

ETHYL CORPORATION

INTER-OFFICE CORRESPONDENCE

TO Dr. R. A. Kehoe ADDRESS Cincinnati

FROM Mr. R. B. Weston ADDRESS New York

SUBJECT Changing of Signs on Pumps DATE August 16, 1948

For some years our advertisements in general magazines have included in some form a picture of a gasoline pump showing a lead sign and the "Ethyl" emblem. This close association of the lead sign and our trademark plus the same association in actual service in thousands of service stations throughout the country has led a number of motorists to think of the two signs as synonymous or at least that the lead sign indicates the presence of "Ethyl" antiknock compound in the gasoline. While we have not made a survey on this specific question, somewhat related questions in surveys conducted in 1941, 1943 and 1944 tend to confirm this fact.

The Public Health Bulletin, Number 163 as amended in 1946, permits the placing of lead signs on the lateral surfaces of pumps. A number of companies have adopted this as standard practice.

We would like to omit lead signs from pumps used in future advertising in order that the Ethyl trademark will be more prominent and gain greater attention. We also feel that without showing the two signs more motorists will be influenced to look for the Ethyl trademark when they buy gasoline. It would help to discourage the use of the lead sign as a distinguishing mark.

In most cases, we do not use a full front view of a pump and we would indicate the presence of the lead sign on the lateral surface in its proper position.

May we have your comments on this proposed change.

R. B. Weston
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