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Any student of American history recognizes that, as corporations have grown in size, as communications have improved—indeed have become instantaneous—the economic process of making a profit necessarily has social consequences . . . and, further, that the profit-making process has such an impact upon man that full accountability to the individual citizen, for both social and economic consequences, is today a business necessity.

Today, with the new thrust of Consumerism, the pressures are more direct, the tone is more direct, the voices louder and tougher.

In short, Consumerism finally demands, business shall either voluntarily take its full share of responsibility for the common weal of the society it operates in and profits from; or, its ability to make profits will be seriously impaired—even called into question altogether.

This may then well be the "ultimate challenge of Consumerism." The trial that lies ahead will be a grave, trying one, demanding our fullest resourcefulness and dedication.

One of the interesting characteristics of American business is that it often appears to be teetering along the edge of disaster. It appears too often to be too slow—even recalcitrant—in responding to needs that are very obvious to others. The critics of business should not be deceived. The system is remarkably adaptable to the needs of the people, once these needs are perceived.

The challenge for American business today is to perceive the need for intensive, systematic attention—for business as well as social purposes—to areas that have up to now been viewed merely as concerns of "corporate conscience" or "goodwill." Today, survival itself is at stake.

Can industry contribute toward ending hunger and malnutrition . . . toward alleviating pollution of the air, water and soil . . . toward educating and training the disadvantaged . . . toward solving these and other problems of societal rather than strictly of an industrial nature? I believe so.

For these contributions are intimately involved in the profit process itself. Recognizing this, we will continue to serve the American people's welfare—and assure the prosperity and growth of American business.

That is the ultimate challenge of Consumerism.

Are we equal to the task?

## DESTRUCTION OF VITAL RESOURCES BY POLLUTION

Mr. MONDALE. Mr. President, it is no longer necessary to talk about the time when the vital resources of the earth's environment will be destroyed by pollution to the point that life as we know it will no longer be possible. It is not necessary, because before the crisis becomes that acute, most living forms will already be extinct.

The earth's environment is feeling the impact of a world progressing rapidly but indifferently to the effect it is having on the vital air and water resources. Species of animals, fish, and birds are vanishing under the poisons we are pouring into the atmosphere, mixing into the soil and spilling into the waters.

In his editorial published in the Medical Tribune, the Senator from Wisconsin (Mr. NELSON), one of the leading voices for preserving and restoring the world environment, points out that doctors are beginning to associate air pollution, for example, with respiratory diseases like lung cancer, emphysema, chronic bronchitis, and asthma.

Senator NELSON, one of the Senate's

most militant conservationists, makes a significant point when he writes:

Each year, man watches the list (of endangered species) grow and the animals disappear and, nevertheless, deludes himself into believing that his species will survive.

Senator NELSON leaves little argument that pollution will destroy us if we do not do something about it quickly. His editorial makes a clear warning that disaster is imminent unless something is done. This is an important article; I ask unanimous consent that it be printed in the RECORD.

There being no objection, the article was ordered to be printed in the RECORD, as follows:

[From the Medical Tribune, Jan. 8, 1970]

### TO IMPROVE THE QUALITY OF LIFE

(By GAYLORD NELSON, U.S. Senator from Wisconsin)

Because smog is an increasing health hazard which may seriously affect the lungs of young people, the Committee on Environmental Health of the Los Angeles County Medical Association "strongly recommends that when the forecast concentration of ozone (oxidants) in the atmosphere reaches 0.35 ppm, Los Angeles County students through high school, in any identified air monitoring zone, should be excused from strenuous indoor and outdoor activity. . . ."

It seems almost unbelievable that the air pollution conditions of a city, any city, could reach such a point that "red alerts" would be necessary to warn parents and school authorities that it had become too dangerous for children to play.

It is no longer humorous to joke about the Los Angeles resident walking the streets wearing a gas mask. It is not funny because, since Los Angeles set up its smog-warning system in 1955, first-stage emergency alerts have been called 71 times. First-stage alerts are called when the ozone amounts to 0.50 ppm in the air.

What is more frightening, however, is that the Los Angeles air pollution problems are far from unique, and scientists and doctors are beginning to associate air pollution with respiratory diseases like lung cancer, emphysema, chronic bronchitis, and asthma.

The environmental crisis of the world is the most serious crisis facing mankind. It is becoming so serious that it literally threatens the survival of all living species, including mankind.

Never in the history of the human race has man been so close to extinction as he is today. Each year, new species of animals are added to the list of disappearing animals known as "endangered species." Each year, man watches the list grow and the animals disappear and, nevertheless, deludes himself into believing that his species will survive.

But the reality of the pollution of the planet's thin envelope of air and the destruction of the world's lifeblood rivers, lakes, and streams is a crisis that can no longer be ignored.

It is an uncomfortable irony that the older among us can look back to fond childhood memories of a time when there was a quality to life—when the majority of rivers and lakes were clear and clean and filled with fish and wildlife. The children of today have no such memory.

Barry Commoner, a biologist and chairman of the St. Louis Committee for Environmental Information, described the deadly legacy we are leaving for our children when he said: "We don't really know what the long-term effects of various types of environmental deterioration will be, and the kids are the guinea pigs."

Because youth has the most to lose, the only real hope for saving the environment

will depend on the energy, idealism, and drive of the coming generation to demand that the national priorities are not billions for war machines or space adventure, but billions to make the earth a livable place.

To help formulate a youth effort, I have proposed a National Teach-In on the Crisis of the Environment that will have students, scientists, medical men, politicians, community leaders, and citizens meet on April 22 for a massive educational effort.

Hopefully the teach-in will mark the beginning of a change in national priorities when the national goal will be a quality of life. Each community will probably find that it can best share in the teach-in by holding an environmental inventory of the pollution problems of the community and find out if there is any way to deal with the problems politically or by community action.

As campuses across the nation discuss the problems, the medical schools will obviously be taking a special interest. In addition to the air pollution-related diseases, many public health authorities, for example, already attribute thousands of cases of diarrhea, nausea, vomiting, and gastric cramps to polluted water.

C. C. Johnson, administrator, Consumer Protection and Environmental Health Service, recently reported that in the past five years outbreaks of water-borne disease have averaged one a month, with many more unreported. Two of the outbreaks involved 20,500 cases of salmonellosis, and several cases of hepatitis were attributed to contaminated water supplies.

It is the subtler, less dramatic, effects of pollution that steadily and slowly destroy animal and plant life. Too often the outrage of the public is directed at a widely known event when atmospheric conditions cause smog to hang over a city or when a pesticide accident kills thousands of fish or birds.

Dr. Paul B. Cornely, in delivering his address as incoming president of the American Public Health Association, recognized the sinister, quiet threat when he warned: "If the fish are dying, the people are not far behind."

The scientists and members of the medical research community have an important role in filling the great deficiencies in our knowledge about environmental pollution-related diseases and the safe tolerance levels that cannot be exceeded.

There is a real urgency that action be taken now. It will be too late when another incident occurs like the four-day air pollution inversion that hit London in 1952, when 4,000 persons died.

Internists and surgeons knew for years that cigarettes were harmful but could not prove it. If the antipollution efforts must wait for legal or scientific cause-effect proof to catch up with the growing clinical evidence, the health of many Americans could be seriously affected.

It is as one expert told a Senate committee, "The man in the street simply cannot hold his breath until the experts determine to the 10th decimal place" the precise relationship between environment, pollution, and human health.

## HOW FAR HAVE WE COME IN DEVELOPING INTERNATIONAL LAW OF HUMAN RIGHTS?

Mr. PROXMIRE. Mr. President, the Universal Declaration of Human Rights was the starting point for a significant attempt to develop a law of human rights to which countries could pledge themselves. As a result it was thought mankind would benefit and governments would be deterred from despotic tendencies. The ultimate hope was that the individual countries would develop stable, democratic governments which would be