

March 4, 1970

SUBJECT: BULLETIN NO. 1
LEAD ADDITIVES IN GASOLINE

To: All Members of the Lead Industries Association, Inc.

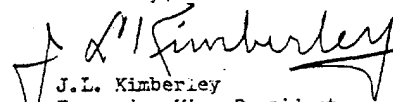
Until quite recently LIA has kept informed on developments with regards to lead additives in gasoline but at the request of the lead additive manufacturers has been comparatively inactive in the public debate. The recent massive attention to the question throughout the entire press has forced a change in this attitude and LIA is now involved actively with the TEL producers.

Specifically we are now working as rapidly as possible on the preparation of a statement to make clear the absence of any threat to health from lead in automobile exhausts, while also highlighting the great impact of taking lead out of gasoline on our natural resources and on the economy.

As evidence of recent steps taken, we attach copies of two press releases on the subject; the first of which has been distributed broadly over the wires of the UPI and the second of which has already achieved major pickup, including a live television interview in New York involving the writer. Also attached is a letter written to the Editor of the New York Times, which has not yet been published. This was in answer to a typical "scare" report presented at an American Chemical Society meeting in Houston, by a West Coast geochemist.

We will be sending such material as this currently and will in addition forward a monthly summary on the status of this most important situation.

Sincerely,


J.L. Kimberley
Executive Vice President

JKK/gt
Attach.

PNYC00001214

N10189

From: Hill and Knowlton, Inc., 150 East 42nd Street, New York, N. Y. 10017, 212 697-5600

Contact: Environmental Health Unit
Robert A. Rogers
Hill and Knowlton, Inc.
212-697-5600 ext. 325

FOR: LEAD INDUSTRIES ASSOCIATION

FOR IMMEDIATE RELEASE

"GET THE LEAD OUT" OF GAS MEANS
GOING BACK TO OLD CARS

NEW YORK (Feb.26) -- "The public is about to be taken for a ride in an 18-year-old automobile and doesn't even know it," J. L. Kimberley, executive vice president of Lead Industries Association, said today after a two-day meeting with experts on lead, gasoline and emission control at which proposed changes to remove lead from gasoline were considered.

"I can't believe the public will let our legislators force the auto industry to produce a 1971 car having either the performance of a 1953 model or much poorer gas mileage.

"These will be the apparent choices if lead is removed from gasoline and lower compression engines used as the auto makers are now seemingly forced to consider.

"The reasons for this change back to the 1953 engine, claim the proponents of unleaded gas, are increased emission control problems with leaded gasoline and possible adverse effects on health. Neither is true," said Kimberley.

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Kimberley explained that there are devices that exist which will reduce pollution without removing lead from gasoline.

The industry executive also said that lead effects on health have been thoroughly studied and no health hazards have been found from lead in the atmosphere.

Kimberley added, "The best gas available in 1953 had an octane rating about the same as that proposed to run the threatened 1971 models."

PNYC00001216

FROM: Hill and Knowlton, Inc., 150 East 42nd Street, New York, New York 10017

FOR: Lead Industries Association, Inc.

February 24, 1970

New York -- A spokesman for the Lead Industries Association said today that most of the automobiles now on the nation's highways may not be able to function properly if all leaded gasolines were to be banned in the near future.

J. L. Kimberley, executive vice president of the Lead Industries Association, issued his warning amid demands that immediate use of the non-leaded gasoline would be the most efficient way to solve the automobile pollution problem.

"We agree that the environment must be controlled. But there are proved methods of control with present gasolines that would be less disruptive and costly to the motoring public and to the national economy than re-engineering engines and fuels," Kimberley said. "Furthermore, there is no evidence that proposals now before the public will clean up the environment."

"We are convinced that there are presently known techniques that will greatly reduce exhaust of both gases and particulates, including lead, to meet standards proposed by pollution control authorities. These should be tried before venturing into the unknown results of different engines using fuels different from those of today."

In addition, Kimberley said that a recent U.S. Department of Interior research report stated that pollution effects increased by as much as 25 percent when gasoline was changed from leaded to unleaded even though total emissions were about the same.

(more)

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The LIA, several of its members, and the lead industry have been supporting research and conducting tests for years on lead in the atmosphere and controls for reducing exhausts from engines using leaded gasoline.

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