

December 11, 1934

Mr. A. E. Mittnacht
Ethyl Gasoline Corporation
Chrysler Building
New York City
New York

Dear Mr. Mittnacht:

I am sending you herewith the English versions of the new Regulations which are now ready to be printed. They have been done very well except for a few mistakes to which I have called attention.

It is unfortunate that the translations of these were submitted in the form of page proof. They should have been translated and sent to me for the checking of the translations before going to the printer. It is probable that at least the German will have to be re-set for there are numerous ambiguities and gross errors in the meaning of the translation. It will take us some time to get these in shape. I thought I had made myself clear on that point since we have found previously that we can not trust these translations. We are working them up as fast as we can, and will return them to you as soon as possible.

The placards have all been corrected and completed with the exception of the Italian version which will be ready for you shortly. Even here, however, especially in the German placard, there are a considerable number of corrections and changes in the original setting of the type which will have to be made. It is, of course, quite difficult to have these things done properly in this country since the handling of the language is very difficult for the printer.

I would suggest that the English books be struck off at once, and I should like to have about fifty copies of each for this office. This brings me to give my idea of the numbers both of the booklets and of the placards which should be printed.

Placards - Based upon approximately 140 mixing installations in the United States and Canada, and allowing something for replacements now and then, it seems to me that about 200 placards in English bearing the heading "Ethyl Gasoline Corporation" should be printed. At least an equivalent number will be required in English

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Mr. Mittnacht

understand it, the English version is likely to be sent out with every new educator, and in some instances where we are not sure of the language, the English card will have to be dispatched with the foreign translation. I should feel that approximately 100 each in German and French, and 50 each in Italian and Spanish would suit our present purposes, but since it is not likely that this placard will be changed for a long time to come, it may be that a somewhat larger number of these might be printed. With the above as minimal requirements, you can use your own judgment as to the number which should be employed. With regard to the translations, however, I think we shall have to recognize the possibility that our German, French, Italian, and Spanish friends may not regard our translations as the best possible version of the English regulations. I should expect to ask certain persons whom I know to criticize the cards (as well as the booklets), and to make to me any specific recommendations as to changes which seem to be in the interests of greater clarity.

As to the booklets, it is apparent to me that we shall need a considerably larger number of these than of the placards, for everyone who is associated with the thing either commercially or in official relation to public health matters will wish to have a copy on file. It would seem to me that 500 each of the English booklets would not be too many. We can well afford to be more conservative in the matter of the translations because, despite our best efforts, as I indicated above, these may need some further correction before they can be regarded as entirely satisfactory. I have no illusions about the translations. I think they will be good enough ~~and~~ there will not be actual misunderstandings, but I doubt if they will be found to be in strict accordance with the simplest manner of speech in the countries involved.

Very truly yours,

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Robert A. Kehoe, M.D.

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