

ETHYL CORPORATION

100 PARK AVENUE BUILDING • PARK AVENUE AT 41st STREET
NEW YORK 17, N. Y.

March 9, 1951

Dr. Robert A. Kehoe
College of Medicine
University of Cincinnati
Eden Avenue
Cincinnati 19, Ohio

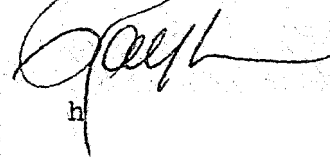
Dear Bob:

Attached is a memorandum which explains the reason for my request.

I would like to call this reporter and disarm him by giving him all the studies and data we have on measurements of lead from exhaust gases. This is purely preventive medicine which I think would be effective in this case.

Would you be so kind as to send me enough material so that I can talk to him and then, if he is not convinced, refer him to you. I don't think the latter will be necessary.

Very truly yours,



lw
Attch.

P. S. The more technical it is, the better. It will confuse him.

KE

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cc: Mr. R. C. Champlin
Mr. E. K. Locher

MEMORANDUM

March 9, 1951

Subject: Ekroth Laboratories Inc.
60 Freeman Street
Brooklyn, N. Y.

This will supplement our discussion on the WORLD TELEGRAM'S air pollution campaign. I called Mr. Ekroth of the subject company to obtain data on dirt concentration. On the telephone, at least, he seemed to be most friendly and cooperative. After providing the information I requested, he started a long conversation on the nature of the materials which contaminate New York City's air.

He mentioned lead compounds, but only as a subject which they might study in the remote future. In fact, he asked if we had any device for measuring the lead content of air. Since our instruments have been publicized, I admitted that we did and since he evinced immediate interest, I suggested that he might better discuss the matter with the manager of our Safety Department. I assured him that we would cooperate within our means to do so, but explained that our lead-in-air analyzers were not ordinarily available outside the antiknock compound industry because they required trained operators and accurate calibration. He heartily agreed with this statement and closed this part of the conversation with the thought that he might call us if lead became a topic of interest. I gather he was somewhat appalled by the problem of determining how much lead dust is attributable to the decomposition and flaking of house paint as compared with other sources.

On the whole, I would say we have an excellent contact with Mr. Ekroth if it is ever needed in the future.

W. G. Ball, Jr.

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WGB:cj