Monsanto

PUBLIC RELATIONS DEPARTMENT

BBC: E. V. John
J. J. Spano

Monsanto Company
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St. Louis, Missouri 63166
Phone: (314) 694-1000

July 14, 1970

Mr. John P. Cayen
P. O. Box 3557, Main P.O.
Miami, Florida 33101

Dear Mr. Cayen:

It was good of you to write us about the story in The Miami Herald by Richard Pothier and to send us the clipping. We are also grateful for the efforts you have extended on Monsanto's behalf in trying to get AstroTurf installed in the Orange Bowl. Loyal shareowners such as yourself are invaluable to American business.

We are in complete agreement with you that Monsanto should reply to charges whenever appropriate. The attached letter to the editor is being mailed today.

You should know that in April, when Congressman Ryan of New York charged Monsanto with polluting the environment with PCB that we issued a reply in the form of a news release. A copy of this is also attached.

Very few news media used our release, indication of their strong preference for sensational headlines over reasonable action.

We are now preparing another news release with more up-to-date facts emphasizing the voluntary actions being taken by Monsanto to solve the PCB problem. We expect to send this to all media which have carried PCB articles similar to the Richard Pothier one. Hopefully, some of the newspapers, including The Miami Herald, will have sufficient scruples to inform their readers.

Thank you again for your interest and efforts. They are greatly appreciated.

Sincerely yours,

James E. McKee Jr.
Assistant Director

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Attachments

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