The Pueblo Chieftain
AND
PUEBLO STAR-JOURNA
INDEPENDENT NEWSPAPERS
Published Morning and Evening, Except Saturday Afternoon and Sun
THE STAR-JOURNAL PUBLISHING CORPORATIO
Also published: The Pueblo Star-Journal and Sunday Chieftain
and The Pueblo Chieftain and Saturday Star-Journal
FRANK S. HOAG, General Manager, Publisher, President—1904-
FRANK S. HOAG, JR. — Publisher and President
ROBERT H. RAWLINGS — General Manager
Member of the Associated Press, American Newspaper Publishers As
Colorado Press Association and Audit Bureau of Circulations
Subscription rates are: Carrier or distributor delivery in Colorado, Chieftain or Star-Journal daily and Sunday, $2.00 per month or $36.50 per year; combination morning, evening, Saturday and Sunday, $4.50 per month or $57.00 per year; daily only, $2.45 per month or $29.00 per year; Saturday only, 60¢ per month or $7.80 per year; Sunday only, $1.40 per month or $16.80 per year; by mail subscription in Colorado daily and Sunday, $3.00 per month or $36.50 per year; daily only, $2.45 per month or $29.00 per year; Saturday only, 60¢ per month or $7.80 per year; Sunday only, $1.40 per month or $16.80 per year; outside Colorado by m Sunday, $4.20 per month or $4 daily only, $3.45 per month or $4 Saturday only, $1.00 per month year; Sunday only, $1.80 per m per year.
Each of the above publication second class matter and postag Post office at Pueblo, Colo. 810 Congress. Published at 825 Wes Colo. 81003. Mail Address: P Pueblo, Colo. 81002.

(13)

IN WASHINGTON

PCB tale weakens Monsanto PR blitz

By MARTHA ANGLE
And ROBERT WALTERS

WASHINGTON — Bitter complaints about overzealous federal regulations have become a popular item within the business community. But too often ignored are the corporate excesses that require government control in the public interest.

One current case in point involves the Monsanto Co., a St. Louis-based firm that has embarked upon a multimillion-dollar propaganda campaign to counter "an irrational, anti-chemical mood (that) seems to be sweeping the country."

MONSANTO has good reason to be concerned about that purported threat because it is one of the nation's largest producers of industrial chemicals. "Our industry, our company, our jobs are at stake," the company says in a slick brochure.

"The public is being fed a daily diet of bad chemical news. In newspapers and magazines. On radio and television," claims that booklet. "The message comes through loud and clear: 'Chemicals are dangerous.'"

While "not opposed to government regulation," Monsanto warns: "Banning possibly harmful chemicals is only one way the government can cripple our industry. Over-regulation is just as serious a threat."

In an effort to influence public opinion, Monsanto has launched a "Chemical Facts of Life" program with a budget of $1.2 million last year and $4.5 million this year.

THAT MONEY will pay for television commercials with "emotional impact," magazine ads aimed at "thought-leaders," a documentary movie, traveling exhibits and "a huge cadre of Monsanto employees giving speeches at every level."

But the publicity blitz has barely mentioned polychlorinated biphenyls (PCBs) — a highly toxic, extremely persistent family of industrial chemicals produced in this country for many years exclusively by Monsanto.

Back in 1970, the late Rep. William F. Ryan, D-N.Y., cited early scientific warnings about PCB dangers to humans, called for strict federal controls. The indignant company assured him that it was taking voluntary action "to insure that (PCBs) present the minimum possible threat."

BY MID-1971, however, PC leaks had produced one of the major chemical disasters of the past decade. Food products minor confiscated, destroyed or banned by federal officials because of PC contamination in 1970 and 197 included:

More than 400,000 eggs in Virgini and North Carolina, 250,000 pounds of turkey roll in South Carolin 50,000 turkeys in Minnesota, an 350,000 chickens in Maine, Ne York and North Carolina.

Even after the widespread damage became known, Monsan claimed it was being victimized b "scare tactics, political charge and sensational headlines." La autumn, however, the compan finally halted all PCB productio and distribution.

Many of the cases in the earl 1970s resulted from a single majo PCB spill, contaminating 32 millio pounds of fish meal. But su sequent, less dramatic escape into the food chain makes PCBs continuing threat to public health

AN ESTIMATED 300,000 tons PCBs have escaped into the e vironment during the past 40 year One Environmental Protectio Agency (EPA) scientist h warned of "gross contamination the global ecosystem."

PCBs unfortunately are soluble in the fatty tissue of birds, fis animals — and humans. Recen EPA surveys have found yearly increases of PCB residues human adipose tissue.

"It was much more persistin that we originally thought," co fesses one Monsanto official in St. Louis.

But the company's ne propaganda program virtuall ignores the continuing danger.□

Newspaper Enterprise Association

MONS 001715