

THE CHALLENGE

Here at Dow, we're confronted with many new questions—and we're trying to answer them. As we do, we move right ahead to the more complex questions the answers themselves provoke.

It's tough going. We have a goal to reach.

We're deeply concerned with the basics of better living: improved health, better nutrition, cleaner environment.

It's a real challenge.

Meeting it takes responsible men and women who come right back for more, no matter how demanding their assignments. Who relish problems—the knottier the better. Objective minds that perceive both the advantages and disadvantages of an innovation.

We're convinced it's possible to achieve progress and prosperity in this country while continuing to safeguard our precious natural resources. Not easy. Nor quick. But possible. Chiefly what it takes is drive, intelligence, ferocious determination, lively imagination. And a tremendous amount of stamina.

Our people feel that meeting this challenge—and others—provides real rewards. At Dow Chemical U.S.A.

