

If it doesn't shrink on their backs, why should it shrink on yours.

Animals wear leather all their lives. And they don't worry about rain or dirt or cracking or hardening.

But as soon as they lose their hides, that's when the trouble can start. Without protection, baseballs can shrivel up, mini-skirts become micro-skirts, size 9 shoes become size 8.

Union Carbide got together with the tanners to save a little bit of the world

from shrinking.

We took a little known chemical called Glutaraldehyde and refined it and designed it so it could be added to the tanning process.

To give you a leather that resists hardening. A leather that resists cracking. A leather that doesn't shrink at the sight of water.

We're out to save your hide.



**UNION
CARBIDE**

THE DISCOVERY COMPANY