

March 30, 1927.

Mr. E. W. Webb,
c/o The Ethyl Gasoline Corp.,
25 Broadway,
New York, N. Y.

My dear Mr. Webb:

With regard to the folders for service stations, I feel as you do that it is unnecessary and probably inadvisable to replace at once, in all of the filling stations of the country, the old booklet with the modified one which will correspond more closely to our ideas of what it should be. I believe that the latter procedure would call altogether too much attention to the matter, in fact even more than it deserves, and that the same result can be accomplished by replacing these as they are used up with the new type booklet.

I agree with you also in the matter of instructions and regulations to be placed in the hands of all jobbers. I feel that it would be quite sufficient to place copies of these rules and regulations in the hands of jobbers, and to establish some mechanism whereby it would be seen that all the dealers should bring to the attention of their employees these rules and regulations. I do not know whether the duties already given to the representatives of the Ethyl Gasoline Corporation in the field will allow of their taking over this matter. It seems to me, however, to be a very important duty, and one which could scarcely be safely entrusted to the dealers themselves without some supervision, and it would appear that this supervision should most properly come from your field representatives.

If these rules and regulations were provided for the dealers so that they could turn them over to their employees, and if they were required to do this, it would do away at once with the notion which has gained ground in some quarters that we are saying that no precautions of any kind are necessary or advisable in the handling of Ethyl Gasoline. This would begin, it seems to me, a very valuable educational campaign, and as I see it, this will be sufficient for the purpose. If you wish me to assist in the preparation of such rules and regulations, I should be glad to do so, but I believe that the rules and regulations as now prepared, a copy of which you enclosed in your letter, will be quite satisfactory. I do not know of anything which is necessary to add, nor is

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