

ETHYL CORPORATION

CHRYSLER BUILDING
405 LEXINGTON AVENUE
NEW YORK 17, N.Y.

April 29, 1946

Dr. R. A. Kehoe,

Dear Bob:

As requested by you during our second telephone conversation last Thursday, I am attaching hereto correspondence between Earle, Dr. Townsend and Mr. G. Denny Moore of the Gasoline Pump Manufacturers Association. From it, you will note that Dr. Townsend, after discussing the matter with Dr. Leake, authorized the placing of the warning plate below the face of the dial on the new type lower pumps even though this location is lower than the four to five feet limit in the Surgeon General's regulations.

Mr. J. W. Holland of the Texas Company stated that even this location places their trade mark decal so low that it is difficult for the gasoline purchaser to see which brand of gasoline is sold at a particular pump. For that reason, he wanted authorization from the Surgeon General's Department, or some other authorized committee, to place the plate on the side of the pump. I have borrowed a photograph from Mr. Holland which shows both the new and old Tokeim pumps. You will note that in this picture the warning plate is on the side of the lower pump and it is also extremely well down. I agree with Mr. Holland's contention that probably the sign can be just as easily seen by a purchaser if it is on the side of the pump and it is my suggestion that you secure approval on the basis that permission be granted to put the plate on the side of any type pump and that it be located between the four and five feet limit where the design of the pump makes it practicable.

Mr. Holland has asked that the photograph be returned to him by next Thursday. However, if you can't make that, let me know so that I can secure permission to keep it for the meeting of the committee here in New York. Will you also be sure to send back the correspondence mentioned in the first paragraph of this letter.

Yours very truly,

Handwritten signature

DC

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