

Union Carbide Advertising Brochure

Todd Town

The illustration at right is actually a brochure in the shape of a carbide can. It is bound at the left and is colored blue, grey, and red.

The advertisement, dated 1923, by the Union Carbide Sales Company, describes the eagerness of the company to sell direct to the consumers. The consumer was able to order directly from the warehouses, located in 150 cities throughout the United States. At \$5.40 per 100 lbs., or \$5.15 per 100 lbs. in lots of one ton or more.

Union Carbide was manufactured in Niagra Falls, New York and Sault Ste. Marie, Michigan.

The brochure illustrates that its product was always packed in blue and gray drums and sold in four sizes: lump, egg, nut, and quarter.

Its uses varied from lighting churches, factories and country houses, to mines, railroads, outdoor construction sites, lighthouses, automobile lights, and government posts.

From Bluefield, W. Virginia to Fresno, California, Union Carbide was out beating the bush for sales. In 1923 they also attended the International Acetylene Association Convention, where they stated that carbide was still marketable after it had turned to Calcium Oxide (spent carbide).

Frank B. O'Conner stated at this convention that carbide residue was valuable in its own right. As a soil enhancer, an insecticide, for manufacturing whitewash, interior and exterior plaster, concrete, and stucco. "The miner can at his leisure, polish the reflector of his lamp with carbide residue, take some of it home to his wife or sister to use in polishing the tinware, glassware, the bright parts of the range, and other household goods; and what is left over may be put in the hen's nest."

