It is essential that each of your plant managers fully understands his responsibility to safeguard and promote the Abex reputation in his locality. He must concern himself in community affairs and be sensitive to the public interest. We cannot afford to ignore the complaints of our neighbors or sit complacently awaiting developments which can lead to petitions, lawsuits, fines, or suspension of manufacturing operation. If we are on the ball we can avoid trouble by anticipating it.

We must make more of an effort to educate our friends and acquaintances in the fact that Abex contributes importantly to the local economy with our productive facilities. Our plant managers must take a leadership role in representing Abex plants as built-in community assets which deserve broad based public support. We manufacture products, not dirty air, we feel communities wanting clean air should share the cost of having it. Today, for example, we need public support in backing legislation, now pending in many areas, which would provide tax incentives for investment in pollution control installations. Property tax relief, rapid amortization, or investment credit on air pollution facilities we already have in operation or have planned could save I.C.I. shareholders a considerable amount of money.

The Environmental Control Committee is available to advise your plant superintendents in their community involvement. They should keep Eads Johnson informed and call on the committee promptly when they need assistance.

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