



Lead Industries Association, Inc.

292 Madison Avenue • New York, N. Y. 10017 • Telephone: (212) 679-8030

August 12, 1971

SUBJECT: ETHYL CORP. FILM "LEADED
versus UNLEADED GASOLINE
THE FACTS and THE MYTHS"

To: Official Representatives of Members of
Lead Industries Association, Inc.:

Attached please find a brochure from the Ethyl Corp. describing and offering for loan their recently produced and quite comprehensive film on this subject.

A critique of the film by those who have seen it including ourselves, is that it is most informative and particularly useful for showing to your own personnel and to your community civic groups and fraternal organizations.

You are the only one in your company receiving this notice and I do hope that you or someone else you might designate in your company, will take advantage of this offer being made by Ethyl Corp.

Sincerely yours,

David M. Borcina

David M. Borcina
Secretary, Treasurer

DMB:so
Att:

LIA14542

LEADED versus UNLEADED GASOLINE

THE FACTS and THE MYTHS

A FILM FROM

Ethyl
Corporation

Ethyl
Corporation

*Changing...
to Serve
a Changing World.*

330 South Fourth Street
Richmond, Virginia 23219

CPR-4/71-10M
Printed in U.S.A.

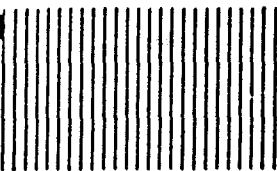
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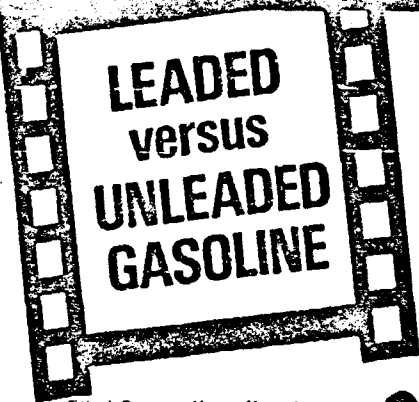
ETHYL CORPORATION
P. O. Box 2189
Richmond, Virginia 23217

ATTENTION: CPR FILM

FIRST CLASS
PERMIT
NO. 3525
RICHMOND, VA.



N 3444.01



LEADED versus UNLEADED GASOLINE

Ethyl Corporation offers to your company, club, school or organization, on a free-loan basis, a 27-minute color film, produced to clarify the role of lead antiknock compounds in gasoline.

Entitled "Leaded Versus Unleaded Gasoline: The Facts and The Myths," the film presents medical and technical documentation that lead in gasoline does NOT:

- Pose any health hazard
- Contribute to smog
- Hinder meeting future automotive emissions standards.

Since the beginning of the environmental decade of the 70's, a great deal of attention has been focused on the catchy phrase, "Get the

THE FACTS and THE MYTHS

Lead Out." Lead antiknock compounds have been cited as having a role in air pollution from automobiles and as a deterrent in providing mechanisms to correct automotive emissions. "The Facts and The Myths" has been produced by Ethyl to present the other side of this complex issue so that decisions concerning the use of lead antiknocks can be made in the light of an objective examination of all the FACTS.

If your group is interested in knowing the facts on one important phase of the nation's air pollution problem, simply tear off the self-addressed request card and mail it to Ethyl. We will make every effort to send you a print of "The Facts and The Myths" in time for your planned showing. Please list first, second and third choices of showing dates and allow two weeks for shipping.

We would like
to schedule a showing on

(1st Date)

(2nd Date)

(3rd Date)

Remarks

NAME

ORGANIZATION REPRESENTED

STREET OR P. O. BOX

CITY

STATE

ZIP