

ETHYL CORPORATION

INTER-OFFICE CORRESPONDENCE

TO Mr. L. L. Huxtable ADDRESS Los Angeles
FROM Mr. G. H. Unzelman ADDRESS Los Angeles
SUBJECT Air Pollution - Film DATE October 16, 1961

You will recall a few months ago we discussed the general subject of air pollution in the Los Angeles Basin and its relation to Ethyl's antiknock business in the Western Region. At that time it was pointed out that one of the real difficulties we had was getting our story across to organizations like the L. A. Air Pollution Control District (APCD)--also keeping our "finger on the pulse" of the whole situation at all times without being conspicuous. The suggestion was made that a film on the subject of air pollution could serve as a vehicle for a good deal of contact with S. Smith Griswold, APCD Control Officer. This gentleman could be made to feel that he was contributing a great deal to the film---and certainly our message would be transmitted at the same time. Similar contact could be made with other organizations and individuals having air pollution interests.

More recently our company has taken a much deeper interest in the smog problem since lead antiknocks have become a specific target of the air pollution groups. Lead is now being attacked on two bases: (1) possible toxic addition to air contamination, (2) exhaust catalyst poison.

As a result you requested recently that I comment on the subject of a film on air pollution. Specifically your request was for purpose and value of such a film rather than for subject content.

Certainly a film of this type would have to be on the broad subject of air pollution and would be classified as educational. The story would be non-technical and would:

1. Tell what smog is.
2. Cover the controls that are, and will be, in effect.
3. Speculate on the future.

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The material should be designed to capture a large audience including civic groups, high school and college groups as well as personnel in the oil, chemical and related industries.

The film would incorporate briefly and tastefully whatever features are necessary to provide a "soft sell" for lead antiknocks (and other gasoline additives) in their relation to air pollution. Also touch on the value of antiknocks to the petroleum industry and the motoring public. This could be accomplished in a manner that would add to the corporate image. Specifically Ethyl would be placed in the "eye of the public" as a firm contributing in the scientific and objective search for a solution to the smog problem.

The film could also portray the work the oil industry has already done to reduce air pollution--and this can be defined in terms of money, research, equipment, and controls. For example, both Ethyl and certain major oil companies have made research facilities and technical people available to responsible public groups in a scientific effort to determine what "smog" is and how it can be controlled. The oil companies have also:

1. Controlled vapors in tank farms.
2. Built sulfur plants to eliminate sulfur gas as an atmospheric contaminant.
3. Installed smokeless flares.
4. Installed electrostatic precipitators.

In effect the film could show that refineries did contribute to the air pollution problem to some degree in the past--but not now! Such an approach would make the film very desirable to our customers in their own public relations efforts. It would find some justification as a customer service by Ethyl. We would also be assured of widespread distribution of the film story to the public with minimum effort by our own organization.

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4. U. S. Department of Health, Education,
and Welfare

also:

1. American Petroleum Institute
2. Western Oil and Gas Association
3. Major oil companies as Standard of
California

There would be some problems: Expression of technical aspects of the story would be difficult. In my opinion the only medium that can hope accomplish this without loss of audience is a film. It is a matter of creativity, research, and hard work to find the right combination of pictures and words to clarify technical points--and at the same time accomplish this end under the guise of entertainment.

Another problem would be to distill all the ideas, material, etc., etc. into something everyone would accept. Again--a matter of hard work and having the necessary time to "talk out the sticky points" with interested parties.

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Recently there has been mild criticism of Ethyl (and competition) for not being more active in the air pollution campaign with respect to lead. The comments have been from major oil company people on the West Coast. There would be no quicker way to reverse this feeling than for Ethyl to engage in producing a film on the subject.

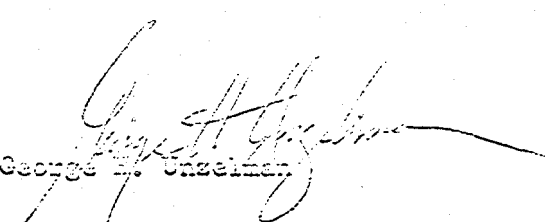
Giving credits for assistance in making the film possible would be an important maneuver in gaining the cooperation of air pollution organizations. Ideally the following groups could be brought into play and would endorse the film:

1. L. A. Air Pollution Control District
2. California State Department of Health
3. National Air Pollution Control Association

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The whole subject of air pollution is a problem that has to be clarified to the public in a more effective manner than heretofore. A film is a medium that will generate enthusiasm and hold attention faster than any other. Imagine trying to get 30 or 40 people to read a booklet or hear a talk on air pollution if it did not fall into the category of their job or duty. Yet they will always agree to watch a quality film.

In my opinion it is only a matter of time before a film is made on air pollution. Properly done it can be a real credit to the sponsor.


George H. Unzelman

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