

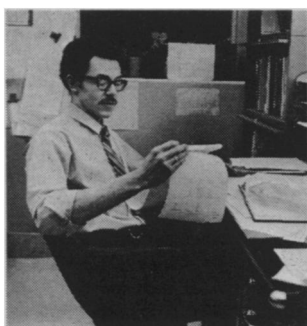


Here comes GM's Joe Nowell, polymer chemist and not-so-easy rider.

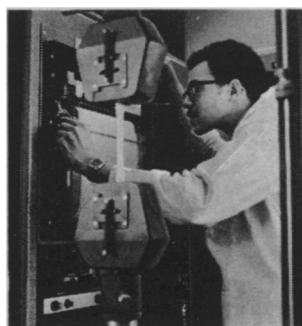
If you have to travel 200 miles in 24 hours, don't borrow Joe Nowell's bike to do it. Not unless you're in the great shape he's in. Joe's a bike marathoner, who has to cover all those miles in 24 hours during bicycle races like the Belle Isle Marathon.

Joe Nowell has been a bike enthusiast ever since he got his first paper route and discovered he didn't like walking. He continued his hobby as he collected a chemistry degree from Rensselaer Polytechnic Institute, and is still riding

as he applies his knowledge in the Research Laboratories at the GM Technical Center in Warren, Michigan.



Joe's job there is to improve the physical and mechanical properties of structural plastics—an important phase of



polymer science. His target: to develop non-metallic materials with superior engineering properties.

Plastic materials are now preferred in many automotive applications because their use provides improved corrosion resistance, reduction of weight, and reduced fabrication costs.

Joe represents the thousands of interesting men and women who work at GM to improve the quality of life for all of us.



General Motors
Interesting people doing interesting things.

NOTE: This advertising is being sponsored by General Motors in several youth publications. It is hoped that the subjects featured will serve to increase teenager interest in scientific studies and can be used, perhaps, to show how the things your students are learning are utilized in actual industrial activities. Reprints of this ad are available upon request. Simply write to General Motors, Advertising & Merchandising Section, P. O. Box 5446, Detroit, Michigan 48211.