PLAINTIFF'S EXHIBIT ATI-78
PENGAD-Bayonne, N.J.

MINUTES - SALES PROMOTION COMMITTEE

Asbestos Textile Institute - October 9, 1969

CAROLINA Hotel, Pinehurst, North Carolina

The Sales Promotion Committee met on October 9, 1969 with representatives of six member companies in attendance.

A portion of the meeting was devoted to the subject of the Navy's effort to seek substitutes for asbestos textiles. It was determined that the Naval Ship Engineering Center has not finalized its report on high temperature insulation, but steps were taken in the Committee to insure that the Institute is kept informed on the subject.

At the last meeting, you may recall that we planned to investigate the possibility of arranging free subscriptions of "ASBESTOS" magazine to college libraries and other institutions. As we began to investigate this subject in detail, we were led into a more comprehensive discussion of the purpose of the committee. In view of the tremendous interest in the health hazard involved with the use of asbestos, it was felt that the Committee's aims should be broadened. We began to probe in the area of public relations and new products. We feel that the scope of the Committee should be widened. It was agreed that the general work accomplished in the years past now seems to have been basically completed. We feel that a re-examination is in order and work will be done in this area before our next meeting.

You may also recall that we were to investigate the possibility of embarking on an Institute-sponsored advertising program. This, also, leads us into the scope of the Committee and convinces us that public relations is more descriptive of the areas that we should be concerned with. I believe that you will find at the next General Meeting that we will be able to more clearly define the work of this Committee.

Respectfully submitted,

H.G. Scowcroft
Chairman

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