



Lead Industries Association, Inc.

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May 10, 1973

SUBJECT: PROMOTIONAL BROCHURE ON FILM
ABOUT LEAD POISONING

TO THE MEMBERS OF THE LEAD INDUSTRIES ASSOCIATION, INC.,

We have received inquiries from several member companies about a promotional brochure for a film entitled "Lead Poisoning - The Hidden Epidemic." Apparently the producers are circulating this brochure to our entire membership in the hopes that copies of the film will be purchased or otherwise promoted by the lead industry.

About six months ago, the Association was asked to review this film, which we did. In the main it was well done although it does contain one brief, misleading segment that attempts to establish a relationship between lead in the air due to automotive gasoline antiknocks and childhood lead poisoning. We objected strongly to this allegation and suggested that if the producer would be willing to tone down or remove the segment, the Association would make every effort to help promote the film.

After considerable discussion, the producer refused to delete the objectionable segment, and the Association, therefore, does not recommend this film either to its members or to any public health agency.

Sincerely,

Jerome F. Smith
Secretary & General Manager

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