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the late 60's and early '70s, particularly highlighted by the arguments by OSHA that would lead me to say that this was not a hidden subject from the ordinary person. But exactly when anybody would hear about it, whether it's a Worker's Compensation case or union documents, I couldn't say.

Q. I think my question was not specific enough. When I say good, did the mass media, to use your term, get the word out about the dangers of asbestos in the late '60s, early '70s?

A. The word about asbestos was gone out in my view in the 1960's increasingly. Particularly, I would say that there was the product of the tireless efforts of Selikoff to advertise it in every way possible and that shows up in all kinds of documents. Now getting the word out is not much better than good because you have to compare it with something.

Q. What do you want to compare it to?

A. I don't know. I don't know what you would use as a counter example of one

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better.

Q. It's your opinion that Union Carbide's customers were part of the attentive public; is that correct?

A. Yes.

Q. It's your opinion that one way they became members of the attentive public is through the mass media reports on asbestos from the mid '60s, let's say, to the mid '70s, in that ten year period; is that fair?

A. It's earlier they got information and from other sources but including the mass media, but not restricted to.

Q. In your review of that mass media which you've done over the last ten months with your research assistants, do you think that the mass media passed out misinformation or did they pass out accurate information regarding the dangers of asbestos?

A. Well, there wasn't one of or all the other. What I think is fair to say that there was an alarm quality to the mass media's attention to asbestos as part either through cancer or through the environment or through work-related injuries and ailments.

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Q. When you say an alarm quality, do you mean they were blowing the risk out of proportion?

A. No, no, no, no. I mean one that emphasized the fearfulness of an expansion of cancers or relationship between smoking and asbestos that would multiple greatly. In other words, it was not presented as something you should take calmly. It was something represented as you should pay attention to. That is the only way to read the materials I've got. If I were to read through it, I would have examples of that.

Q. I want to make sure you're not using alarmist or alarm in a pejorative sense.

A. I know exactly what you mean. No, I'm using it in a descriptive as opposed to calm and neutral and played down, the fears why highlighted about the dangers of asbestos as well as other sources of ill-health.

Q. You will agree with me, professor, that cancer is alarming?

A. More than you would know, it's alarming for me.

Q. From your review of the

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literature, would you agree with the statement from 1967 "There is not much evidence yet as to the danger of using asbestos"?

A. I don't know who said that.

Q. I'm just asking you hypothetically would you agree with that statement? In 1967, would you agree that this would be an accurate statement if made in 1967, there is not much evidence yet as to the danger of using asbestos?

A. I don't think that's accurate.

Q. When Carbide customers received information regarding the dangers of asbestos, from Union Carbide, would you agree with me that the attention they paid, the attention a reasonable person would pay is likely to be in proportion to the gravity of the danger which they are being warned about?

A. I would agree that the danger to things you care about would be the chief element to take into account.

Q. Most people care about their health?

A. It's not just about their health because these customers, this is a matter to