

cc: Dr. R. A. Kehoe ✓
Mr. M. P. Murdock

Mr. W. R. Perdue, Jr.

New York

W. G. Ball, Jr.

New York

Attack on TML in Italy

May 2, 1961

This afternoon, Jack Butler, Director of Public Relations for Mobil International, called to say there is a good possibility of a new attack by ENI against the product TML.

According to a report from a good source, there is a reasonable sound rumor that ENI has appropriated 500,000 lire (~~\$800,000~~) for a new press attack which will re-emphasize the hazard that TML is to public health. ¹⁸⁵⁰⁴

The Minister of Health for the Italian Government will appear before the Italian Parliament this week. He is confident that his decision (approving the use of TML, on March 28th) was a proper one. He foresees no problem in stamping out criticism which may arise from his appearance before the Parliament, at least from the two Communist members.

In response to my question concerning further action by Mobil International, Jack Butler stated that Mobil will merely continue to sit tight. Mobil Special sales (containing TML) have held up very well, despite the furor. As a matter of fact, there have been substantial increases in premium sales since the introduction early in March.

Mr. Butler asked if we had as yet received a report from Dr. Kehoe. I had to say that I had not seen any such report. To the best of his knowledge, no one in Mobil International has yet received one, and he wondered if it might not be advantageous for us to at least make one available to Mr. Curtis Klaerner, Vice President for the European Region, and responsible for Italy. Mr. Butler thought the Public Relations group might profit from a copy, or possibly have access to the copy given to some Mobil executive.

Mr. Butler felt that Dr. Kehoe should be alerted to these new developments, but that no additional action on our part was necessary for the present.


William G. Ball, Jr.

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