...help s... ...e kind ...stressmore punle c... ...se in work- a windowless environ...ment.

... says he conceived of the ...idea of industrial supergraphics in the early 1960s while working on a new wing of Los Angeles' Orthopaedic Hospital.

The late Walt Disney, who was a member of the hospital board, had ... of Associates, ... ... their splashy, ... ... graphics actually do any real good.

"Few of these firms ever ask the workers what they would like to stare at all day," he says. "Nine times out of 10, they'd probably say they'd rather look out a window."

Newsweek Feature Service

# 90-Year-Old PCB 'New' Threat, But How Alarmed Should We Be?

By JAMES BISHOP JR.

The bad news began in 1968 — 600 Japanese were stricken and five killed after eat ingcooking oil that contained large amounts of PCB, a chemical compound previously considered harmless.

That ended the human toll, so far as is known, but in subsequent years PCB was responsible for mass animal deaths. In 1969, 12,000 sea birds washed ashore on the coast of the Irish Sea, victims of PCB poisoning.

This year, too, has come the most frightening disclosure of all. PCB has been found in cardboard containers for breakfast foods, crackers, bread crumbs, macaroni, snack chips, chocolate, cocoa and dried milk.

"I hate to say this," says a senior official of the Food and Drug Administration (FDA), "but PCB is everywhere. And we don't know if we should — or should not — be alarmed."

But many scientists are very much alarmed, indeed. They point out that PCB (polychlorinated biphenyl) can be fatal in large doses, and that in smaller quantities it can cause impaired vision, abdominal pains and liver ailments.

In fact, some scientists believe PCB may be responsible for some of the damage to food and wildlife that has been blamed on DDT.

Still, PCB has effects not dissimilar to those of DDT. The compound has been found in Lake Michigan salmon and, as a result, the state has canceled the annual handout of cohos caught in fish weirs and is now hatching the fish artificially.

PCB is not a new product. The colorless, odorless compound is fully 90 years old and has been mass-produced by the Monsanto Co. — and in Europe and Japan — since well before World War II.

Its use is by no means confined to food products. Because it speeds heat transference, it is considered vital for electric insulation. And it is also widely used in paints, inks, tires, brake linings and non-carbon duplicating paper.

Ironically, in view of the heated reaction from environmentalists to the disclosures of PCB's dangers, it was that cardinal environmental principal — recycling — which brought the compound into use in cardboard food containers. The containers are made from recycled paper whose inks presumably contained PCB.

For the present, the FDA takes the position that these containers are not dangerous -- so long as the buyer eats the contents, not the cardboard. Anyway, Monsanto, still the only U. S. producer, has restricted its sale of PCB to heavy industry.

Though a voluntary ban on PCB sales has been in effect in Britain since March, U. S. authorities are holding back. The FDA considers a total ban on PCB as "not feasible" and, indeed, agency officials tend to downgrade the spreading national concern.

Commissioner Charles Edwards criticizes "a few alarmists seeking headlines" and, while conceding that PCB is "a potential but not immediate health hazard," insists that "the alrm is greater than the facts justify."

To some conservationist-minded legislators, the Edwards statement struck a familiar note. "Unfortunately, the FDA seems to be more concerned about the image of American industry than the level of public knowledge of its food supply," says Rep. William F. Ryan of New York. And Ryan has introduced a bill in Congress for the complete banning of PCB.

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