Minutes:

SALES PROMOTION COMMITTEE
ASBESTOS TEXTILE INSTITUTE
FEBRUARY 10, 1967
AT CHERRY HILL INN - N.J.




Mr. Jay Flocken cooperated very effectively with our committee in registering ATI dissatisfaction with both Chemical Week Magazine and the parent company, McGraw Hill, in publishing what we considered unreliable information pertaining to health problems. A printed statement in Chemical Week and a letter of explanation and apology was received. No additional adverse publicity has been reported.

The ATI Textile display is at Alfred University but we are hopeful it can be moved to Stevens Institute in Hoboken, N.J. soon. Mr. Sunbury is currently sending out a publicity letter to additional colleges and universities offering them the exhibit.

Several additional situations concerning extremely low priced Japanese made Asbestos Textiles have been reported. Both poor and good quality textiles have been noted. Prices range from .42/# to approx. .74/# dependent on grade. One order in the 25,000 lb. category was reported. It is the opinion of the committee, it is unrealistic to expect any governmental relief on foreign competition of this type.

The committee wishes to record in the minutes of this meeting the publication of the 3rd Edition of the Handbook of Asbestos Textiles.

Much favorable reaction has been received as to the revisions made and the general appearance and character of the book. The printer, we felt, did a fine printing job at a very favorable price. Mr. Howard Bain has been thanked and paid for his excellent work as editor.

The Sales Promotion Committee took affirmative action to initiate a program of planned publicity in promoting the sale of Asbestos Textiles on a broad industry basis. A special committee approved by the President will meet with several sales promotion organizations to acquaint them with our needs and have them prepare proposals for presentation at the next ATI meeting.

The committee has not at this stage asked for Board of Governors' approval inasmuch as no costs have been established. We were unanimous in opinion, however, that the cost of a well thought out program can be justified.

A discussion took place as to the need for a broad industry study of combinations of asbestos and the newer synthetic fibres to impart special qualities to fabric. In addition, the study will include chemical treatments of various types of yarns and woven textiles to improve the usefulness of the asbestos textile.

It is recognized there is a growing tendency towards this need for gaining greater acceptance for asbestos textiles.

Respectfully submitted,

W.S. Hough
Chairman



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