



**AMERICAN SOCIETY FOR QUALITY CONTROL**  
 P.O. BOX 444, POINTE CLAIRE - DOBVAL H9B 4P3

**MONTREAL SECTION  
 0401**

**NEWSLETTER**  
**MONTREAL SECTION 0401**

JUNE/JULY 88

OFFICERS - 1987 - 1988

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**CHAIRMAN'S MESSAGE**

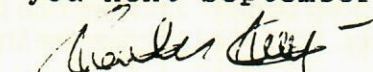
" Beyond customer satisfaction " is this year's theme for October Quality Month. Service above and beyond what is expected or required, give the customer the kind of white glove treatment that induces a magical effect to gain his loyalty.

Every member of the executive has been pondering on the kind of White Glove Treatment for our membership. To innovate and improve, we need to have your feedback. We have a lot of projects in mind, but we have to think twice before holding an activity, meeting attendance is not encouraging at times.

We try to spend wisely the money we get, let's take a look at the Montreal section's finances. We receive \$10.40 (US) per year for every member in good standing. Our newsletter costs us about a dollar(\$1.00) per member for printing and mailing every time we publish one. In addition to the newsletter expenses, we also incur costs of renting meeting rooms or a bus for plant tour. For the past two years we had some funds from the October Quality Month forum.

Thanks to all members who have supported us and participated in one way or the other. I wish to welcome aboard the new members to the executive, and I am sure the section is in good hands.

Have a safe and enjoyable summer and see you next September.

  
 Charles N P Cheun

COMMITTEES

**MEMBERSHIP**

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 J. Kahn & Associates  
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 (514) 937-8890

**HISTORIAN**

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 Quality Control  
 (514) 341-7731



## REFLECTIONS

Well its been another year. I hope that I was able to provide the type of NEWSLETTER that you expected. I won't apologize to those who didn't like it since I received no negative comments, I can only presume that all is well.

On these pages I have tried to give you some news about the Section, other Sections and what was found in various magazines which would be of interest to YOU the reader. I cannot possibly address all areas I personally do not subscribe to that many sources of information.

BUT..... I TRIED.

I'd like to thank Gerry YEDYNAK for his assistance in maintaining the costs of this NEWSLETTER down by obtaining some paid advertisements and thus allowing us to provide a few more pages than in the past. Also, thanks go out to those who responded to the NEWSLETTER survey, it gave me some insight as to what was expected.

I would like to wish all the best to the new Editor, Joan KAHN. Joan is from a health care background, has already had three books and numerous articles published and so should be able to give all of us a different view on Quality. Until next time then and good vacation.

JP AMIEL

## GEOMETRIC DIMENSIONNING AND TOLERANCING

Are you familiar with ANSI Y14.5M ? Do you want to learn more about this standard on geometric dimensionning of drawings? Your Section is considering putting together a seminar with a well-known consultant. If you are interseted in this course, give Mr Alan SMITH a call at (514)744-7456.

## VERMONT SUB-SECTION

There is movement afoot in Vermont to create a sub-section. If you wish to assist or participate in the creation of this sub-section, please contact Mr Raymond J. HOZEMPA. I don't have his phone number, however he may be reached at: SIMMONS PRECISION  
PO Box 288  
Vergennes  
Vermont, 05491

## NATIONAL QUALITY MONTH CHAIRMAN

We have now the name of the October Month activities chairman. He is Mr Harry ROGERS, Deputy Minister of Regional Industrial Expansion. It is expected that he will be attending the Colloque being organized for October 15.



## NEW CHAIRMAN'S MESSAGE

On behalf of the Montreal Section I would like to thank Charles Cheun, Section Chair-person 1986-1988. Under his guidance these past two years and with hard work from all executive members, the Montreal Section has reached new highs not seen since its' heyday in the late 1950's. Amongst the accomplishments: membership is at an all time high of 428; the Section is actively participating in Quality Month at both the local and the national level; for the third year running we will be Co-Hosting an all day quality forum in October; Dr. Joan Kahn had a series of articles published by the Montreal Board of Trade; and the Section has been able to offer a strong and diversified program to the membership.

In 1988-1989 we hope to offer even more to our members. For more than a year now we have been actively looking at various courses which we feel would interest management. We are also trying to diversify the monthly meeting even more, perhaps offer a dinner meeting. And we are actively striving to win the Sadoris Award, the award offered by the ASQC for the best Section Management.

The 1988-1989 Executive Committee is listed below. Stewart Lavalliere (Treasurer) and Roger Guitard (Ottawa Sub Section Chair) have resigned from the executive. We wish them continuing success in all their endeavors.

A few old faces return to the executive this year. Anthony Don returns as Ottawa Sub Section Chair...he never really left. Alok Bhattacharya returns as Examining Chair. We also have a new executive member, Yossef Yossef.

All that remains to make this coming year a truly successful one is membership participation and feedback. This would be an ideal time for your ideas and suggestions, especially with regards to the program. Feel free to write or contact any member of the executive. There is no shortage of work if anyone is interested in donating a few hours of their time.

Have a terrific and safe summer. I hope to see you at September's meeting...once we get all the details worked out.

*Stewart Deslauriers*

## NEW EXECUTIVE SELECTED

At the Executive meeting of the 3 May 1988, the 1988-1989 Officers were announced. The new executive will consist of the following members:

Chairperson  
Deborah DESLAURIERS  
CANADAIR Ltd

Vice-chair & Relations  
Dr David TOZER, CQE

Secretary  
Jean-Pierre AMIEL, B Tech  
CANADIAN MARCONI Co

Asst Secretary & Historian  
George ANDREWS  
CANADIAN MARCONI Co

Treasurer  
Denis MARTIN, P Chem  
GILLETTE CANADA Inc

Ottawa Sub-Section Chair  
Anthony DON  
SPAR AEROSPACE Ltd

Membership Chair  
Gerry YEDYNAK, B Eng  
CANADIAN MARCONI Co

Education Chair  
Dr Alan SMITH, B Eng  
BENDIX AVELEX

Newsletter Editor  
Dr Joan KAHN  
JOAN KAHN ASSOC

Program Chair  
Avanesh JANI  
BENDIX AVELEX

Arrangements & Publicity  
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GFI Inc

Examining Chair  
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Charles NP CHEUN, B Eng  
CP RAIL, MECH Dept

Director  
Lin HUMPHRIES  
CANADAIR Ltd

Director  
Youssef YOUSSEF, B Eng  
ECOLE DE TECHNOLOGIE SUPERIEURE



COMMITTEE REPORTS:

a. Membership: G ANDREWS

Section membership has increased by 34.9% over last year. As per the membership fiscal period, 1 April 87 to 31 March 88, the Section increased by 117 members. Total Montreal Section membership for the 1987/88 period was 335.

b. Education: A SMITH

Two courses are being presented this summer at Loyola. The College will be limiting the number of courses available in the Quality Assurance Certificate program each semester, NOW is the time to register for next fall.

c. Programs: A JANI

Eight events were planned for this season. Unfortunately, we had two cancellations and one substitution. This year we visited DOMGLAS, IBM and AIR CANADA, we also organized an informal "Happy Hour", a Certification Night and for Management Night, we were able to invite FGT Inc to talk on quality in lieu of the cancelled presentation by Mr Ken KIVENKO. Our colleague JP AMIEL also put together a Video Night using films and videos on Quality from various sources. We also had to cancel the planned trip to the OTTAWA HEART INSTITUTE when it appeared no-one in Ottawa had phoned-in their reservations.

d. Financial Report: D MARTIN

Mr Denis MARTIN took over the functions of Stewart LAVALLIERE as Treasurer when Stewart's work load increased. The section is happily in the black. The favourable balance, he stated, is probably related to the consolidation of our checking and savings accounts into one commercial account. It is also due to the positive balance of the October 87 Colloque and the larger number of donations, increased membership and advertising.

e. Publicity: G YEDYNAK

This year a total of nine contributions were successfully solicited from various organizations. These contributions were in the form of Newsletter advertisements, payment for printing and mailing services. We obtained about \$2 400 from the following sources:

- |                           |   |
|---------------------------|---|
| a) Subvention:            | Government of Quebec                          |
| b) Advertisements:        | Allen Bradley<br>JP Amiel<br>BQS<br>Seagram's |
| c) Printing donated by:   | TMY Associates<br>CRANE Canada                |
| d) Mailing costs paid by: | Ecole de Technologie Superieure               |



f. Newsletter: JP AMIEL

A total of 8 Newsletters were published in the 1987-88 season including a special Quality Month Bulletin. We also assembled a special bulletin which was to be issued by the Montreal and Quebecoise Sections of the ASQC and the Association Quebecoise de la Qualite to highlight Quality Month. However, it was never published.

The Newsletters contained an average of 6 pages and included an editorial, news on Quality from various magazines and ASQC (Milwaukee), as well as job placement information. The added printing and mailing costs were borne by subventions from various organizations as well as paid advertisements.

g. Examining: L HUMPHRIES

A total of 6 members wrote exams for ASQC Certification. There were 3 for Certified Quality Engineer and 2 for Certified Quality Technician. We wish them all the best and hope to publish their success in the coming months.

h. Ottawa sub-section: A DON

In February Roger Guitard took over as the Ottawa representative and arranged the annual visit to that city. Unfortunately, due a lack of response from the members, the planned visit to the Heart Institute was cancelled.

Contact has been made with Dr Moustafa HUSSEIN, recently moved from Toronto, to set the wheels in motion to create an Ottawa Section. We are in the process of contacting other local members through the mail to obtain reactions. The success for this venture depends largely on the support we will receive.

Telephones: Anthony DON, SPAR AEROSPACE (613)592-3430 (2210)  
Mustafa HUSSEIN, CANADA POST (613)952-7074 (?)

**Science has found seven things that seem to help people live longer. Read on.**

Doctors at a leading university studied hundreds of people of all ages. They kept track of lifestyles, good habits, and bad habits. They recorded how long the people lived. And they came up with a list of seven factors that seemed to contribute to a longer life.

Before we go into the list, one caution is in order. These factors were associated with longer lives. That doesn't necessarily mean that they caused longer lives. As yet, there's no proof of what really adds years to our lives. But since people who live relatively long do these things, it seems like a good idea to follow their examples.

1. *Three meals a day.* That means if you're on a diet, cut down by reducing the size of your portions or switching to lower-calorie foods. Don't eliminate meals.

2. *Eat breakfast.* This is related to the first rule, of course, but breakfast is so important it has its own rule. It's a fact—the people who eat breakfast live longer than the ones who skip it. A possible reason: When you go through the morning without food, you put an extra strain on your body to get your fuel.

3. *No snacks.* This one is also related to the first rule. And we recognize that it's easier said than done. But the doctors found that people who don't eat between meals tend to live longer than the ones who do. Of course, if you still want to snack, it's only common sense to choose something nutritious.

4. *Moderate alcohol.* The jury is still out on this, but a lot of researchers say that a moderate amount of alcohol may actually be better than none. That means one or two drinks a day. If you can't stop at one or two, though, it's better to go without.

5. *Moderate exercise.* You don't have to run a marathon or spend hours lifting weights. But you *should* try to do something that will get your pulse rate up continuously for at least 20 minutes, three times a week. Some ways to do that: jogging, biking, swimming, skating, skiing, brisk walking.

6. *No smoking.* And it's never too late to quit. People who have been off the weed for a number of years are almost as risk-free as life-long nonsmokers.

7. *Enough sleep.* For adults, seven to eight hours a day is best.



# Quality Management: "Québec sait faire" or "Québec: C'est a faire?" III

by Dr. Joan Kahn

*Publisher's note: This is the last in a series of three articles on quality management. In it the author deals with "There is a bug in the system!"*

## The hidden plant

Current industrial folklore has it that this now commonly used phrase originated around 1945, when Grace Murray Hooper, a mathematician and programmer working on the Harvard Mark I computer (a forerunner of the UNIVAC), noticed that a moth had been trapped in one of the thousands of electrico-mechanical relays inside the machine, bringing all work to a halt. Using a pair of tweezers, she and her colleagues literally "de-bugged" the system, and work went on as usual. Since that time, "bug" has become a convenient tag word for describing any type of problem in any kind of system that contributes towards a reduction in quality and/or productivity, thereby resulting in increased costs and losses.

"Bugs" multiply mindlessly and undisturbed in the dark recesses of every company's "hidden plant". The "hidden plant" is a phrase used by quality specialists to describe the imaginary and highly wasteful "factory" within every organization, whose dark purpose it is to manufacture "unquality" - i.e., inferior products and services that cost industry millions of unnecessary dollars, and that push customers

straight towards the competition.

We can better understand the "hidden plant" and the additional costs and losses it produces if we compare its "output" to the output of the company as a whole. Basically, every company has three kinds of outputs or end-products: (A) Conforming products, (B) Non-conforming products and (C) By-products.

### A. Conforming products

Conforming products are products that, on final inspection, satisfactorily measure up to industrial standards. Conforming products are usually sold at full value, but when they fail to perform as expected because of undetected or latent defects, then they can result in unnecessary service costs, warranty claims, recalls, and in some cases, lawsuits. Furthermore, some products, identified as "non-conforming" at certain points in the production system, nevertheless can be "reworked", resulting in a conforming product that the company can still sell at full value. However, all such "rework" triggers additional costs in terms of time, labour, energy, materials, material handling, storage and insurance. Added costs may also accrue as a result of penalties for late deliveries. All such costs described above (which companies should try to calculate on a regular basis) can be prevented in large part through the implementation of system-wide quality management programmes, programmes that not only emphasize "doing it right" the first time, but also getting it delivered at the

expected time.

### B. Non-conforming products

Non-conforming products are products that fail to meet industrial standards with respect to appearance and/or function, and cannot be reworked. In this category are "seconds", "sub-standards", "irregulars", or "use-as-is". Examples include chinaware with unsightly defects, shirts or blouses printed with irregular patterns, or cheese which, while still edible, fails to comply with composition specifications. Although markets exist for such products, full value cannot be obtained from them, and thus they too involve a loss of profit to the company.

### C. By-products

By-products are materials that are "thrown off" as a result of the manufacturing process. They are sometimes recoverable. By-products that are not recoverable are usually called "waste", "junk", or "garbage". By-products that are recoverable include "remnants", "scrap", "salvage", "usage", "turnings", "cuttings", etc., depending on the type of industry. Examples of recoverables are remnants sold as stuffing, scrap glass or metal that is melted down and re-used, and sawdust that is used as a component of pressed board.

While it is usually impossible to eliminate by-products, management can nevertheless try to determine if the amount of by-product produced is disproportionately high. If this is the case, then further losses can be reduced by "de-bugging" the production system and improving training among the workers. Also, management would probably want to investigate every conceivable way to identify, redeem, and market all "recoverables".

To sum up: all costs and losses associated with conforming products, non-conforming products, and by-products should be clearly identified and calculated on a regular basis. Many can be prevented (or at the very least,

reduced) through the implementation of system-wide quality management programmes.

### Preventing vs correcting 'unquality'

Since there is, in principle, no limit to the amount of money that could be spent on the prevention of 'unquality', i.e., on testing, re-testing, inspections, re-inspections, appraisals, and re-appraisals, (not to mention the cost of training and re-training employees), some companies might argue that the cost of 'quality' is simply too high.

On the other hand, the cost of 'unquality' (which companies often fail to calculate), is usually enormous; witness, for example, the amounts of money unnecessarily spent or lost because of waste, re-work, re-calls, complaints, returned merchandise, service costs, warranty claims, late deliveries, and lawsuits (not to mention the loss of present and future clients to competitors who are able to deliver higher quality goods and services.)

Furthermore, there is another aspect of 'unquality' that is extremely important, yet frequently neglected. It has been well documented that the 'unquality' of one's working life, at any level of the organization, can have costly consequences in terms of employee apathy, inefficiency, absenteeism, turnover, stress-induced errors, grievances, strikes, and, in some cases, even thefts and vandalism. These too are

undesired products of the "hidden plant", causing reductions in quality and productivity, and generating unnecessary losses. In addressing these kinds of issues as well, quality management programmes can help companies ensure that quality is "built in" throughout the entire system.

In conclusion, companies should try to calculate how much it is presently costing them to ensure quality, and then compare that figure with the total costs and losses generated by 'unquality'. Management might well discover that a system-wide quality management programme is a worthwhile investment to consider for future growth and survival.

My thanks to the members of the Executive Committee of the Montreal Section of the American Society for Quality Control (A.S.Q.C.) who provided input to this article. They include: Charles N.P. Cheun, Chairman (CP Rail); Deborah Deslauriers (Canadair Ltd.); Dr. David Tozer, C.Q.E.; Jean-Pierre Amiel (Canadian Marconi Co.); R. Stewart Lavalliere (CP Rail); Denis Martin (Gillette Canada Inc.); George C. Andrews (Canadian Marconi Co.); Dr. Alan Smith (Bendix Avelex Inc.); Lin Humphries (Canadair Ltd.); Avinesh Jani (Bendix Avelex Inc.); Gerald Yedynak (Canadian Marconi Co.); Charles Altman (GFI Inc.); and, finally, Roger Guitard, C.Q.E., of J. Roger Guitard and Associates. ■

## Volunteers Needed for Link in Book Publication Chain

Quality Press owes its reputation as the source for books on quality to ASQC's Technical Media Committee. Members of this important group work behind the scenes, volunteering their time and expertise to review proposals and sample chapters of prospective Quality Press publications. Without Technical Media Committee approval, no book can begin its journey through the publication process.

As Quality Press expands its acquisitions into more and more areas of quality, we find we need more people, and people with more varied expertise, to help make decisions on the best books to publish. Please consider contributing in this way to the quality movement. Experts in the service industries, reliability, and aerospace and defense are especially needed. For more information, contact Quality Press Acquisitions Editor Jeanine Lau at (414) 272-8575 ext. 249.

This article was published in the March 1988 issue of the Montreal Board of Trade FORUM.

## Membership Recruitment Drive Update

It's been just two months since our 1988 membership recruitment drive began, and response has been fantastic!

As you're aware, individuals, sections, and divisions are eligible to receive a "People, Pride and Performance" paperweight for each new member recruited.

Show your belief in quality and your commitment to ASQC to those around you and help make this the most successful recruitment drive in the history of the Society!

Best of luck in your continuing efforts!

(\*Special Note: please remember to include the recruiter's member number on the special application found in the recruitment pamphlet. This will ensure that recruiters receive proper credit.





QUALITY MONTH - OCTOBER 88  
MOIS DE LA QUALITÉ - OCTOBRE 88

COLLOQUE - 15 OCTOBRE, 1988 - FORUM

D. Tozer  
ASQC (Montreal Section)  
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G. Dandois  
AQQ  
353-7191

G. Coulombe  
ASQC (Section Quebecoise)  
641-1740

M. Bolar  
SRE  
457-2150 Ext. 3621

# MAKE IT A DATE IN '88

Saturday October 15, 1988

3rd Annual Quality Month Forum

Airport Hilton, Montreal.

# Quality COMMITMENT

- O CUSTOMER SATISFACTION
- O MANAGEMENT COMMITMENT
- O INNOVATIVE TECHNOLOGY & SYSTEMS
- O RELIABILITY
- O EMPLOYEE MOTIVATION

- Quality Products and Services Exhibits



### FEES

	BEFORE SEPT. 18	AFTER SEPT. 18
MEMBER ASCQ, SRE, AQQ, OTScA	\$65	\$75
NON MEMBER	\$85	\$95

FEES COVER A COPY OF THE  
TRANSACTIONS AND LUNCH.

THEME  
ENGAGEMENT: COMMITMENT



## QUALITY SAMPLES

■ ASQC President J. Douglas Eking represented the Society March 31 at a White House reception, where President Reagan took part in the official kickoff of the Malcolm Baldrige National Quality Award Program.

The kickoff also included a news conference, at which U.S. Commerce Secretary C. William Verity urged U.S. companies which have achieved outstanding levels of quality in their products or services to compete for the new national quality award.

Eking participated in the news briefing and responded to reporters' questions.

"Your presence here today, representing this team effort, sends a clear message that quality and this award in particular are vital," President Reagan told the guests at the reception.

President Reagan also said:

"I'm particularly delighted to help launch this new national award because it represents government encouragement of the private sector, and the private sector gets the job done . . ." The award is being managed by the Commerce Department's National Bureau of Standards with the assistance of a private sector consortium made up of the American Productivity Center and the American Society for Quality Control.

### **Wanted: Quality Success Stories**

Has your company's quality improvement program produced dramatic results recently?

If so, you have a story worth sharing. ASQC would like to help you share it through the national business and trade media.

Sharing such stories, and spreading the quality message in the process, is a major goal of ASQC's expanded public relations department.

If you have a story to share, please call Mike O'Brien, public relations manager, at ASQC headquarters (414) 272-8575.

### **Metrology education**

NORTH KINGSTOWN, R.I.—Brown & Sharpe Manufacturing Co. is supporting metrology education at vocational/technical schools and universities through the Brown & Sharpe Metrology Grant Program.

In 1988/89, support for metrology education programs will be via grants for the acquisition of metrology equipment, offering technical assistance and establishing an annual award to recognize outstanding educational programs in metrology.

"Today, we must continue to recognize the fundamental need to teach metrology, to enlarge the number of those in our society who have truly mastered its subtle precepts," says Henry D. Sharpe, Jr., chairman.



ARE YOU MOVING ? ? ?

DON'T TELL US ! !

Please send your change of address to:

American Society for Quality Control  
310 West Wisconsin Avenue  
Milwaukee, Wisconsin  
USA 53203

### **Look to the Future with Quality Press**

Save space on your library shelves for these two exciting books recently signed for publication through Quality Press:

*Designed Experimentation: The Taguchi Method*, by William Hester of Coopers and Lybrand, is an engineering tool with a statistical base.

*Keeping the Customer Satisfied—A Guide to Field Service*, by Eastman Kodak, provides insight into current service technologies for reaching a solution to the service dilemma created by our technological environment.

Both of these important new books will be available in 1989.

### **Temperature predictions for reliability**

LOS ANGELES, Calif.—A computer-aided engineering (CAE) tool allows engineers to predict the thermal behavior of a printed circuit board, understand how heat dissipation affects product reliability, then optimize printed circuit board (PCB) designs. The software is sold by Systems Effectiveness Associates (SEA), Inc., and Viewlogic Systems, Inc.

The CAE and CAD capabilities will give engineers the ability to explore both the thermal and reliability aspects of a PCB during design, says Rich Stratton, SEA vice president of engineering.

The software enables effective and timely engineering analysis of PCB designs, beginning with preliminary component selection and layout and following through the entire design cycle.





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D. Tozer  
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G. Coulombe  
ASQC (Section Québécoise)  
641-1740

M. Bolar  
SRE  
457-2150 Ext. 3621

**CALL FOR PAPERS**

**A Saturday forum on Quality and Reliability**

**Sponsors: ASQC ( Montreal and Quebecoise ), AQQ and SRE.**

**Place: Airport Hilton in Dorval**  
**Time: Saturday 15 October 1988, 8.00 am to 4.00 pm**

**Theme: " COMMITMENT "**

**Papers are invited on the subject of Quality and Reliability.**

**The focus will be on, but not limited to**

- \* Customer satisfaction,
- \* Management involvement,
- \* Employee motivation,
- \* Controls; communication and feedback,
- \* Reliability growth,
- \* Innovative technology and approaches

**and how these can help your Company and Country to achieve leadership and profitability in the marketplace at home and abroad.**

**Summary deadline: 4 July 1988.**  
**Acceptance notification: 18 July 1988.**  
**Paper deadline: 29 August 1988.**

**Specifications: 8 1/2" by 11", 1" margins, typed, single spaced and less than ten pages for the paper.**

**Please forward summary/paper to:**

**M. Bolar/ Rob Stuart,**  
**Sper Aerospace Limited,**  
**21025 Trans-Canada highway,**  
**Ste Anne-de-Bellevue, Quebec,**  
**H9X 3R2.**

**For further information call:**

**M. Bolar (514) 457-2150 ext 3621**  
**R. Stuart (514) 457-2150 ext 3447**

**PARTICIPATE, JOIN HANDS, MAKE YOUR COMMITMENT.**



ASSOCIATION QUÉBÉCOISE DE LA QUALITÉ



MONTREAL  
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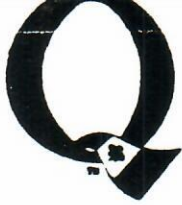


SOCIETY OF  
RELIABILITY  
ENGINEERS

**THEME**  
**ENGAGEMENT: COMMITMENT**

COLLOQUE / FORUM  
C.P. 235  
SUCCURSALE K  
MONTRÉAL. Q'JÉBEC  
H1N 3L1





**QUALITY MONTH - OCTOBER 88**  
**MOIS DE LA QUALITÉ - OCTOBRE 88**

COLLOQUE - 15 OCTOBRE, 1988 - FORUM



MONTREAL SECTION  
 QUEBECOISE



SOCIETY OF  
 RELIABILITY  
 ENGINEERS

**OFFER FOR ADVERTISING**

**WOULD YOU LIKE YOUR COMPANY TO BE ASSOCIATED WITH A COMMITMENT TO QUALITY AND RELIABILITY?**

Advertising space is now being offered in the Transactions of the All Day Forum on a Commitment of Quality and Reliability to be held on October 15, 1988 during Quality Month.

The Transactions will contain valuable technical papers presented at the Forum for use as reference documents.

Advertising in the transactions will benefit you by:

- Exposing your company to a select and influential audience of quality and reliability professionals who purchase products and services offered by your company.
- Associating your company with prestigious national and international reliability and quality organizations.
- Demonstrating your company's commitment to quality and reliability.
- Supporting organizations working together in both English and French in the Montreal region.

NOTE: In line with the objectives of the Forum, we suggest advertising contains information on: corporate image, long term appeal, services and products offered, or a demonstration of corporate commitment to quality and reliability.

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