

PLAINTIFF'S EXHIBIT

CAP-1760



A/C Pipe
Producers Association

Internal Correspondence

TO Public Affairs Committee
International Affairs Committee

FROM *J. F. Welch*
J. F. Welch, Vice President

DATE January 27, 1982

SUBJECT

Field Problem - Culligan International Company

REF: Public Affairs Committee meeting minutes (New Business), October 13, 1981.

ACTION REQUIRED: Review for information

Enclosed is the Association's response to the Culligan radio commercial which alleged "(a)sbestos has been linked to health-related problems." It is believed that the commercial was a local one, that is, not prepared by the parent corporation. Special counsel in Texas is investigating the possibility that the same or a similar commercial aired in the Austin area.

Field sales personnel should be alerted to this development and should report any radio, television or print advertising of like ilk. If you have any questions, please do not hesitate to call.

JFW/ajb

cc: A. Kahn, Esq.
N. Rahn, Esq.
Special Counsel (7)

copies to: Public Affairs Committee International Affairs Committee

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December 14, 1981

Mr. Arthur Small
Vice President
Culligan Water Treatment
217 Pattie Street
Wichita, Kansas 67211

Dear Mr. Small:

We are counsel for the A/C Pipe Producers Association of Arlington, Virginia. We are writing in reference to a "Culligan" commercial which was run recently on radio station KFH in Wichita, Kansas and perhaps on other stations as well.

The commercial was the subject of a recent conversation between Mr. Jack Cran of the Johns-Manville Sales Corporation and you. At that time, Mr. Cran advised you that the commercial was incorrect and defamatory in stating that the use of asbestos cement pipe in water systems has "been linked to health related problems."

During your conversation with Mr. Cran, you assured him that you would take immediate steps to correct the commercial by removing any reference to asbestos or asbestos cement pipe. We trust that you have already taken such action.

You further assured Mr. Cran that the commercial was made locally and was not reviewed or authorized by the Culligan International Co.

We are enclosing a press kit and other materials which contain further information regarding A/C pipe.

In the future, if you have any questions regarding A/C pipe, we suggest that you contact Mr. Joseph C. Jackson, President, A/C Pipe Producers Association, 1600 Wilson Boulevard, Suite 1008, Arlington, Virginia 22209 (703-841-1556), who will answer any questions you may have. This will avoid any recurrence of the regrettable recent incident.

We appreciate your cooperation in this matter.

Very truly yours,

s/ Arthur Kahn

Arthur H. Kahn

Enclosures

CAPCO JEN 0004315

Mr. Arthur Small:

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cc. Radio Station KFH
104 S. Emporia
Wichita, Kansas 67203
(w/enclosures)

cc. Mr. Paul Hylbert
President
1 Culligan Parkway
Northbrook, Illinois 60062
(w/enclosures and transcript of commercial)

This is a Culligan news report on your drinking water.

Fact One: The EPA reports the municipal water supplies that chlorinate your water cause the formation of THM _____, the chlorine in the city water combines with the organisms that forms this cancer causing agent.

Fact Two: The majority of city water supply pipes are made out of asbestos. Asbestos has been linked to health-related problems.

More headlines from all over the U.S.:

Experts urge the use of water filters.

Drinking water health hazards still not resolved.

Water dilemma stirs debate over standards.

What's in our drinking water might be bad news.

Uncertainty of drinking water spurs surveys.

EPA team test city water.

This has been a Culligan news report. Call your Culligan man now for complete no obligation information on the Aqua Clear Drinking water system for homes and apartments. Culligan, they don't take your drinking water for granted.