

ETHYL GASOLINE CORPORATION

CHRYSLER BUILDING
135 EAST 42ND STREET

NEW YORK May 8, 1931.

INTER-OFFICE
CORRESPONDENCE

Dr. Robert A. Kehoe,
College of Medicine,
Eden & Bethesda Aves.,
Cincinnati, Ohio.

Dear Dr. Kehoe:

The enclosed yellow sheet, which has been published in Chicago for quite some time by unknown personnel, has been attacking particularly Shell in a very ghastly fashion for at least a year.

It had a very sour article against us prior to our making a contract with Shell but since then every week they become more libelous.

An issue of about April 15th stated that one Dr. Betts, who had made a study of cancer, claimed that metallic poisoning was a large contributing factor in the recent increase of cancer cases. Some reference was made to aluminum, and the intimation in the April 15th article was that they were going to devote some attention to the Aluminum Company of America in the near future. However, you will note as indicated by the enclosed May 1st article that they are trying to tie up lead with the growth of cancer. This article is simply rotten but no more villainous than some previous articles emanating from the same source.

I do not know who the Dr. Betts is to whom reference is made, but thought you might know.

This same yellow sheet has vilified Mr. Teagle on prior occasions and the Standard Oil in general. Some time ago when the first attack was made on Ethyl I made inquiry of Mr. Stephens, who is General Counsel for the Standard of Indiana, as to who these people were and what he thought they were after - the purpose back of their articles. Mr. Stephens said that they had no fixed office or personnel and on a prior occasion when they wished to find out about them were not successful in locating them. Furthermore, he advised against our attempting to do anything to suppress such villainous writings.

I thought they would probably write themselves out and finding that we paid no attention to them would leave us alone. It may be that in time they will become exhausted and find that they have not penetrated our skin any and so eventually "lay off" us. Just recently I thought that we might employ an investigator to locate them and perhaps get at the bottom of this attack, which, of course, will have to be done without the authors' knowing of any possible connection between the investigator and us.

May I ask for any suggestions you may care to offer regarding any phase of the matter.

Yours very truly,

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\$1.00 per month

\$10.00 per year

INTERESTING
OIL FACTS and RUMORS

Room 602, 20 E. Jackson Blvd.

CHICAGO, ILL.

AU GRAND SERIEUX

Issued in the interest of the American Petroleum industry. Confidential for our Subscribers only, and as nearly authentic as it is possible to obtain.

Vol. 5, No. 30.

This paper is strictly independent of all dealers, May 1931, marketers and jobbers.

After Godber - What?

The dear old boys from England have sent Freddy Godber over here to see what it is all about. They know they are losing gallonage to the point where the profits from the greater part of their filling stations will not pay the light bills. They have laid off thousands of employees, about five thousand from the St. Louis outfit alone, of course taking great care not to let a British subject go - "only those silly Americans, don't you know." Thick as they are, they must see the end - less gallonage and fewer employees each month can only lead to one thing, a final blow-up, and only one thing can save that - to sell out, and who would dare buy them out, for no one in the United States would ever believe it was an honest sale, and no company, however big would be fool enough to buy out Shell for they well know they would be signing their own death warrant in the United States and in the American Oil Industry.

There is a rumor all around the oil centers and the one we got came direct from an employee of Shell's in a high position, as follows::

Shell knows it is licked and wants to quit. An arrangement will be made between Sir Henri Deterding and Walter Teagle this summer at a meeting they are to hold abroad. The arrangements as they now stand are a trade of equipment, Standard of New Jersey to take over all retail and wholesale Shell equipment in the United States except the bunker fuel stations along the Coast, Shell to get in exchange equipment in several other countries. This move will give Standard of New Jersey a nation-wide set-up at once. Of course, this is only a rumor so far, but from what we can dig up it looks as though there might be some fact in it.

New Jersey seems to be coming out from behind the green pumps and stations of the Beacon Oil Co. of New England, that they tried to hide behind, and let the world know they are Standard tanks. Their trademark, "Esso" now appears on the greater number of them. As this is a new thing, our friends say it is to "pave the way" for the grand Shell trade. Teagle would be crazy to even think of such a deal, but as he has been charged with being a chum, fellow-trader and many other things not clean enough to print, with Deterding, and Shell, ninety-eight percent of the Consumers of this Country would never believe it was other than a "wash sale" and that New Jersey would sell no more, if as much, as Shell does now.

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Again, let us repeat, any so-called or fake American Oil Company that wants to pass out of the picture with the American Consumer just try buying Shell, unless it is a clean buy with no strings and takes all bunker fuel stations.

We are wondering just what Freddy Godber thinks he can do here. Old Top Daley took the air and of course another chappy will have to be put in that place - after that - What? Godber must know from his own experience here before Daley, that it is a losing fight with not one ray of hope in sight - even the "silly asses" of jobbers are getting wise to the fact that their business is getting so low it means get back into the American game or quit and Shell is each month losing juicy jobber contracts; as fast as they run out Mr. Jobber gets a good American gasoline for his next contract having learned his lesson that sticking to American products is wisest, going English or anything else the American Public will not stand for.

The biggest joke of the year was when Shell took on Ethyl just as the American dealers were getting ready to dump it but the old sinking ship of British Oil In America being desperate, was and is willing to grasp at any straw and we feel that Ethyl will give them about as much help as a "straw" would.

We wonder if Freddy Godber will issue some more funny statement to hope so. The last good laugh the Industry enjoyed was reading the Old Topper's statement at the A.P.I. Convention a year ago. It was almost as funny as his big boss's speech when the great "Sir Hank" talked to us on "Common Sense" - maybe Freddy will tell us something about this Ethyl-Shell set-up and why it was made, from their point of view. We know what the American Oil Man thinks of it - he believes he was double crossed, and from Ethyl's picture, they know the product is doomed in the United States and 'any port in a storm' was their idea. But, how about you, Mr. Jobber, have you made up your mind to allow the British-Loving-Double-Crossing-Ethyl Gang to go and stay British for all time? Have you made up your mind to stop being a blind tiger for poison, for the murderers who want to get poison easily? Have you made up your mind to get a clean high anti-knock quality of gasoline without poison and allow Shell to be the poison peddlers here for the short time they are to remain?

We marvel how any decent American Citizen with a heart in his body can sleep knowing he is selling a poison that may be the cause of the most horrible of deaths known to science - cancer. Experts claim that cancer is caused by metallic poisoning and the great increase in cancer cases dates from the time of general sale of Ethyl lead poison. We know as soon as the next Magazine is out

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and we can lay this possibility with figures and facts from the works of Dr. Betts before the Consumers in every state it will mean "Good-night" Lead Poison so far as the American people are concerned. Think - Mr. Jobber - cancer is growing on us so fast that now a child of less than ten years of age has many more chances of dying from cancer than he has of either tuberculosis or pneumonia. This great growth is a new menace and you, selling a well known lead poison that cannot help but fill the air with a form of metallic poison from the thousands of cars burning it may be the direct cause of helping to increase the death rate in cancer. Dare you keep on taking even the smallest chance of such a dreadful thing and can you in your own mind figure out any reason for the sale or use of this deadly lead poison?

An engineer nationally known has made up a chart for a large oil company and he shows only thirteen models out of all this and last year's cars made in the United States that ever needed or does need, any form of anti-knock gasoline and the tests made all over the country have proved without a shadow of doubt that better anti-knock fuels are being sold which do not contain this poison.

Maybe Freddy will get an earful of the facts regarding the general public opinion regarding Ethyl and he might be able to remember to tell it to the chaps across the pond if he writes it down and does not lose the memo.

Well, when this British Clown goes back, then what? All of the clowns in the British Isles could not pull Shell out of the hole here and we are somewhat interested as to their next move. There is one sure thing you can bet your last dime on, it will be silly.

Have you paid up your back bill? Men, we must have what the Industry owes. It is about time to get out another Magazine and we want to cover the Lead Poisoning completely with the Consumer in the next Magazine. Those of you who have not paid, call your book-keeper and send in a check now. You know how much it is, why wait. You owe it not so much to us as to the whole Industry so let us have your check now - please.

This little paper comes out about twice each week at \$1.00 per month, or \$10.00 per year and is mailed to you first class mail. The Magazines at \$5.00 per hundred, or 10 cents each.

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