

His visions have crowded the highways of commerce!



A NEW figure has come . . . a new personality larger in importance as his into the world's essential Chemical Engineer . . . and ling of abilities . . . a science with the manufac who has forsaken his test vats of the world's indus

into the world's commerce that year by year looms helping hands reach deeper industries. He is the truly he is a strange ming-coupling of the man of turing expert . . . a chemist tubes for the lathes and trial plants.

This is the man who, more than any other, has crowded the highways of commerce, and in the past generation made the Zulu and the Eskimo brothers in the world's market-places. For it is he who has brought to the manufacturer's assistance, in a practical way, the chemist's slowly-won mastery over Nature's elemental substances.

It is he who, applying chemistry's discoveries, has made available new substances, new uses for long-used substances and uses for products that once were waste, and has invented processes less costly and less wasteful . . . It is he who has intensified the world's production, lowered costs and driven the carriers of commerce to the far corners of the earth seeking the raw materials industry needs, or carrying to market its finished goods.

HOW the Chemical Engineer has quickened the pulse of commerce is well illustrated by the history of the du Pont Company. For a century after its founding in 1802, the du Pont Company was a manufacturer of explosives . . . nothing else.

But its founder, Eleuthere Irénee du Pont de Nemours, was himself a chemist, and the making of explosives, even in his day, called

for the services of the chemist. As dynamite was invented and other high explosives came into use, increasingly higher types of chemical knowledge were needed. So it was only natural that in the early years of this century the du Pont Company came to have a very extensive chemical staff.

It was a staff of Chemical Engineers, men who knew manufacturing as well as chemistry, and so in the course of research looking to the improvement of du Pont explosives, they came upon other products alike in their chemical structure, that might be manufactured from the same or similar basic materials or by machinery and processes with which the du Pont Company was familiar.

And the results are sometimes surprising to those who look only at the products, which seem so unrelated, and do not consider the origin of these products. "For," says one, "what have dyes to do with explosives?" What, indeed, except that the raw materials from which explosives are made, are the same that are needed for making dyes!

So, too, for the same reason, the du Pont Company came to make Pyralin for toilet articles and numerous other things; and Fabrikoid for upholstery, luggage, book bindings and half a hundred other uses—for these products contain many of the same raw materials.

Paints and Varnishes now carry the du Pont Oval, because this field of effort is also one in which the knowledge of the Chemical Engineer can be effectively applied.

The du Pont Oval also guarantees the purity and excellence of many chemicals, some of vital importance to industry, others invaluable in modern surgery and medicine.

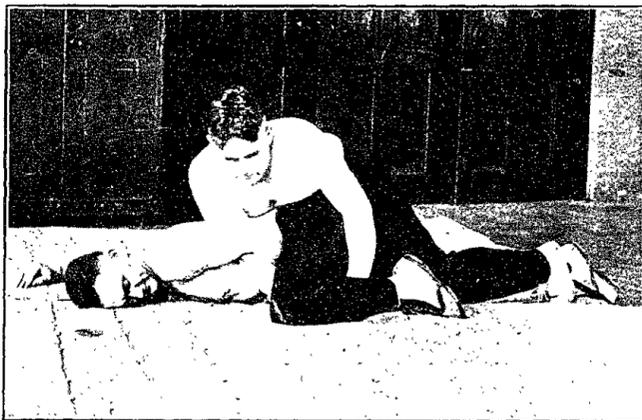
This is one of a series of advertisements published that the public may have a clearer understanding of E. I. du Pont de Nemours & Co. and its products.

E. I. DU PONT DE NEMOURS & COMPANY, Inc., Wilmington, Del.

TRADE  MARK



Mike Miller, high scoring forward



Sargent Heath treating Fred Greer to an arm lock and grape vine. Both men are wrestlers in the unlimited class



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