

\$64 Question

Why won't many companies implement technologically feasible and cost effective pollution prevention measures?

Is it because they can make larger short-term profits through investments in the market?

Is it because executive compensation is linked to short term returns?

MEMORANDUM

Reference is made to the letter of the
Director of the Bureau of the Census
dated 1/23/54, and the letter of the
Director of the Bureau of the Census
dated 2/10/54.

The Bureau of the Census is in the
process of reviewing the data on
the 1953-54 season and will report
the results to the Bureau of the
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