

Box A1C 91

**QUEBEC
ASBESTOS MINING
ASSOCIATION**

**SPECIAL SUMMER MEETING
JASPER PARK LODGE
JASPER, ALBERTA
AUGUST 3-6, 1966**

Michael J. Messel
President

Paul A. Filteau
General Manager

QUEBEC
ASBESTOS MINING
ASSOCIATION

PLAINTIFF'S
EXHIBIT

tabbies 04060.00

PLAINTIFF'S
EXHIBIT

tabbies WV-000921

QUEBEC ASBESTOS MINING ASSOC. (Q.A.M.A.)

Quebec Asbestos Producers Assoc. formed 1931
Quebec Asbestos Mining Assoc. formed 1948

Asbestos producing companies in the Province of Quebec are the members and each company has one director to the Assoc.; member companies are:

Canadian Johns-Manville Co., Ltd.
Asbestos Corporation, Ltd.
Bell Asbestos Mines Ltd.
Lake Asbestos of Quebec, Ltd.
Carey Canadian Mines, Ltd.

Officers include:

President and 4 Directors

The President's term is one year and rotates annually by company in alphabetical order.

In addition to the above the Assoc. retains Philip Casgrain as General Counsel and P. A. Filteau as General Manager and Secretary.

The Association Committees include:

Uniform Classification & Grading Committee
Industrial Relations Committee
Traffic Committee
Legislation & Taxation Committee
Environmental Control Committee
Occupational & Environmental Health Committee
Materials Handling Committee
Public Relations Committee

Meetings of the Directors are held in Canada about 4 times annually and, in addition, 2 meetings of Directors and other representatives from each company are held annually.

The purpose of the Assoc. is:

- 1) Promote, advance, improve the business of mining and kindred businesses; foster co-operation between other associations and with government.

- 2) Develop uniform classification and grading and conduct research on asbestos.
- 3) Promote sound health practises
- 4) Work to prevent accidents.
- 5) Enter into agreements with other Associations, governments, etc. in the interests of the Assoc.
- 6) Establish funds for scientific purposes, publications and etc.
- 7) Maintain clinics for the asbestos workers.

Publications by the Q.A.M.A. include:

- 1) The Asbestos Producer (a monthly publication in French & English)
- 2) A French-English lexicon for the asbestos industry.
- 3) Reports on Asbestos & Health

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1. LIST OF OFFICERS AND DIRECTORS

QUEBEC ASBESTOS MINING ASSOCIATION

Officers and Directors

Mr. Michael J. Messel	President
Mr. E.A. Boudway	Vice-President
Mr. J.O. Eby	Vice-President
Mr. Paul A. Filteau	General Manager
Mr. George Robinson	Treasurer
Mr. R.S. Coleman	Director
Mr. Karl V. Lindell	Director
Mr. J.A. Main	Director
Mr. Philip A. Meyer	Director
Mr. W.W. Oughtred	Director
Mr. George W. Smith	Director
Mr. Ivan Sabourin, Q.C.	Legal Advisor

Committee Chairmen

Mr. R. Dodds-Hebron	Technical
Mr. H.W. Foster	Uniform Classification and Grading
Mr. I.C. Campbell	Public Relations
Mr. I.C. Campbell	Taxation
Mr. J.O. Eby	Industrial Relations
Mr. A.L. Penhale	Legislation and Taxation
Mr. Karl V. Lindell	Occupational and Environmental Health

2. LIST OF MEMBERS AND GUESTS

QUEBEC ASBESTOS MINING ASSOCIATION

SPECIAL MEETING - JASPER PARK LODGE, JASPER, ALBERTA

August 3rd - 6th, 1966

Members and Guests

Asbestos Corporation Limited	Mr. A.L. Penhale Mr. W.W. Cughtred Mr. M.P. Carson Mr. I.C. Campbell Mr. W.H. Foster
Bell Asbestos Mines Limited	Mr. George W. Smith Mr. F.P. Smith Mr. R. Dodds-Hebron
Canadian Johns-Manville Co., Limited	Mr. D.T. Colton Mr. R. Hackney Mr. H.M. Ball Mr. K.V. Lindell Mr. J.O. Eby Mr. N.W. Hendry Mr. J.R.M. Hutcheson
Carey-Canadian Mines Limited	Mr. R.J. Merrill Mr. A.H. Bangenstose
Flintkote Mines Limited	Mr. J.A. Main
Lake Asbestos of Quebec, Limited	Mr. R.D. Bradford Mr. M.J. Messel Mr. Lionel Piuze
National Asbestos Mines Limited	Mr. John Brown Mr. J.W. Duncan Mr. R.S. Coleman
Nicolet Asbestos Mines Limited	Mr. P.A. Meyer Mr. C.G. Gabrielson

Mr. J. Christian
Mr. Jack Berry

Cassiar Asbestos Corporation Limited

Dr. George W. Wright

Saint Luke's Hospital - Cleveland, Ohio

Mr. W.C. Wansbrough

Mining Association of Canada

Mr. L.J. Patterson

Quebec Metal Mining Association

Mr. L.G. Langlois

Mr. I. Sabourin, Q.C.

Quebec Asbestos Mining Association

Mr. Paul A. Filteau

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3. AGENDA

REVISED AGENDA

SPECIAL MEETING OF THE
QUEBEC ASBESTOS MINING ASSOCIATION
JASPER PARK LODGE, JASPER, ALBERTA

A G E N D A

August 4th, 1966, 9:30 am

1. Minutes of the meetings of March 31st and April 1st, 1966
2. Committee Reports:
 - (a) Technical
 - (b) Uniform Classification and Grading
 - (c) Industrial Relations
 - (d) Traffic
 - (e) Legislation and Taxation
 - (f) Public Relations
3. Expo '67
4. New Business:
 - Comments on General Business Conditions
 - Audited Financial Statement of Association
5. Special Winter Meeting 1967
6. Adjournment

August 5th, 1966, 9:30 am

1. Occupational and Environmental Health Committee - Asbestos
Health Research Council
2. Asbestos Industry Exhibit
3. Adjournment

4. MINUTES OF MEETING OF MAY 30th, 1966

MINUTES OF THE 97th MEETING OF THE
QUEBEC ASBESTOS MINING ASSOCIATION
HELD ON MONDAY, MAY 30th, 1966,
AT THE CHATEAU FRONTENAC, QUEBEC CITY, P.Q.

Present:

Messrs. M.J. Messel	I.C. Campbell	D. Poirier
J.O. Eby	R.D. Dalinger	P.H. Riordon
R.S. Coleman	R. Dodds-Hebron	G. Scowcroft
K.V. Lindell	W.H. Foster	F.P. Smith
P.A. Meyer	J.R.M. Hutcheson	G. Robinson
W.W. Oughtred	R.J. Merrill	I. Sabourin
Geo. W. Smith	A.L. Penhale	P.A. Filteau

Mr. Messel was in the chair. Words of welcome were addressed to Messrs. Dalinger and Scowcroft who were attending a meeting of the Association for the first time. Minutes of the 97th meeting of the Association were adopted as submitted.

Technical Committee

The Chairman reported that his Committee had held its 47th meeting on May 3rd, 1966. The Committee is presently working on the following matters:

- a) Oil Absorption Test - Progress is delayed pending procurement of proper asphalt vehicles.

- b) Fibre Strength Unit Test - Awaiting comments from Uniform Classification and Grading Committee.
- c) Asbestos-cement-silica mixes - Investigation of temperature effects and the use of a-c filtrate continuing.
- d) ASTM - D-30 Committee - Two procedures, namely Sampling and Bauer McNett, to be submitted in manuscript form to D-30 for executive action.
- e) Editorial sub-committee - To edit new procedures and to review procedures already adopted. Also to set up central source of detailed drawings for approved test equipment. Sub-committee formed of W.P. Archer, chairman - G.J. Foy and M. Cossette - members.
- f) New Testing Procedures Manual - To be delivered early in June.
- g) G.J. Foy, head of the asbestos section, Quebec Department of National Resources - Mr. Foy has now joined the aforementioned department and acts as its representative on the QAMA Technical Committee. Facilities

of the Department are available to the asbestos industry for the development of new procedures and review of existing methods. In addition, work can be carried out for individual companies at a nominal fee; results considered confidential.

Uniform Classification and Grading Committee

In his report, the Chairman covered the following items:

- a) Fibre Inspector - Inspector returned to work April 14th.
- b) Sherbrooke Laboratory - Mr. Marcel Cossette, McGill 1960 chemical engineer, was hired as the new Director. As Mr. Cossette was formerly employed by Asbestos Corporation doing similar work, he is ideal for the job. Mr. Cossette's salary is \$9,150 per year. The new Director advises that the 7th cycle of fibre testing is well underway. He also

advises that Dr. Massey, Assistant Dean of Medicine, University of Sherbrooke, has requested samples of fibre of particular sizes (and also fibre tests) for a study of the effect of asbestos on animals. He is taking his instructions in this matter from QAMA via Mr. Filteau. The Laboratory will be closed for vacations from July 17th to July 30th.

- c) Laboratory Secretary - The Director advises also that under the University scale of salaries that the secretary, Mrs. J.D. Giroux, should receive an increase of \$3 per week effective June 1st, 1966, and each year thereafter for 5 years until she reaches the maximum of \$90 per week in 1970. Authorization to increase salary of secretary from \$75 to \$78 per week agreed by Directors.
- d) Summer Student - A thesis by the 1965 Summer Student on the influence of asbestos fibre in concrete was received. The two copies

are being circulated to members of the Uniform Classification and Grading Committee. The student received the \$50 special award which was authorized some months ago.

- e) Department of Mines and Technical Surveys - The Zeiss Particle Size Analyser is not purchased yet. When a quotation was requested the price was \$4,170 not \$3,300 as had been advised. Mr. G. Robinson will try to get the sales tax and/or duty removed.
- f) Fibre Classification by F.S.U., McNett & Colour - The report and recommendations of the F.S.U., Inspection Committee has been received and is being referred to the Technical Committee for necessary procedural F.S.U. changes.

As requested the Sherbrooke Laboratory made up a listing of fibres in order of Q.S. Tests and in order of McNett. It appears that

perhaps an F.S.U. classification would be easier to tackle first and then McNett could follow any principle that is found acceptable for F.S.U.

Industrial Relations Committee

In his review, the Chairman advised that the Dust Control Engineer had submitted his monthly report, which was circulated to all member companies a few days before the meeting. The Engineer is presently looking into possible correlation between dust counts taken with his equipment and counts with the dust sampler used by AS&R.

Reference to the hearing case of E. Paradis, National Asbestos employee, was brought up by Counsel. A meeting of Dr. Cartier with Dr. Sellemare and the hearing expert of the Workmen's Compensation Board is to be held this very day (May 30th), to review all the expertises made by various doctors on this man.

The limits of company responsibility with respect to employee services were questioned. When does company responsibility start?; when do employee services begin, etc.? In US,

services of an individual and employer responsibility are considered assessable when employee is on his way in or out of work. In Quebec, the philosophy of the Workmen's Compensation Board is that accidents occurring during travel to and from work are not compensable.

The General Manager informed the meeting that on the occasion of a visit with Workmen's Compensation Board, the commissioners recommended that companies file each month with the Board an abbreviated report of their first aid cases; this suggestion was moved and adopted. The General Manager to obtain from the Board a typical report form, copies of which will be sent to all member companies.

Traffic Committee

The President informed the assembly that several telegrams had been sent to the Prime Minister, Minister of Transport, and Minister of Labour, urging them to take all necessary measures to settle the dock strike promptly. Replies were received indicating that the Minister of Labour and his associates were doing their best to arrive at a settlement as soon as possible. The intent in sending such telegrams

was to assure the ministers involved and the management of harbours concerned of the support of the industry in this difficult situation.

The Chairman of the Committee indicated that the River Plate Conference had expressed the intention of increasing its rates; a meeting will be held in June to discuss their proposal.

A Canadian shippers conference is presently in the formative stage and is expected to be operating by next September.

Legislation and Taxation Committee

The joint brief on the Bélanger Commission Report is now ready for submission and it is felt that it should be presented by the top officers of QAMA and QMMA in person to the Premier and cabinet ministers concerned and senior department staff. However, no appointment could be made before election day, June 5th.

The Chairman of the Committee stated that the Carter Report on federal taxation policy is expected to come down during summer.

Public Relations Committee

The TV clips prepared by PR Counsel do not meet with the satisfaction of the Committee. New ones will be drafted and submitted for approval.

The Committee had a meeting with the Occupational and Environmental Health Committee to discuss how to obtain publicity from the announcement of the proposed Asbestos Health Research Council. A release has been drafted and submitted for revision by the Committee. It is not expected that such announcement can be made shortly, at least not before the first meeting of the members of the Council on July 25th next.

Occupational and Environmental Health Committee

A meeting of the Committee with Dr. Wright and Dr. Pelnar took place on Good Friday. Following invitations sent by Chairman of Committee, Dr. M. Cushner of New York City, Dr. Daniel C. Braun, USS medical director, Dr. John Beattie, Queens College, Cambridge, England, Dr. Fernand Grégoire, Lavoisier Institute, Montreal, have accepted to sit as interim members of the Scientific Committee of the proposed Asbestos Health Research Council; Dr. Vidal to be invited also as a honorary member.

This Committee is expected to hold its first reunion on July 25th. The main item on the agenda of this first meeting will be a review of Dr. McDonald proposed epidemiological survey for the purpose of setting up appropriate guidelines. Meanwhile, Dr. McDonald has been authorized to proceed with the survey, since he already has hired people to assist him.

Appropriate material, it was felt by many, should be collected to counter some of the recent bad publicity suffered by the asbestos industry in the USA; after a review of information available, it was concluded that nothing newsworthy could be released at this time. A release announcing the establishment of Asbestos Health Research Council has been drafted. There was some objection, however, as to the project being connected with the Canadian Centennial; it was feared that it might be interpreted as merely a Canadian project instead of an international one.

In USA, J-M has taken the lead and hired Hill and Knowlton as PR adviser on this problem. QAMA to handle its own program but to work in close collaboration with the US group.

Counsel informed the meeting, that, during a recent visit to Helsinki, the Committee had received a first hand summary of the findings by two doctors of the Health Institute of Finland. Dr. Meurman and Dr. Raunio gave a verbal report of their theses in which they claim that there is no disability suffered from calcification caused by pleural plaques and that there is no relation with mesothelioma or cancer of the lung.

This question might come up at the International Congress of the diseases of the chest to be held in Copenhagen from August 20 to 25 next. At this meeting Dr. Kiviluoto, Dr. Bohlig and Dr. Selikoff will talk on the problems of asbestosis. A number of American chest physicians are expected to attend. QAMA will be adequately represented; Dr. Beattie has accepted to attend the meeting in Copenhagen and it is hoped that Dr. Noro and Dr. Meurman will also attend.

Another similar meeting in Vienna is contemplated for the third week of September under the direction of Dr. Vigliani and Dr. Noro; it will deal with occupational health in various countries of the world.

Publicity from these two meetings should give us enough ammunition to fight off attacks surging here and there.

The services of Dr. Wright and Dr. Pelnar have been retained as of April 1st. As of June 1st, Dr. Vidal will be attached as adviser at a salary of \$5,000 a year. In case Dr. McDonald should require an advance for work done in connection with his survey, he should direct his request to the treasurer; George Robinson.

In connection with the budget approved for the AHRC, a different basis (total fibre shipping values) of allocation of costs to QAMA members was submitted for discussion; copies to be sent to all members, and reviewed at next meeting.

The Chairman of the Committee tabled a letter from the Asbestosis Research Council of England in which the secretary indicated the Council was agreeable to entertain an application by QAMA for associate membership in the Council. Such membership would provide an exchange of information such as pre-prints of scientific papers, periodical reports of general interest, annual reports of Council, etc. Basic subscription for associate membership is £250 per annum. Following a brief

discussion, application for membership was moved and adopted. The General Manager was mandated to proceed with the application.

Following an approach by the Steering Committee for the National Study of Biological Effects of Asbestos it was moved that the nomination of Mr. Maurice Lachance as a member of this committee in Ottawa be approved; the activities of Mr. Lachance in this connection to be under the supervision of the Chairman of the Industrial Relations Committee. Adopted.

Industry Permanent Exhibit

Designs of typical exhibit panels were submitted to the people attending the meeting for their perusal. The content was agreed in principal, it was moved that four double sided display panels complete with steel structure, packing case, etc. be ordered at a cost of \$350 per unit. Adopted.

NEW BUSINESS

Accounts payable ratified as follows:

Editorial Associates Ltd. (EDITAS) - March 5,350.44
- April 5,350.44
<u>\$10,700.88</u>

ADOPTED

In view of the resignation of Mr. J.J. Paré as Director of the Testing and Research Laboratory at the University of Sherbrooke and the nomination, effective May 1, 1966, of Mr. Marcel Cossette to replace him, it was:

RESOLVED, That the name of Mr. J.J. Paré be deleted from the list of signing officers for the Association's Bank account with the Canadian Imperial Bank of Commerce, King and Bryant Streets, Sherbrooke, Que., and the name of Mr. Marcel Cossette be substituted thereof. _____

ADOPTED

Mexican Mission

A request had been received from the Federal Department of Trade and Commerce to allow a Trade Mission from Mexico to visit the asbestos industry in 1967. The Mission would likely spend two days or so visiting a mine, a mill and a manufacturing plant. The industry would merely be asked to entertain the group for lunches and dinners. The request was approved and General Manager was asked to officially reply.

Conseil du Patronat

The Council is going ahead with a provisional board of directors and the new representation proposed (primary industry - 7, secondary - 7, tertiary industry and services - 7, horizontal associations - 6) is considered adequate. The consensus of opinion seemed to suggest that the Association move slowly in this respect and accordingly should continue to follow the activities of the Council merely as an observer.

Miscellaneous

A request was received from Lynn Macleod Engineering asking for authorization to fabricate asbestos testing equipment. No action taken at the meeting.

Next Meeting

Next meeting of the Association will be held on July 25th, 1966, in Sherbrooke.

Adjournment

There being no further business the meeting adjourned.

5. REPORT OF TECHNICAL COMMITTEE

QUEBEC ASBESTOS MINING ASSOCIATION

SPECIAL MEETING - JASPER PARK LODGE, JASPER, ALBERTA
August 3rd - 6th - 1966

Technical Committee Report

The Technical Committee has met twice since the special meeting of March 31, 1966.

The Penetration Index Test

This procedure is still being investigated, using two asphalt liquids to prepare the paste of fibre. At this date, all the material to conduct the test series has been circulated to four laboratories. It is hoped the results will have been reviewed before the next meeting.

The Filtration of Asbestos-Cement-Silica Mixes

The work of the sub-committee continued in observing the effect of temperature of the water and apparatus on the results.

The Fibre Strength Unit Test

A report, written after visiting all laboratories, is now being reviewed. It is expected that the sub-committee will point out depressions from the established procedure for subsequent Round Robin Testing.

With time, some aspects of the procedure will be studied in further detail to ensure greater reproducibility.

Wet Classification Sub-Committee

The Bauer-McNett Procedure has been accepted by the A.S.T.M., and preliminary work has started on an investigation of the T. & N. classifier.

Surface Area Sub-Committee

A reworded procedure for the measurement of surface area, by air permeability, is ready for A.S.T.M. Committee D-30 Sub-Committee III. This will be forwarded for letter balloting by the committee members.

Editorial Sub-Committee

Since the procedures and drawings have to be in A.S.T.M. format, a Sub-Committee was created to carry out the editing of present and future Technical Committee procedure. This committee is comprised of the following:

W.P. Archer, Chairman

M. Cossette

J.G. Foy

The Technical Committee plans to meet on the 13th September to review the work in progress.

R. Dodds-Hebron
Chairman

6. REPORT OF UNIFORM CLASSIFICATION
AND
GRADING COMMITTEE

QUEBEC ASBESTOS MINING ASSOCIATION

SPECIAL MEETING - JASPER PARK LODGE, JASPER, ALBERTA

August 3rd - 6th, 1966

Report of Uniform Classification
and Grading Committee

1. Sherbrooke Laboratory

- 1.0 The work of the laboratory is proceeding normally - QAMA members received the results for 6 Group fibres of the 1966 Exchange Samples (VII Selection) on June 29.

The new Director seems to have taken over successfully.

The laboratory took its annual vacation from July 17 to July 30.

- 1.1 At a meeting of the Uniform Classification and Grading Committee on July 19, 1966, some requests from the new Director for chemical equipment were deferred, probably permanently.

- 1.2 A necessary expenditure to build the Director's secretary an office in the laboratory (formerly upstairs will be reviewed by the Chairman of the Committee.

It will be controlled to keep within budget.

2. Department of Mines and Technical Surveys

2.0 A final effort to avoid duty and sales tax on the Zeiss Particle Size Counter is being made by the Sherbrooke Lab. Director. The purchase order (one way or the other) will be placed in August.

2.1 Mr. A. Winer visited Thetford Mines in July and advised that:-

a) The smaller nitrogen absorption machine for the rapid measurement of surface area has been received. Mr. Winer is hopeful that tests will give useful results.

Fibres for Mr. Winer's tests are being supplied by the Technical Committee but will be forwarded through the QAMA Sherbrooke Lab for sampling and testing. The test results will be sent to Mr. Winer.

b) A \$200 Polaroid Camera has been ordered for use with the Particle Size Analyser.

3. Fibre Strength Unit

3.0 The classification of fibres on S.U. was discussed only briefly as direction from QAMA Directors had been requested.

3.1 The Report of the S.U. Inspection Sub-Committee was discussed. This report is under study by a sub-committee of the QAMA Technical Committee.

The request was made that the Technical Committee only suggest a standardized procedure at the moment and that test work (by the Sherbrooke Lab) could follow to determine the significance of some of the suggestions made by the Inspection Committee.

3.2 The report by the Sherbrooke Lab on the effect of fibre ratio (QF) on S.U. results was reviewed. This was felt to be worthwhile and similar tests are being requested for 5 & 6 Group fibres. These results will help to determine whether S.U. results should be plotted to a MRA of 275 or only kept within the present 261 to 288 range.

3.3 The report by the Sherbrooke Lab on ball milling times for S.U. Testing was reviewed. The decision was made to request 60 minutes in future for any S.U. round robin tests.

4. Classification of Fibres based on Bauer-McNett

4.0 The Sherbrooke Lab Director, as requested, has listed all fibres tested since the lab started:-

- a) in order of Q.S. Test
- b) in order of Bauer-McNett
- c) in order of McNett points
(4M-20, 14M-10, 35M-5 and
minus 35M-1)

The results also include S.U., Dyckerhoff, and Colour.

Copies will be sent to each member of the Uniform Classification and Grading Committee.

4.1 The Sherbrooke Lab Director has been requested to attempt a classification based on McNett, using the listings mentioned in 4.0 above, following the principle of Q.S. classification of August 1, 1965, and in roughly the same number of sub-divisions

as now given under the Q.S. classification. However, no attempt will be made to make the new listing follow the present Q.S. listings. The same principles of "Minimum Shipping Test", "Maximum Shipping Test", "Sliding Scale of Maxima" will be attempted.

5. Q.S. Test

The Chairman of the Technical Committee noted that 35 mesh is not mentioned for Q.S. in the new manual. He checked and it is not mentioned on the National Research Council drawings.

This was felt to be correct, the use of 35 mesh was an internal QAMA matter, and was not intended to go beyond internal usage.

W.H. Foster
Chairman

7. REPORT OF INDUSTRIAL RELATIONS COMMITTEE

QUEBEC ASBESTOS MINING ASSOCIATION
SPECIAL MEETING - JASPER PARK LODGE, JASPER, ALBERTA
August 3rd - 6th, 1966

Report of Industrial Relations Committee

As reported in the previous minutes, our engineer, Mr. Lachance, in co-operation with K. Nelson of A.S. & R. Corporation has been investigating the use of several types of automatic dust counters, and has submitted a report on the Bausch & Lomb automatic dust counter. The automatic counter was correlated against the midget impinger with standard microscope counting. The results show a satisfactory correlation.

Our engineer believes that some improvement can be made to the scale to fit our needs, and according to Bausch & Lomb this can be arranged. Copies of the engineer's report will be circulated to the different companies.

Although the automatic counter does not give the fibre content we know by experience that the fibre content at each mine does not vary a great deal from year to year. Our engineer believes that it is more important to have the total concentration rather than just the fibre count. We have found that the fibre count is below one m.f.p.c.f. if the total dust content is less than ten million particles per cu. ft.

This will greatly speed up the dust counting since it gives automatic readings at any chosen location. We also believe that this removes the human element in counting, and we shall be able to make as many readings as desired and also more accurate surveys.

A new sound level meter has been purchased and our engineer shall be able to conduct sound level surveys throughout the mines; this work should relieve him from the tedious repetitive task of counting.

The approximate price is \$5,500 - \$4,000 plus 22½% duty, plus 11% sales tax. Incidentally, this machine can be set up for monitoring by adding an automatic recording device.

Authority is requested to proceed with the purchase of the Bausch & Lomb automatic dust counter.

J.O. Eby
Chairman

Newspaper clipping attached

On
the& Off
RECORD

● **"P.V." PRIME BOMBING SUSPECT:** Police believe they know the identity, but not the whereabouts, of the individual responsible for two recent Montreal bombing episodes. Although he never worked for the firm, he was active in the picket line at the La Grenade Shoe Co., where a bomb exploded. He has also been linked with the more recent explosion of a bomb near a Dominion Textiles plant, in which a youth was killed. Investigators seeking to learn his present whereabouts have been told by informants that he has gone to France. But they have their own reasons for believing that he is still in Montreal, and has gone "underground" because he knows police are seeking him. His initials are P. V.

● **DISTINGUISHED MUSICIANS:** When Boris Brodt conducts next week's "Diversissement" concerts by the Montreal Symphony Orchestra, he will have four distinguished musicians themselves conductors of note, under his baton. The program includes Hayden's "Toy Symphony", which calls for the use of toy instruments. Dr. Wilfrid Pelletier will play the toy drums; Jean-Marie Besudet the nightingale; Jacques Beaudry the ratchet; and Alexander Brodt, father of the conductor, will play the cuckoo. The performance will be repeated three times, in the Maurice Richard, Verdun and Villars Arenas.

● **QUOTABLE QUOTES:** The people who worked on Quebec's provincial election June 5 are becoming restive because they still haven't received their pay cheques. . . The building-free spot where Cote des Neiges is supposed to curve into St. Matthew street has become a favorite parking place; which is a handicap to workers trying to get it ready for construction preliminaries. No. 10 Police Station constables find it handy. . . Purchasers of seven-day passports for Expo should note that they are for seven consecutive days, a fact not always spelled out. . . Britain's austerity campaign extends to Montreal. Envelopes from the British Government Office here bear the notation: "ECONOMY. OPEN carefully. RE-USE with Economy Label". . . The Grand Trunk Boating Club holds its 91st annual paddling regatta on Sunday. . . The Cunarder Germania's five and a half day St. Lawrence cruise sailing from here Aug. 2 has a full passenger list; and will be repeated in 1967, sailing Aug. 8.

● **PERSON TO PERSON:** Danny Gallivan, the silver-tongued "Voice of Les Canadiens"; and N.H.L. President Clarence Campbell, accompanied by "Onkel" Vern DeGuer to Saskatoon Arena: the former pair are among the principal speakers. . . Oldtimer Ed Kingsland trying to recruit a tug-of-war team in Magog to compete in Sunday's annual Concession Picnic at the Brome Fair Grounds. . . Mr. and Mrs. W. M. C. Croom, he's retired from the bank of Montreal, to his native Newfoundland on Sunday, his 70th birthday. . . Ron to bid for public contracts when Lach winner of the Optimist Club golf tournament at the Grey-Rocks course. . . Mr. and Mrs. M. H. (Bud) Miller, he's Dometax safety director, mark their silver wedding anniversary on Sunday. . . Andrew Leclerc, Montreal civil engineer, arriving to Florida with his family, became the millionth passenger to use the Cape May (N.J.)-Lewes (Del.) ferry, with pomp and ceremony.

● **SHOW BUSINESS:** Ex-Montrealer comic Jackie Kahane current at the Fairmount Hotel, one of the top spots in San Francisco. . . The Stan Bankier Orchestra plays

QFL Demands New Safety Commission

QUEBEC — (Gazette) — The Quebec Federation of Labor has called for the establishment of an industrial safety and hygiene commission to take over prevention services.

In a brief submitted yesterday to an interministerial committee investigating the field, the federation asked both management-sponsored protection agencies and government inspection services over the coals.

Workmen's Compensation Board statistics show the number of accidents of which claims were made rose about 50 per cent from 1961 to 1964, the federation charged.

Other Statistics Are Lower

During the same period, the labor force in Quebec has gone up 7.5 per cent and the employment index 11.8 points.

The QFL brief called for a codification of laws on industrial safety and hygiene and establishment of a tripartite commission to apply the new legislation.

Membership of the commission would be five — two from labor, two from management and one from the government.

Among other proposals were that no further grants be given to existing accident prevention associations once the commission were set up; all safety equipment such as glasses and boots be provided by the employers; enterprises with 200 or more employees be required to have a trained nurse and a first aid man for each shift — in the construction industry, this should apply for each team of at least 50 workers; the authorized representatives of the workers be allowed to go to the scene of fatal work accidents; and contractors, sub-contractors and suppliers lose their right to bid for public contracts when they have been guilty of "reckless negligence."

Valuable Find

VALLETTA, Malta — (Reuters) — Maltese Museum authorities Thursday said pottery recovered by British Naval divers from the wreck of a 17th-century Maltese ship

Support

The French-language press is able attention to the crisis over Canada's armed forces and an editorial issued a warning to the new government about patronage.

On the service controversy, Minister Paul Hellyer came in Presse. He wrote:

Several high-ranking officers of our armed forces have chosen the closing of a Parliamentary session to give a hard time to the minister of defence. Mr. Paul Hellyer. Let us first remember that in the haste which preceded the beginning of the summer recess of Parliament it has not been easy to throw light on the nature of the dispute between civil authority and the military hierarchy. . .

Our rear-admirals who have been prematurely pensioned off are more like malcontents than sedition-mongers. What is strange in their case is that they have waited two years to voice their dissatisfaction. We know that the policy of the integration of the armed forces conceived by Mr. Hellyer and approved by Parliament has been going on progressively since 1964. . .

Without officially expressing his opposition to this policy — which would have forced him

FR



8. REPORT OF PUBLIC RELATIONS

PUBLIC RELATIONS REPORT RAPPORT SUR LES RELATIONS PUBLIQUES

EDITAS

1251 UNIVERSITY, MONTREAL 2
TEL: 366-9274

CONFIDENTIAL/CONFIDENTIEL To: The Quebec Asbestos Mining Association,
Summer meeting, Jasper Park, Alta.

July 1966.

PUBLIC RELATIONS PROGRAM 1966-67

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(Please note that all publications,
releases, display material, etc.
are available in both French and
English and are included here in
English only, to avoid bulk.)

PR Summary - the continuing
program

Through publication of "The Asbestos Producer", release of asbestos mining information to press, radio and technical publications, and distribution of copies of "The Strangest Mineral Ever Known", "Facts About The Quebec Asbestos Mining Industry" and "Asbestos Goes Around The World" - all in French and English editions - the industry has maintained its favorable public relations position relative to its employees, suppliers, the communities in which it operates, government departments, opinion leaders and customers at home and abroad.

Because of these continuing activities, the industry is less subject to political attack - or unrealistic political opportunism - than are those industries which have neglected to keep employees, the press, political organizations and government officials informed.

Public relations programs are effective only when they are consistent and continuous. A public relations job is never done. Its effectiveness increases as it goes on year after year, adapting itself to new conditions and social or political changes but always continuing the basic theme which, in the case of the QAMA, is simply this: "Asbestos mining is an important economic asset to Quebec Province and to Canada. The companies engaged in asbestos mining have invested large sums of money here. They treat and pay their employees well, give equal and sometimes superior opportunities to qualified French Canadian employees, behave as good Quebec citizens and make a worthwhile contribution to Quebec's

prosperity, social development and culture".

Specific subject which form an important part of the program include the constant need for explaining the limited possibilities for asbestos processing industries in Canada and the importance of freedom to export; the concern for employee and public health which the companies constantly display through improved safeguards and assistance to medical research.

The message is carried to the industry's various publics through a number of proved and accepted media:

"The Asbestos Producer"

Now in its twelfth year, "The Asbestos Producer" enjoys, as nearly as we can tell, complete employee acceptability. Professional reader surveys made at three or four year intervals have revealed that "The Asbestos Producer" is the most widely-read publication in the asbestos communities. It has received three professional standards awards from the Association of Industrial Editors and has maintained a consistently high editorial standard with particular emphasis on good illustrative photography.

Most important: in twelve years, not a single reader or labor union complaint has been received regarding objectivity of the editorial content. Industry "messages" which have been more prominent in the past two years have been accepted without comment as a legitimate part of the publication's content.

Between June 30, 1965, and July 1, 1966, twelve eight-page issues of "The Asbestos Producer" were distrib-

uted by mail to the homes of 6500 employees, to members of the Quebec Government and legislature, to department officials in significant government offices, to editors of all Quebec daily newspapers and selected weekly papers, to representatives of the Roman Catholic and Protestant clergy, to writers, broadcasters and opinion leaders not only in the mining communities but throughout Quebec.

Frequently, articles in "The Producer" are reproduced in Quebec papers or references are made to them on radio.

The policy of the "The Asbestos Producer" has changed very little during twelve years. In its pages, its readers are told very simply that asbestos communities are good places in which to live and that asbestos mining is an important, dignified and healthy occupation. This basic message is relayed indirectly by copy and photographs covering the daily lives of asbestos workers and the people in the communities in which they live.

During the past two years, there has been an increase in what might be called "economic education". Editorials are now printed which speak openly about operating problems affecting the industry and for which employee understanding is sought.

Reader acceptance built up over the years has made "The Asbestos Producer" a successful forum for these industry messages. Care must be exercised, however, to see that this new editorial approach is not overdone.

.....

Quebec Asbestos Information
Service - news releases

It is good public relations policy to offer news to the media when it is available, quickly, briefly and with authority. It is not good policy to "manufacture" news, to seek to prevent publication of legitimate news or to offer the media information which is not authentic or of no public interest.

On these principles the Quebec Asbestos Information Service has been operated since 1954 to serve as the official and recognized news source for the industry. Consequently, this news bureau has been accepted by editors and broadcasters with the same trust and cordiality that industry employees have extended to "The Asbestos Producer".

QAMA or industry news releases are infrequent. When they are issued, they are accepted by editors and broadcasters as reliable and are generally published or broadcast without alteration.

This editorial acceptance will serve the industry well on any future occasions when quick and easy access to news editors and broadcasters becomes essential.

In addition to releasing news to the media when it becomes available, to Quebec Asbestos Information Service receives during the year numerous requests from editors, broadcasters, writers and individuals for specific information about asbestos mining and asbestos products. Such requests are handled expeditiously or, when information is not readily available, are referred to the chairman of the

Public Relations Committee, or to the General Manager of the Association.

Such requests are on occasion received from publications outside Canada and news about Canadian asbestos appears as a result in French, German, Italian or Japanese publications. A recent query, from Communist China, was directed to the QAMA for answer.

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INDUSTRY LITERATURE

1. "The Strangest Mineral Ever Known"

As in the case of news releases, we have over the years limited the production of educational or promotion literature about asbestos or asbestos mining. We have emphasized quality rather than quantity and have carefully controlled distribution to avoid excessive waste. We have also accepted the principle that frequent mailings of unsolicited material, however attractive, do not produce useful public relations returns. For all general purpose mailings, the principal booklet or brochure has been the handsome and very popular "Strangest Mineral Ever Known" which is now in its seventh edition.

Carefully written and attractively produced in December, 1955, in French and English editions, the brochure has received constant editorial attention ever since. Text revisions have been made in each of five reprint editions, involving changes on 16 of the book's 20 pages and artwork revisions on the front cover and four inside pages.

As a result, the 1966 edition, now on the press, will be as fresh and up-to-date as the original edition eleven years ago.

Altogether, almost 21,000 copies of the brochure, 12,286 in English and 8,264 in French, have been distributed in the following manner:

1. By Quebec Asbestos Information Service:

An original mailing was made to opinion leaders throughout Quebec (including the clergy), to the press, schools, libraries, federal and provincial government officials and department heads, and to political and business organizations. Subsequent mailings were made as governments changed.

In reply to individual telephone or written requests. Bulk shipments to schools, however, have been avoided, save in certain instances in the Province of Quebec. (Copies of the less expensive "Facts about The Quebec Asbestos Mining Industry" have been substituted in some cases).

As handouts to press representatives visiting the mines when accompanied by Editas staff.

As handouts to visitors to Quebec Asbestos Information Service offices in Montreal who come seeking information for scholastic, touristic, research or business reasons.

2. By the Q.A.M.A. Quebec office, to which copies are shipped as required in bulk

3. By individual mining companies:

When the brochure was first published, it was agreed that copies would be made available to member companies at a nominal price of 25 cents each, for their own distribution. All member companies and their head offices have received copies of the various editions as

they appeared. An effort is made to see that mining company lobbies are supplied with up-to-date copies in both languages.

One of the interesting and appealing features of "The Strangest Mineral Ever Known" has been the attachment to the front cover of a sample of asbestos ore. This attachment is made by Quebec Asbestos Information Service to all copies it distributes, with samples supplied by the various mines. In the case of copies distributed by the companies, shipments are made to them in bulk, without samples, and to these copies the companies attach samples from their own properties.

2. "Facts About The
Quebec Asbestos
Mining Industry"

Designed as a quick, small and easily digested booklet giving the salient facts about the Quebec asbestos mining industry, this publication continues to have a regular distribution by request not only throughout Quebec but in other parts of Canada and abroad.

It presently needs revision and figures are being checked and altered for a new edition. The booklet, inexpensive to produce, is specially useful at trade exhibitions and conventions where the asbestos industry has reception rooms or displays. It also serves as a substitute for the more elaborate brochure when a request for information must be fulfilled but the interest is only minimal.

Copies of this booklet are also available for member company distribution.

3. "Asbestos Around
The World"

Consisting of reprints of a series of articles in "The Asbestos Producer" on the subject of asbestos exports, this small bilingual booklet serves as a convenient and attractive vehicle to carry the message that free exports of raw asbestos are essential to Canada's economy and that efforts to establish processing plants in Canada would be unsuccessful and costly.

Distribution has been mainly to government offices, press and the other media, business organizations such as Chambers of Commerce, Boards of Trade and individuals.

The opportunity to use this booklet for overseas distribution to customers and prospects has not been fully grasped by member companies and copies are still available for their use.

Distribution to all members of the new Quebec Government is now under way.

Television films

Preparation of the first of a series of one-minute television pilot films was undertaken during the year. Technically, production of these films does not constitute a problem. There is still some difficulty in uncovering and handling useful subjects within a one or two minute time limit. First submission of these films to Quebec TV stations is scheduled for this fall.

Public attitudes

Generally speaking, there has been little published or broadcast criticism of the Quebec asbestos mining industry during the past year.

The only disturbing reports have been those based on Quebec ministerial suggestions regarding resource industries - hinting at higher tax revenues, possible nationalization, etc., and the odd reference mostly in French language journals to the asbestos strike.

For the most part, editors and broadcasters at the moment seem to have accepted the fact that the industry is important to the Province economically, is well operated and should be left alone.

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**The changing scene -
new challenges in 1966**

In preparing the continuing public relations program for the next twelve months, while the original, basic theme described on page two still holds, there have been certain important developments which will require a change of pace if not of policy. Several of these developments will need to be met by completely new projects or techniques, others will simply require intensification of present activities.

Needing special attention are these developments for which projects are outlined on the following pages:

**Medical claims and
charges**

1. Continued, growing, and highly publicized claims or charges that there is a dangerous association between asbestos and cancer and that the mining of asbestos and the manufacture or use of products

containing asbestos constitute a threat to public health;

Research institute

2. The association's undertaking to find, by way of competent scientific research, the facts regarding asbestos and health and the incorporation of a research institute dedicated to this purpose;

Change of government

3. Election of a National Union government in Quebec which presents a new set of problems which may or may not require industry public relations action. Will the new government be more or less socialistic? Will it take the same rather threatening attitude towards private industry in the natural resource area that was exhibited by René Lévesque? What will happen to the "Quiet Revolution?"

Strike fever

4. The "strike fever" which is rapidly engulfing not only major employment industries but even professions and government agencies. Will this trend to militant labor action influence labor attitudes in the mining areas? This requires constant public relations attention.

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The program for 1966-67

1. Asbestos-cancer medical research

In establishing a Health Research Council to attack the problem of health hazards in the asbestos mining industry, the QAMA has launched a major, worthwhile public relations project.

However valuable the Council may be in helping alleviate suffering or in reducing health hazards, from a public relations standpoint its effectiveness will depend almost entirely upon how well its objectives and its achievements are reported in the press, on radio and television.

The work of the Research Council will be of great importance; public knowledge of the industry's contribution to public health and of the Council's achievements are necessary if the Council is to have great public relations value.

Canadian pr efforts

While statements linking asbestos and cancer have only been intermittently reported in Canada, the industry must nevertheless be concerned about charges and claims made elsewhere, notably in the United States.

By affecting ultimate consumer attitudes towards products containing asbestos, the medical statements made in U.S. may well interfere with asbestos production in Canada. But while the principal problem may exist below the border, answers to it must emanate from Canada.

The QAMA, through its public relations services, must therefore be the source of all public relations activities and information designed to counteract damaging medical statements.

These activities and dissemination of information break down into two distinct categories:

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The first is directly associated with the new Research Council and its studies.

The second requires the gathering and distribution in acceptable editorial form of interesting and dramatic health information from the asbestos communities.

Reports in both these categories must be assembled and put together in Canada, distributed in this country for Canadian consumption and made available in other countries through whatever means are available.

This is a program which, if it is to be effective must be very carefully and thoroughly planned and executed. Undertaken haphazardly and without utilizing every possible medium, the public relations activity could render completely ineffective the work of the Research Council. It might well stir the critics of asbestos to greater efforts, because they will undoubtedly very soon be aware of the industry's concern and program.

This is so important from a public relations point of view that we think it necessary to set down in detail the steps which we think should be taken during the next six to eight months.

The public relations assault on two fronts should take place simultaneously: at the same time that Plan A, outlined immediately below, is taking effect, Plan B, described on page 16, should be proceeding.

Plan A - Research
Council launching

Announcement of the formation of the Health Research Council, its personnel, objectives and course of study together with some dramatic indication of its international importance should be made as soon as possible.

Such an announcement will receive the minimum of press attention and few, if any, mentions on radio or television, if it takes the form of a routine announcement either from the QAMA or from the Council itself.

To gain widespread coverage, and attract editorial and public interest and support, it must be dramatized and made to appear as an important international health project of truly humanitarian significance.

When Dr. Selikoff goes on radio in New York City - over a nation-wide network - he does not simply say "here is an important statement about a serious health problem". His statements are preceded by an announcer's frightening foreword - "THEY'VE FOUND ANOTHER KILLER IN THE AIR..."

That is why people listen - and remember, and why other people will act.

To be heard, those who reply to Dr. Selikoff must be equally dramatic, must be equally attention-seeking. Otherwise, they will have no effect. Also, to be considered - negative statements are more willingly heeded than positive ones. It is easier to frighten people than to calm them. It is more exciting - thus more compelling - to attack than to defend.

To have the QAMA message seen or heard, therefore, we must do more than just state in plain English the fact that a Health Research Council has been born.

Contrast the two statements below, for instance, for human interest, reader appeal - which our initial announcement must have:

Dull, unimaginative,
few will publish it -
and even fewer will
read it

Dramatic, internationally
significant..officially
accepted..many will pu-
lish it..and read it.

MONTREAL, August: Creation of a Health Research Council by the Quebec asbestos industry is announced here today.

Purpose of the Council is to further extend the already vast amount of knowledge regarding the health of asbestos workers, not only in the province but in all parts of the world and compare information with other research bodies.

The Council will be directed by a scientific committee composed of:
Etc.

Montreal, August: A Canadian Centennial project which will make a vital contribution to world health was announced here today.

A medical science group drawn from Canada, the United States, Great Britain and western continental Europe has been appointed to serve on a newly created World Health Research Council sponsored by the Quebec asbestos mining industry.

The Council will study specific health problems affecting asbestos mine workers not only in Quebec but in all parts of the world. Etc.

(complete proposed press release of Council formation is attached as APPENDIX A)

Such an announcement will command attention. It will be given the personally-announced support of John Fisher, the Canadian Centennial Commissioner General, and his board. It will have stated government support as a Canadian contribution to international welfare. It will undoubtedly be hailed in many quarters as the kind of Centennial project that is worthy of Canada.

To the suggestion that such an announcement might be of interest in Canada but not in the U.S. or other countries, it may be said that (a) national participation by a Canadian official body (the Centennial Commission) would indicate greater importance than just an industry announcement or (b) if public relations advisers in the U.S. or elsewhere felt more coverage could be secured by dropping the Centennial association, they could proceed without it.

In our opinion, a tie-in with the Centennial will assure much greater editorial attention than will otherwise be forthcoming.

World-wide distribution

Such an announcement deserves world-wide distribution, and we would suggest that it be sent by international news-wire, emanating from Montreal, to media across Canada, in the United States, Great Britain and continental Europe.

Such a news wire release will provide immediate and simultaneous distribution to newspapers, radio and television throughout the western world.

Background material

In the meantime, and before the initial release is put on the wires, complete background information should be prepared and be in the hands of public relations representatives in New York and ready for distribution to science editors, commentators, professional journals and others who might request it.

In other words, we should not make a public announcement and then be caught unprepared if requests for further details are made.

-16-a

We should also make available to medical journals and other monthly publications, a draft of the proposed Health Council several weeks before any press announcement. Magazine editors work on monthly rather than daily schedules and need material far ahead of publication date.

Readiness for press,
radio or TV interviews

At least one member of the medical committee (better one French and one English) should be prepared and available for press, radio or TV interviews either in Montreal, New York or London. He should be thoroughly briefed and prepared to answer any interviewer's questions.

When this much has been done, further publicity on the Health Council itself will depend largely upon its findings. However, we should not let the subject drop entirely. While we are waiting for findings to become available, or for further news of some significance of public interest, we should proceed with PLAN E.

Plan B - Health
features

Steps should be taken immediately to gather and assemble news stories, features articles, photos and motion pictures illustrating the healthful conditions of life in the asbestos country.

We already have much of this material on hand; it should be updated and revised and supplemented by new information. This is available through interviews with local octogenarians, statistics on longevity, statements from local doctors, reports from the clinic, etc.

This material should be used in two ways. In Canada, it can be distributed in the normal manner to all media. In the U.S., it can be made available to local press consultants, if such are employed, or be distributed direct to media - prepared

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especially for U.S. consumption.
The same method may be used overseas.

It is possible that this might better be done on the basis of information emanating from the Health Council itself, rather than from the Quebec Asbestos Information Service - although the latter has established relations with the press.

Area visits

In addition to making material available, we should also arrange to have groups of newspaper, radio, television, and magazine writers and editors visit the asbestos area to see for themselves how well people live. As in the past, this would result in extensive publicity and by extending it to U.S. and overseas writers, it would be possible to create an international impression.

In all material, emphasis should be placed upon athletic prowess of asbestos youth, on healthy and energetic summer and winter activities - golf, baseball, tennis, bowling, hockey, skiing, etc.

Almost every day in Canada or the United States, there is some publication or some radio or television station that is open to unusual and interesting human interest stories. It will be our function to make these available.

This will require some good short movie films as well as new still photographs.

The success of both Plan A and Plan B will depend very largely upon the skill with which useful information is gathered and the imagination and appeal with which it is prepared for press,

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radio and television.

New rule in Quebec

.....
During the past six years, Liberal members of the Quebec legislature, ministers of the Lesage government and senior officials in significant government departments have been the recipients of a steady flow of information about the Quebec asbestos mining industry.

Now, there is an entirely new set of ministers in office. There may be important changes in department offices. It therefore becomes necessary to start all over again to inform these new people. We should at least assume that they have to be informed from the start.

Mailing lists

To begin with, mailing lists for all asbestos publications, including "The Asbestos Producer", are being revised. Special news releases will also be directed from now on to communities from which National Union members were elected - the clergy, mayors and other officials in whose constituencies will also be on the receiving end.

Trend indicators

It will also be important that through Mr. Filteau's office in Quebec City the public relations committee be kept informed of government attitudes on economic and social questions and on the likely attitudes of important ministers.

Armed with this information, we can then prepare the type of information that will serve as answer to government policies which might be harmful to the industry and to support policies which could be beneficial.

During the next twelve months, at least, there should, because of this new situation, be an increased flow of news and information to all Quebec media.

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Centennial booklet

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The Association brochure, "The Strangest Mineral Ever Known" has been extraordinarily successful, primarily because it was designed to tell in a popular and artistic form the story of a little known or understood mineral. Most booklets of this type outlive their usefulness very quickly and demand entirely new treatment within a period of five or six years. This has not been the case with this illustrated brochure about asbestos.

In 1967, however, with Canada celebrating its Centennial and with industry, professions, public and private bodies concentrating so much of their attention on Canadian achievements, it seems desirable that the official QAMA brochure should reflect this national attitude.

It is suggested, therefore, that a completely new brochure be designed and produced:

1. It should reflect Canada's past by reciting the history of the asbestos mining industry in Canada.
2. It should point to Canada's future by way of modern graphic design.

3. To counteract increasing printing costs, the brochure should contain as little material as possible that is subject to revision (hopefully, none at all).
4. Since a book of this kind without statistical information is useless to any serious student of the industry, such information should be contained in a simple two-page folder which may be inserted in an envelope on the front or back inside cover. Whenever revisions become necessary, they may be made on the insert.
5. Illustrations should be either photographic or art work - dependent upon the advice of the designer. A four-colour photo on the front cover is suggested.
6. Quality standards should be maintained, with a good quality paper, fine printing and first-class design.
7. An attractive envelope should be printed to permit easy identification.
8. That provision for a sample of asbestos ore be made on the front or back cover.
9. The brochure should be linked more closely to other phases of the public relations program by referring positively and more specifically to the problems involved; health, economics, employee satisfaction, exports, prominence of French Canadians at higher levels, etc.

Without complete details including an artist's dummy, specification of paper, printing, etc. it is impossible to give an accurate estimate of costs of such a brochure.

It is known, however, that on the basis of biannual reprints, to permit necessary revisions, small quantity orders for "The Strangest Mineral Ever Known" result in an average price of approximately 82 cents per copy.

For this new brochure, with a suggested print run of 7,500 English and 2,500 French, which should provide a supply for five or six years, it would be possible to keep costs at about \$1 or \$1.25 per copy - including new art work, new copy, French and English, and accompanying envelopes.

Copies could then be supplied to individual members for distribution at 50 cents a copy and keep the QAMA budget unchanged.

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Employee education
and information...

We recommend no further changes in "The Asbestos Producer" at this time, except the normal efforts to improve each issue in both editorial content and design.

We think it would be a mistake to increase the amount of "editorial" content designed to "sell" company policies or interests. We have now added, without employee objection, an editorial column and from time to time we insert articles of direct company interest.

To increase this inspired material would seriously affect the publication's acceptability and would make it less useful as a medium for essential public relations purposes.

We had considered a readership survey for this summer but have now delayed it until the spring of 1967.

Community relations

"The Asbestos Producer" is also the principal medium of communication between

In every community, we are in intimate contact with local officials and are assured that the "producer" is considered to be an effective contributor to municipal development and welfare. Unexpectedly, we find The Asbestos Producer is also well accepted and respected by the editors of the local press who think it makes an important contribution to the community.

Exhibitions

Perhaps in anticipation of Expo 67 Canadians are becoming more and more aware of exhibitions and trade shows. In Montreal, completion of the Place Bonaventure will give this city one of the largest permanent exhibition and convention buildings on the continent and this will lead to an even greater interest in display.

For some time, the QAMA has been participating in an extremely haphazard manner in some technical and industrial exhibitions. Realizing that a poor showing was worse than no showing at all, the directors recently authorized the design and construction of a suitable portable display which would tell the story of the industry in a more dramatic and acceptable way.

The display has now been constructed. On August 3 it will be used officially for the first time, at a mining and industrial exhibition in Rouyn/Noranda. Consisting of four bilingual photograph-and-text-bearing panels which may later be increased to five, the display has accommodation available for products made with asbestos. It is also fully portable and comes equipped with its own packing cases.

(Photograph of the display is APPENDIX 'P')

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APPENDIX A

Suggested news release
announcing Health
Council

MONTREAL, August: A Canadian Centennial project which will make a vital contribution to world health was announced here today.

A medical science group drawn from Canada, the United States, Great Britain and western continental Europe has been appointed to serve on a newly-created World Health Research Council sponsored by the Quebec asbestos mining industry.

The Council will devote its first efforts towards the study of specific health problems affecting asbestos mine workers not only in Quebec Province but throughout the world. The medical committee has already held its first meeting and a course of study has been outlined.

Chairman of the committee is Dr. George Wright, of Saint Luke Hospital, Cleveland, Ohio, an outstanding authority in the field of

Committee members are Dr. P. Grégoire, Lavoisier Institute, Montreal; Dr. John Scottie, Queen's College, Cambridge, England; Dr. Daniel Braun,..... etc.

The new Health Council will become an international centre where all available data and literature on the health of asbestos workers will be received, controlled, analysed, interpreted and published for the information of the world's medical profession and for the public at large.

As a first project, the Council is sponsoring an epidemiological study on Quebec asbestos workers. This study, to be conducted by a team of medical experts headed by Dr. J.C. MacDonald, of McGill University, will be a retrospective inquiry into the health of the thousands of employees associated with this mining industry in both Thet-

Appendix A - 2 -

ford Mines and Asbestos. It will include an examination of records maintained over the past eighty years.

A sum of \$150,000 has been allocated to cover Dr. MacDonald's study which will be carried out with the supervision and guidance of an international committee made up of recognized authorities in this health field. An interim report covering the committee's investigations may be expected within twelve months.

Dr. MacDonald's investigations will constitute an extension and a logical follow-up to the numerous studies already made on this subject and will look into the health of asbestos workers in a great deal more detail than has ever been done before.

In announcing the project on behalf of the Quebec Asbestos Mining Association whose member companies are providing the funds and the facilities for the research, M.J. Messell, president, stated that the industry as its contribution to the celebration of Canada's Centennial wished to sponsor a project that would enable Canada to serve not only its own people but also add to world knowledge and health. The members of the Q.A.M.A., he said, have long taken a serious interest in health problems affecting their own workers and are now anxious to extend this interest to workers in this basic industry wherever they may be.

On behalf of the Canadian Centennial Commission, John Fisher, Commissioner General, stated that this type of international project was particularly welcomed by those concerned with Canada's giant birthday party in 1967. "We are doing a

Appendix A - 3 -

great many things for ourselves on this occasion," he said. "It is fitting that we should also use this opportunity to let the rest of the world know that we are also interested in helping other people in other lands.

"This International Health Research Council is a Centennial project worthy of a great nation which has always been concerned with international goodwill."

APPENDIX B

Suggested news distribution of Research Council announcement

Because of the world-wide significance of the Health Research Council announcement, it is suggested that it be released internationally as follows:

1. At least two weeks ahead of the announcement date, detailed information about the project be prepared and made available to editors of medical journals in Canada, the U.S., Great Britain, France and other countries where an interest in the subject is likely. This information should also be placed in the hands of public relations representatives in New York or other centres where professional help is being used to publicize the project.
2. On the selected announcement date, multi-lingual copies of the announcement should be released through Canada News Wire in Montreal over the international news wire network which includes PR News Wire in New York, independent news wire services in Chicago, Detroit, Washington, San Francisco; and through Universal News Services in London which reaches every national daily newspaper in Britain, 300 technical papers, all the international news agencies, continental newspapers and the big national radio and television networks.

In this way, with one release, the major part of the world's communications media will be covered simultaneously and immediately.

3. Simultaneous with this world-wide release, detailed background information should be made available to editors, special science writers, radio and tv commentators and others who

Appendix B - 2 -

would be interested in adding to the official announcement or commenting on it.

4. Efforts could be made to secure official comments on the project from leading medical authorities, medical schools, international scientific bodies, officials of the Canadian and other government health departments.

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9. BUDGETS AND ALLOCATION OF EXPENSES

QUEBEC ASBESTOS MINING ASSOCIATION

Actual and Budget Estimates

<u>Description</u>	<u>1965 Actual</u>	<u>1966 (Est.)</u>	<u>1967 (Est.)</u>
Safety Program	\$ 12,468	\$ 12,468	\$ 12,500
Fibre Inspection	9,094	10,000	10,000
Dust Control & (Sound Control)	10,120	15,000	15,000
Public Relations (Expo '67)	78,429	115,000	80,000
Legal and Consulting Fees	77,700	25,000	25,000
Technical and Research	53,929	58,000	58,000
Quebec Office	38,289	39,000	38,000
Mining Pathology	45,802	120,000	180,000
Mine Rescue Service	4,706	10,000	5,000
General Expenses	10,842	10,800	11,000
TOTAL	\$ 341,379	\$ 415,266	\$ 434,500

Allocation of Expenses:-

Asbestos Corporation Ltd.	\$ 122,654	\$	\$
Bell Asbestos Mines Ltd.	30,216		
Cdn. Johns-Manville Co., Ltd.	93,622	See	
Carey-Canadian Mines Ltd.	22,847	next	
Flintkote Mines Ltd.	11,776	pages	
Lake Asbestos of Quebec, Ltd.	35,610		
National Asbestos Mines Ltd.	12,270		
Nicolet Asbestos Mines Ltd.	8,351		
Cassiar Asbestos Corporation Ltd.	4,031		
	\$ 341,379	\$ 415,266	\$ 434,500

Paul A. Filteau

Quebec City, August 1, 1966

QUEBEC ASBESTOS MINING ASSOCIATION

Proposed Allocation of Expenses - 1966 *

	<u>1966 Budget</u>	<u>Asbestos Corporation</u>	<u>Bell Asbestos</u>	<u>Canadian J-P</u>	<u>Carey Canadian</u>
Safety Inspection	12,468	4,750	1,035	3,541	773
Fibre Inspection	10,000	1,840	440	4,410	1,530
Dust Control	15,000	5,715	1,245	4,260	930
Public Relations	115,000	43,815	9,545	32,650	7,130
Legal & Consulting	25,000	9,525	2,075	7,100	1,550
Technical & Research	58,000	19,430	2,900	13,630	5,800
Quebec Office	39,000	14,859	3,237	11,076	2,416
Re Mining Pathology	120,000	20,061	6,242	51,136	8,432
General Expense	<u>10,800</u>	<u>1,350</u>	<u>1,350</u>	<u>1,350</u>	<u>1,350</u>
	405,268	127,345	28,069	129,163	29,913
				=====	
Mine Rescue Station	<u>10,000</u>	<u>4,700</u>	<u>5,300</u>		
	415,268	132,045	33,369		
				=====	

* Suggested Basis of Allocation (1)

Fibre Inspection	Tons shipped	44.1
Safety Program	No. of employees	
Dust & Sound Control	" " "	
Public Relations	" " "	2.4
Legal and Consulting	" " "	
Quebec Office	" " "	
Technical & Research	No. of Tests	2.5
Mining Pathology	Sales value	4.5
General Expense	1/6 of Total	
Mine Rescue	No. of employees underground	

(1) As per C-J-M proposal

Proposed Allocation of Expenses (cont'd)

2 of 2

	<u>Flintkote Mines</u>	<u>Lake Asbestos</u>	<u>National Asbestos</u>	<u>Nicolet Asbestos</u>	<u>Cassiar Asbestos</u>
Safety Inspection	374	1,347	399	249	
Fibre Inspection	300	860	400	220	
Dust Control	450	1,620	480	300	
Public Relations	3,450	12,420	3,660	2,300	
Legal and Consulting	750	2,700	800	500	
Technical and Research	3,770	6,960	3,770	4,740	
Quebec Office	1,170	4,212	1,248	780	
Re Mining Pathology	1,971	10,731	3,175	1,752	10,500
General Expense	<u>1,350</u>	<u>1,350</u>	<u>1,350</u>	<u>1,350</u>	<u>10,500</u>
	13,585	42,200	15,302	9,191	10,500
	=====	=====	=====	=====	=====

ASBESTOS HEALTH RESEARCH COUNCIL

B U D G E T

PERSONNEL:

Premysl V. Pelnar, M.D. (3/4 time)	\$ 13,500.00
George W. Wright, M.D.	10,000.00
Secretary (3/4 time)	<u>4,320.00</u>
	\$ 27,820.00

OPERATING EXPENSES:

Travel (Dr. Pelnar)	10,000.00
Travel (Dr. Wright)	5,000.00
Office Equipments:	1,600.00
Dictaphone and transcriber	
Filing system	
Copy machine (service at 4 cents/sheet)	
Office Supplies	500.00
Telephone	800.00
Foreign journals	300.00
Overhead at 10% (exclusive of travel)	<u>3,100.00</u>
	21,300.00

SCIENTIFIC COMMITTEE

Travel and Honoraria	8,000.00
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<u>COMMITTEE CONSULTANTS</u>	15,000.00
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<u>EXECUTIVE COMMITTEE & MISCELLANEOUS</u>	12,880.00
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<u>MONTREAL OFFICES</u>	15,000.00
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<u>EPIDEMIOLOGICAL STUDY</u>	<u>50,000.00</u>
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TOTAL	\$150,000.00
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10. REPORT OF GENERAL MANAGER

QUEBEC ASBESTOS MINING ASSOCIATION
SPECIAL MEETING - JASPER PARK LODGE, JASPER, ALBERTA
August 3rd - 6th, 1966

Report of General Manager

Since the last meeting of the Association, the General Manager carried out the "desiderata" of the Directors of the Association as expressed in minutes of meeting and in conversations from time to time with the various Committee Chairmen. Particular attention was given to the following matters.

1. As commanded, application on behalf of QAMA for associate membership in the Asbestos Research Council of England was formally submitted; reply from Council still pending.
2. Attendance at this the Special 1966 Summer Meeting of the Association is the largest in recent years. It is hoped that the program, accommodations and facilities provided will meet with the satisfaction of members and guests.

3. Two meetings of the Provincial Inter-departmental Committee on Mining Technology have been held in June and July. The Asbestos Industry is represented on this Committee by R. Dugré of Canadian Johns-Manville Co. and the undersigned. The purpose of this advisory committee is to act as "liaison" between the mining industry and the future institutional organization in Mining Technology under the Department of Education. Preliminary research presently being conducted covers:

- a) Job descriptions requiring training in Mining Technology;
- b) Survey of current manpower supply and of immediate and future requirements for each job category;

- c) Prerequisites, program of studies for each category;
- d) Geographical implications;
- e) School equipment;
- f) Personnel, employment in industry;
- g) Publicity and recruiting.

Since the committee has been established at the request of the Government, the odds are that its suggestions are likely to be accepted by the Government.

4. One of the highlights of the 1966 Conference of the Canadian Public Relations Society, is the broad acceptance today of public relations and the better appreciation of what it can do in the industrial, business, governmental and institutional world. More and more public relations people in companies,

agencies and institutions are called upon to counsel the highest level of management. Recent surveys in Canada and U.S.A. show that 40% of the leading firms relied on the PR man's advice in senior decision-making on policies and operations.

5. The main subject of discussion at the Annual Meeting of the Quebec Metal Mining Association, which the President and General Manager of your Association attended, was the labour shortage presently experienced by the mining industry in the northern areas. Some of the solutions proposed were:
- a) Improved on-the-job training;
 - b) Upgrading of employees from labourers to management through formal instructions;
 - c) Improved research and techniques;

- d) Improved amenities and services
in northern communities;
- e) Pressure on the governments, unions,
teachers at the secondary school and
university levels, to initiate or
foster policies and legislation
encouraging the growth and development
of the mining industry.

The Mining Association of Canada has also stirred considerable attention and interest in this problem by discussing this stranding situation with the Federal Department of Mines and Technical Surveys on several occasions recently.

6. At the Ontario Mining Association Annual Meeting, an interesting session was held on the operations and practices of the Workmen's Compensation Board of Ontario.

The New Appeal System introduced in 1965 seems to function quite effectively; it consists of a Review Committee and Appeal Tribunal. The latter is composed of a Lawyer, a Doctor and a senior Claims Officer. The procedure is informal and the adversary system is not closely adhered to. Decision of the Tribunal can be appealed to the Board which holds hearings and decides "upon the real merits and justice of the case."

No doubt if such a Review and Appeal System were established under our Quebec Compensation Board, it might improve and expedite the settlement of claims to the satisfaction of all parties concerned.

7. With the establishment of the proposed Asbestos Health Research Council, office space has been reserved and leased in the IBM Building, Place Ville-Marie, Montreal.

Layout has been prepared and accepted by the Place Ville-Marie architects and premises should be ready for occupation by September 15th, according to Tenant Coordinator. The President of the Association and Chairman of the Occupational and Environmental Health Committee have agreed to conditions and layout proposed. Part of furniture is on order and other details are being looked after.

As to sub-letting to an incorporated body under QAMA, there is no problem and application to owner is a mere formality. Concerning this question of incorporation, suggestions as to approach and partnership distribution is submitted to Directors in a separate memo prepared by G. Robinson after discussion with the undersigned of the views expressed by the Chairman of the Occupational and Environmental Health Committee and the President of the Association.

8. The designer, architect and stone-cutters are now about to undertake the preparation and erection of the large asbestos ore sculpture, consisting of rock slabs covering a light, hollow metal framework. This sculpture to be placed in the center of a fountain. For your information, the Asbestos Plaza will be located on lot 4425, St. Helen's Island.
9. The Association, through the assistance of one of its members, has agreed to participate in the project of a Geology Court within the Canadian Pavilion at Expo '67. A large block of asbestos ore has been forwarded to display on the floor of the Court the asbestos mining industry.
10. The Asbestos Industry Display proposal approved at the meeting of the Association on May 30th last is now ready and will be shown for the first time at the Industrial Exhibition of

Northwestern Quebec in Rouyn-Noranda from August 3rd to August 11th next. The growth and importance of the mining industry is one of the main features of this exhibition (see Public Relations Report prepared by Editas).

11. Representations on the Bélanger Commission Report on behalf of QAMA and CMMR have not as yet been made to the Government. As a result of the change of administration, a new submission procedure will be proposed at the Jasper meeting by the Chairman of the Tax and Legislation Committee.
12. Conseil du Patronat --- A meeting of several senior Company officials with officers of the Chamber of Commerce of the Province of Quebec was held in Montreal to discuss the approach to the establishing of such a Conseil. Mr. Penhale having attended said meeting will

no doubt have comments to expose
at our session of August 4.

13. Exchanges with Government Personnel --- Mr. Winer, Department of Mines and Technical Surveys, Ottawa, Mr. L. Tanguay, chief inspector of Mines for Quebec -- These meetings were mutually agreed in a spirit of co-operation, so that misunderstandings and difficulties can be avoided in our dealings with these government departments. We are pleased to stress the importance of these contacts, since such contribute to the continued friendly relations which the mining industry enjoys with both the provincial and federal levels of Government.

Paul A. Filteau
General Manager