

Handwritten note: I have shown this letter to Cross file with Air Pollution file, as per memo

Mar. 24, 1954

Messrs. J. E. Boudreau
J. A. Costello
S. T. Crossland
C. R. Holton
R. A. Kehoe, M.D. ✓
M. P. Murdock
W. R. Perdue, Jr.
J. H. Schaefer
B.. B. Turner

Attached are copies of two letters from
W. L. Stewart re Southern California
Air Pollution Foundation.

This will be scheduled for Staff discussion
in April following the Board meeting.

H. A. Savage

0004373

KE

Mr. Edward L. Shea, President
Ethyl Corporation
100 Park Avenue
New York 17, New York

Dear Ed:

More about Southern California Air Pollution Foundation. Yesterday, Dr. McCawley, Bo Weil, Reese, and I talked about many things of mutual interest. Of course, one of them was smog and industry's responsibility to get rid of it.

Long ago, Ethyl Corporation recognized and accepted the responsibility of doing something about it, has done something about it, and in Dr. Kehoe's letter of February 19, Ethyl satisfies the most critical crusader that you are doing your share and more in this direction. It seems to me that the missing link until now has been a vehicle to direct, correlate, and coordinate the research efforts of those looking for the solution to this common problem.

The Southern California Air Pollution Foundation is set up to do just this. Maybe you could continue to do your work at the University of Cincinnati but do it through the Southern California Air Pollution Foundation. Maybe Ethyl and the Union Oil Company, for example, are both undertaking research on exactly the same subject. Maybe by directing the Southern California Air Pollution Foundation to do the job for us we could get it done for half as much and twice as good. There are undoubtedly several ways that you can help, and probably all of them without increasing your budget. A simple way, of course, would be to have an open door between Dr. Kehoe and Dr. Hitchcock, the president of the Southern California Air Pollution Foundation; but an even better way I think would be to have the Ethyl Corporation one of the sponsors of the Foundation. I would certainly appreciate it if you would give this question another look.

With kind regards.

Yours very truly,

/Bill/

KE 0004374

Mr. Edward L. Shea
President, Ethyl Corporation
100 Park Avenue
New York 17, New York

Dear Ed:

Many thanks for your letter of February 23 with enclosed copy of letter from Dr. Kehoe. The doctor makes a great case for you folks and I am proud that you have taken such a far sighted view on air pollution. I recognize, also, that each of us must determine to what extent we can afford to contribute to research, looking toward the solution.

I wrote du Pont a letter similar to the one I wrote you and although I have not heard from them I know my request is receiving serious consideration.

I am satisfied that the Southern California Air Pollution Foundation is the right approach to help solve our Los Angeles problem, and will undoubtedly be copied elsewhere in order to keep the problem out of politics and in order to make the most efficient approach to a solution. Naturally we would like to see both Ethyl and du Pont as contributors to our Foundation, not only for your own good public relations but to show the public and the politicians that industry generally is really sincerely behind the movement for cleaner air.

With kind regards,

Yours very truly,

/Bill/

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KE