Monsanto

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DATE : January 15, 1971 cc: S. Chantrell - LDN

SUBJECT : PCB Article - Ecologist Magazine

REFERENCE : PR/JDC/FM

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I should like to draw your special attention to the attached article on the UK PCB situation which appeared in this month's issue of the Ecologist.

An article on PCBs was originally scheduled to appear in the October issue of this magazine under the somewhat sensational heading: "The PCB Story - Ecological Havoc Wrought By a Toxic Industrial Chemical".

Earlier, they had referred to MCL in an article in September as "... pouring its chlorinated biphenyl residues into the Severn." It seems that their original approach has been toned down very considerably.

This then is the most comprehensive "popular" article on the alleged PCB pollution problem that has appeared in the UK press, and the separate comment by Jeremy Bugler (environmental affairs writer on The Observer) on page 13, is not unfavourable from our point of view and shows that we are taking a responsible and public spirited attitude.

We have received a large number of inquiries from the national and trade press since the Ecologist's article appeared and we have been able to deal with them without any difficulty or delay. Most people wanted verification and details of the voluntary ban.

This latest stage in the continuing PCB saga re-emphasizes the importance of having a previously cleared PCB "position paper" and answers to key questions on hand for use at short notice. Certainly, events are proving that the press is sympathetic and reluctant to criticize an organization that recognizes it has a problem of this magnitude and is seen to be taking active and responsible steps on its own initiative to curb it.

John Carr

E.U. 1.10.66

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