, soluble in a wide variety of organic solvents.

Highly suitable as a co-plasticizer in vinyl compounds. Lowers compounding costs.

CHLOROWAX* 70

Resinous chlorinated paraffin containing 70% chlorine by weight. Cream-colored, nontoxic resin. Soluble in most organic solvents.

Useful as processing aid when compounded with rigid and semirigid plastics.

Your nearby DIAMOND representative can show you money-saving formulas and detailed cost comparisons. Or write DIAMOND ALKALI COMPANY, 300 Union Commerce Building, Cleveland 14, Ohio.

SALES OFFICES: New York, Philadelphia, Pittsburgh, Cleveland, Cincinnati, Chicago, St. Louis, Memphis, Houston.

DIAMOND DISTRIBUTORS: C. L. Duncan Co., San Francisco and Los Angeles; Van Waters and Rogers, Inc., Seattle and Portland, U.S.A.; Harrisons & Crosfield (Canada), Ltd.

*®



**Diamond
Chemicals**

NEW, LOW-VISCOSITY CHLOROWAX®

*speeds vinyl
compounding*

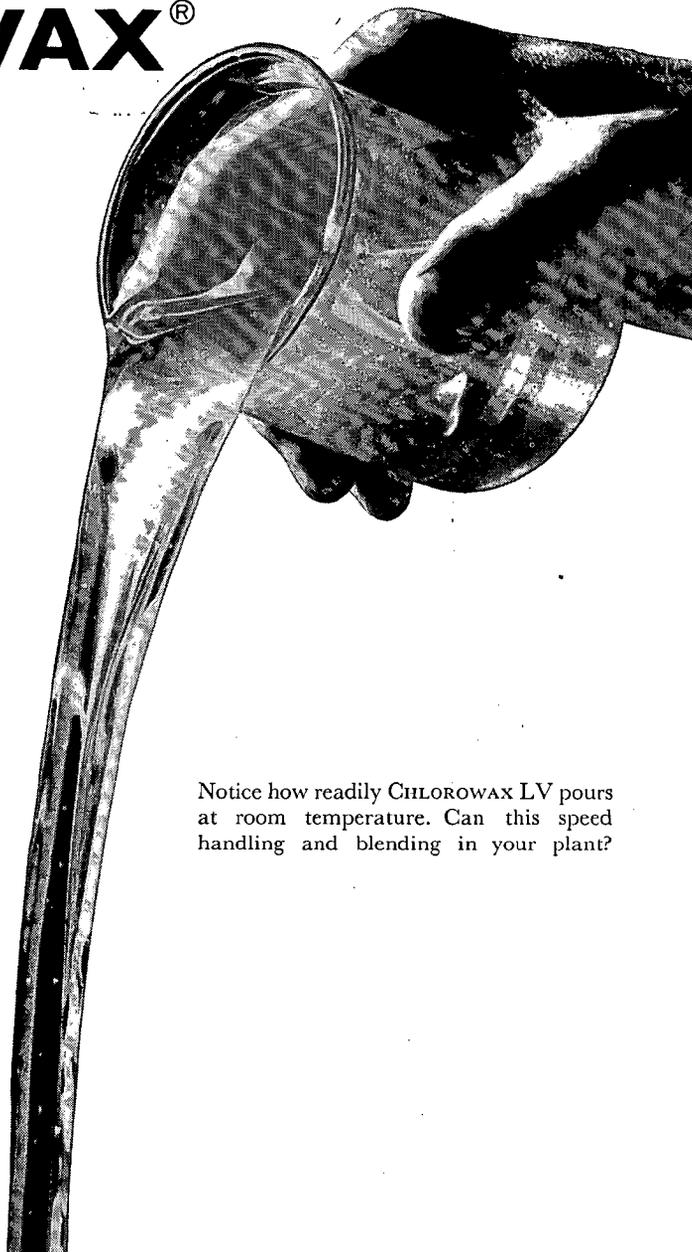
Now, DIAMOND's new, low-viscosity secondary plasticizer . . . CHLOROWAX LV . . . offers vinyl processors another way to reduce costs and improve quality. CHLOROWAX LV can give you all the advantages of Chlorowax 40, plus additional ease in handling and faster blending.

Viscosity of CHLOROWAX LV falls in the five poise range at 25° C.—a substantial drop from the 20- 40 poise range of normal 40% chlorinated paraffins. Viscosity of CHLOROWAX LV approaches that of commonly employed primary plasticizers. Plant handling is speeded because of greater flow rates.

Better fluidity tends to give flexible plastics better physical characteristics at low temperatures and is an added advantage in plastisol formulations requiring fluidity.

Greater stability of CHLOROWAX LV is important when processing heat is required and results in products with better stability and aging characteristics.

For information or technical co-operation in the use of CHLOROWAX LV or any other CHLOROWAX product (CHLOROWAX 40, 50, 70 and 70-S), write DIAMOND ALKALI COMPANY, Chlorinated Products Division, 300 Union Commerce Building, Cleveland 14, Ohio.



Notice how readily CHLOROWAX LV pours at room temperature. Can this speed handling and blending in your plant?

CHARACTERISTICS OF CHLOROWAX LV

Specific Gravity	1.13
Weight—Pounds Per Gallon	9.4
Viscosity—Poises 25°C.	5.1
Viscosity—S.U.S. 100°F.	902
Viscosity—S.U.S. 210°F.	70
Chlorine—Per cent	40
Solubility in Water	None
Toxicity	Non-Toxic
Odor	None
Flammability	Non-Flammable



Diamond Chemicals

DIAMOND CHEMICALS

SALES OFFICES: New York, Philadelphia, Pittsburgh, Cleveland, Cincinnati, Chicago, St. Louis, Memphis, Houston.

DIAMOND DISTRIBUTORS: Dorsett & Jackson, Inc., Los Angeles; Carmona & Hawxhurst, Inc., San Francisco; Van Waters and Rogers, Inc., Seattle and Portland, U. S. A.; Harrisons & Crosfield (Canada) Ltd.

CHROMATIDES

OCCNJ0160777



Either way, you're right

Maybe your company runs its own corrosion control program. Perhaps you regularly call in a reliable service organization for this important job. Either way, you're on the right road if you, or your service people, use top-quality DIAMOND corrosion control chemicals—sodium chromate and sodium bichromate. DIAMOND can deliver them quickly from strategi-

cally located, ready-to-ship stocks.

DIAMOND offers technical help and service on problems involving corrosion control. Call your DIAMOND Sales Office in Chicago, Cincinnati, Cleveland, Houston, Memphis, New York, Philadelphia, Pittsburgh or St. Louis. Or write to DIAMOND ALKALI COMPANY, 300 Union Commerce Building, Cleveland 14, Ohio.



Diamond Chemicals

Chromium Chemicals

for Wood Preservative Compounders

sodium chromate
sodium bichromate
chromic acid
potassium bichromate

DIAMOND can deliver these chromium chemicals quickly from strategically located stocks.

Call your DIAMOND ALKALI sales office in Chicago, Cincinnati, Cleveland, Houston, Memphis, New York, Philadelphia, Pittsburgh or St. Louis. Or write to DIAMOND ALKALI COMPANY, 300 Union Commerce Building, Cleveland 14, Ohio.



Diamond
Chemicals

This advertisement No. 5796 appears in Wood Preserving News, May and September, 1955

OCCNJ0160779

**FOR BETTER
CORROSION
CONTROL**

Buy your
CHROMATES
directly from
DIAMOND

Call in your
Service Company
using
DIAMOND CHROMATES



Either way, you win

Does your company handle its own corrosion control program? Or do you regularly call in a reliable service organization?

Either way, you're heads up if top-quality DIAMOND corrosion control chemicals—sodium chromate and sodium bichromate—are on the job. We can deliver quickly from strategically located stocks.

DIAMOND offers technical help and service on problems involving corrosion control. Call your DIAMOND Sales Office in Chicago, Cincinnati, Cleveland, Houston, Memphis, New York, Philadelphia, Pittsburgh or St. Louis. Or write to DIAMOND ALKALI COMPANY, 300 Union Commerce Bldg., Cleveland 14, Ohio.



**Diamond
Chemicals**



A BETTER AMERICA
THROUGH CHEMICAL PROGRESS

Chromium Chemicals

for wood preservative compounders

Diamond can deliver quickly, from strategically located stocks, these top-quality chromium chemicals:

sodium chromate
sodium bichromate
chromic acid
potassium bichromate

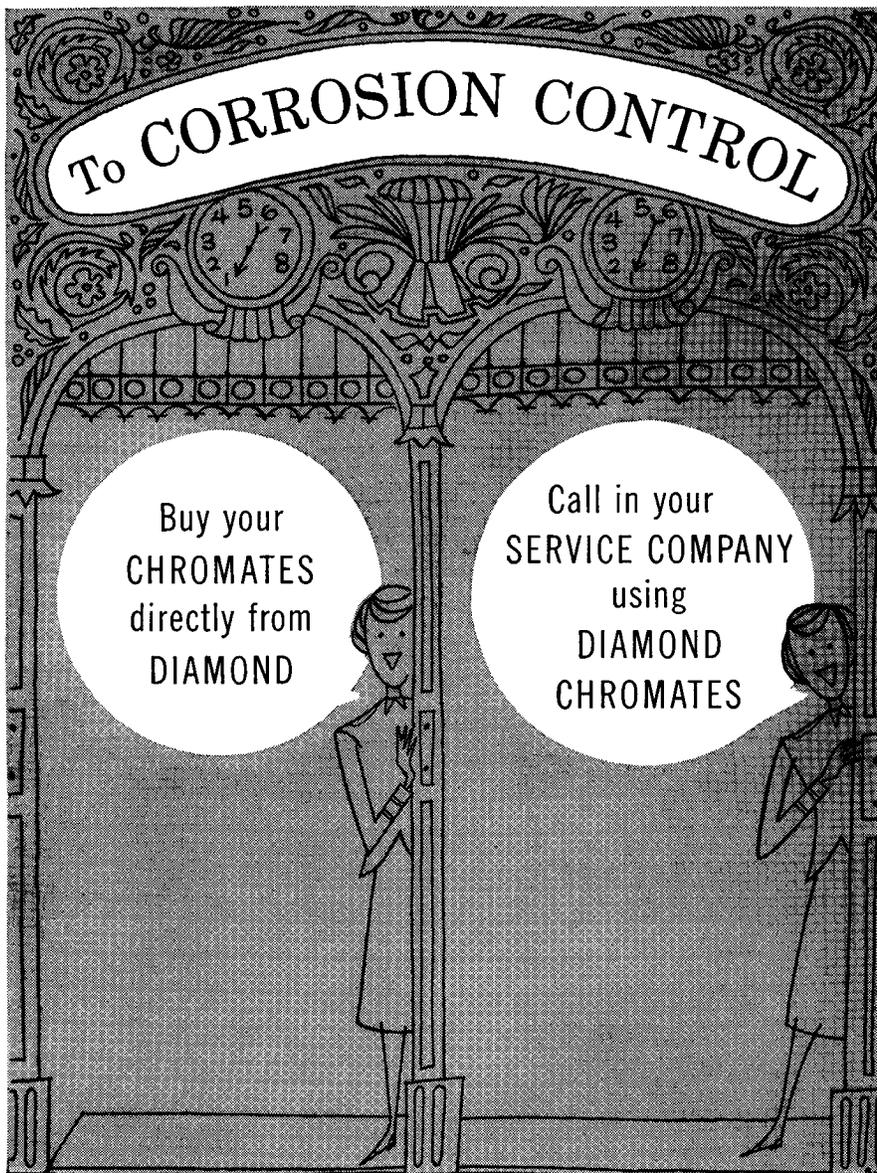
Call your DIAMOND ALKALI sales office in Chicago, Cincinnati, Cleveland, Houston, Memphis, New York, Philadelphia, Pittsburgh or St. Louis. Or write to DIAMOND ALKALI COMPANY, 300 Union Commerce Building, Cleveland 14, Ohio.



**Diamond
Chemicals**

This advertisement No. 5797 appears in
Wood Preserving News, June and November, 1955

OCCNJ0160781



Either way, results go up

Some companies buy chemicals for corrosion control. Others call in a reliable service organization for this important job.

The wisest companies, no matter which method they use, make sure they get full value by specifying DIAMOND corrosion control chemicals—sodium chromate and sodium bichromate—for the job. DIAMOND can deliver quickly to your plant

from strategically located stocks.

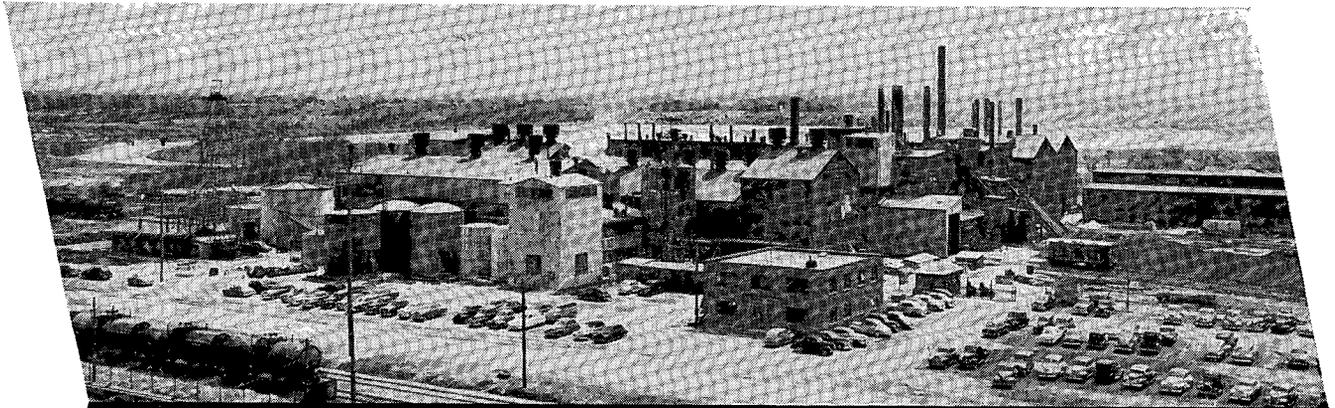
DIAMOND offers technical help and service on problems involving corrosion control. Call your DIAMOND Sales Office in Chicago, Cincinnati, Cleveland, Houston, Memphis, New York, Philadelphia, Pittsburgh or St. Louis.

Or write to DIAMOND ALKALI COMPANY, 300 Union Commerce Building, Cleveland 14, Ohio.



Diamond Chemicals

Before the opening of new facilities at Painesville, Ohio (top photo) . . .



New Chromic Acid Plant Brings Faster Service, Lower Freight Rates to Mid-West Platers



... DIAMOND produced all its chromic acid at Kearny, N.J. (bottom photo). Now, DIAMOND has two completely integrated plants.

With the addition of a basic chromic acid installation at Painesville—first in the mid-west—DIAMOND now offers platers outstanding service, faster deliveries, lower freight costs.

DIAMOND facilities—two chromic acid plants and nine warehouse points and sales offices across the country—assure you uninterrupted supply. DIAMOND ALKALI COMPANY, 300 Union Commerce Building, Cleveland 14, Ohio.



DIAMOND CHROMIC ACID

LAUNDRY

OCCNJ0160784



Locker room towels get regular workouts, too.

They're soaked, walked on, rubbed across shoes. But scoop up a fresh towel, and you can see, feel, smell its cleanliness. This comeback isn't surprising if your laundry or linen supply company uses one of DIAMOND ALKALI's tailor-made detergents.

Which of these specially engineered dirt diggers is used depends upon local water conditions and the bundle to be laundered—a salesman's shirts, a butcher's aprons, or a mechanic's overalls. That's why the clothes that come back from your laundry today look brighter, wear longer than ever.

Like to know more about these detergents and other DIAMOND products? Then write for a copy of "The Story of the Chemicals You Live By." Technical service and help on improving washroom efficiency are available, without obligation, to laundry managers and superintendents. DIAMOND ALKALI COMPANY, 300 Union Commerce Building, Cleveland 14, Ohio.



**Diamond
Chemicals**

How to amaze your heavy-soil customers



There's no better way to sell *your* laundry service than to turn out bundles of aprons, towels or work clothes—cleaner than your customers ever expected to see them again!

A convincing number of laundries and linen supply plants use DIAMOND ORTHOSILICATE on heavy-soil work. Made by an exclusive DIAMOND process, ORTHOSILICATE dissolves in seconds after it hits the water. Slower dissolving orthosilicates waste part of each scoopful down the drain.

You'll like the moneysaving fact that smaller amounts of ORTHOSILICATE and soap produce the effective pH and abundant suds needed for pick-and-shovel jobs. Your employees will like ORTHOSILICATE's dustless, easy-to-handle quality. Call your DIAMOND distributor today.

Diamond Laundry Detergents • Sours • Blues



**Diamond
Chemicals**

Diamond Alkali Company • Cleveland 14, Ohio



"Oooh! What You Said, Mr. Spotswood! I promise I'll never again forget to reorder DIAMOND Orthosilicate."

This could happen in your plant, too. Don't take chances, call your DIAMOND ALKALI supplier today.

This advertisement No. 8844 appears in American Laundry Digest, Starchroom Laundry Journal, February, The Guide, and Texas Laundry & Cleaning Journal, March, 1955.

Also appears in following publications with copy changes.

American Bottler — February	American Milk Review — March
American Brewer — February	Canadian Dairy &
Bottling Industry — February 15	Ice Cream Journal — February
Modern Brewery Age — February	Milk Dealer — February
National Bottlers Gazette — February	Milk Products Journal — February
	M. B. Dairy Grams — No. 1

She's sold
on your laundry
...because
you use
ORTHOLATE

and other Diamond
quality products



On towels, especially, any laundry worth its soap can outclass a home washing. But it takes a white-as-new, clean-smelling, soft-piled bundle to convince a lot of ladies.

That's your cue for ORTHOLATE. DIAMOND makes this soap-saver by fusing each flake of orthosilicate with complex phosphates. The combination lifts whiteness retention and burrows into thick nap to dig out soil. Towels live longer, too.

Customers keep coming back—with bigger bundles—for work like ORTHOLATE turns out. Phone your nearby DIAMOND distributor today.

Diamond Laundry Detergents • Sours • Blues



**Diamond
Chemicals**

Diamond Alkali Company • Cleveland 14, Ohio

This advertisement No. 7785 appears in American Laundry Digest,
Starchroom Laundry Journal, Texas Laundry & Cleaning Journal
and The Guide, November, 1955

OCCNJ0160788

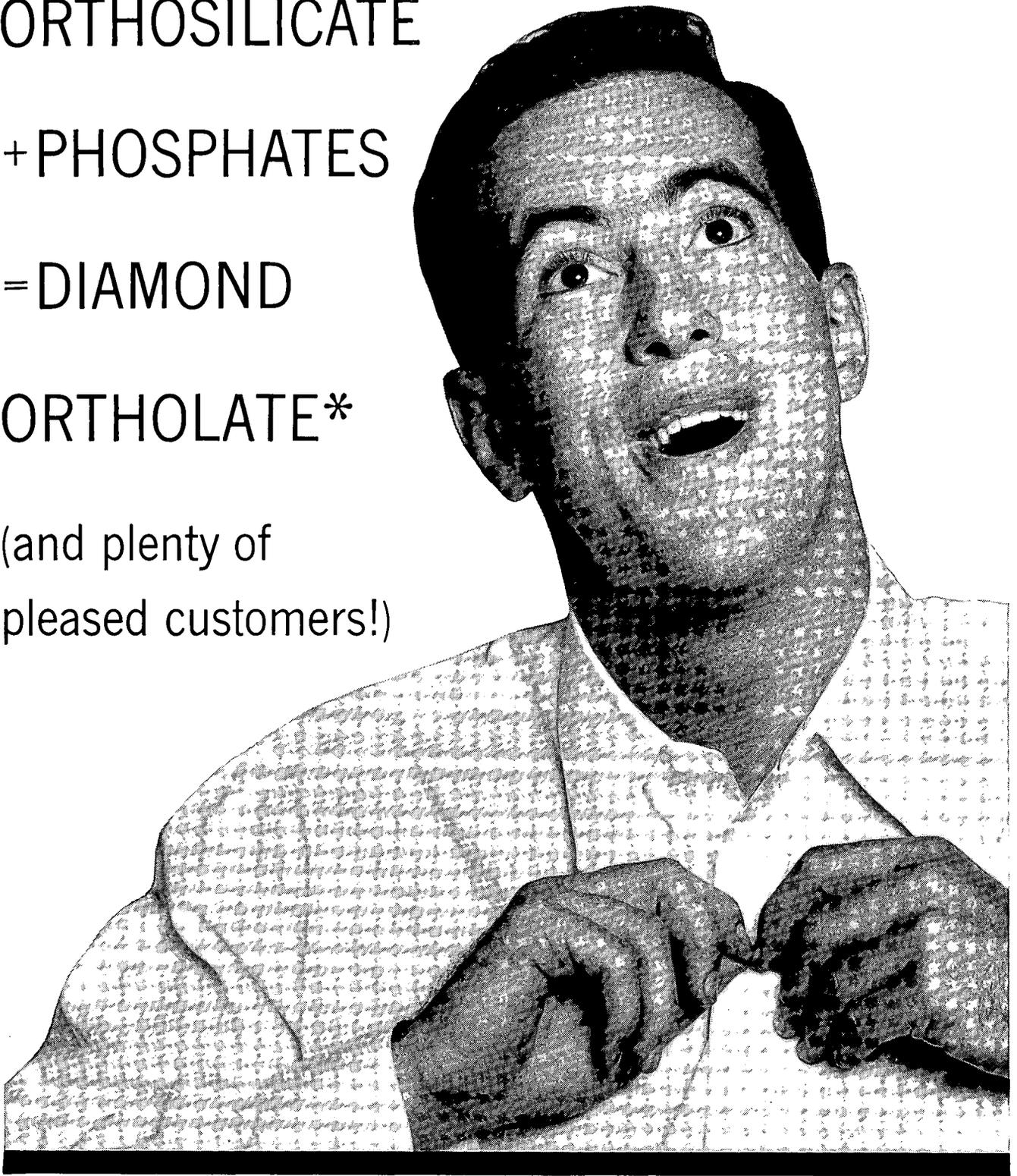
ORTHOSILICATE

+ PHOSPHATES

= DIAMOND

ORTHOLATE*

(and plenty of
pleased customers!)



Customers keep coming back—with bigger bundles—for work like DIAMOND ORTHOLATE turns out.

Washroom tests show this soap-saver boosts whiteness retention in shirts, for instance, and chases out hard-to-get soil in collars and cuffs. Shirts live longer, too, because you need less bleach. What's more, ORTHOLATE is quickly soluble. Use it dry to the wheel.

*Only DIAMOND's patented process gets each flake of orthosilicate uniformly fused with complex phosphates. The result is ORTHOLATE, a complete builder that puts sparkle in a laundry manager's eyes. ORTHOLATE is one of a complete line of DIAMOND quality products for the laundry industry. Phone your nearby DIAMOND distributor today.

We'll see you at Booth A-9
AIL Convention
November 18 - 20

Diamond Laundry Detergents • Sours • Blues



**Diamond
Chemicals**

Diamond Alkali Company • Cleveland 14, Ohio

PERCHLORETHYLENE

OCCNJ0160790

Check these trouble-spots for better solvent recovery

DIAMOND ALKALI offers this check list to help you save money. Here are places you may be losing perchlorethylene—and losing dollars, too.

- ◆ Leaky valves
- ◆ Leaky solenoid valves
- ◆ Leaky unions and couplings
- ◆ Operation of deodorizing valve impaired by lint or mechanical failure, which can cause up to 50% of total loss
- ◆ Plugged lines, especially leading to and from water separator
- ◆ Faulty seating of machine door
- ◆ Filter head not properly seated
- ◆ Incomplete extraction due to faulty clutch or slipping belt
- ◆ Improper recovery from filter sludge which can cause a loss up to 5 gallons
- ◆ Improper boildown of still resulting in from 30% to 80% of total loss
- ◆ Failure to insert closures in drum or machine storage reservoir
- ◆ Leak in storage reservoir tank
- ◆ Failure to keep door to button trap shut
- ◆ Leaky pumps, particularly at packing glands
- ◆ Presence of solvent vapor in displaced air
- ◆ Evaporation from wet tub or basket of machine
- ◆ Failure to clean lint screens and fan blades on recovery drying equipment as needed
- ◆ Failure to keep surface of condenser used on recovery drying operation clean

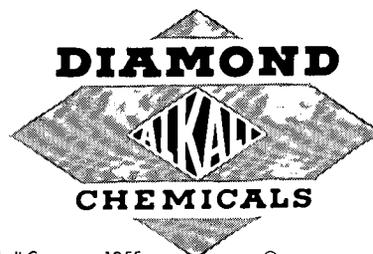
Diamond Perchloroethylene

A new and improved solvent for
professional dry cleaning at its best



GET THIS FREE WALL CHART

Saves dollars, day after day, in your cleaning room. 17" x 24" linen-backed replica of this ad in red and black. Metal-reinforced with four hangers. Ask your DIAMOND distributor for your FREE copy today!



© By Diamond Alkali Company, 1955

*Better Cleaning Results
than ever before...with Diamond
Perchloroethylene*



And you'll get better results, too, with this new, improved DIAMOND solvent. After tests in plants using every type of cleaning system, reports show that DIAMOND PERCHLOROETHYLENE is superior to all comparable products. For greater cleaning efficiency and the lowest possible cleaning cost, specify DIAMOND on your next perchloroethylene order.

For the name of your nearest DIAMOND Distributor, call your local DIAMOND Sales Office, or write DIAMOND ALKALI COMPANY, 300 Union Commerce Building, Cleveland 14, Ohio.



**Diamond
Perchloroethylene**

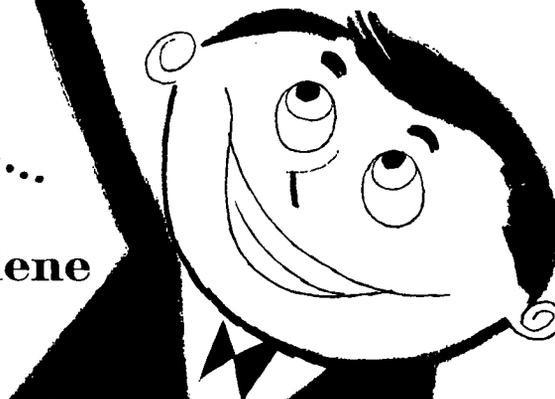


*Diamond's
GREATER STABILITY
means more
economical
cleaning
for you!*

Here's a chance for real economy! DIAMOND PERCHLORETHYLENE cleans efficiently and gives you the lowest possible cleaning cost. Why? Because it has a higher degree of stability. DIAMOND PERCHLORETHYLENE was developed through DIAMOND research to meet the needs of modern drycleaning techniques. You'll find it's the money-saving answer to your own solvent requirements. Ask your DIAMOND Distributor for this new, improved solvent. Your local DIAMOND Sales Representative can tell you the name of the nearest DIAMOND Distributor. Or write DIAMOND ALKALI COMPANY, 300 Union Commerce Building, Cleveland 14, Ohio. Write for our new, fact-filled folder on DIAMOND PERCHLORETHYLENE. It's free.



**Diamond
Perchlorethylene**





*Diamond
Perchlorethylene
helped me boost sales!*

Oil, grease, tar, wax, gum—this new, improved DIAMOND solvent removes *all* oil-soluble soils. It penetrates everything—delicate fabrics or heavy woolens—safely and quickly. Word gets around. Old customers come back. New customers come in.

Dry cleaners now using DIAMOND PERCHLORETHYLENE talk about its excellent quality and performance. It's doubly stabilized and meets all standards covering toxicity and flammability.

Try a drum next time. Your local DIAMOND sales office can give you the name of the nearest DIAMOND distributor. Or write to DIAMOND ALKALI COMPANY, 300 Union Commerce Building, Cleveland 14, Ohio.

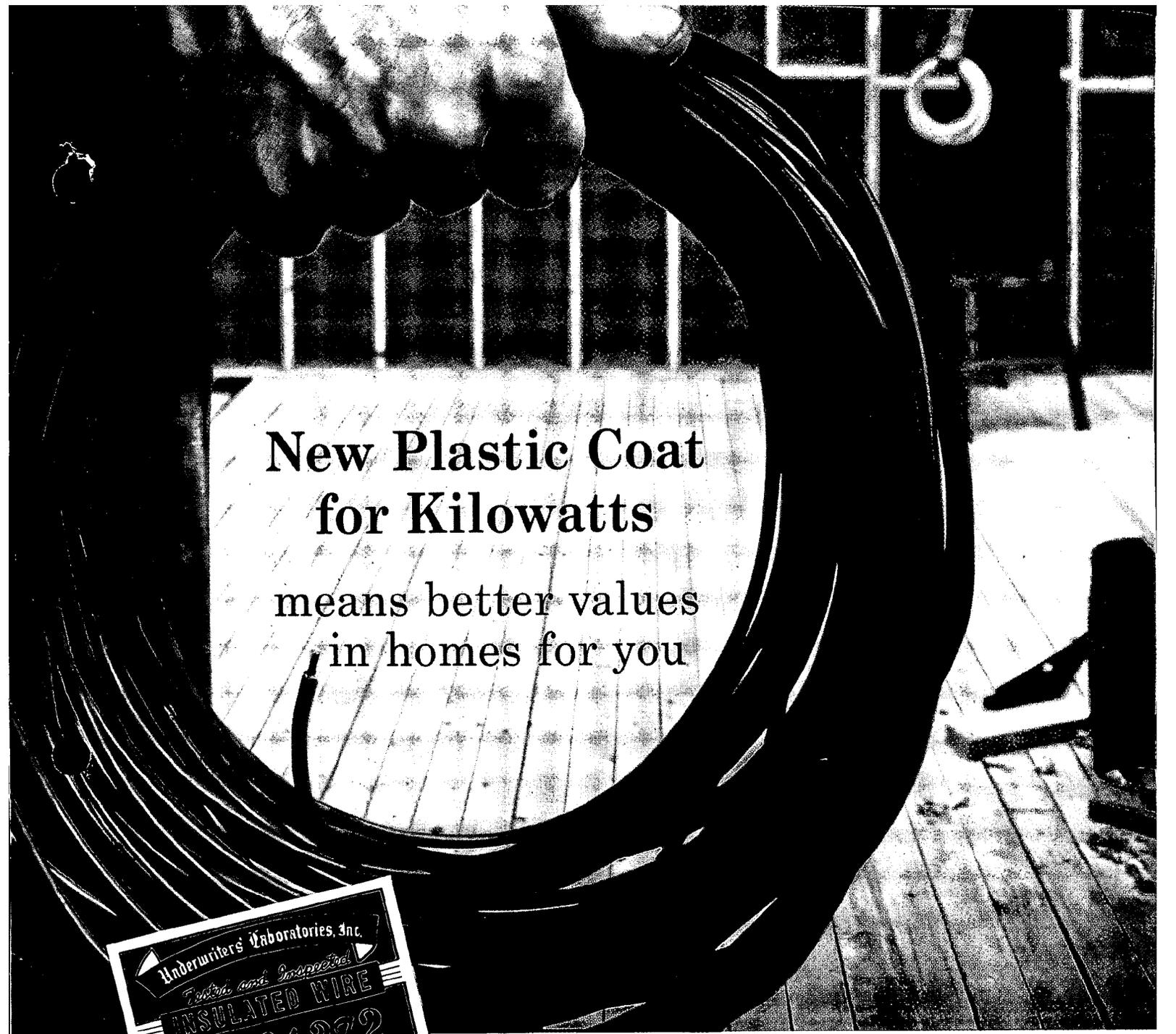
Send for **NEW**, free folder on DIAMOND PERCHLORETHYLENE.



**Diamond
Perchlorethylene**
For professional drycleaning at its best

PVC

OCCNJ0160795



New Plastic Coat for Kilowatts

means better values
in homes for you

Underwriters' Laboratories, Inc.
Tests and Inspects

INSULATED WIRE

GR 301272

Take a good look at this wire. It's one of the improved, and often hidden, products that make today's homes better values than ever. This wire wears a coat of vinyl plastic, one of the newer of DIAMOND ALKALI's "Chemicals you live by." Because vinyl protects and insulates so well, less is needed.

This new wire has smaller outside diameter than older types of equal capacity. It weighs less, is easier to install and permits more wires, or wires of higher capacity, to be run through a conduit. (Important when an older building is being rewired for present-day power loads.) And, of course, it's safe. Only the highest quality vinyls, such as DIAMOND's famous PVC-50, are used for electrical insulation.

Memo to wire manufacturers. DIAMOND PVC-50 has been tested and accepted for interchangeability in all vinyl compounds listed by Underwriters' Laboratories, Inc. In addition Underwriters' Laboratories have accepted original formulas, developed by DIAMOND, for compounds incorporating PVC-50. They meet all specifications for T and TW building wire and 80°C appliance wire. For information and technical cooperation, write DIAMOND ALKALI COMPANY, Plastics Division, 300 Union Commerce Bldg., Cleveland 14, Ohio.



Diamond Chemicals

Chemicals you live by

USE

Diamond Vinyl Resins for high quality, high speed processing

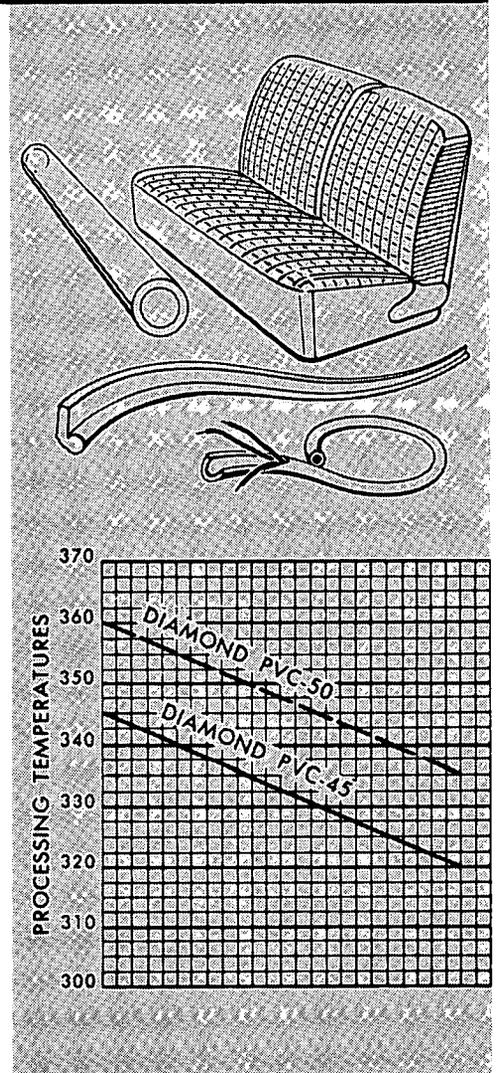
DIAMOND PVC-50—An outstanding general purpose resin especially well suited for profile extrusions, garden hose, thin film and wire insulation. PVC-50 has been accepted for use in all UL listed vinyl electrical compounds. It produces films and extrusions of exceptional clarity; dry blends rapidly and has the advantages of high bulk density, freedom from gel particles and good heat stability.

DIAMOND PVC-45—This newer DIAMOND resin is ideal for the production of film, sheeting and rigid and semi-rigid extrusions. PVC-45 has a unique combination of characteristics, all contributing to easier processing. These include low temperature calendering, easy dry blending, freedom from gel particles, high bulk density and good heat stability.

For information on DIAMOND PVC resins and technical co-operation, write DIAMOND ALKALI COMPANY, Plastics Division, 300 Union Commerce Building, Cleveland 14, Ohio, or your nearest DIAMOND Sales Office.

SALES OFFICES

Cincinnati 29, Ohio	4701 Paddock Road
Chicago 6, Illinois	20 North Wacker Drive
Cleveland 13, Ohio	633 Penton Building
Houston 2, Texas	1006 Main Street
Memphis 3, Tennessee	1381 Heistan Place
New York 16, New York	99 Park Avenue
Philadelphia 7, Pa.	12 South Twelfth Street
Pittsburgh 22, Pa.	1323 Oliver Building
St. Louis 8, Missouri	4246 Forest Park Blvd.



Diamond Chemicals

**Now, you can have non-polishing,
flat alkyd paints with**

70% "PVC"...



Now, using DIAMOND's precipitated calcium carbonate, Non-Fer-Al[®], flat wall paints can be formulated at 70% "PIGMENT VOLUME CONCENTRATION." Such formulas will have "flatness" and touch-up properties simulating latex paints. Of equal importance is the almost complete absence of polishing or washing.

Our tests indicate that "PVC" is reasonably critical in these formulations, that excellent quality is possible within the range of 60% to 70% of the nonvolatile vehicle volume. Flat wall paints formulated within this range and carrying Non-Fer-Al have sufficient enamel hold-out properties to insure good recoatability.

For technical bulletins on the use of this and other DIAMOND precipitated calcium carbonates, suggested formulations and samples, write to DIAMOND ALKALI COMPANY, 300 Union Commerce Building, Cleveland 14, Ohio.



**Diamond
Chemicals**

This advertisement No. 8888
appears in American Paint Journal, January 31;
Official Digest, February and Paint, Oil &
Chemical Review, March 24, 1955

OCCNJ0160798

Chemicals you live by

You can depend on Diamond for **PVC...**



*In packaging of DIAMOND PVC-45 and
DIAMOND PVC-50, as in their production,
continuous control keynotes quality.*

Why do many processors today depend on DIAMOND for their polyvinyl chloride resins?

It is largely because the production of DIAMOND PVC-45 and DIAMOND PVC-50 is quality controlled. Every step—from raw materials to finished resins—is constantly checked and rechecked to assure consistently dependable, uniformly high quality products.

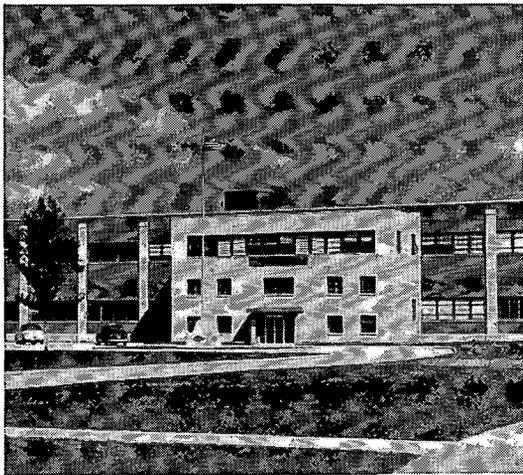
We'll be pleased to show you, too, how these dependable DIAMOND resins are especially adaptable to low-cost production of all types of flexible vinyl products. Write or call DIAMOND ALKALI COMPANY, Plastics Division, 300 Union Commerce Building, Cleveland 14, Ohio.



Diamond Chemicals

Chemicals you live by

Why Diamond Technical Service is important to **VINYL PROCESSORS**



Completely equipped pilot plant is a part of the vinyl laboratory at DIAMOND's enlarged Research Center, Painesville, Ohio.

Here are two reasons: (1) our Plastic Products Laboratory evaluates and improves resins so that DIAMOND, and our customers, can make better products; (2) DIAMOND technical service is available to users, anywhere.

Introduced in 1954, DIAMOND PVC-50 and PVC-45 already are used satisfactorily in hundreds of formulations for extrusions, film, sheeting, and floor covering. PVC-50, suited especially for electrical insulation, has Underwriters' Laboratory acceptance, while PVC-45 offers lower temperature requirements.

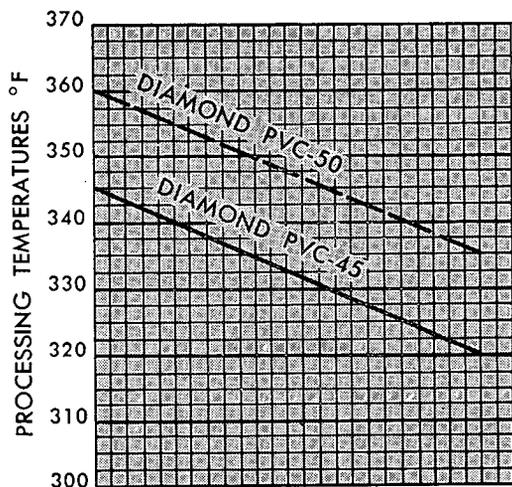
Only high quality can explain quick success in a hotly competitive market. DIAMOND technical service can help you put that quality to work in your products. We're ready to work with you now. Call your nearby DIAMOND sales office or write DIAMOND ALKALI COMPANY, 300 Union Commerce Bldg., Cleveland 14, Ohio.



**Diamond
Chemicals**



Announcing Diamond **PVC-45** for processing at lower temperatures



Processing temperature ranges for DIAMOND PVC-45 and DIAMOND PVC-50.

Out of DIAMOND research has come DIAMOND PVC-45, a new resin of medium molecular weight. It retains the high quality features of DIAMOND PVC-50; has the same particle size, moisture content and bulk density.

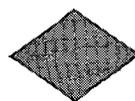
PVC-45 has good heat stability and absorbs plasticizer uniformly. It dry blends readily and fuses rapidly in molding, extrusion and calendaring operations. Regardless of the process requirements, it will produce products with good color, clarity or gloss.

Review your processing problems now. See whether the easier processing characteristics, lower temperature requirements and shorter fluxing time of PVC-45, can save you money. Our technical staff will be glad to work with you. Write or call DIAMOND ALKALI Co., 300 Union Commerce Bldg., Cleveland 14, Ohio.

BUILDING—THROUGH BUSINESS—FOR A BETTER AMERICA!

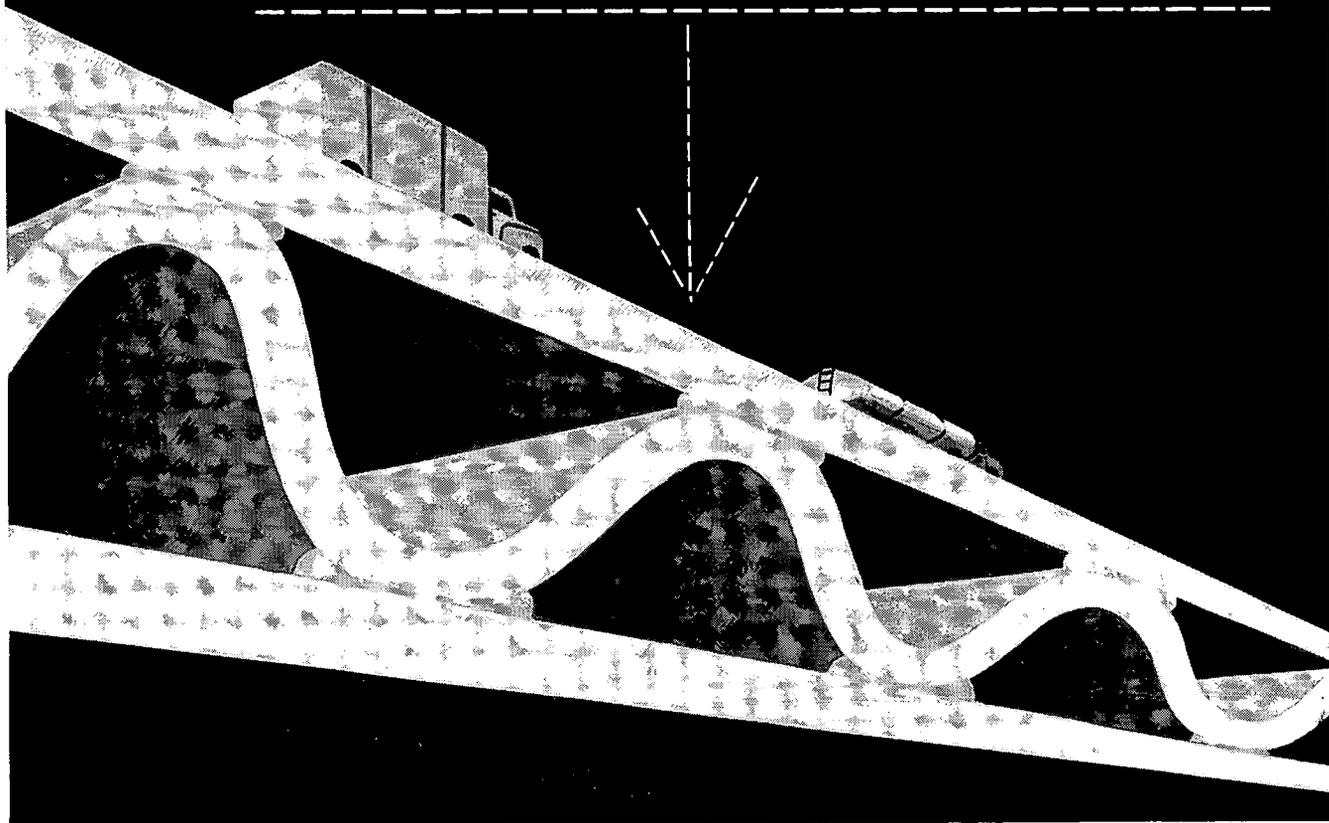
support Junior Achievement

Junior Achievement Week, January 31-February 6



Diamond Chemicals

Reinforced for greater strength...



When builders want extra strength in their concrete, they use steel reinforcing. When paperboard manufacturers want extra strength in their product, they use **DIAMOND SILICATE ADHESIVE**.

You, too, will find that this performance-proved adhesive actually *adds* strength to the paper. Because of its low moisture content, it won't flow away from points of contact. Instead, it builds around the arches of the corrugations, forming a supporting structure which adds strength to the board.

DIAMOND SILICATE ADHESIVE offers other quality-improving, cost-reducing advantages, too. It requires

no mixing, no special storage area—it reduces curing time after cut off.

To produce better board at lower cost, use **DIAMOND SILICATE ADHESIVE**. For complete information, contact your local Diamond Sales Office, or write direct to Diamond Alkali Company, 300 Union Commerce Building, Cleveland 14, Ohio.



Diamond Chemicals

Looking for more space in your plant?

You can get a lot of premium floor space in your plant . . . *Free* . . . simply by storing your adhesives in the basement.

Can't be done? It can with DIAMOND SILICATE, because this dependable adhesive is *not* affected by moisture. And since it is a mineral product, it will not attract vermin, nor will it deteriorate in storage.

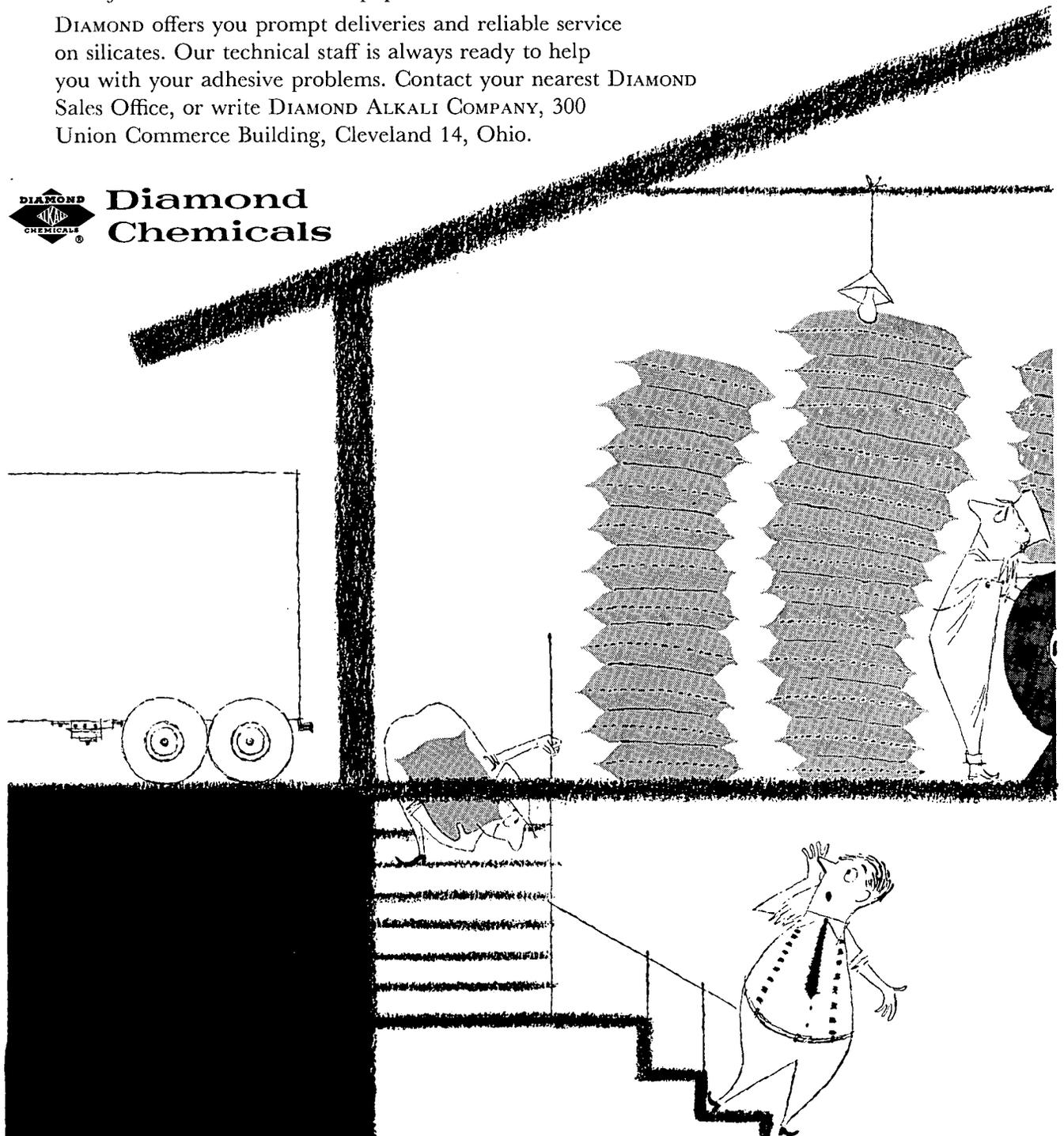
There are many other valid reasons why you should switch to DIAMOND SILICATE. It is ready mixed, so you save time and expense of mixing. It requires fewer preheaters, so you save on fuel.

But the biggest reason for using DIAMOND SILICATE is this: It *reinforces* as well as *bonds* the paper.

DIAMOND offers you prompt deliveries and reliable service on silicates. Our technical staff is always ready to help you with your adhesive problems. Contact your nearest DIAMOND Sales Office, or write DIAMOND ALKALI COMPANY, 300 Union Commerce Building, Cleveland 14, Ohio.



**Diamond
Chemicals**



SODA ASH

OCCNJ0160804



Money is no object . . . when scientists and drug manufacturers are selecting a container for lifesaving serums. Yet invariably they choose glass.

Why glass? Most important, it doesn't rust or corrode. A glass container keeps its contents safe and sterile despite extremes of temperature and time.

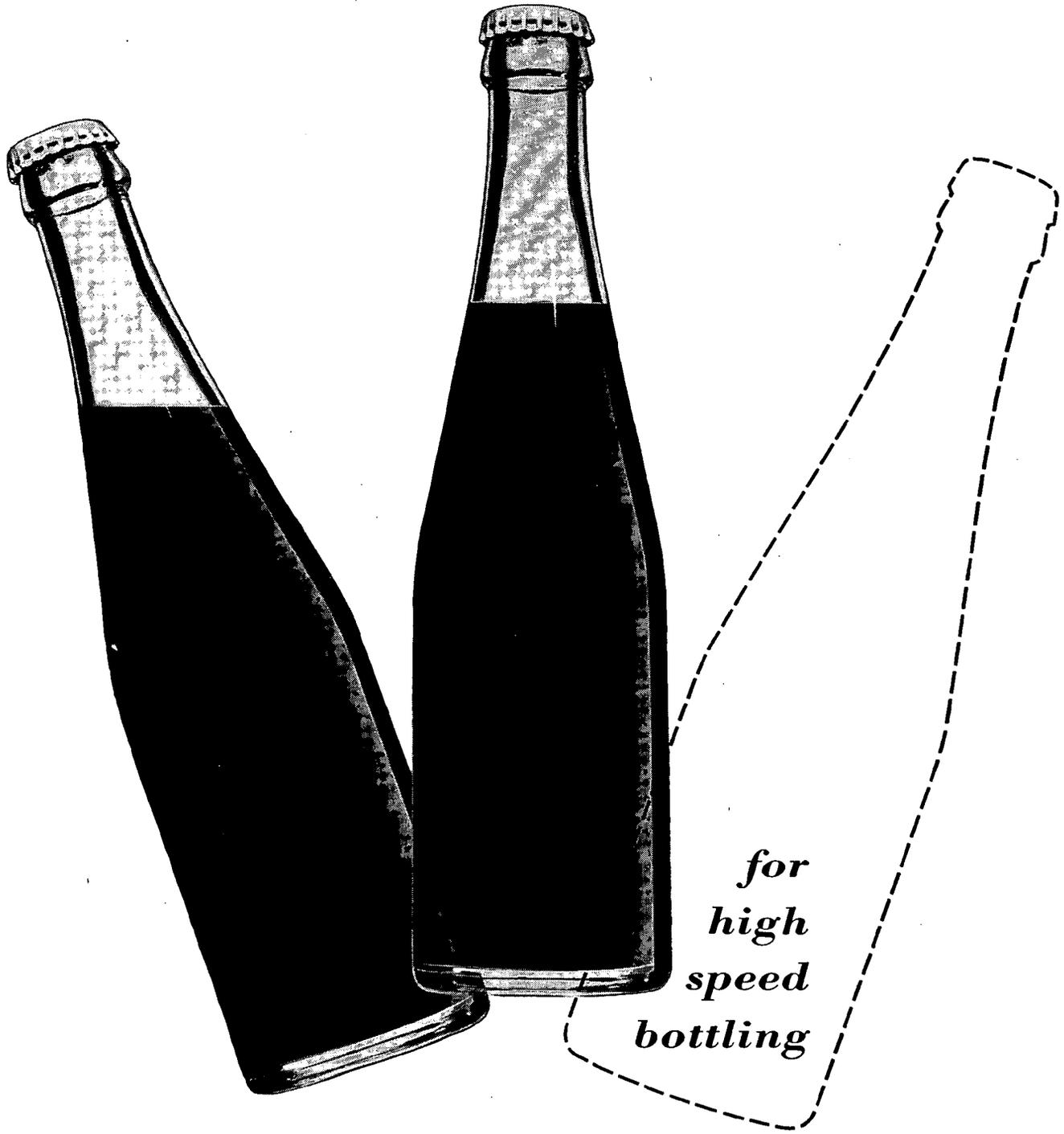
Cost? Well, soft drink makers, selling taste and sparkle for a nickel or two, wrap their products in glass, too.

DIAMOND ALKALI is a leading supplier of soda ash to glass manufacturers and to many other basic industries . . . aluminum, paper, oil, textiles, and rubber, to name a few. If you'd like to know more about how soda ash and the many other DIAMOND chemicals contribute to better living, write for a free copy of "The Story of the Chemicals You Live By."

DIAMOND ALKALI COMPANY,
300 Union Commerce Building, Cleveland 14, Ohio.



Diamond Chemicals



*for
high
speed
bottling*

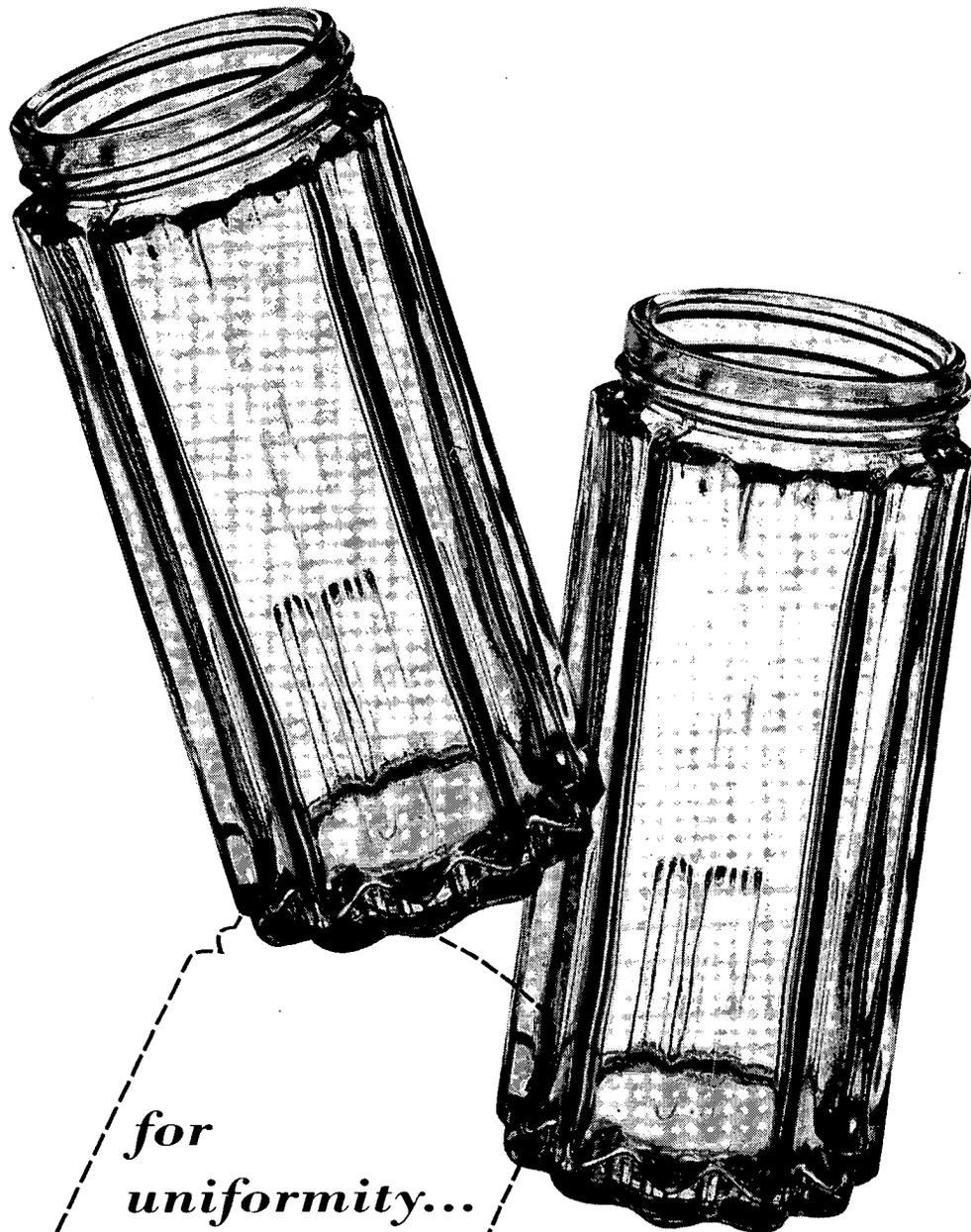
start with
Uniform-Quality Diamond Soda Ash

Absolute uniformity of bottles is one requisite for trouble-free operation of high-speed beverage bottling machines. To be sure your glass is uniform in every way, you must start with top-quality raw materials.

That is why many glassmakers use DIAMOND Soda Ash. They know that DIAMOND quality control assures uniformity. For a dependable supply source to meet your soda ash requirements, call DIAMOND ALKALI COMPANY, 300 Union Commerce Building, Cleveland 14, Ohio.



**Diamond
Chemicals**



*for
uniformity...
start
with
Diamond
Soda
Ash*

Special sizes and shapes mean special problems for the makers of cosmetic containers. To insure uniform results every time, many glassmakers use DIAMOND SODA ASH. No matter what your own specific problem, the uniform grain size and structure of DIAMOND SODA ASH may provide the answer.

For complete sales or technical information, get in touch with your nearest DIAMOND Representative, or write direct to: DIAMOND ALKALI COMPANY, 300 Union Commerce Building, Cleveland 14, Ohio.



**Diamond
Chemicals**



*start
your
quality
control
with*

***Diamond
Soda
Ash***

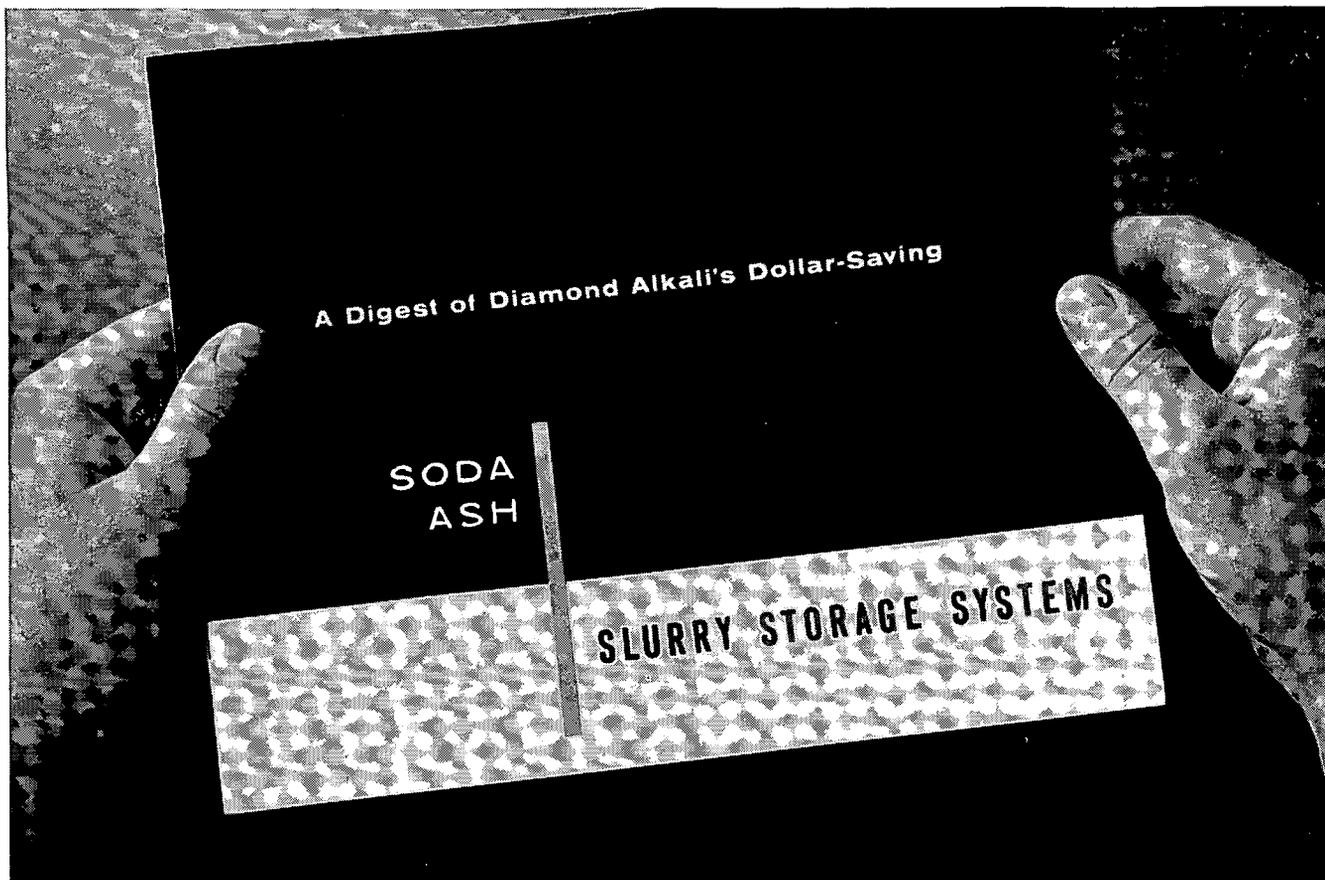
Glassmakers achieve product uniformity by careful control of every operation. But they know that no amount of care will make clear, sparkling glass if the basic materials are nonuniform or inferior.

To be sure of getting top-quality soda ash, many glassmakers turn to DIAMOND. They know that DIAMOND's years of experience and quality control guarantee the production of uniform-quality soda ash. Looking for a dependable supply source?

Call DIAMOND ALKALI COMPANY, 300 Union Commerce Building, Cleveland 14, Ohio.



**Diamond
Chemicals**



New, **FREE** booklet shows how soda ash users can cut storage space up to 60%

Do you use light soda ash as a solution in your processing operations? If you do, DIAMOND-developed slurry storage systems can save you money . . . in handling, installation, storage.

This new, 16-page booklet from DIAMOND is loaded with facts, photos and full-page diagrams, showing the three alternate systems now used by many plants. These systems are based on a simple principle: Increase the bulk density of the material and store it in a readily usable form.

Slurry storage often requires 60% less space than is

taken by an equal weight of soda ash in dry form. Example: 58% light soda ash has a bulk density of about 35 lb./cu. ft. Storing it as a monohydrate increases the density to about 56 lb./cu. ft. That's a 60% gain in storage capacity. Look at the diagram.

The booklet is yours, free for the asking. Mail the coupon today. If you'd like information on soda ash or any other basic alkali products, call your nearby DIAMOND representative. Or write DIAMOND ALKALI COMPANY, Union Commerce Bldg., Cleveland 14, Ohio.

<p>Light Ash 1.6 cu. ft.</p> <p style="text-align: center;">+</p> <p>Water .75 cu. ft.</p> <p style="text-align: center;">=</p> <p>Monohydrate Slurry 1.0 cu. ft.</p> <div style="display: flex; justify-content: space-around; margin-top: 10px;"> <div style="border: 1px solid black; width: 80px; height: 80px; background: repeating-linear-gradient(45deg, transparent, transparent 2px, black 2px, black 4px);"></div> <div style="border: 1px solid black; width: 80px; height: 80px; background: repeating-linear-gradient(-45deg, transparent, transparent 2px, black 2px, black 4px);"></div> </div>	<div style="text-align: center;">  <h3 style="margin: 0;">Diamond Chemicals</h3> </div> <p style="font-size: small; margin: 5px 0;">Diamond Alkali Company, Union Commerce Building, Cleveland 14, Ohio Please send "Soda Ash Slurry Storage Systems."</p> <p>Name _____</p> <p>Title _____</p> <p>Company _____</p> <p>Address _____</p> <p>City _____ State _____</p>
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TANNING

OCCNJ0160810

You meet leather everywhere . . .

in business, traveling, sports, at home. No other material matches its comfortable feel and quiet, good looks.

If you've recently bought a pair of shoes, inspected a fine suitcase, or pounded a baseball glove, you know how leather promises you strength, suppleness and the pride of owning it.

To help impart these qualities to leather, skilled tanners around the world rely on DIAMOND Chromium Chemicals. Working with the leather industry to create ever-lovelier products, DIAMOND research seeks continually to extend the usefulness of these "Chemicals you live by." DIAMOND ALKALI COMPANY, Chromium Chemicals Division, 300 Union Commerce Building, Cleveland 14, Ohio.



Diamond Chemicals



*How to keep
women buying
genuine leather*



We think the answer is this: Keep quality up!

Women love the look, the feel—even the smell—of good, well-tanned leather. And women are discriminating. They're not likely to turn to substitutes while fine leather is available.

All over the world, fine leather often gets that way, thanks to DIAMOND Chemicals and Technical Service. DIAMOND Tanolin®, bichromate, fat liquors and neutralizers are all lab-controlled to assure consistent quality. Your DIAMOND representative is trained in leather chemistry—and all our technical people are behind him—ready to *help you with your problems!*

Quick delivery from strategically located warehouse points provides another good reason for *specifying and standardizing on DIAMOND Chemicals*. DIAMOND ALKALI COMPANY, 300 Union Commerce Building, Cleveland 14, Ohio.



**Diamond
Chemicals**



*How to keep men buying
genuine leather*

A man knows about leather. He knows the look and handle of good leather; he's aware of its rich, satisfying smell. He doesn't go for substitutes—not when fine leather is available.

That's the answer to leather's future. Keep the quality up, and men will keep on *buying* genuine leather! All over the world, tanners keep quality standards high by using DIAMOND Chemicals and Technical Service. These tanners find we are more than just "suppliers." DIAMOND Representatives are trained in leather chemistry and backed up by our entire technical staff.

Our chemicals (Tanolin®, bichromate, fat liquors and neutralizers) are lab-controlled for consistently dependable, uniformly high quality. And tanners appreciate our quick service—fast delivery from strategically located warehouse points. DIAMOND ALKALI COMPANY. 300 Union Commerce Building, Cleveland 14, Ohio.



**Diamond
Chemicals**

You meet leather everywhere . . .

in business, traveling, sports, at home. No other material matches its comfortable feel and quiet, good looks.

If you've recently bought a pair of shoes, inspected a fine suitcase, or pounded a baseball glove, you know how leather promises you strength, suppleness and the pride of owning it.

To help impart these qualities to leather, skilled tanners around the world rely on DIAMOND Chromium Chemicals.

Working with the leather industry to create ever-lovelier products, DIAMOND research seeks continually to extend the usefulness of these "Chemicals you live by."

DIAMOND ALKALI COMPANY, Chromium Chemicals Division,
300 Union Commerce Building, Cleveland 14, Ohio.



Diamond Chemicals

THIS ADVERTISEMENT reminds the buying public that the advantages of genuine leather cannot be equaled. It's the latest in DIAMOND's advertising series in support of America's leather industry. Perhaps you saw it—in full color—in TIME, April 4, and NEWSWEEK, April 11.



WASHINGTON COMP.

THIS VISITOR HELPED ONE DAIRY SLICE CLEANING COSTS IN HALF!

He's a DIAMOND technical representative—a dairy detergent expert. He knows there's no substitute for a genuine, on-the-job test when you're looking for the most cleaning results per dollar.

Why don't you call in one of these men? He'll look over your equipment, sample the water, analyze your cleaning problems.

Then he'll prepare a recommendation, in booklet form, for your plant. You'll find complete descriptions of the products he suggests you use. You'll find detailed instructions on cleaning procedures for *each* department and *each* piece of equipment—plus data on amounts of material to use each day. The DIAMOND technical representative will also estimate costs and consumption for the products he recommends.

Try this custom-made program for 60 days. Check your cleaning results, your costs, your crews' opinions. We'll bet you reorder DIAMOND cleaners. DIAMOND ALKALI COMPANY, 300 Union Commerce Building, Cleveland 14, Ohio.



Diamond Chemicals

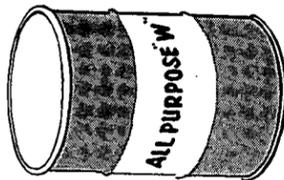
These distributors supply Diamond Dairy Cleaners and Diamond Technical Service:

Cherry-Burrell Corp.
Meyer-Blanke Co.
The Hurley Co.
Miller Machinery & Supply Co.
Monroe Food Machinery, Inc.
John Pico Machinery & Supplies Co.

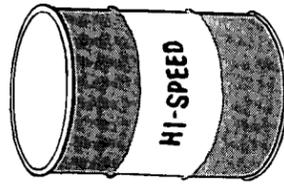
50% cut in cleaning costs! DIAMOND technical representative made a cleaning analysis for a large dairy. He submitted a complete cleaning program. The plant tested his suggestions for 60 days. Now this plant—and many

others—are using DIAMOND-engineered cleaning programs and DIAMOND cleaners. They maintain quality control standards more easily, save time and money. So can you! Telephone your nearby DIAMOND distributor today.

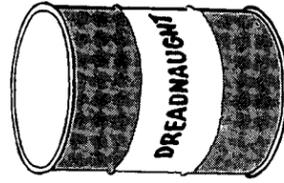
More cleaning power per ounce! More ounces per dollar!



ALL PURPOSE "W"
For soft or moderately soft water supply (water hardness up to 10 grains)

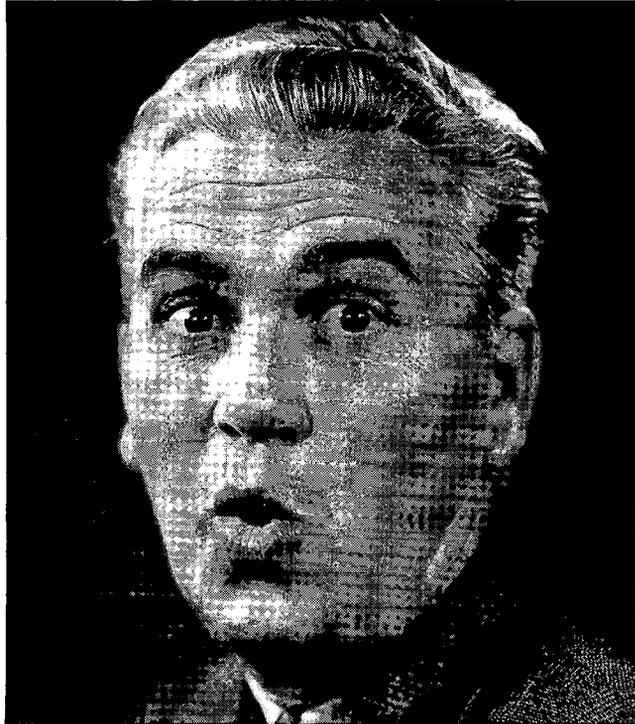


HI-SPEED
For medium hard water supply (water hardness 10 to 20 grains)



DREADNAUGHT
For hard water supply (water hardness over 20 grains)

These are 3 multi-purpose dairy detergents among the complete line of chemically engineered DIAMOND cleaners, bottle washing compounds, CIP cleaners and sanitizers.



“Know that redhead in Purchasing ?

She refuses to type orders for anything but DIAMOND Hi-Test® bottle cleaner!”

Smart girl! She knows where a full stock of DIAMOND detergents is located nearby. Do you?

This advertisement No. 5305-B appears in American Bottler, American Brewer, Bottling Industry, Modern Brewery Age and National Bottlers' Gazette, 1955

Also appears in following publications with copy changes.

American Laundry Digest	American Milk Review
The Guide	Canadian Dairy & Ice Cream
Starchroom Laundry Journal	Journal
Texas Laundry & Cleaning	Milk Dealer
Journal	Milk Products Journal
	M. B. Dairy Grams



“When the boss pounded his desk, I knew I should have ordered DIAMOND Hi-Test® bottle cleaner! Can’t beat it for sparkling-clean bottles, he says.”

It’s easy to avoid scenes. Ask your DIAMOND ALKALI representative today for data on DIAMOND cleaners and washing compounds to meet your particular sanitation needs.

This advertisement No. 8839-A appears in American Bottler, American Brewer, Bottling Industry, Modern Brewery Age and National Bottlers’ Gazette, 1955

Also appears in following publications with copy changes.

American Laundry Digest	American Milk Review
The Guide	Canadian Dairy & Ice Cream
Starchroom Laundry Journal	Journal
Texas Laundry & Cleaning	Milk Dealer
Journal	Milk Products Journal
	M. B. Dairy Grams



“Do me a favor, Mr. Smedley?

Look into DIAMOND Hi-Test® bottle cleaner for your plant.”

Do yourself a favor, too. Call your nearby DIAMOND ALKALI representative for full information on cleaners and washing compounds.

This advertisement No. 8840-A appears in American Bottler, American Brewer, Bottling Industry, Modern Brewery Age and National Bottlers' Gazette, 1955

Also appears in following publications with copy changes.

American Laundry Digest	American Milk Review
The Guide	Canadian Dairy & Ice Cream
Starchroom Laundry Journal	Journal
Texas Laundry & Cleaning	Milk Dealer
Journal	Milk Products Journal
	M. B. Dairy Grams



“This office is a madhouse!

Quick, somebody, tell the boss about DIAMOND Hi-Test® bottle cleaner!”

Good idea! Plants run smoother, get bottles cleaner with Hi-Test. Call your DIAMOND ALKALI representative today!

This advertisement No. 5297-B appears in American Bottler, American Brewer, Bottling Industry, Modern Brewery Age and National Bottlers' Gazette, 1955

Also appears in following publications with copy changes.

American Laundry Digest	American Milk Review
The Guide	Canadian Dairy & Ice Cream
Starchroom Laundry Journal	Journal
Texas Laundry & Cleaning	Milk Dealer
Journal	Milk Products Journal



“Not 5 CARLOADS, Miss Zimmer!

Sure, I like DIAMOND Hi-Test® bottle cleaner, but I distinctly said 5 DRUMS!”

Cleanliness dictates Hi-Test. Call your nearby DIAMOND ALKALI representative today!

This advertisement No. 5305-A appears in American Bottler, American Brewer, Bottling Industry, Modern Brewery Age and National Bottlers' Gazette, 1955

Also appears in following publications with copy changes.

American Laundry Digest	American Milk Review
The Guide	Canadian Dairy & Ice Cream
Starchroom Laundry Journal	Journal
Texas Laundry & Cleaning	Milk Dealer
Journal	Milk Products Journal
	M. B. Dairy Grams



“Stop shouting! Everyone in our office is already a staunch booster of DIAMOND Hi-Test® bottle cleaner!”

If you and Hi-Test haven't been introduced, why not get acquainted? Call your DIAMOND ALKALI representative today!

This advertisement No. 5297-A appears in American Bottler, American Brewer, Bottling Industry, Modern Brewery Age and National Bottlers' Gazette, 1955

Also appears in following publications with copy changes.

American Laundry Digest	American Milk Review
The Guide	Canadian Dairy & Ice Cream
Starchroom Laundry Journal	Journal
Texas Laundry & Cleaning	Milk Dealer
Journal	Milk Products Journal