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ETHYL EXPORT CORPORATION

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13th April, 1932.

Dr. R. A. Kehoe,
(Laboratory of Applied Physiology),
University of Cincinnati,
College of Medicine,
CINCINNATI, Ohio..

Dear Dr. Kehoe,

I was very glad indeed to get your letter of March 26th with your comments on Professor Bordas' report.

Mr. Webb wrote me in detail on the result of your discussion in New York when Mr. Lienhard was over there, regarding the policy to be adopted in France.

Mr. Lienhard together with Dr. Costes, who as you know is the Doctor that we are retaining in France, had a meeting with Professor Bordas last week. Professor Bordas apparently expressed the opinion to Mr. Lienhard that we had been too anxious in the past to obtain too much at one time! He stated that if we had been prepared a couple of years ago to accept the recommendation that we market in limited areas only, in France, by this time we should have been in a position to have had distribution throughout the whole country.

Mr. Lienhard formed the opinion which we already have, namely, that Professor Bordas did not really know very much about the subject. Bordas stated that he had submitted his report to the Minister of Health and it was not in his power in any way to give us a decision one way or the other. He pointed out that he was not really opposed to us at all and whatever the Minister of Health saw fit to decide he would be quite agreeable to. This is as far as the matter has gone at present. The next step I think is to approach Pineau, who as you probably know is the man in charge of all the affairs relating to fuels in France, and through him put up a proposition to the Minister of Health to find out on what basis we can get started in the near future commercially. Unfortunately at the present time Pineau is not in France, but will probably be back towards the end of the month. This is the situation as it is to-day.

As you probably know the French Government have now completed the erection of their mixing plant at Le Bourget and have passed an order for eight drums of Fluid to carry out their initial experimental work with the air force on a fairly large scale. This mixing plant is an absolutely standard one in every way. In fact the first time that we saw the plant we found that they were making provision not only for the shower bath called for, but that they were proposing to instal two shower

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men would require some dry room in which to change their clothes. The plant as is now completed, has two shower baths and a changing room together with all the usual equipment.

The mixing plants where we have them in use, which means really only in England, are inspected regularly not only by ourselves but also by the Oil Companies, and I can assure you that those in this country at any rate are kept up to a very high standard. The other plants that we have built are not really operating, these are, the one referred to in France, one in Poland and one in Northern Italy. The one in Italy has just been completed and is quite ready for use, but unfortunately the Government has now passed a law which necessitates the Oil Companies taking all the excess Alcohol of the country, and in all probability therefore, the plant will not be used for some considerable time.

Wherever we are able to make a contract for commercial purposes you can be assured that the mixing plants that will be installed will be absolutely standard in design and will be carefully looked after and maintained at a high standard.

Our main trouble, however, is the fact that in trying to interest various countries in the use of Ethyl gasoline we have as a rule to start through the aviation end of the business. Most of the countries in Europe have all sorts of rules and regulations governing imports, and it is not therefore, as a rule feasible to have one central point where we can mix and use as a central distribution point. The business in a great many of these smaller countries amounts to very little indeed and the position we are faced with is that none of the Oil Companies operating wish to spend any money to-day on additional equipment such as mixing plants, if they cannot see any possibility in the near future of getting some sort of interest on their outlay. This situation results in a sort of stalemate, since it is impossible to forecast the trend of business to-day, and we on our part will not agree to mixing being done except for experimental purposes in any way except through a mixing plant.

As you know we have had to use a great many one litre cans in the past and we will I am afraid still have to continue doing this, since the work we have to carry out is spread over a wide area and there is no other means that I can think of of mixing up experimental quantities. I know that you are very much against the use of these cans and I would be only too glad myself to get rid of them, but I cannot really see how we are to develop even the smallest business in any other way.

The whole problem is rather a difficult one and if you have any suggestions as to how we can improve our handling and mixing of Fluid of these small quantities, I shall be only too happy to receive them.

It is quite possible that we may be able to start business in Holland and Denmark sometime this summer. As regards mixing in these countries, we shall of course strictly maintain our standard method. Should we be able to get started in these two countries, I think it would be advisable for you to pay us a trip if you can spare us the time. I am sure that a visit from you would be of the greatest assistance to us here in a great many ways apart from the fact that we should all be extremely glad to see you and for this reason alone would welcome your visit.

I do not think there is any further information that I can let you have at present, but I shall be only too glad to keep you informed of anything that comes along. I shall be extremely interested to receive copies of your letters.

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when you complete it, as I am sure this will be of tremendous advantage to us in getting some of these questions straightened out with the various Governmental Authorities who are still adverse to giving us permission to market in their areas.

With kindest personal regards to both yourself and Mrs. Kehoe,

Very truly yours,


Ray B. Orin

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