

FILE NAME: Asbestos Information Association (AIA)

DATE: 1977 Oct 27

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DOCUMENT DESCRIPTION: Letter from Asbestos Fiber to Crown Zellerbach

October 27, 1977

Mr. C. R. Dahl
Chief Executive Officer
Crown Zellerbach
1 Bush Street
San Francisco, Calif. 94119

Dear Mr. Dahl,

The Asbestos Information Association/North America has addressed a letter to you expressing its concern over the irresponsible advertising by Mini Fibers Inc. of Weber City, Va., in which your Company's name is associated with a sarcastic and violent condemnation of asbestos fibre.

As a major producer and user of asbestos we are naturally disturbed by such unfavorable publicity which is not even accurate. However, we also question how your Company can condone any association with such statements when it is well known that at least one of your foreign affiliates - the Van Gelder Co. of Holland - is a very substantial user of asbestos. Surely they would not like to be called a user of a "killer" raw material, nor would they agree with such a classification.

May we respectfully suggest, therefore, that you use your good offices to cause Mini Fibers Inc. to withdraw this type of advertising from their future practices. Although some unnecessary harm may already have been done, we feel that the best way to correct the situation is to avoid quietly any chance of further damage to an important industry in which we are both involved in one way or another.

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Crown Zellerbach

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Looking forward to your positive response, I remain,

Yours very truly,

D. Poutiatine
Vice President
Director Marketing
Asbestos Fiber

Attach.

cc:
Dr. C. J. Verlinde
Van Gelder & Zoon

Bcc:
AIA/NA - Mr. Mereness
J. Brown
L. Siebert in route

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