



A revolution is brewing in this quiet Texas town.

In a little town along the Texas coast, Celanese is constructing a plant that will revolutionize the world's fatty acids market.

Beginning in January 1980, we'll bring on stream 40 million pounds of totally synthetic and highly linear heptanoic and pelargonic acids in Bay City, Texas.

Think of it. A domestic source of these products that will free you of the problems

that plague the current fatty acids market — weather, commodity shortages, and overseas transportation.

Since Celanese is backed by dependable sources of hydrocarbon feedstocks, you'll have a reliable supplier of these fatty acids.

And because we have no internal requirement for the acids, all 40 million

pounds will be available for your use.

Become a part of our revolution now, and call Norm Baker at 201-273-6600. He'll send you product information and free samples.

1980 will begin an exciting new decade. Not only will it change this quiet little town, but it will revolutionize the way you do business.



CELANESE
CHEMICAL
COMPANY, INC.

Celanese...there's no substitute for commitment.