

ATTITUDE

As responsible scientists, we've been aware for years that we must "pick up after ourselves" as we go along. While developing new products and new technologies that make life more rewarding, we must also see to it that we avoid upsetting our country's vital ecological balance. This means making sure that factory detritus does not adversely affect nearby ponds and streams. That the air around a production unit remains clear, sweet and refreshing. That surrounding plant and animal life maintain normal life cycles.

It's an exhaustive, complex and often frustrating job. But it must be done. It's the only way to achieve the long-range goals we've mapped for ourselves: helping improve the health, nutrition and living standards of people around the world.

The only efficient way. Total environmental involvement. At Dow Chemical, U.S.A.

