

ETHYL GASOLINE CORPORATION

25 BROADWAY

INTER-OFFICE
CORRESPONDENCE

NEW YORK March 28, 1927.

Mr. Robert A. Kehoe,
College of Medicine,
Eden & Bethesda Ave.,
Cincinnati, Ohio.

Dear Dr. Kehoe,

I am in thorough accord with you as to the phraseology in the folder which is to be at all service stations and obtainable upon request. I recall that the one we are now using, that is to say, the first paragraph of it anyway, was prepared in connection with "Esso".

Ours were printed before we really woke up to the fact that there was a statement in this introductory paragraph which is scarcely in accordance with the attitude which you and I have taken in regard to this whole subject.

Now the rub! Our real trouble is the working out of a practical solution in such manner as not to entail too much expense and to be done in such way as not to arouse any undue suspicion. Of course our service stations today are supposed to, and probably do have, these folders, so there are literally tens of thousands of them in stations. We have twenty-five thousand on hand.

Of course, the expense is not appreciable so far as the actual substitution of new folders for the present ones in printing is concerned, but letters of explanation, mailing them out, etc., is going to be a pretty large item, as well as a heavy burden at this time on our office force.

Mind you, I do not want to magnify the latter phase in our attempt to work out a practical solution. I simply mention these different things for consideration on your part.

One thing I feel we might do at this time, and that is, have printed, say, fifteen or twenty-five thousand in such manner as we want them and destroy all that we have on our hands of the old type and send all future distributors those of the new type. I wonder if, after all, this would not be the better plan rather than attempt to have all the places in the country substitute its present supply with the new ones.

Kindly let me know what you think about it.

Yours very truly,

W. Webb

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