

file
January 17th, 1936.

Ref: 612.

URGENT - AIR MAIL.

Ethyl Gasoline Corporation,
Chrysler Building,
405 Lexington Avenue,
New York City.

Dear Sirs:

ATTENTION OF MR. W. E. WEBB, PRESIDENT.

Effective at December 23rd we started the distribution and sale of leaded gasoline, blue color, in conformity with the agreement made by Dr. Kehoe with the Department during his recent visit.

Subsequently, the local press has published several articles emanating from the rent-car chauffeur element, in which the public is being led to believe that the gasoline is dangerous to handle, injurious to health and obnoxious. In view of the situation created through the publicity mentioned and the fear on the part of the general public that we are giving them something that is dangerous for their uses, we would ask that, if feasible, you furnish us with a statement as coming from the Ethyl Gasoline Corporation, or if this is not possible, from some manufacturer and distributor of a similar leaded product, which we could use efficiently in combating the attacks upon our new product, and thus enable us to get these difficulties straightened out in the interest of all concerned.

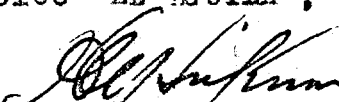
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We have the moral support, of course, of the Government Department, but cannot very well refer to them in any publicity of this kind. As a matter of fact, a suggestion from you as to the wording of such publicity would be beneficial, in case you agree.

For the sake of easy reference, and for his information, I am sending copy of this letter to Dr. Kehoe.

Yours very truly,

Cia. Mexicana de Petróleo "EL AGUILA", S. A.

Answered by Webb


Sales Manager.