

December 5, 1930

Mr. E. W. Webb,
Ethyl Gasoline Corp.,
Chrysler Bldg.,
New York, N. Y.

Dear Mr. Webb:

I have your letter of November 25 enclosing Mr. Chiquoine's letter with a copy of the syndicated article by Dr. Brady.

I do not believe that articles of this sort should be taken seriously by the Ethyl Gasoline Corporation. Furthermore I do not believe that such a letter or such a statement would be regarded as of any consequence by a physician or even lay people. It is not surprising that people in general and physicians should be looking about for possible causes for the increase of a number of diseases. It is true that the causes are not likely to be found by the sort of looking around that is described in this article. At the same time, it is equally true that those of us who are interested in medical problems are casting about everywhere to see if we can find something which might be held responsible for this increase, real or apparent.

I believe that the Ethyl Gasoline Corporation should be quite willing to content itself with the fact that no evidence has been collected which would indicate that its product is in any way injurious. Occupying a position of this sort which has been based on a serious attempt to discover such evidence, I do not believe that it would be either dignified or politic procedure to attempt to discredit newspaper articles of this sort which are of little more consequence than the commonest rumor.

There is some reason to believe that a number of more or less chronic diseases such as diabetes, nephritis, blood vessel diseases, heart diseases, and also peptic ulcer are on the increase in our midst. It is quite commonly believed that this is an apparent rather than an actual increase, due to the fact that more individuals are saved in childhood and in babyhood and consequently there are more persons left to develop the diseases of middle life. That is to say, more persons reach middle life now than ever before, and it is not altogether surprising therefore that some of the diseases of middle life should have shown a relative increase in their occurrence.

KE 0001201

Mr. Webb -2-

There is nothing to lead one to believe that lead absorption or even lead poisoning has anything to do with peptic ulcer. We have found some suggestive indications however, that an unusually large proportions of persons who are working around running gasoline engines have a tendency to gastro intestinal difficulties, including peptic ulcer. We do not have enough evidence upon which to make any statement, but it is a curious fact that among men who are engaged in knock testing work and dynamometer work entirely unrelated to the advent of Ethyl work in my opinion, there is a fairly high incidence of persons with symptoms resembling peptic ulcer or duodenal ulcer. Whether this is a matter of exhaust gas absorption or gasoline exposure or whatnot, I cannot say. I am quite certain it bears no relationship to lead exposure, and I only mentioned it because we have been somewhat surprised at the number of men in our own laboratories for example, who have complained in this way.

I repeat that I regard it as our best policy to avoid any possible controversy, and especially in newspapers, over random remarks of the type seen in this article.

Very truly yours,

RAK:EJ

KE 0001202

ETHYL GASOLINE CORPORATION

CHRYSLER BUILDING

NEW YORK

November 25, 1930.

**INTER-OFFICE
CORRESPONDENCE**

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

Dear Dr. Kehoe:

Enclosed is a letter from Mr. Chiquoine, together with the syndicated article from the Atlanta Constitution which was attached to it; also copy of my reply to Mr. Chiquoine.

I would be interested to receive your comments in respect to peptic ulcer or any other phase of the article and to have the benefit of your suggestions and advice.

Very truly yours,

bevvv

A:H

KE

0001203

November 25, 1930.

Mr. A. D. Chiquoine, Jr.,
Batten, Barton, Durstine & Osborn,
383 Madison Avenue,
New York, N.Y.

Dear Lex:

There is indeed no rest for the weary. Poor Ethyl is picked on now and then in an attempt to account for some inexplorable situation. Now we are suspected of causing peptic ulcer, whatever that is.

A letter from Dr. Kehoe to Dr. Brady might straighten the latter out. On the other hand, he might use it as an instrument with which to stir up a controversy. However, I am very glad you sent me the article and I am forwarding it to Dr. Kehoe today for his comments and any suggestions he may have to offer.

Thank you for bringing the matter to our attention.

Sincerely yours,

E. W. Webb

A: H

KE 0001204

Batten, Barton, Durstine & Osborn

INCORPORATED

383 Madison Avenue, New York

Advertising

READ BY

E.W.W.

November 24, 1930

J.C.T.

E.M.W.

H.W.K.

T.E.R.

L.P.L.

Mr. Earle W. Webb
Ethyl Gasoline Corporation
Chrysler Building
New York City

Dear Earle:

One of our good friends in Atlanta sent us the attached syndicated article from the Atlanta Constitution.

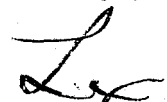
Dr. Brady's articles on health are syndicated by the National Newspaper Service, 326 West Madison Street, Chicago, John F. Dille, President. They appear on Sundays usually under the heading "Enjoy Your Health" and are about 1,000 words long.

We have tried to find out what papers use Dr. Brady's articles but without result. Only the National Newspaper Service itself knows and they won't consider a request for information unless the reason for the request is given. The syndicate is apparently a first rater because other people they are using are Dr. Shailer Matthews, Milton Work, Chic Sales and Sir Harry Lauder.

I wonder if it would not be a good thing if Dr. Keogh could get in touch with Dr. Brady either through professional acquaintance or in care of the National Newspaper Service?

The chances are that he may never mention Ethyl again, but I think he should be straightened out in his understanding of the case -- and undoubtedly a communication from Dr. Keogh, who is himself a physician, would have far more weight than from any one else.

Sincerely yours,


A. D. Chiquoine, Jr.

N 5781.03

KE 0001205

CONSTITUTION

November 19, 1930

Health Talks

BY DR. WILLIAM BRADY.

ALL THIS ETHYL ON THE AIR.

You might think that the scanning—I am frank about it, you see—the daily scanning of a few hundred letters largely about people's month after month's suffering, it would become a little bit of a little while's letter. But the weary scanner's hand is wiped out the boredom of the old business. Here is today's refreshment.

Andover, Conn.

Dr. William Brady.

Dear Sir:

I notice in your column frequent references to peptic ulcer. I know many people in this vicinity have the same complaint. It seems like a mild epidemic, and I wonder if it has not some basic endemic cause.

Having been in the smelting business where not infrequently workmen and even executives or clerical help are "plumbated" or "lead," it occurred to me that the endemic cause might be inhalation of the fumes of "ethyl gasoline." The symptoms are similar.

Of course this is a big country and there is a good chance that all the lead from this source may be dissipated in the air without doing real harm. At the same time, according to the last reports, a billion gallons of "ethyl gas" were used last year. As each gallon contains about 8 grams (nearly one-half teaspoonful) of lead figured as metal, that means that more than 3,100 tons of lead were diffused in the atmosphere from this source alone in a year. I believe experts say that as little as 100 milligrams of lead would be enough to poison any one, if absorbed into the body. So there is enough lead in the atmosphere to poison 250 times over, every inhabitant of the country.

In view of these facts I would ask that you give your opinion in the matter. I am not worrying about myself, for I live well away from the traffic, but I think it may become a matter of public interest.

Very truly yours,

Our Andover friend's estimate of the quantity of lead in ethyl gasoline is startling to me. I had assumed that there might be a teaspoonful of lead in a tankful of ethyl gas. Even so, I have been careful to avoid inhaling ethyl gas, when I used it as motor fuel.

But the suggestion that mild unrecognized lead poisoning may have a bearing on the apparently increasing prevalence of peptic ulcer is something to think about. Come to think of it, there is some little similarity in the symptoms—but don't ask me to tell you the symptoms of either condition. If you have any such symptoms, you tell 'em to your doctor and don't ever mention them to anybody else or let anybody else supply you with 'em.

Workers exposed to lead have long believed the drinking of considerable milk every day protected them from lead poisoning. It does. Milk is a high calcium food, and a high-calcium (lime) diet enables the body to store the lead in the bones where it does no harm. Curiously enough, milk is a prominent part of most diets for peptic ulcer.

The medical and health authorities so far appear to find no evidence of any poisoning from all this ethyl lead.

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