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LEAD NEWS

ANNOUNCER: The Director of Environmental Health for the Lead Industries Association voices his support for an FDA proposal aimed at reducing cases of pediatric lead poisoning. Alan Bickley reports.

ALAN BICKLEY: The American Lead Industry has announced its support of a proposal of the Federal Food and Drug Administration, that maximum lead content in interior paints be reduced to one half of one percent. The lead in paint chips is the principle cause of childhood lead poisoning, and Dr. Jerome Cole, of the industry's Environmental Health Department, believes it will be a diminishing problem.

DR. COLE: With the increased emphasis in many cities and the new Federal stimulus under the recently passed Federal act, that needed funds and programs will hasten this--the eventual elimination of the pediatric lead poisoning problem.

BICKLEY: Virtually every case of pediatric lead poisoning, says Cole, has originated in slum housing, where paint was applied twenty-five or fifty years ago. The paint industry sharply reduced the lead content of interior paints in 1953. The lead industry, lately under fire from environmentalists, presented a benign side of the story in press briefings in Chicago. This is Alan Bickley.

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