Legal Services
Denver - GHQ
April 12, 1973

W. R. Goodwin

Re: Asbestos and Health

Data on this subject establishes the following:

There will be no asbestos health problem in the future for workers who:

1. have not smoked cigarettes;

2. have been exposed only to relatively low doses of the order of 5 or fewer fibers/cc;

3. have not been exposed to crocidolite or amosite fibers.

Dr. Wright supports this statement.

J-M should, therefore, promptly:

a. Begin a concentrated and continuing program to educate employees working with asbestos on the danger of smoking.

b. Eliminate by a fixed date all stations exceeding a TLV of 5 fibers/cc and in the interim, make certain that workers at such stations wear effective respirators. (We all know respirators are not a satisfactory long-term solution.

c. Discontinue by a fixed date all use of crocidolite and amosite.

d. Recommend a, b and c to customers and assist them by providing information.

Failure to do the above things could subject the company to excessive future liabilities. Doing these things promptly will put J-M in a better position to counteract misleading publicity.

Too much of the respnse to recent critical publicity has been directed toward arguing about the past and minimizing

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the problem. We should stop attempting to defend the industry or relying on the industry, through AIA, to defend us. We should defend ourselves by first doing the practical things which best protect our employees (a, b and c above) and then by publicizing the fact that, regardless of the past, if everyone will do what we have done there will be no future asbestos health problem.

More specifically, we should prepare a full-page ad emphasizing in bold type, points 1, 2 and 3 and what J-M (not necessarily the industry) has done about a, b, c and d. At the same time, we can emphasize the fact that there is no danger to the public. The ad should include in small type descriptions of the data which support these points. We should also be prepared to make a corresponding video tape for use in counteracting misleading TV programs. The ad should be run in publications such as The Wall Street Journal just as soon as we have accomplished a, b and c.

If we do not accomplish a, b and c promptly, we will have lost perhaps our best opportunity to seize the initiative from the publicists, the unions and the government and thereby to persuade our customers and the public there is no need to discontinue use of chrysotile asbestos.

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