Weatherproof matches, from Johnson Wax polymers?

Someday, neither wind nor wet will put out matches that could light up with a special Johnson Wax polymer coating. They would burn for several critical seconds anywhere. In any weather. It's still a "someday" idea. But it may be some day soon.

Someday, perhaps sooner than you think, other special polymers, in conjunction with other materials, might make cans bio-degradable, or help you brush an electricity-generating coat of paint on your home.

Today, special Johnson Wax polymers work in such diverse applications as coating matchbooks, improving printing ink, and helping wall panels radiate electric heat.

Such special polymers can make practically anything you make—of metal, paper, plastic, fabric, wood or leather—look better, stand stronger, last longer or weather less.

What can one of our special polymers help you do, right now? Only you can tell us. Then you'll see why our business is innovative chemicals for professional use. We are the Specialty Chemical Group, Worldwide Innochem Operations, Johnson Wax, Racine, WI 53403. We love a challenge. Call or write us with yours.

We do much more than floors.