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ETHYL CORPORATION

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DETROIT, MICHIGAN

January 25, 1949

Dr. Robert A. Kehoe
College of Medicine
University of Cincinnati
Eden Avenue
Cincinnati 19, Ohio

Subject: Vitol Fluid

Dear Bob:

I quote the following from FORTUNE, January 1949,
page 118:

"....The Vitameter has worked itself into an economic box, too. For the special fuel it uses can also double as an antifreeze, so that to discourage its use as an antifreeze it is being sold at the alcohol antifreeze level of \$1.20 a gallon, though it ought to be cheaper. This may be simply an index of artificially high antifreeze prices, but it is an example of the kind of cropper even the best technical developments can take."

It is, indeed, a strange situation to try to develop a market for a new product, but to deliberately price it higher than it should be, merely to prevent its being diverted into another equally attractive market. Quite aside from that factor, however, the introduction into radiators of an aqueous methanol solution of TEL would constitute a very serious hazard. By reference to our report on the subject you will see that the concentration of tetraethyllead in the vapor above the liquid will be very high, especially at operating temperature, such as when the service man takes off the radiator cap to check the level.

Very sincerely yours,

George Calingaert
George Calingaert

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