



CALIFORNIA RESEARCH CORPORATION

A STANDARD OIL COMPANY OF CALIFORNIA SUBSIDIARY

200 BUSH STREET • SAN FRANCISCO 20 • CALIFORNIA

J. R. MACGREGOR
VICE-PRESIDENT

April 27, 1960

FILE 120,431
X-105A
PUMP MARKING

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

Dear Bob:

In accordance with the questions raised in your letter of April 5, I have obtained from Standard their views relative to the position they would like to have taken in connection with paragraph two of your reference letter.

They advise that their preference is, first, to omit any definition after the word "lead". The local Sealer of Weights and Measures in California is agreeable to this form of marking as far as his office is concerned. It is felt that the need for a descriptive term after all of these years is unnecessary since the sign is merely a warning against the improper use of the gasoline; the type of lead is essentially meaningless to an extremely large percentage of the populace. The second choice would be to substitute "antiknock" for "tetraethyl", and the third choice would be the one we originally talked about, namely, substituting "alkyl" for "tetraethyl".

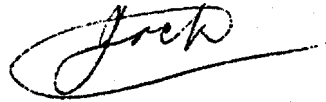
The introduction of X-105A in Standard's gasolines was heralded by an intensive advertising program and started in the "teaser" form two weeks ago and was announced completely on April 25 as "Methyl". It is too early to know what the impact of this work is going to be on sales, but we look forward to favorable results most hopefully.

In following many of the steps that have been required to bring the commercial use of X-105A to fruition, I have had occasion to deal with numerous people outside of our own "inner circle". It has been extremely gratifying to me to witness the complete secrecy with which this development has been shrouded throughout the long period of its development stages. This is an extreme

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tribute to our friends who helped us in this work and I wish to extend to you and those in your organization who had knowledge of the study not only my personal thanks but the thanks of California Research Corporation and Standard Oil Company of California.

Sincerely,

A handwritten signature in cursive script, appearing to read "Jack", enclosed within a large, sweeping oval flourish.

cc: Mr. J. G. McIlhiney
Mr. J. F. Koehnle
Mr. B. W. Pickard
Mr. F. L. Craise
Mr. R. G. Gardner
Dr. L. E. Curtis