There's no telling what our activated carbon might do for you.

Activated carbon adsorbs what you don't want and leaves what you do. The principle couldn't be more simple. The range of applications more enormous.

For example, in brewing beer, activated carbon is used in three different steps. First, since brewing requires fresh, pure water, the process water is treated with either granular or powdered carbon to remove odors, tastes and residual chemicals like chlorine. Second, our carbon is used to adsorb the cloudy colloidal substances that form during fermentation. Third, it removes oily substances from the CO₂ when it is used for carbonation.

Our carbon is also used by auto manufacturers to control fuel-vapor emissions. Formerly, the carburetor and gas tank were vented into the atmosphere so vapors escaped even when the engine was slowed down or turned off. Now the carburetor and gas tank are vented through a canister of granular carbon which adsorbs the evaporating hydrocarbons. Then when the engine picks up speed, the hydrocarbons are desorbed from the canister and drawn back into the engine by intake air.

Carbon is used for taste and odor control in home water treatment systems, which are often installed in areas where municipal treatment systems are either inadequate or nonexistent.

These three examples of adsorption tell only part of the story. The point to remember is, wherever purification or chemical separation is needed, our Nuchar® activated carbon can do the job. There's probably a job it can do for you. One that can save you money, simplify your processes or improve your product.

Take advantage of our experience with carbon. Check the coupon below.

I'd like to know more about Nuchar® Activated Carbon. Please send brochures on:

☐ Granular Activated Carbon.
☐ Powdered Activated Carbon.
☐ Activated Carbon in Waste Water Treatment.
☐ Have your representative contact me.

Name ____________________________

Title ____________________________

Company _________________________

Address __________________________

City _____________________________

State Zip Phone

Send to Westvaco, Chemical Division, Westvaco Building, 239 Park Ave., New York, N.Y. 10017.