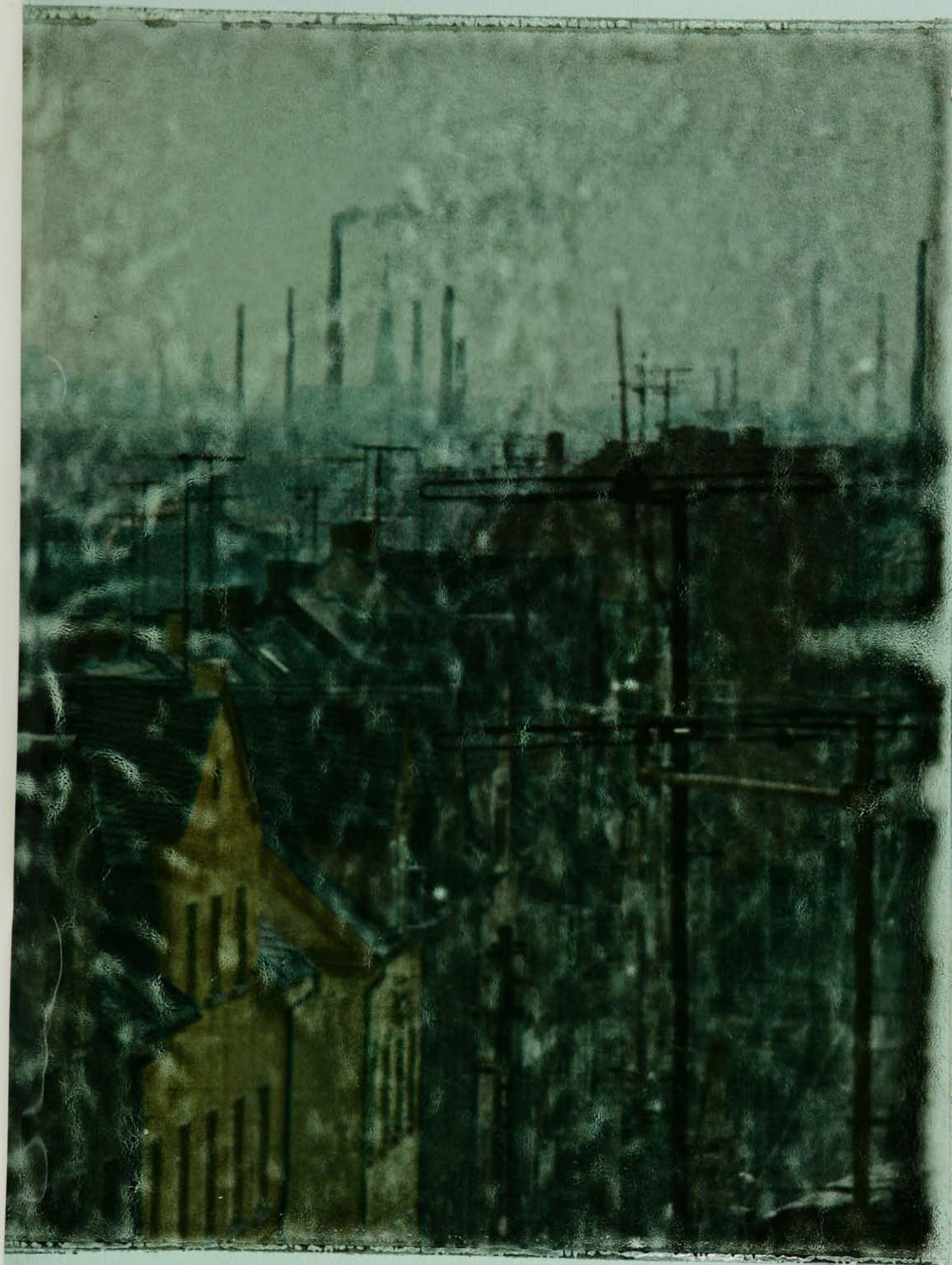


"Air Pollution"

Book II

Air and water pollution has already reached dangerous levels in many parts of the country. Within a very short period of time it seems clear that our major cities will have to restrict the use and number of hydrocarbon powered vehicles operating within its limits. In another twenty years or so thermal pollution, partly from nuclear power plants, will finish the job. By 1987 the population of the United States will be around 297 million. At the rate that we are going now to clean up the polluted air, there just won't be enough air to go around. Since the turn of the century the amount of carbon dioxide in the atmosphere has risen almost 15%. The net effect of this has been to create a greenhouse type of condition. This has caused a rise in temperature of about 0.2 degrees C. To date man can stand this much of a rise, but where will it stop and just how much can man stand? Our congress cannot handle this type of problem. There should be a separate agency

to control air pollution. This agency should have the power and the money to clean up our air and water. Our politicians in state and federal governments are traditionally too slow to take the unpopular steps that need to be taken.





# Air Poisons Worry U.S.

More than 20 million people suffer from some form of allergy. Yet most people know little about the causes and treatment which will enable them to live comfortably. This series, written by experts at the Allergy Foundation of America, will explain this modern-life health menace. Third of 18 articles.

By ALLERGY FOUNDATION  
OF AMERICA

Right now, Congress has before it proposals by the President to make a historic move. Because "winds carrying waste gases have no respect for man-made political boundaries," as President Johnson put it, the federal government proposes to step fully into the regulation of air pollution in the various states.

Only the recognition of a total threat to health could have made such an action even thinkable.

Just how many people are in the grip of allergies, prime candidates for severe reaction to such menaces as gases and wastes in the air?

Cases of emphysema, the killer that concerns health people the most at present, are estimated at from 1 to 10 million in this country. It is

more common than lung cancer and TB combined.

There are probably 13 million whose loves are affected by hay fever and-or asthma. We know that in WWII, 37,000 soldiers were discharged with asthmatic disabilities. We guess that 1 in each 20 persons has hay fever.

• • •

ONE ESTIMATE rounds out the figure on recognizable common allergies at 20 million people.

It is probably higher.

A specific test in a number of cities came up with 23 to 29 percent—an average of 1 in every 4.

With the confusion of cause and the variety of severity, from slight to fatal, in food allergies, scientists can only suspect that 1 of every 2 persons get reactions to their own private-poison foods.

The estimate on sensitivity to poison ivy is set at from 50 to 75 per cent.

Skin disorders? Who knows? There's one calculated guess. In the chemical, metal, plastic and dye industries, the estimate is that at least 600,000 are on the job, coping with an extra burden of sensitivities to products or byproducts in their plants.

Next; They Can Be Fatal.)

NEA Special Service

## New Electric Car on Market Soon

Times-Union Special Service

Beverly Hills, Calif. — Westinghouse Electric Corp. announced yesterday it is making and soon will be selling a two-passenger electric car for just under \$2,000.

Westinghouse, the first major electrical company to enter car-making, expects to sell 25,000 to 50,000 of the Markette autos next year.

The vehicle, powered by 12 six-volt, lead-acid batteries, has a top speed of 25 miles per hour and a range of 50

miles between chargings, said George W. Jernstedt, general manager of Westinghouse's transportation and industrial equipment divisions, at a news conference.

Although the vehicle initially will be sold for test marketing to gather electric car data from users, Westinghouse plans to market it widely soon.

The vehicle will be manufactured at Westinghouse's Marketeer plant in Redlands, Calif., and at another plant in Atlanta. Jernstedt said he

hopes for initial production of 10 cars a day.

Westinghouse stock rose \$1 to \$55.62½ on the New York Stock Exchange yesterday.

If the car finds a market, Westinghouse may set up a dealership operation. Initially it will be sold directly from the plants.

The Markette is an outgrowth of Westinghouse electric golf carts and materials handling and personnel vehicles.

Its primary use, at least initially, will be to provide

"convenient short-range transportation for urban dwellers," Jernstedt said.

This year's production will be sold primarily to community developers, electric utilities and governmental agencies wanting to explore the possibilities of electric in-town vehicles.

"It is not 'the car of tomorrow,'" Jernstedt said. "It will not, for example, be

Turn to back page  
of this section

## Electric Car On Sale Soon

Continued from Page 1

used for high-speed freeway or superhighway travel."

Westinghouse believes it will be ideal for travel to and from shopping centers and depots.

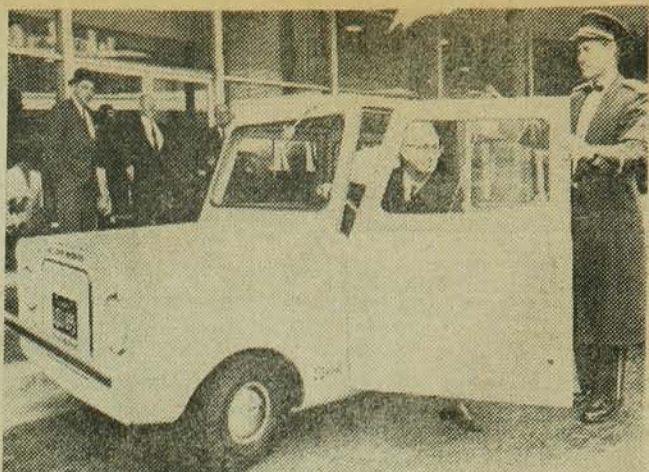
A retractable cord under the seat is unwound and plugged into a regular 110-volt outlet.

If the batteries become

completely depleted, a full charge would take about eight hours.

Jernstedt estimated the operating cost of the vehicle at about one cent a mile. The 12 batteries, he said, would last for about two years of normal driving. Replacement cost of the batteries would be about \$300.

(Copyright, 1967, Los Angeles Times-Washington Post Service)



—AP Wirephoto to The Times-Union

D. C. Burnham, president of Westinghouse Electric Corp., steps out of new electric car his company plans to sell.

## Air Polluters Ask No Stampede

T. U.  
May 10, '67

Washington (UPI) — The heavy industries that must bear a good share of the blame for air pollution today urged Congress not to stampede them out of business with rigid air quality standards.

Instead, they asked that air pollution controls be imposed regionally, that federal research into the problem be stepped up, and that they be given special tax breaks to help pay for abatement devices.

Spokesmen for steel, cement, scrap iron, and mining industries and the US Chamber of Commerce all opposed various sections of the proposed amendments to the Clean Air Act in prepared testimony before the Senate Air and Water Pollution Subcommittee.

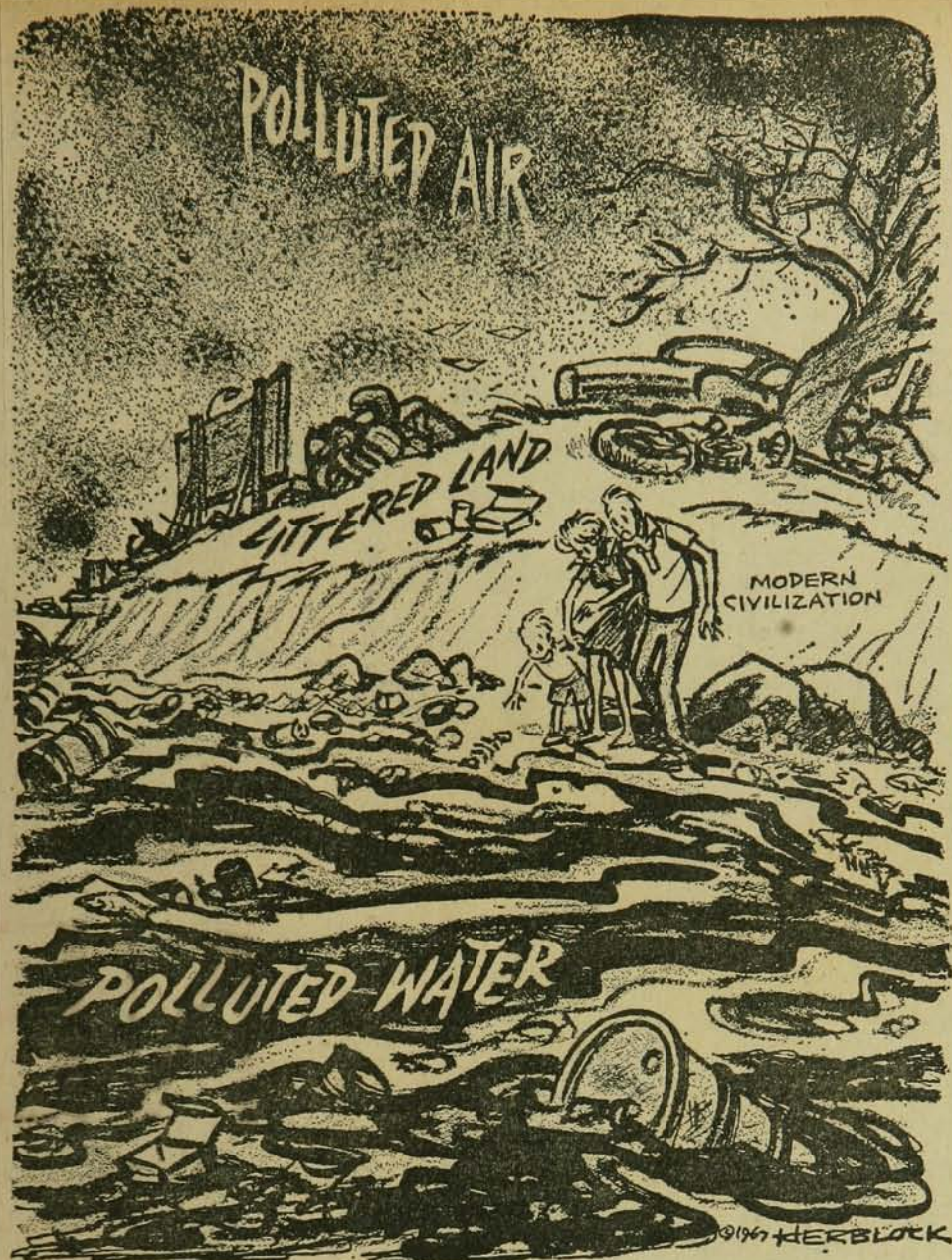
But none went so far as the coal industry, which yesterday charged that the government's proposed clean air standards would put it out of business and

plunge the nation into a mammoth power blackout.

The coal spokesmen claimed sulfur emission standards recommended by the Department of Health, Education and Welfare (HEW) "would reduce to a crawl the wheels of industry for years and years."

Joseph D. Coons of the American Mining Congress said in remarks prepared for testimony today "national industry-wide emission standards are inherently improper as tools for the control of air pollution. Such national standards cannot be expected to bear any rational relationship to localized airshed needs."

He said nonfederal antipollution efforts to date "will not profit, nor will the total effort progress, by the massive disruption which will surely follow from an abrupt infusion of federal standards and national enforcement policies."



ON THE BEACH

B. C.



B. C.



GRIN AND BEAR IT—



"I'm not just going fishing, dear! Like any good citizen, I'm spending the weekend studying river and lake pollution!"

# Cities With More Than 40,000 Population

1st

2nd

3rd

Rank of Air  
Pollution

New York  
Chicago  
Cleveland  
Long Beach  
Los Angeles

Boston  
Detroit  
Newark  
Pittsburgh  
St. Louis

Akron  
Baltimore  
Cincinnati  
Indianapolis  
Jersey City  
Louisville  
Milwaukee  
Washington  
Wilmington  
Rochester

# City Ranked 'Average' in Polluted Air

Rochester is listed among 65 cities in the United States with a serious air pollution problem, a spokesman for the National Center for Air Pollution Control of the U.S. Public Health Service said today.

He said a survey of cities with an "industrial" population of 40,000 or more ranked Rochester somewhere among the last 45 of the 65 cities.

"All large cities have a serious air pollution problem, and Rochester can be considered average among these cities," he said.

The five cities having the most severe problems are Chicago, Cleveland, Los Angeles-Long Beach, New York City and Philadelphia. The five whose problems rank second in severity are Boston, Detroit, Newark, Pittsburgh and St. Louis.

Those cities ranking third in air pollution severity are Akron, Baltimore, Cincinnati, Gary-Hammond-East Chicago, Indianapolis, Jersey City, Louisville, Milwaukee, Washington and Wilmington.

"This is the first time anyone ever tried to rank cities in terms of total air pollution and not just according to individual pollutants," the spokesman said.

He said Rochester's exact ranking would be worked out at a later date.

Rochester, he said, ranked among the third worst groups in suspended particulates among the five groups into which the cities were separated.

## Six Cities Listed High in Air Pollution

Washington (UPI) — The Health, Education and Welfare Department (HEW) today rated Chicago, Cleveland, Los Angeles-Long Beach, New York and Philadelphia as the U.S. cities with the most severe air pollution problems.

The findings were based on a 1961 to 1965 survey of 65 cities by the national center for air pollution control.

In the second rank of severity, according to the survey, were Boston, Detroit, Newark, Pittsburgh and St. Louis.

In the third tier of cities with problem pollution were Akron, Baltimore, Cincinnati, Gary-Hammond and East Chicago, Inc., Indianapolis, Jersey City, Louisville, Milwaukee, Washington, D.C. and Wilmington, Del.

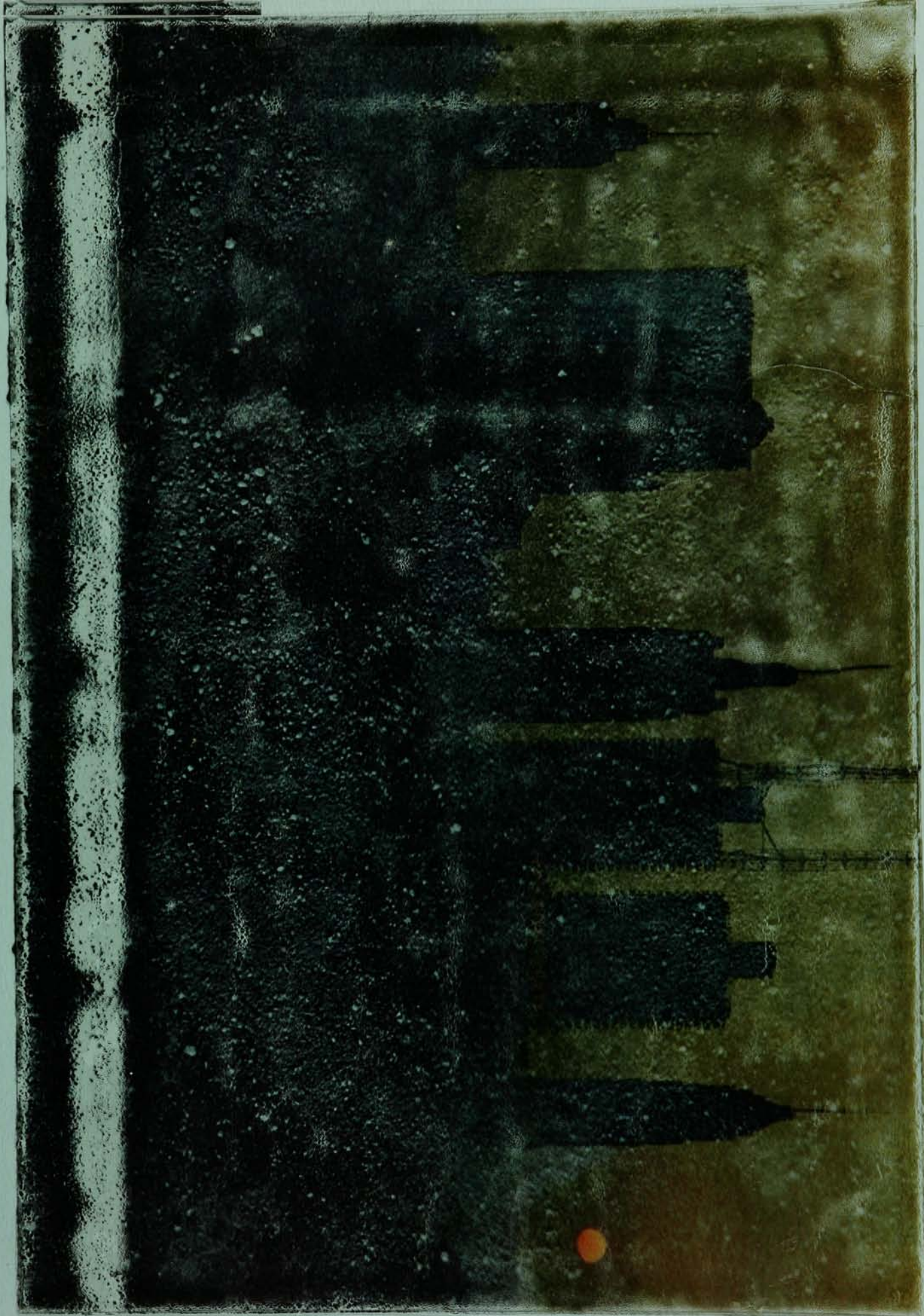
In all classes, the cities were listed in alphabetical order.

The HEW report emphasized that air pollution is "not the same everywhere."

New York City, for instance, burns large amounts of sulfur-bearing fuels to generate electricity and to heat buildings. As a result, major components of

New York's air pollution are sulfur oxides.

Los Angeles, with its abundant sunshine, frequent weather stagnation and dense auto population, is well known for its photochemical smog problem.









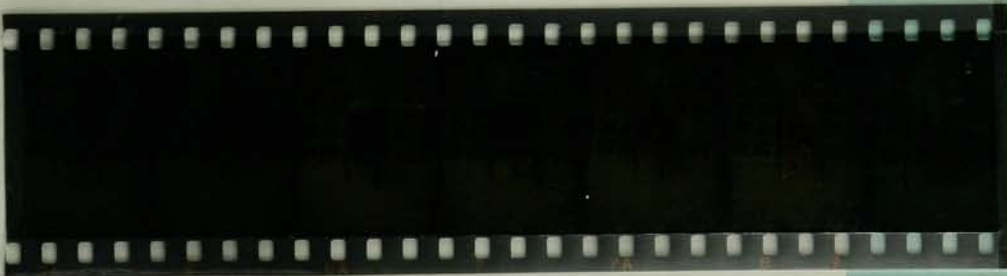


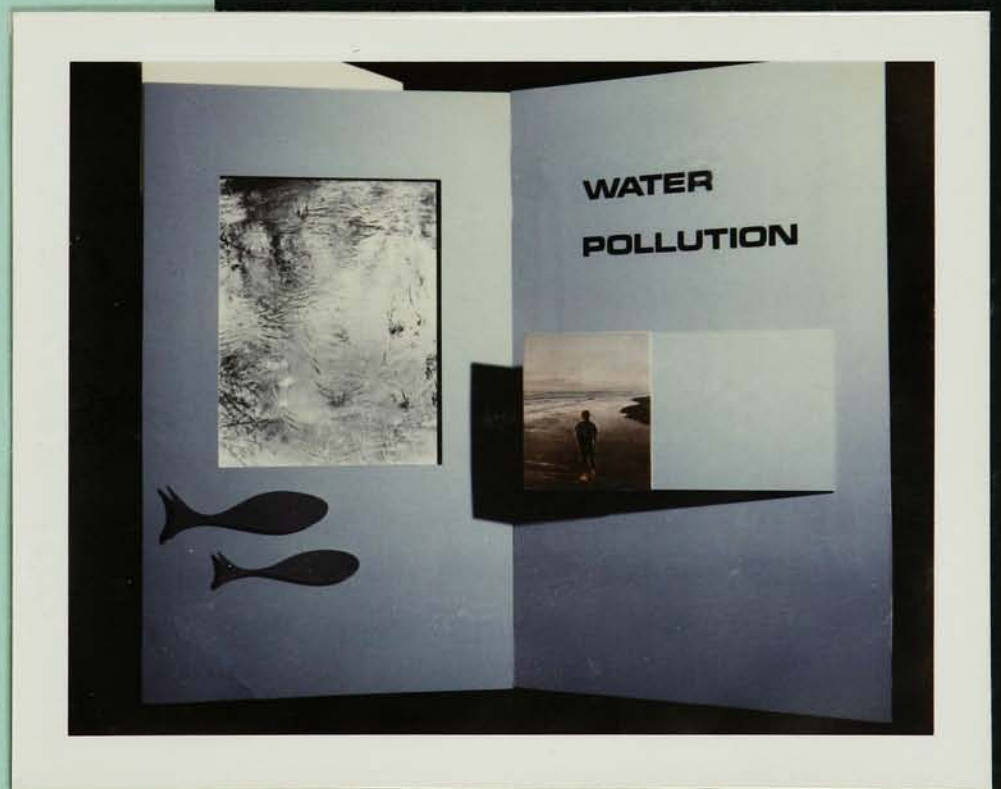




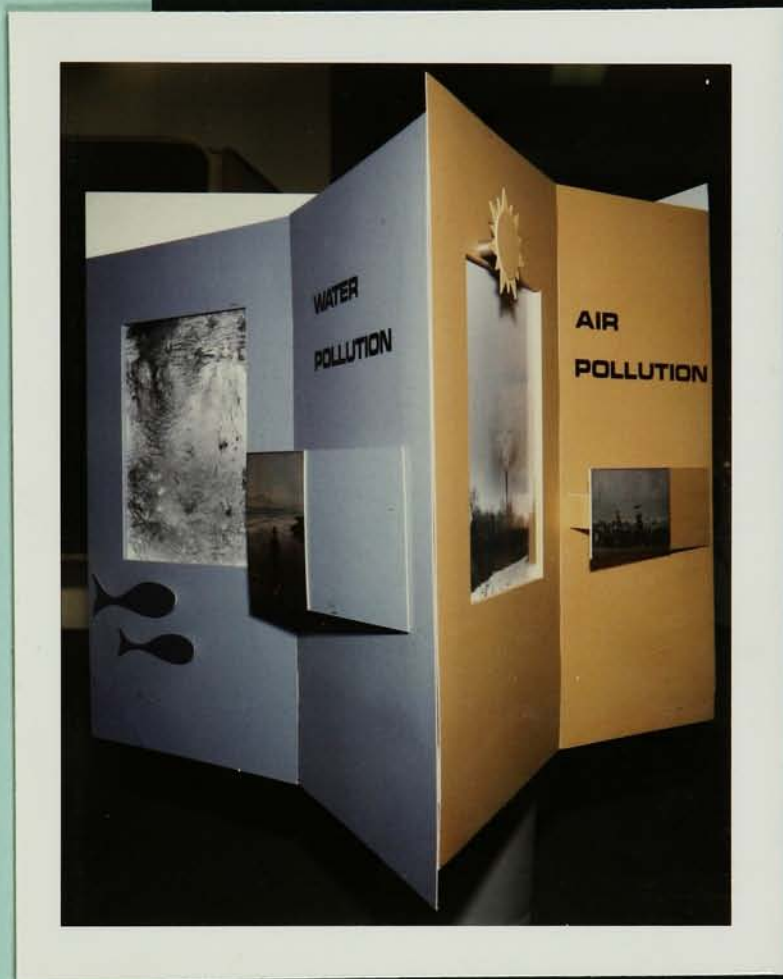
## Execution of the Project

One of the most difficult positions that a designer or ad man can find himself in is to find a new way to put across an old idea. This is just where I found myself with the subject of pollution. Pollution is as old as man himself. I had to present the problem to the public in such a way that they had little to read, and yet I had to have something that John Q. Public would remember. You will see in the next few pages the progression of this project from a flat wall display to a triangular type of display. The final display is shown here in a seven sided unit; two panels for water pollution, two panels for air pollution, one panel for photographs of various polluted streams, ponds, and industrial air spaces. The last two panels are of the informational type. One of the panels has three card boxes affixed to its surface. These boxes read, Local, State and Federal. Each box will have prestamped cards with the proper address on them. The individual viewing the display can take a card from each box, write their comments on pollution and then mail them without any cost to themselves.

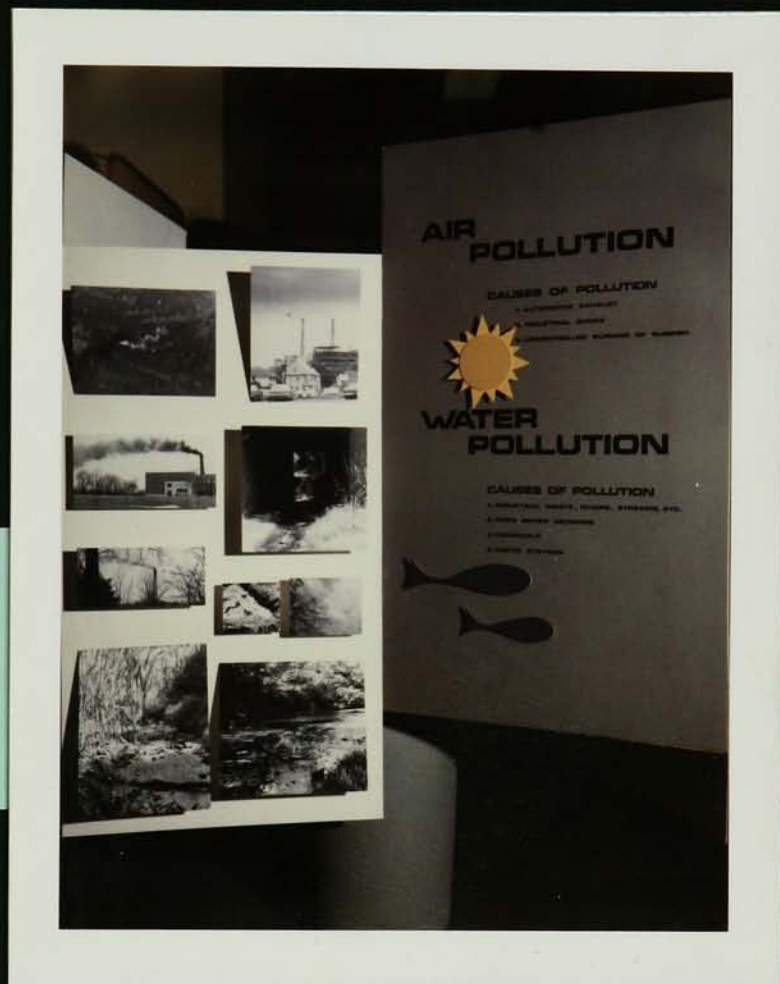












## Conclusion

I have been asked by many individuals just why I chose the topic of "Air and Water Pollution" for my thesis. To those of you who have sinus trouble, just getting up each morning and breathing in the smoke and fumes from the city air, know the answer to this question. I felt that the best way to approach the subject would be to give the public something that they could see and remember. The conventional type of wall display would soon be forgotten, but the unusual would be long remembered. I sincerely hope that I have been able to do this. It would have been almost impossible to show all of the over two hundred photographs that I have taken or to have included all of the articles, books or reports that I have read over the past six months. I have not presented a surefire cure for the problems of pollution, but I will say that I have a much better understanding of the problem that we all must face up to. My only answer to this would be to write and write and write, for only by writing to the various agencies will anything be done.

## Bibliography

1. "Man-Made America = Chaos or Control?"  
by Christopher Tunnard & Boris Pushkarev
2. "Our Dying Waters"  
by John Bird
3. The Subcommittee on Air and Water Pollution  
United States Senate
4. "What is Pollution and Pollution Controls?"  
The New York State Conservationist
5. "What About the New Electric Car?"  
Popular Science Monthly
6. "The Town That Launders Water"  
National Civic Review
7. Federal, Water Pollution Control Act  
Public Law 84-660, by the Water Quality Act of 1965  
U. S. Department of Interior