PLAINTIFF'S EXHIBIT

ATI-214

Minutes of the Meeting of the Sales Promotion Committee

held March 7, 1956 at the Warwick Hotel, Philadelphia, Pennsylvania

IN ATTENDANCE:

J. T. Griffis, Chairman
SOUTHERN ASBESTOS COMPANY

RAYBESTOS-MANHATTAN, INC.
J. A. Bettes, Jr.
J. A. Brown, Jr.

SOUTHERN ASBESTOS COMPANY
G. J. Harris
J. T. Griffis

JOHNS-MANVILLE CORPORATION
E. H. Wells
W. S. Hough
E. A. Schuman

KEASBEY & MATTISON COMPANY
A. E. Whitfield

AMERICAN ASBESTOS TEXTILE CORPORATION
A. J. Scanlan

Dr. Shaw presented illustrations of ironing board covers as he had presented to the Federal Trade Commission in an effort to see what could be done about the 20% Asbestos and Silicone blend. We have been concerned about this as being misleading, especially to the public where only 20% Asbestos is used in a product and they in turn see the word Asbestos and would probably feel they are buying a gh percentage Asbestos without the knowledge of it being only 20% Asbestos con- nt. The matter has been turned over to Mr. Ruddock and Dr. Shaw for further nvestigation and advice now that we have proceeded through the usual initial stages with the Federal Trade Commission, and since we are not satisfied with the initial answer given us by this body.

In regard to the Visual Aid Cabinets, the status of these are as follows:

1	Philadelphia Textile Institute Philadelphia, Penna.	Permanent Basis
1	Clemson Agricultural College Clemson, South Carolina	Permanent Basis
1	North Carolina State College Raleigh, North Carolina	Permanent Basis
1	In England	Temporary Basis
1	In Canada	Temporary Basis

In addition to these five, we had two other for placement and have been successful in placing one at Lowell Technological Institute, Lowell, Mass.

We also approached the Massachusetts Institute of Technology again having en unsuccessful on the first occasion we had asked for space there, and they ot only were delighted to get it, but commented quite favorably upon the excellent display and how well it would work in to place in the corridor adjacent to their Textile Laboratory.

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With these two additional placements, one at Lowell and one at M.I.T. we e all seven (7) of the Visual Aid Cabinets well placed at the moment.

Considerable time was spent by your Committee on the new Display Cabinet we are preparing, which is first to be placed in Washington. This will illustrate Asbestos all the way from the mining operation through Textiles and many of the end products. We wanted to see that adequate, attractive eye appealing, illustrations and articles are arranged only only in the mining and Textile Fields, but end products as well. In thoroughly studying the original artist drawing of this display various committees were assigned to collecting items and information to complete this job at the earliest possible moment.

Dr. Shaw and Marion Oliver of the Technical Committee met with us with reference to establishing tensile test methods for Asbestos Tape before and after heating. It was the desire to not only establish a good sound test method for Tapes for our own use, but also we have been requested by A.S.T.M. to furnish a method for the testing of Tapes. The Sales Promotion Committee had already been looking at Dr. Shaw's report number 36 in connection with the dynamic testing he has been doing to better evaluate tensile strengths as well as determine the usefulness of Asbestos at certain temperatures and until this work could be completed, and we could learn more about we recommended to the Technical Committee they delay this report until further work could be done, as this is a different approach to temperatures as well as tensiles and may produce some very timely and useful data to better evaluate the facts of all Asbestos Fabrics.

As soon as our new Display has been completed, and is ready for installation the Commerce Building in Washington, your Committee expects to exercise every effort to get good publicity of this new creation, which we are confident can be done through many of the leading publications, including the illustration of the display itself.

In a recent issue of Business Week it was noted that Owens-Corning Fiberglas reported for 1955 $32,000,000.00 in sales of glass textiles. This coupled with two smaller companies reporting sales of $11,000,000.00 and $5,000,000.00 respectively gives a total of approximately $48,000,000.00 of glass textile sales.

Your Sales Promotion Committee are greatly concerned about the growing volume of glass textiles. It is interesting to know that in one field where we know Asbestos can be used, namely, the low pressure reinforced laminate plastic industry an estimated 40,000,000 pounds of glass textiles were used.

One of the chief difficulties for the Asbestos Textile Industry to successfully compete in this field is - Glass Textiles as they have grown have been reducing prices over a period of time; while the Asbestos Fibre prices have consistently been increasing. The Asbestos Textile Industry have the facilities and the products to increase the use of Asbestos Textiles in this field, but the disparity of price will not permit.

The most recent 10% increase in the price of raw Asbestos Fibres does not help the situation.

Respectfully Submitted,

J. T. Griffis, Chairman

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