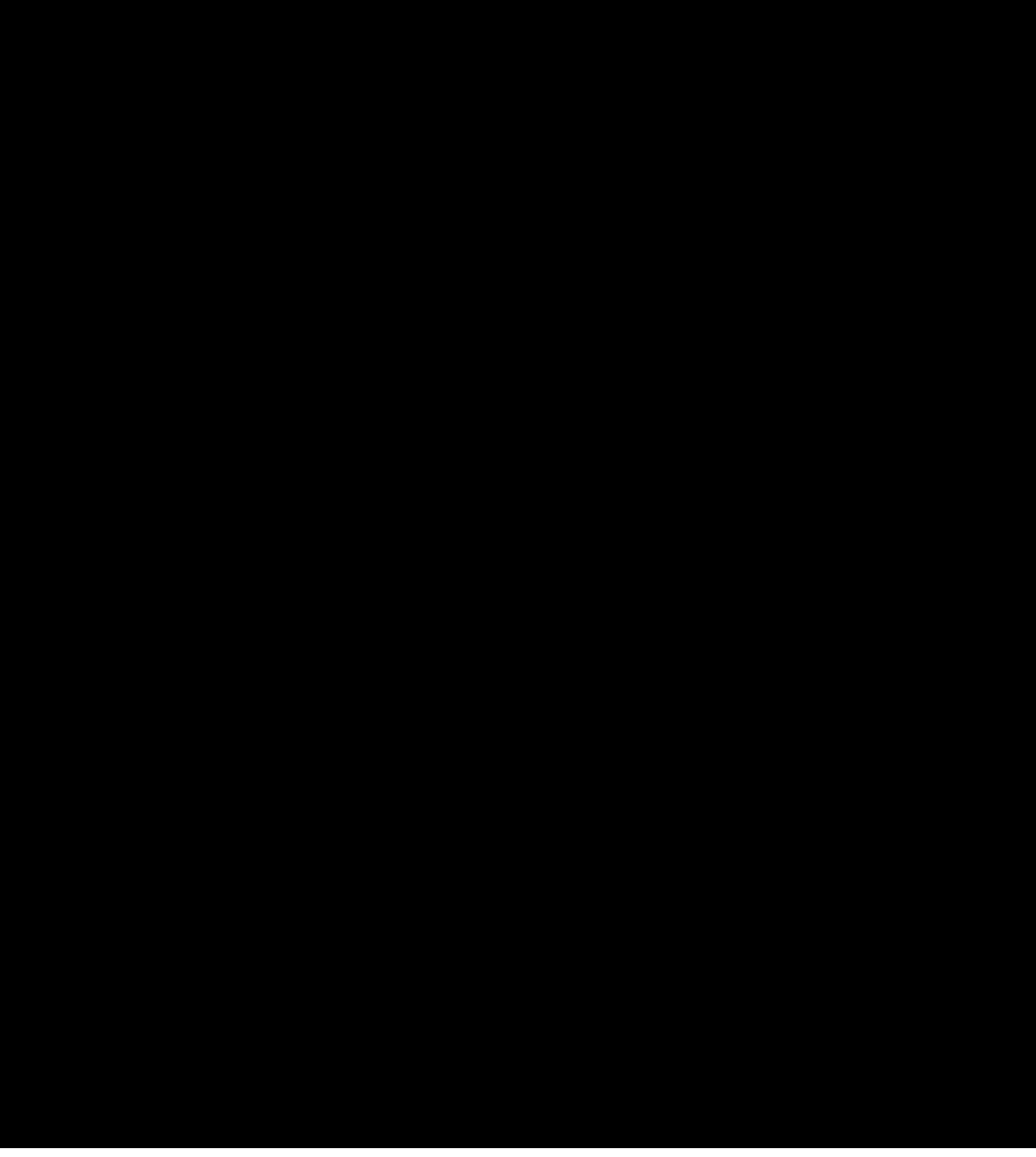
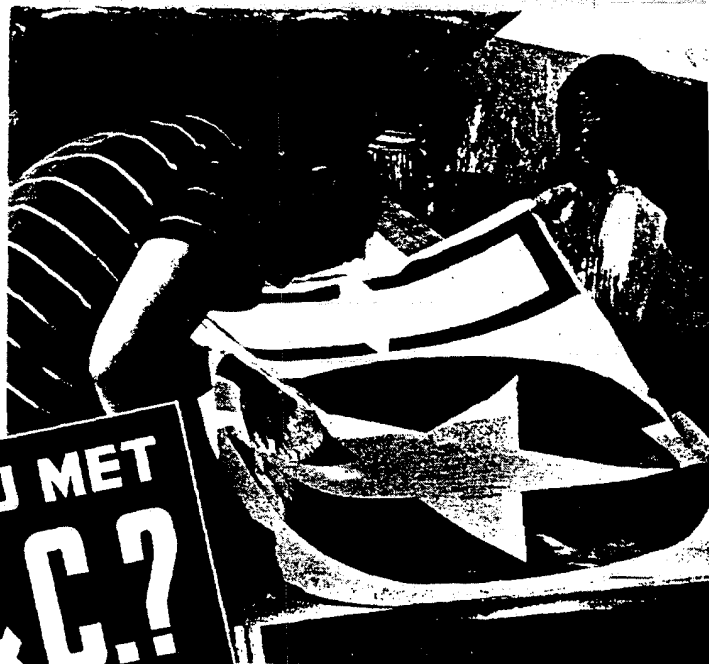






**HAVE YOU MET
P.C.&C.?**

AND if you've met, did you know what these cryptic initials, P. C. & C., meant? Here's a revelation to those of you who have read and wondered... Pigment, Chemical, and Color Division of The Sherwin-Williams Company!

The P. C. & C. Division is especially important in the company's business and the company's history because it was this department that our president, Mr. A. W. Steudel, developed to such strength and vigor that it has become one of the large parts of the institution. Originally called the Dyes, Color and Chemical or D. C. & C., it was started with World War I at the time of our country's Declaration of Independence from German controlled dyes, color, and chemical industries. Many others, well known names throughout the company from the manufacturing end, were associated with this original venture. Dr. N. E. Van Stone, Director of Operations, W. A. Miller, General Superintendent of the Chicago Plant, C. E. Deeds, Superintendent of White Pigment Products, and many others made and are making their contributions to this branch of our institution.

Thirty-two floors above New York's busy Madison Avenue, Sherwin-Williams maintains its busy headquarters for P. C. & C. sales. Here is handled the sale to other companies of all pigments, chemicals, and colors manufactured by Sherwin-Williams. There are those of us who



FROM CATSUP TO COMICS, from hard-to-get cigarettes to insignia for our flying fighters, the bright colors have their origin in the chemist's test tube.

still carry the delusion that Sherwin-Williams is only a paint and varnish company. Prepare to be astonished for our talents are many.

You've heard much of the wonder insecticide, DDT. But did you know that Sherwin-Williams, through the P. C. & C. Division and the newly built organic chemicals plant in Chicago, is one of the five largest manufacturers of this famous chemical product? Yes, Sherwin-Williams helps in the production of the chemical that saved Naples from the worst typhus plague in its history, kept our G. I.'s free of the body louse, and today is being used successfully to combat the dreaded malarial mosquito in the South Pacific. Quite a record for one innocent-looking chemical and S-W is producing it by the carload!

Many other S-W products are today vitally important as essential war chemicals. Dibutyl phthalate, an innocent-

looking chemical that keeps a lacquer film flexible and enduring during all sorts of weather and exposure, is also vitally important in the production of smokeless gun powder. Where a few drums would suffice for the production of lacquer, tank cars are needed for the tremendous amount of smokeless gun powder needed by the nation. Our Chicago unit was put into operation in rapid fire order and, incidentally, we are about to double its capacity to insure the necessary ultimate victory.

Back of this vital product can be found the very essential phthalate anhydride for which our technicians and engineers have developed a completely new process. This plant has but recently gone into production and will probably be expanded to very large volume in the succeeding months. We must have synthetic rubber and this fitted in easily in our plant which had been producing beta naphthol for dye stuffs and color uses. Our para nitraniline, developed in World War I, was quickly expanded to produce the all important acetanilid, the necessary base for the production of the miracle working sulfa drugs.

One must not forget that the initial letter of P. C. & C. stands for pigment and our newly developed titanium plant at Gloucester, new and improved processes for leaded zinc at Coffeyville, new processes for white lead at Chicago, etc., are only part of the program. The dry color works at the Kensington plant run the entire range of shades... alkali blue,



A GENERAL VIEW of New York's P. C. & C. office ... (L. to R.) O. Preggon, H. Appenzeller, A. Orling, C. Lowit, M. Scherer, D. Walters, F. Turner,

T. Zappert, F. Lenart, M. Steidl, O. Thimble, M. Richards, D. Walsh, M. Gaffey, P. Loughlin. And they're always as busy as they look here.



BEN VAN CLEVE is manager of our P. C. & C. Division and heads up the New York Office.

bright reds, yellows, greens, etc., so that whether you are reading the comic strips or noticing the bright colors of an airplane insignia, the drab colors of the army and navy equipment, the chances are that some part of the color originated in our works.

B. M. Van Cleve of our New York Madison Avenue office heads sales distribution while the manufacturing and technical work is divided between the various plants making special products of which one is the new organic colors, as well as dibutyl phthalate, sulfa drugs base, and DDT. This latter division is headed by L. E. "Monk" May.

P. C. & C. Division has been a wonder organization for developing men and

products for our institution. The company is equally proud of the development of our war chemicals to serve the nation as they are of new products to serve us in times of peace. Already the technicians have a multitude of plans for post-war development which call for plant expansion. These developments will contribute to Sherwin-Williams maintaining the enviable reputation it has today as one of the world's leading manufacturers of chemicals as well as the world's largest manufacturer of paints and varnishes.

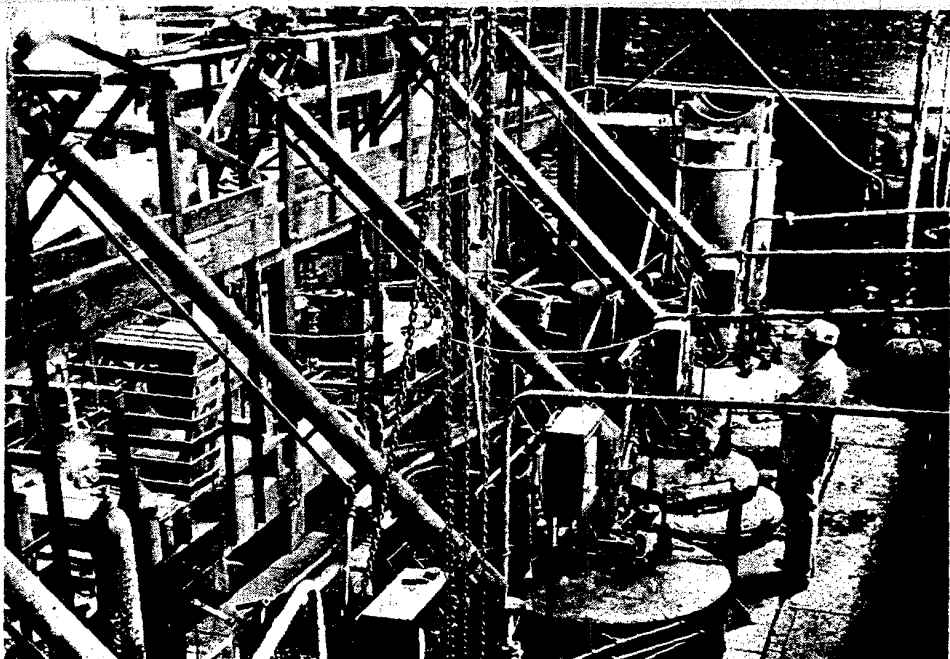
Now you've met P. C. & C. And you can be proud of Sherwin-Williams and its basic contributions to wartime problems and peacetime progress.



L. E. (Monk) MAY is superintendent of our Chicago plant activities in P. C. & C. production.



FOREMAN W. B. DUPRAS and assistant Al Lockhart, Chicago P. C. & C. plant, read and check temperature charts in sulfa division of the plant.



PIPES, CHAINS, SUNKEN TANKS—it all looks pretty complicated! And it's all a part of the process in the production of aceranilid. This in-

teresting angle shot shows a worker in the Chicago plant checking the temperature meters along the production line for this important product.