Twenty of the biggest chemical companies in the United States have launched a campaign to discredit two historians who have studied the industry’s efforts to conceal links between their products and cancer. In an unprecedented move, attorneys for Dow, Monsanto, Goodrich, Goodyear, United Carbide and others have subpoenaed and deposed five academics who recommended that the University of California Press publish the book *Deceit and Denial: The Deadly Politics of Industrial Pollution*, by Gerald Markowitz and David Rosner.

**The Nation**

**Deceit and Denial**

**The Attack**

Taken together they reveal that the vinyl chloride segment of the larger study violates basic principles of academic integrity, historical accuracy, and professional responsibility, as detailed below. Far from representing dispassionate expert judgment, the report and the chapters are the product of sustained and repeated violations of applicable professional standards for historical scholarship.

A review of Markowitz’s report and other work reveals that he has repeatedly violated the AHA’s and NCPRH’s guidelines in six specific areas:

I. Integrity and Accuracy;
II. Misrepresentation and Omission;
III. Advocacy and Oversimplification;
IV. Inadequate Documentation;
V. Qualification and Interpretation; and
VI. Professional Ethics.

**DOCUMENTS TO BE PRODUCED**

1. Please produce all drafts of each review you wrote regarding *Deceit and Denial*.
2. Please produce all reviews you wrote regarding *Deceit and Denial*.
3. Please produce all documents you reviewed, consulted, and/or considered in relation to the work you did in conjunction with *Deceit and Denial*.
4. Please produce all correspondence regarding *Deceit and Denial* with the University of California Press, Gerald Markowitz, David Rosner and any other person or entity.
Dear Professor,

I am writing to introduce you to Round Table Group, and to notify you of a specific, short-term consulting opportunity which may be of interest.

RTG is a consortium of several thousand professors and industry experts in management, law, medicine, science, computer science, education, engineering, economics, and other disciplines who make themselves available to provide customized expert witness and consulting services to law firms and companies who are clients of Round Table Group.

Our attorney client is seeking an historian, highly credentialed and at a prestigious university, to perform some historical research and instruct a lay jury on what was known about a particular occupational hazard (lead paint contamination) between 1950 and 1980. The historian need not be a subject matter expert; our client is mainly interested to find an historian who is a good communicator; someone who can easily communicate a story to a lay jury.

Example of Industry Historian’s Argument

In both D&D and the report, one persistent pattern of overgeneralization and insufficient corroboration arises from Markowitz’s use of the term “the industry” and similar collective nouns (“producers”), or pronouns (“they”), in formulations like “the industry knew,” “the industry was faced by...,” “Industry leaders became terrified,” “the chemical industry was
B. F. Goodrich is sharing its knowledge with all PVC manufacturers. They hope all will use discretion in making the problem public. Any new findings should be communicated to the MCA Occupational Health Committee or to Dr. Leo Wills of B. F. Goodrich Company. They would read any X-rays supplied them without charge. They particularly want to avoid exposures like Atlantis Burns and Burns at New Seasons.
The people in the cosmetic trade have been concerned about the possible toxicity of these propellants. Some calculations have been made to show the concentration of propellants in a typical small hair spray can. When VCM monomer is used as the propellant in a hair spray and the operator sprays 10 customers in an 8-hour period, the average concentration of VCM monomer is 120 ppm by volume. In some cases, the concentration of VCM monomer in the air can be as high as 1400 ppm. All of this suggests that beauty operators may be exposed to concentrations of VCM monomer equal to or greater than the level in our study.
Notes on meeting between representatives of MCA Technical Task Group on Vinyl Chloride Research
National Institute for Occupational Safety and Health (NIOSH)
Baltimore, Maryland, July 17, 1975

Participants:
For MCA:
Mr. W. S. Finkman
Vello Corporation
Mr. K. K. Jones
The Dow Chemical Company
Mr. B. R. Wispy
Shoe Carbide Corporation
Mr. George S. Savit
MCA staff

For NIOSH:
Dr. Marcus R. Hay, Director
Dr. Keith Jacobson

Representatives from the Bangladesh group project sponsors:
Dr. David S. Forrest
[Imperial Chemical Industries]