

February 5, 1964

PERSONAL AND CONFIDENTIAL

Robert T. P. deTreville, M.D., Managing Director
Industrial Hygiene Foundation of America, Inc.
Mellon Institute
4400 Fifth Avenue
Pittsburgh, 13, Pennsylvania (15219)

Dear Bob:

It was nice to receive your letter of January 29th, and I am pleased that your last visit to Cincinnati was a source of satisfaction to you. It is not for this reason, however, that I reply to it as promptly as I can. Perhaps I shall see you in Hartford, and if so I can say there more than can be said in a letter. However, I would like to reinforce anything I may have a chance to say, by putting into writing my general view of a matter to which you preferred.

In the first place, I do not believe that the proposal made by the National Agricultural Association (or perhaps by a spokesman in a tentative manner) is a good one. I would not wish to be involved in it, if for no other reason than by the time the proposed task has been completed, there will be little need for it. It is futile, I think, to attempt in this manner to offset the influence of Rachel Carson, and within six months or a year from now, the effects of the specific book will have run their course and will have waned appreciably.

Second, I do not believe that you are equipped to do the job that is specified, and if I were you I would not take it on, and farm it out. This will not promote the prestige of the Foundation, but is likely to have the opposite effect. In my view your group should undertake only those jobs which you can do well - even more, excellently.

I trust you will realize that I speak frankly in this matter out of deep concern for your success. I may, of course, be wrong, but since you have invited my interest and my views, I respond in good faith.

Sincerely yours,

RAK:vr

Robert A. Kehoe, M.D.

Dictated but not read.