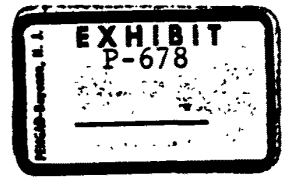
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November 17, 1978

TO: Messrs. T. A. Dougherty
G. G. Gabrielson
D. Poutiatine
H. B. Rhodes
K. Schwarz
E. R. Zacharias

I am enclosing a copy of an inter-office memorandum which is relative to our recent discussion concerning the feasibility of providing objective data on asbestos to responsible science writers and editors in the news media.

I would appreciate it if you could have this put on the agenda for our next meeting on November 29.

Sincerely,

(Signed) John H. Marsh

/as

Enclosure

CC: Mr. B. J. Pigg

BCC: Messrs. D. F. Calliari
R. M. Gordon
G. Ferrucci
W. S. Simpson

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Asbestos Manufacturing Industrial Products Company

Textile Group

Location: North Charleston, S.C.

R. H. Sturm

Date: November 7, 1978

MQS-78-378

Subject: A-Best Products Company
Cleveland, Ohio

Mr. Wally Grossman, President of subject company, phoned recently offering a suggestion that I thought was very constructive. Wally has been one of our customers most critical of our inability or unwillingness to "fight back" on the massive unfavorable asbestos publicity. He faults not only Raybestos-Manhattan, but the Asbestos Textile Institute and the AIA in their collective reluctance to mount some sort of campaign with a positive attitude toward the unique capabilities of asbestos fiber and products made from it.

He related how he was at a party recently at his country club and was again chided for his own company's lack of response to the media campaign. One of the most vocal of his tormentors was a man named James Guthrie, retired executive editor of the Cleveland Plain Dealer. That paper, as you recognize, is one of the most respected in the nation. In a serious vein, Mr. Guthrie told Wally that he was available on a consulting basis to help write and to get published articles in the most prominent and respected newspapers that would cast asbestos and products made from asbestos in a much more favorable light. Wally suggested that we look into this situation and consult with our own management to see what interest could be generated.

This is undoubtedly a project that should be handled at corporate level rather than at RMIPCO. Furtner. tne Asbestos Textile Institute could not handle the expenses of such a project and the AIA would not underwrite such a project.

I think the suggestion has great merit and if Mr. Guthrie has the reputation and the entree that we are told, he certainly could do our company and our industry enormous good in presenting the more favorable aspects of our product lines and our contribution to society.

Milton Q. Scowcroft

pm

cc: G. Ferrucci

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