

ETHYL CORPORATION

100 PARK AVENUE BUILDING AT 41ST STREET

NEW YORK 17, N. Y.

April 26, 1957

Dr. Robert A. Kehoe
Kettering Laboratory
College of Medicine
University of Cincinnati
Cincinnati 19, Ohio

Dear Bob:

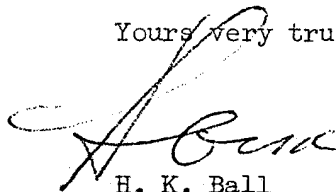
Subject: Lead Warning Signs

This will confirm our conversation in your office recently regarding the use of decals for lead warning signs in lieu of enamel metal.

A survey was made throughout the country in 1950 on lead warning decals as compared to plastic signs. After twelve months it was found that the decals were unchanged while the plastic signs discolored considerably. Recently we have learned that the decals have been used by Shell in Canada with considerable success. In addition, our Canadian people advise that Shell in the United States is also using this decal.

In view of the fact that the decal cost is approximately three cents as against twenty cents for the enamel sign, a considerable savings can be effected by the customer. As a matter of background, we are sending you some information on the survey made in 1950. Your opinion on this would be appreciated.

Yours very truly,



H. K. Ball

HKB:ems
Attach.

KE 0000192

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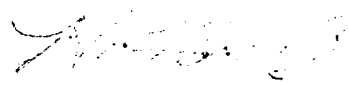
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KE 0009429