The Honorable Gaylord Nelson  
U. S. Senator

The Honorable Paul N. McCloskey, Jr.  
U. S. House of Representatives  
Washington, D. C.

Gentlemen:

Thank you for your note of March 16 notifying us of the environmental problem teach-in planned for April 22.

I most certainly agree with you that education about the problems caused by pollution is a basic first step in the ultimate solutions to these problems. The fact that so many schools and colleges are participating indicates you will accomplish this purpose.

Yet I am not sure that this will be enough. It is my strong personal belief that we will overcome our pollution problems only when responsible people — scientists, businessmen, government executives, educators, and others — draw a workable plan and then execute the plan. This is not an easy task by any means, but it must be done and it must be done by those people who can best implement the plan.

This is one of the reasons I feel the April 22 teach-in may not be the most appropriate vehicle for actually doing something about pollution. For I believe we have passed the point of talking and must get down to the job of doing, and I mean doing things such as our current experiment with the Milwaukee Metropolitan Sewerage Commission. In this experiment we are supplying waste pickle liquor which the Sewerage Commission uses to reduce the phosphates in sewage. We are not certain this experiment will work, but it is the type of thing more and more people must start doing if we are to solve our problems.

There is a second reason I am reluctant to participate in the April 22 teach-in. Too often programs of this type are infiltrated by irresponsible and radical persons who seek to turn noble programs into platforms for preaching hate and violence. Certain militants, both student and non-student,
seem more interested in espousing their own causes, which in some cases is the total overthrow of the business community, than they do in working toward sensible and acceptable solutions.

It is for these reasons that A. O. Smith will not make a financial contribution to this program. I do indeed thank you for your invitation and hope you understand my position.

We believe, as you do, that solutions must be found for our environmental problems. We support, as you do, all efforts to curb pollution. And I hope we will be working together toward the ultimate solution to our problems.

Sincerely,

[Signature]

Urban T. Kuechle, President
A. O. SMITH CORPORATION

Milwaukee, Wisconsin
March 31, 1970
The Honorable Gaylord Nelson  
United States Senate  
Washington, D. C. 20515

The Honorable Paul N. McCloskey, Jr.  
United States House of Representatives  
Washington, D. C. 20515

Dear Senator Nelson and Congressman McCloskey:

Your letter of March 12 concerning the nationwide environmental teach-in being planned for April 22 awakened many thoughts in my mind. These thoughts were not confined just to Hercules' role in improving the quality of our environment -- a goal which has been earnestly subscribed to by extensive careful research and major capital investments for many years -- but also thoughts about the increasingly complex national problems stemming from unsatisfactory sewage and waste treatment, incomplete combustion of fuels in both stationary and mobile power plants, and industrial effluents. There is no doubt that the flow of pollutants into the ground, streams and the air we breathe has waxed for many years and it is time to make it wane.

In any such situation, it is hard to put the finger on any one simple credible solution. The sources of pollution are multiple and the structure of reasonable controls is not only technical but economic and, hence, involves potent social and political factors. The public is so used to using the environment as a sink for its unused and unwanted by-products, that it is hard to get them to realize the true picture or to accept the ultimate responsibility which must rest with the people. Obviously, under these circumstances the role of education is a vital one but, unfortunately, this role has been poorly served by the educational community. It is significant that the proposed environment teach-in seems to involve students in an organizing capacity, and the organization known as Environmental Teach-In, Inc. is, by its own statement, a student-run national office. Too often it is the case nowadays that students have to attempt to fill the gaps left by the lethargy or inattention of the academic world.
We have closely followed in the press the reports on campus activities related to the environmental quality question. We favor educational efforts designed with the total span of human activities under scrutiny, including municipal, industrial and individual contributors to our polluted environment. We would like to see not only pictures of belching smokestacks and dead fish, but a careful depiction of both the direct and indirect causes, including economics, points of control, and political measures that ultimately may be necessary in order to achieve what we all seek.

I am responsive, therefore, to your urging that we participate in appropriate ways on April 22. We are participating by contributing to the Teach-In at the University of Delaware. We will have a speaker participating in their program and are also providing speakers at a number of colleges and universities in various parts of the country.

We also recognize that this is not a one-day effort and that the voice of industry must be heard in a continuing and strengthening fashion over the coming years. Our participation is essential not only to disclose significant facts that are frequently overlooked in emotional presentations, but also to portray solutions which industry must ultimately bring to bear in practically all elements of the pollution control picture.

As a company, we are presently active on the evolution of chemical means of water management and have a division of the company organized for that purpose and a number of new chemical products useful in clarification of the aqueous effluents from paper mills and sewage treatment plants. We have an active project under way in a novel way of solid waste recovery. We have for many years mounted active research programs on less toxic pesticides; in fact, the most important of our pesticides -- Toxaphene -- differs from most other of the chlorinated products in that it does not display biological build-up in host animals.
On a nationwide basis Hercules capital expenditures for controlling air and water pollution has increased considerably in the last five years. In 1964 we spent about $1,000,000, over $2,000,000 in 1968, and over $3,000,000 in 1969. It is estimated that Hercules will spend in the next five years somewhere between $15,000,000 and $20,000,000 on investment in pollution control facilities. And this is not all of the expense, for once the facilities are constructed, they must be operated and these costs are now running in excess of $2,000,000 per year. However, we are continuing our efforts to reduce the cost of pollution abatement by eliminating pollution at the source. If there is no waste, there is no need for waste treatment. At every plant location, Hercules has appointed engineers to be responsible for pollution control. Strenuous efforts are being made on in-plant pollution abatement through tighter control of existing processes.

At every Hercules location having a pollution problem, either necessary measures have been taken to correct the situation or we are working on a time-table with appropriate regulatory agencies on the solution of the problem.

While we are not currently interested in making financial contribution along the lines you suggested, we are committing funds to the direct solution of the problems of pollution.

Sincerely yours,

R.W. Cairns
April 10, 1970

The Honorable Gaylord Nelson
The United States Senate
Washington, D. C. 20510

Dear Sir:

Mr. Guerrant has asked me to write to advise you that we will be unable to provide financial support for the forthcoming Environmental Teach-In.

Due to a substantial operating loss for our last fiscal year and for the first six months of the current fiscal year, we have had to curtail our contributions program and not make any contributions that do not have a direct business benefit. Our financial situation this year is further adversely effected by the government's cyclamate ruling.

If the funds were available, I am sure we would rather put them to the more important use of solving pollution problems, rather than simply publicizing the problems.

Meanwhile, Libby's is continuing to do everything in its power to protect the environment. A very substantial portion of our capital investment budget is dedicated to this purpose.

As you noted in your letter, Libby's has long been interested in doing its part to preserve our environment while providing needed quality food products. Aside from this common concern, we are, of course, vitally interested in protecting the livelihoods of all of our employees—and, as you know, we operate five plants in your state of Wisconsin.

Respectfully,

R. D. Kemplin, Secretary
Contributions Committee

RDK: jr
The Honorable Gaylord Nelson
United States Senate
Washington, D. C.

Dear Senator Nelson:

Your letter of March 12, 1970 to Mr. McConnell regarding the Environmental Teach-In has been referred to me for reply.

We at Reynolds share your concern and those of our young people regarding the despoliation of our environment by pollution. Even though the entire aluminum industry contributes less than a fraction of one percent of the nation's air pollution and its contribution to water pollution is infinitesimally small, Reynolds Metals Company believes that any pollution degrading the quality of our environment is too much.

In line with this thinking, Reynolds Metals Company has, over the past 20 years, spent more than $100 million in installing and maintaining equipment which controls pollution and we are accelerating expenditures for this purpose.

We have also been very active in the area of litter and solid waste disposal. Because of its high salvage value, aluminum is a material that can be economically recycled today. Our Aluminum Can Reclamation Program successfully demonstrated this through pilot programs in Los Angeles and Miami. We are now expanding this concept to other metropolitan areas and together with organizations cooperating with us, will be reclaiming used aluminum consumer products in 16 states by the end of 1970. This effort, in addition to our support of organizations such as Keep America Beautiful, represents a substantial expenditure at the present time.

We believe that the nationwide effort being planned for April 22 will provide a platform for dialogue that will supplement the students' present concern with a sound technical basis for action and provide industry with fresh ideas, approaches and priorities in tackling environmental control problems.
In this regard, Reynolds Metals Company is cooperating with 20 colleges and universities in their specific programs for anti-litter and solid waste activities associated with the April 22 Earth Day. We are also providing specialists to speak and participate in three separate campus events associated with Earth Day and have responded to requests for information (such as questionnaires) from others.

Thus, we have chosen to make our contribution to the Teach-In effort in the form of time and manpower commitments rather than as a cash donation.

We wish to congratulate you and Congressman McCloskey for your initiative in making the Environmental Teach-In program a reality.

Sincerely yours,

Robert F. Testin
Director, Environmental Planning

RFT: jb

CC: Messrs. J. H. McConnell
    D. P. Reynolds
    R. N. Bolling
    J. F. Awad