

July 15, 1936

Mr. J. C. Taylor
Ethyl Gasoline Corporation
Chrysler Building
New York City
New York

Attention: Mr. Oscar Lewis

Dear Mr. Lewis:

I have duly noted the report from the Baltimore office attached to your letter of July 8th in which an accident occurred to one H. F. Eklof, which resulted in some considerable contact with gasoline containing 15 ccs. of lead. Obviously I have no intention of taking any action in this case, and I have nothing to suggest. However, I should point out that such circumstances do not modify my previously expressed opinion that nothing but trouble is likely to come from this type of supposedly advantageous advertising. The difficulties which we have had in connection with this sort of thing may be placed on the red side of the ledger. If there is any sense whatever in supplying motor boat racers with gasoline containing 15 ccs. of lead per gallon, I am at a loss to understand it. One day we are likely to have a situation of this sort which will cause us great embarrassment and which we will have some difficulty in explaining.

Very truly yours,

RAK:is

Robert A. Kehoe, M.D.

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