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LEAD INDUSTRIES ASSOCIATION, INC.

292 MADISON AVENUE

NEW YORK, N.Y. 10017

TELEPHONE--AREA CODE 212
OR 9-6020

January 18, 1968

SUBJECT: "FACTS ABOUT LEAD
AND THE ATMOSPHERE"

To Members of the Lead Industries Association, Inc.:

Please find enclosed a copy of LIA's latest bulletin
"Facts About Lead And The Atmosphere" referred to in our letter of
January 8, 1968.

Publication and distribution of this bulletin is one phase
of LIA's efforts to refute the many claims made in the technical
journals and the lay press that lead in the ambient air is reaching
dangerous levels, a conclusion that is entirely without foundation
as attested to by the factual data contained in the Bulletin.

Various authorities including the U.S. Public Health
Service are the source of the data contained. Of particular
significance and included in LIA's Bulletin is a report published
in 1967 based on findings of the World Health Organization (WHO)
of the United Nations. They stated that "the lead levels reported
in the blood of the New Guinea aborigines are of particular interest
in that these natives, living in the hills of New Guinea, away
from industrialization and motorization, showed blood lead levels
higher in range than urban and rural Californians. The mean figure
of 22 micrograms per 100 milliliters of blood was higher than
that of samples from 13 other localities, including California,
Ohio and New York City. Mean levels from England, Yugoslavia and
Finland are slightly higher than the New Guinea mean."

It is hoped that members will use this Bulletin to ad-
vantage by personally distributing it to those people or agencies
in their locality involved in air pollution control and more spe-
cifically those involved in setting ambient air standards for lead.
Extra copies for this purpose are available upon request.

Sincerely yours,

David M. Borcina

David M. Borcina
Secretary, Treasurer

MEMO

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and the Atmosphere"
Look Ahead with Lead

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