

August 19, 1948

Mr. R. B. Weston,
Ethyl Corporation,
Chrysler Building,
New York City 17.

Dear Mr. Weston:

I hasten to reply to your letter of August 16, since, in my opinion, the matter is of more than passing importance.

First let me say that I do not see the slightest objection to your playing up the Ethyl trademark in advertising, without making any reference to the lead sign or to its contents. The sign is supposed to attract the attention of the motorist, however, and to give him suitable warning, so to speak, that he is purchasing gasoline containing tetraethyl lead. The application of this procedure relates to the service station and to the motorist therein, and not to advertising programs. However, there is another aspect of the matter which has to be taken into account. Our purpose in using the signs is that of acting in good faith to call attention to a potential hazard. If anything occurs as a consequence of the action of Ethyl Corporation, to relegate the lead warning sign to an inconspicuous space so as to provide for the conspicuous presentation of the trademark, Ethyl Corporation will be in violation of the spirit of its agreement with the Public Health Service. I should not want this to occur as a direct or indirect consequence of this activity, and therefore I think your point of view in this matter should apply strictly to the advertising aspects, and not in any way to the procedures in filling stations. Incidentally, I might say, in this regard, that I had some reservation of mind about the location of these signs on the sides of pumps, fearing that this would be to the result suggested above. I should not want this to come about.

Sincerely yours,

Robert A. Kehoe, M. D.

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