



*Notify Price, de Paul
write Jack W.C.*

CALIFORNIA RESEARCH CORPORATION

A STANDARD OIL COMPANY OF CALIFORNIA SUBSIDIARY

200 BUSH STREET • SAN FRANCISCO 20 • CALIFORNIA

June 17, 1960

J. R. MACGREGOR
VICE-PRESIDENT

Dr. R. A. Kehoe
Kettering Laboratory
College of Medicine - Eden Avenue
University of Cincinnati
Cincinnati, Ohio

Dear Bob:

Your letter of May 23 asked for our views on the proposed wording for a warning sign to be used on gasoline pumps delivering gasoline containing tetramethyl lead.

As you will recall from previous correspondence, the Marketing organization of Standard of California is the group in our company most directly concerned with this problem, and their views were expressed in my earlier letter. I forwarded your recent letter and have received the following comments:

"We still wish to make a firm stand for our first choice, as follows:

FOR USE AS A
MOTOR FUEL ONLY

CONTAINS

LEAD

On the assumption that this wording would prove satisfactory, we have prepared a sufficient supply for the conversion program and one year's ordinary replacement. Attached is a sample which you can send along to Dr. Kehoe. Obviously the adoption of any other wording will cause us additional expense.

We do not think that the addition of "Antiknock Compounds" adds significantly to the warning, or is of interest to the motoring public. I shall appreciate your passing these views along to Dr. Kehoe."

A sample of the warning sign referred to is attached.

KE 0003115

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I believe this will adequately explain our position,
and I will assume you will present this to the various organizations
interested in this matter.

Best regards.

Sincerely,

A handwritten signature in cursive script, appearing to read "Jack", with a long horizontal flourish extending to the right.

Attach: Sample

KE 0003116

**FOR USE AS A
MOTOR FUEL ONLY
CONTAINS
LEAD**

DEC.-220-A

Ptd. in U.S.A.

KE 0003117