

THE ASSOCIATED ETHYL COMPANY LIMITED

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OUR REF. SG/13.

YOUR REF.

DATE 4th May 1953.

Dr. R.A. Kehoe,
The Kettering Laboratory,
University of Cincinnati,
Eden Avenue,
Cincinnati 19, Ohio.

Dear Bob,

Many thanks for your letter of the 14th April on the subject of the labelling of containers and pumps used in the distribution of leaded gasoline.

Since receiving your earlier letter on this subject, I have asked our Sales people to make a careful study of the position which exists in the various countries so that, when we see you later in the year, the matter can be discussed in further detail and with up-to-date information.

Mr. Risso-Gill has recently returned from the Middle East and what he has to say is substantially in line with the information contained in my letter to you of the 24th March. I am pretty certain that this applies equally to other areas in which we are operating.

I have passed a copy of your letter and attachment over to Philip Boyd and also to Beery Noble and have asked them to let me have their views on the steps we might take to strengthen the position.

With kind regards,

Sincerely yours,

T.R.A. Bevan

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