Industry today is served by bromine and numerous brominated compounds in a multitude of chemical reactions that occur quickly and simply. Because bromine is highly reactive, it's extremely easy to add bromine onto a compound or take it off. And bromine frequently avoids undesirable side-reactions, unwanted by-products, and makes possible reactions at moderate temperatures and pressures.

Every chemist can name a long list of examples. Even so, imaginative research continues to provide new brominated compounds for new uses as intermediates in both organic and inorganic chemistry. The result: new efficiency for old processes ... and the creation of new processes. Brominated compounds are also attracting new attention for building dense fluids and for extinguishing fires.

Dow's first product nearly 70 years ago was bromine. Today, besides elemental bromine, Dow offers over 100 brominated compounds, with new ones constantly under study. Perhaps bromine or one of its many compounds can solve your problem. Dow has the facilities and experience ... and the technical people who are eager to help you. For more information, write THE DOW CHEMICAL COMPANY, Midland, Michigan, Chemicals Merchandising Dept. 652AJ4-18.

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