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MONSANTO OFFICIAL OUTLINES POLLUTION CONTROL STRATEGY

DALLAS, Oct. 7 -- An "all-out, fully coordinated, head-on attack" to reduce the nation's water pollution to acceptable levels by 1980 was urged here today by John L. Gillis of St. Louis, senior vice president of Monsanto Company.

Speaking to the 42nd annual conference of the Water Pollution Control Federation, Gillis called upon the public and private sectors to "unify many abatement efforts in a common attack on water pollution." Gillis is chairman of the U.S. Chamber of Commerce advisory panel on environmental pollution.

"A constructive and enlightened stance for the business community would be one of cooperation and coordination," he said. "Businesses can -- and should -- participate directly in the framing of meaningful laws and local water quality standards... Water of pristine purity is attainable, if we are willing to pay the price."

"Federal legislators may want to enact laws, stricter than those now on the books, compelling industrial pollution control by a specified time," Gillis remarked. "That approach could be highly successful, provided the laws applied equally to all."

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He added that "a sensible idea would be to offer economic incentives, such as tax credits, to businesses that take swift, decisive action to control pollution."

One relatively new incentive for pollution control, said Gillis, is the fact that many pollutants can be recovered and reused or converted to some other useful form. "There are often business opportunities to be found in polluting substances," he explained. "We in industry can expect to become increasingly involved in this concept."

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