

**Covering the World:  
Lead Poisoning and The Social History of a Childhood Epidemic**

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4:00 pm -5:30 pm

Columbia University  
International Affairs Building  
420 West 118th Street  
New York, New York 10027

Dr. David Rosner offered a thought-provoking lecture and discussion based on the research and findings from his latest book, *Deceit and Denial: the Deadly Politics of Industrial Pollution*. From the shocking historical documents to the recent litigations nationwide, Dr. Rosner explained that corporations have a responsibility to keep the public informed about the toxicity of their products. He said that the neglect of lead companies in the 1920's and 1930's was not only deceitful but hazardous to workers, the public, consumers, and the environment. Dr. Rosner gave his interpretation of the Dutch Boy advertising campaign, saying that it was misleading and manipulative.