

ETHYL GASOLINE CORPORATION

CHRYSLER BUILDING
135 EAST 42ND STREET

NEW YORK November 10, 1933.

INTER-OFFICE
CORRESPONDENCE

Dr. R. A. Kehoe,

Dear Dr. Kehoe:

John Schaefer, Graham Edgar and myself have been giving further consideration to what might constitute proper markings on our tank trucks and we frankly have no clearcut recommendation to make on the subject.

To review the markings used on other containers, we list same below as follows:

On tank cars we use the black and white poisonous placard attached hereto, on each side of the car. Beneath this placard on each side is also an enameled sign entitled "Notice to Carriers" which reads: "In the event of accident in which the contents of this tank are spilled, please notify at once by wire, charges collect—Ethyl Gasoline Corporation, Wilmington, Delaware". Also, on one side of the car we apply a decal of our Ethyl Gasoline design with which you are familiar, and on the other side of the car the "Q" decal.

Drum shipments. On drums we apply the red poison label entitled, "Warning - Keep Away from Feed or Food Products" etc., copy attached hereto. We also place either "Q" or Ethyl decals on these pumps, a copy of each of which is attached hereto, with a reiteration of this warning notice in slightly different form on one side and the Notice to Carriers on the other side of the name of the product.

With regard to properly labelling the tank trucks, the argument has been advanced if we use the black and white poisonous label that is used on tank cars, it would certainly attract the attention of almost any passing motorist, and their curiosity might divert their attention to the extent of contributing to an accident, also the one word "Poisonous" would not assist anyone to properly handle the cleaning up of a spill or the bursting of a tank except to give them warning.

On the other hand, if our "Q" or Ethyl decals, such as are used on drums, were applied to the truck, they also do not entirely influence the situation and they are of such size that they might easily become obliterated by being drenched with fluid.

Accordingly, we have made up placards of four possible warning notices which are being sent to you under separate cover. My own thought in the matter is that the one of these which reads: "Warning (Contains Tetraethyl Lead) In Event of Damage to Tank, Keep Away. Contains Poison, Do Not Breathe Fumes, Nor Allow Contact with Skin or Clothing" etc., more fully covers the information

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Dr. Kehoe,

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we wish to convey than do the others. Furthermore, the word "poisonous" is not emphasized too much.

These placards were made up by John Schaefer and the three of us agree that they probably will be the maximum size that might be necessary but also think that they might be somewhat smaller.

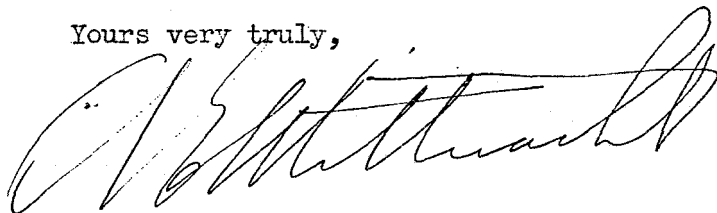
We are also sending you under separate cover a picture of the tank truck. It would be our idea to put this warning notice on each side of the rear end of the truck as indicated in pencil. It could be put on with a decalcomania which would probably be expensive as we would not need many of them and the initial cost of setting up the plates is substantial, or it could be carefully painted on the truck in either black or red lettering.

I might say that we have already undertaken to post your rules and regulations covering the handling of ETHYL fluid in the cab of the truck.

I would appreciate your good opinion on this subject and after we have reached an agreement among ourselves, would you wish to present the matter to Dr. Sayre or the Surgeon General, or would you like us to handle it.

I have no doubt but that you will have other suggestions which we will welcome receiving.

Yours very truly,



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P.S. We do not champion any specific wording so don't hesitate to change same any way you see fit.

A.E.M.

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