



Industry's chemicals:

WHAT'S MAKING NEWS?

A revolution in industrial thinking has taken place in recent years. The speed of technological progress has made obsolete the old formula for success which demanded only a close guard over company secrets to stay ahead of competition. Today's fast pace of technological developments demands, instead, that the executive remain alert and receptive for every new idea that may be applied profitably to his own business.

You may wish to check certain items in this advertisement and forward to those concerned in your company.

Route to:

Chemical research . . . good medicine for pharmaceutical progress

Chemists at Dow have had a healthy interest in the pharmaceutical industry for almost 70 years. Since the introduction of the first Dow product, bromine, Dow chemists have helped meet the industry's growing demand for basic chemicals and important intermediates. New "multipurpose" plant speeds production of experimental chemicals to aid pharmaceutical progress.

When you hand your druggist a prescription, it's more than likely you're

also handing him an order for Dow chemicals. For, since Dow produced its first bromine in 1897, Dow chemists have played an increasingly important role as "the men behind the men behind the prescription counter".

Painstaking research at Dow, in cooperation with leading pharmaceutical houses, has led to the development of many of the intermediates needed for the introduction of new and better drugs such as antihistamines, sulfas and antibiotics.

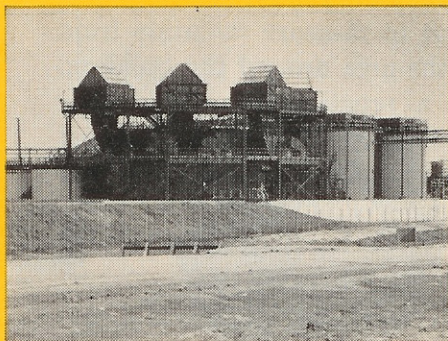
Today, the imposing list of high quality pharmaceutical chemicals supplied by Dow in abundance includes bromine, medicinal salicylates, epsom salt, chloroform, analgesic drugs and

elemental iodine. And the research goes on for even newer answers to the age-old fight against pain and disease.

A new multipurpose plant at Dow is playing a front-line role in this fight. This new plant has been built to enable the pharmaceutical industry to more fully utilize the production and research capabilities of The Dow Chemical Company. It is designed to produce semi-commercial quantities of intermediates during the critical period of new product development and market evaluation. Later, these products can be supplied in commercial quantities from regular production facilities.

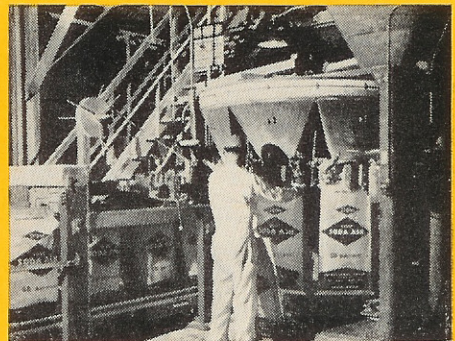
Other
Dow chemicals
in the

→
**NEWS
SPOTLIGHT**



BROMINE

Dow's first product, marketed in 1897. Great granddaddy of hundreds of modern Dow chemicals that serve every industrial and scientific field.



SODA ASH

Manufacturers of nonferrous metals, paper, soap, textiles, petroleum products and countless other products depend on Dow for this versatile alkali.