

# He's locked into childhood by a disease that's already licked.

What happened was measles. Common measles. And what's tragic is that it should never have happened at all.

To most people, measles is simply a childhood nuisance. But statistics don't bear them out.

During the height of the measles season, 10,000 children are stricken every three days. 60 are hospitalized, 10 develop inflammation of the brain, 3 become mentally retarded. And one dies.

There's just no excuse for this disastrous waste. Since 1965, the measles vaccine developed by Dow has more than proved its worth. And the cost of immunization is low compared to the consequences of the disease, the staggering expenditure in medical care and the enormous number of school days missed.

But after several years of dramatic decline, measles is now galloping back. Because even the best preventive is powerless if people refuse to use it.

The answer is not more of our vaccine. There's already plenty of that. It's community awareness of the threat measles poses to our children. And community action to stop the disease in its tracks.

At Dow, we're concerned with more than chemistry. We're concerned with life. And despite our imperfections, we're determined to share its promise. Wisely.

For a booklet on measles vaccination and your children, write to: The Dow Chemical Company, Midland, Michigan 48640.

