

Sao Paulo, April 21st, 1933.

Dr. Robert Kehoe
Kettering Laboratory
University of Cincinnati
CINCINNATI, Ohio.

Dear Sir,

Referring to our exchange of cables on the advisability of a medical representative for Brasil. You will remember that our present representative Dr. Borges is the company doctor for Standard Oil Company of Brasil and Anglo Mexican Petroleum Co. Ltd. for their employees on Governors Island. Heretofore Aviation Gasoline has been the only product blended with lead and there has been no actual or probable need for a doctor having qualifications other than those directly relating to the examinations and care of the men doing the blending.

The Standard Oil Company of Brasil have now decided to refine and blend fluid for motor gasoline of their new refinery which is now being built in São Paulo. At present distribution will be confined to the São Paulo area but once in, I am confident, general distribution will soon follow. While there is no reason to expect any objections either from governmental, state or private sources, especially since the major companies are all sympathetic to the use of leaded gasoline there is a very remote possibility that a small company which previously negotiated for the use of lead and still appears interested may attempt to block Standard's using lead and as this company can yield considerable power it would seem desirable and of course is in accordance with policy to have available a medical representative capable of presenting the true facts and defending Ethyl's interests. I consider the possibility extremely remote but giving it zero value with general distribution a doctor meeting fully your requirements is desirable.

Dr. Borges is in my estimation a very good doctor and apparently has carried out his work very well: his practice and reputation has, however, been almost entirely confined to Governors Island and I believe he lacks qualifications necessary to properly present a case should the necessity arise outside his immediate sphere.

So far I have discussed the general problem with Dr. Soper, Head of the Rockefeller Foundation in Rio (Mr. Webb and Dr. Machle saw him when they were in Rio). He definitely recommends against some of the state doctors and did not have any definite recommendations. The Rockefeller Foundation at one time was engaged in the control of Yellow Fever in the State of São Paulo but recently all of this work has been taken over by the State Health Department and it appears that there is some political connection that definitely resents outside interference. In any event it seems quite clear that a man not having political connections is indicated.

I have the name of Dr. Arnaldo Amado Ferreira, professor of the Faculty of Medicine who has been recommended as a source of authentic information.

I shall keep you posted as to developments either by airmail or cable as Standard expects to be marketing within the next five weeks.

Yours very truly,

Robert Kehoe

KE 0010527