

RECEIVED

October 2, 1960

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W. R. PERDUE, JR.

Dear Mac:

Subject: Dr. Kehoe, Safety, TML
Esso (Germany, Holland, Norway, Switzerland)

Esso Nederland is using our TML in all regular and premium gasoline. Mr. T. Corbitt, director for refining, says he looks for Ethyl to be their 100% lead supplier for 1960 and 1961 (and longer if possible). Esso Nederland is to supply Esso Switzerland in January 1961. All say it is most important for Jersey interests to clear TML in Switzerland by then. Esso wants Ethyl to do this, or at least they do not want to be the ones to ask Associated to take action. Esso wants me to push their Swiss company and add to or confirm the policy already sent out by Marketing Coordination (Carl Hinning) New York.

I will be in Zurich October 14--probably Esso will want Dr. Kehoe to visit them and work out a plan for future action. I would guess October 24.

Kehoe is to be in London or at least England on October 21. Could he call me at the Dorchester Hotel? I shall be there until noon Saturday (22nd) or could stay an extra day. If I could talk to Bob it would save a lot of writing from here. However, Esso Rotterdam would like very much to see Kehoe for a general discussion of Ethyl's general policy--they do not want Associated in this act. Should Kehoe do this or Kitzmiller? Then after we take over, someone from Ethyl will have to make an annual safety check, and the first call should include a lot of instruction. I have already told Bill Trelease to get ready--probably get here by the middle of November.

Esso Germany is using TML only in premium and giving Associated Ethyl the TEL business. This is complicated by two refineries each using equal amounts of TML but this will change soon, then Cologne will use most of our product.

Esso Norway will use our TML in premium and mixture in other fuels.

So if Dr. Kehoe will act for the TML Committee and can act for the Ethyl Medical Department and visit Esso Holland and answer three policy questions for me regarding fluid handling from port, use of contract haulers, etc., I think Ethyl can get some real business from Esso and a few gold stars.

Mr. M. P. Murdock

-2-

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Business looks good Europe and TML will be 25% of total
if price delivered same as U. S.

Best,

Julian

(Bill Perdue is to let Kehce know of
our plans)

P. S. As I reread my letter it does not include all I intended. I
will call you Friday, October 7, from Paris at 11:30 a.m. your time.
Could you have Trelease available for some safety detail. Should
have some definite information on use of TML in Europe as Shell,
B. P., and Petrofina calls will have been made by then. Julian

cc: Mr. B. B. Turner
Mr. W. R. Perdue, Jr.
Mr. W. Trelease
Miss A. Lahn

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