Monsanto

FROM (NAME & LOCATION) Phil Fried - New York

DATE May 4, 1971 CC:

SUBJECT

REFERENCE

TO : P. R. Wilkins - New York

The C&EN editorial on Monsanto's PCB anti-pollution efforts is the stuff p.r. men's dreams are made of.

To merchandise this windfall I would like to suggest that we undertake a mailing to all major newspaper editorial writers of the C&EN editorial and a note from Mr. Bock.

I suggest
D.J.F.

Also, it would be worthwhile contacting a Missouri congressman or senator and having the editorial inserted into the Congressional Record. There is no reason why our positive action in the case of PCB should not be used to get us some positive reaction.

Phil Fried

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IN-10 REV. 11-65

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