

CC: D. Fowler

Lead Industries Association, Inc.

292 MADISON AVENUE
NEW YORK, N. Y. 10017

AREA CODE 212
OR 5-9929

JOHN E. ENGLEHORN, PRESIDENT
KENNETH W. GREEN, VICE PRESIDENT
SIMON D. STRAUSS, VICE PRESIDENT
WARREN F. TRASK, VICE PRESIDENT
JOHN L. KIMBERLEY
EXECUTIVE VICE PRESIDENT
DAVID M. BORCINA
SECRETARY AND TREASURER

October 7, 1966

Dr. Ralph I. Larson
Taft Sanitary Engineering Center
4675 Columbia Parkway
Cincinnati, Ohio 45226

Dear Dr. Larsen:

On September 30, radio station WJR in Detroit carried the attached statement on its 6 a.m. news program. As you will note this is based on an Associated Press story from Iowa City, Iowa, following an address you had made to science writers at the University of Iowa.

As you will see, the Associated Press news account strongly implies that lead poisoning among children which you discussed is related to motor vehicle exhaust. The reporter apparently was not aware nor would the reader be, as you surely are, that accidental lead poisonings among children are in no way related to auto exhausts or lead in the atmosphere.

You will agree, we're sure, that this misinterpretation by the press illustrates the danger of statements of this kind being taken out of context and creating erroneous impressions when given further circulation.

We urge that you, as a representative of the U.S. Public Health Service, make a clear distinction between auto exhaust emissions and accidental lead ingestion by children. From decades of medical and scientific investigations relative to lead with which we are familiar, we know of no data linking auto exhaust with lead poisoning in children or others.



Lead Around with Lead

Mr. Ralph I. Larsen

-2-

October 7, 1966

With the current high interest in air pollution and its control, we believe that every care should be taken that the public be fully informed of established facts but not be misled through misinterpretations such as seems to have occurred here.

Sincerely yours,

David M. Borcina
Secretary, Treasurer

DMB:so

Att:

cc: Mr. Vernon G. MacKenzie

Radio Station WJR, Detroit, Michigan
8:00 A.M. News Broadcast Fri., September 30, 1966

" Associated Press -- (Iowa City, Iowa) -- An expert on air pollution says this country is running out of air. Dr. Ralph Larsen -- an official with the U. S. Public Health Service -- made the remark in an address to Science Writers at the University of Iowa.

According to Larsen, pollutants in the air hurt man, animals, plants and property. And he adds that most of the pollutants come from the exhausts of motor vehicles. He says the foreign matter they produce can cause dizzy spells, headaches, respiratory ailments, and the like.

The air pollution expert told the science writers that lead -- a so-called cumulative poison -- can lead to brain damage, especially among young children. As evidence, Dr. Larsen stated that lead poisoning has a fatality rate of 25 percent.

Larsen recommends one particular way to obtain what he calls quality air: that is to eliminate 90 percent of the sources of air pollution. But he cautions that the consumer must pay for the doing away of air pollution."