92-00002

A key to profits

Marketing Communication

R. M. GARRETT 133

NOTED R. M. G. 81A-1

No. 1

Date 3/27/68

JMT

MARKETING COMMUNICATION pioneers an effort to improve the interchange of information among all segments of our diverse marketing organization..... Specifically, welcome, MC will strive to highlight J-M's major marketing activities....It will charter, spotlight our future objectives and plans....It will try to acquaint more of readers, you with those unusual capabilities, talents and achievements--too often known to too few..... Exciting things happen in the field in ALL divisions.... They happen in DHQ's....At Sales Schools....At Product Mgr Courses....Even at GHQ!.... No matter WHERE they happen--IF they can possibly spark someone in J-M to sell and earn more, they'll get space in MARKETING COMMUNICATION..... Our mailbox is open....We want ideas....We want to spread good news....We want to alert all on the MC list as to what's in the works to build our marketing muscle....Write to MARKETING COMMUNICATION, GHQ....If we don't use your material we'll tell you why....Fair enough?.....

QUESTIONS PERSIST AS TO what's being done as a result of Opinion Research Corp's 1966-67 study....We were told we were not reaching our 4 publics as well as we might.... j-m's These 4 are: the general public, our customers, the financial community and image J-Mers (present & future)....Things are moving with each of these publics..... study

IMAGE: One aspect is "corporate identification"....We retained Sandgren & Murtha to create a controlled identification system....S&M will give J-M a new face from letterheads to packaging....Consider our package range--a 1/4" gasket to a carton of Micro Aire Duct to a bundle of Bel-Air Roofing Shingles to a unit load of Transite sewer pipe to a bag of Hyflo Super-Cel to a dispenser of Dutch Brand A-7 tape....Just the Packings & Textile Dept. of the P/FM Division requires packages in some 200 different shapes, types and sizes....Obviously, we have a major identification job on our hands if we are going to make sure we're well known by the general public and our customers.....

SECURITY ANALYSTS: Regular mailings now go to the financial community....These include major news announcements, selected advts from our corporate series, etc....Feedback good since this started early '67....Analysts to be invited for special plant trips as this phase of the image effort progresses....So far, reaction has been positive.....

TRAINING: Three Schools of Advanced Salesmanship have been concluded--one at Princeton 12/67, two at St. Charles, Ill. 2/68....John MacKay has one going on right now at Downingtown, Pa. with another to follow in a few weeks....Others planned for the Southeast, East, Mid-West and Far-West....All will be in 1968....Who goes?....Salesmen with 6 months or more field experience and District Sales Mgrs....So far all divisions except Melamite have participated..... PRODUCT MGR Course #6 starts 1st wk at Princeton 4/22....2nd wk 6/2....5 previous courses covered 70 in product management--Staff Mgrs, Product Mgrs and Product Group Mgrs....17 enrolled in #6....Faculty comprises 35, all but one from inside J-M....Gil Cullen is dean..... COMING MC's will keep you posted on these and other efforts we are making to correct the situations the Opinion Research Study identified.....

(over please)

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LIFE SAFETY PROGRAM ON the road....John Dorsey, Product Mgr for Commercial Pipe Insulations is in the field launching his exciting marketing plan....It's geared to make LIFE SAFETY PRODUCTS the standard....It hopes to establish FLAME-SAFE* as a must for pipe insulation in many important applications....It's a plan that should help re-establish J-M as a household name--a name that gives assurance and comfort to the public at large....As C. B. Burnett said, "These product lines put teeth in building codes throughout the country. Up to now cities couldn't enforce their codes. There were no materials that fully met code specifications"....FLAME-SAFE* LIFE SAFETY PRODUCTS are the subject for 10 meetings John is conducting around the circuit.... He started with Philadelphia District March 20-21 and winds up in Chicago on May 7-8.....

flame-safe* here!

ONE WILL GET YOU TWO and two will get you one....That's the meeting room arrangement we'll have in the facility being built at 22 E 40 St....We've needed a suitable place for years....We'll have it soon....Actually, we'll have THEM soon....The 4th floor area will provide either 1 room for 90 people (theater set-up) or 2 rooms for 40 people each (theater set-up)....Projectors will beam out from 3 places.... Other features: up-to-date audio-visual equipment, comfortable seating, 4-section platform, special air conditioning....The Motion Picture and Still Photography Section of the Advtg & PR Dept. will have its office, editing room and storage adjacent to the new auditorium.....

place(s) to hold meetings

SALES IN FEBRUARY SET a new high for the month....10% better than Feb. '67....To make it even a happier story, sales for the first 2 months were also 10% ahead of '67 for the first 1/6th of the year....Good start!.....

plus!

FIBER GLASS TEXTILES has a yarn (pun intended) any alert marketing man might find it smart to reflect on from time to time....Subtract unprofitable lines....Subtract heavy sales expense....Subtract 62½% of the sales force....And with these triple subtractions ADD more sales $'s....From 1963 to the close of '67 FGTex withdrew from 50% of the total market and selected those remaining segments that looked best for J-M....16 salesmen sold $294,000 ave/man/yr '63 and FGTex lost money.... At end of '67 (Sales Mgrs & Product Mktg Mgrs NOTE) only 6 salesmen sold $1,200,000 ave/man/yr and FGTex was a profit maker.....

how does this grab you?

DRINK BEER?....Imported beer?....Among beer imports filtered through J-M Celite are: Tuborg from Denmark, Harp Lager from Ireland, San Miguel from the Philippines, Bavaria from Columbia....Fine beers the world over use Celite....More on this another time.....

WHEN THAT slick Mercedes 220 or 230 pulls away probably a J-M clutch facing is at work.....

KHARTOUM, Sudan, has a new sewer system....Khartoum's new sewer system has 8 miles of pipe.... Khartoum is 12,000 miles from Marrero, La. from which we shipped those 8 miles of large diameter TRANSITE* pipe.....

MAX LERNER DEFINES THE distinguishing characteristic of our American tradition as "the emphasis placed on dynamism"....Dr. Samuel N. Stevens adds: selling has "been most symbolic of American dynamism"....The salesman "has symbolized America's expanding capacity to achieve ever higher standards of need and satisfaction."

current comment

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ALL-GD-S
45, 52, 53, 54, 55

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JM - 83

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A key to profits

Marketing Communication

R. M. GARRETT

NOTED R. M. G.

81A-1

2

No. 4/25/68

Date

JMT

133

OUR SKIING FRIENDS TELL us to "Think Snow"....There's much to be said for keeping important things in the forefront of our conscious minds....And, a most important thing today is WATER....Thinking people--those with plenty of smarts--THINK WATER.... They're thinking hard about what our TRANSITE* pipe ads have referred to as "PRICELESS WATER"....They're thinking harder than ever because WATER resources are not keeping pace with population growth....They're thinking harder because "PRICELESS WATER" becomes MORE PRICELESS each day.....

let's think water

WATER IS A 5-letter word that's basic to J-M sales and profits....Its market impact affects 8 of our 11 divisions:Pipe, Canadian Products, Packings & Friction Materials, Fiber Glass, Asbestos Fibre, International, Industrial Insulations and Celite....We need WATER to drink--to bathe in--to irrigate with--to generate power--to cook with--to heat with--for chemical, industrial and food-making processes--to cleanse with--to cool with--to douse fires--to lose golf balls in.....

WE MARKET A variety of pipes for a variety of purposes: TRANSITE* (asbestos-cement), RING-TITE* PVC (thermoplastic), CHEMTITE* (asbestos reinforced plastic) and we'll soon market "RPM" (fiber glass reinforced plastic-mortar) pipe under a license from a subsidiary of United Aircraft Corp...."RPM" will have a more appropriate monicker before we make and sell it....Our "RPM" will be in 20" to 48" diameters....With this addition we can boast a pipe size range from 1½" to 48"....We'll provide the means to transport WATER--all kinds of WATER--for all who want it....By all means, THINK WATER!.....

IF YOU'VE NEVER HEARD Bill Gove speak, you've missed first-class entertainment, pearls of sales wisdom and sound approaches to day-to-day-face-to-face sales situations.... We'll make his latest record, "People LOVE to Buy", available for sales meetings, etc....Loaded with sales savvy, it's yours for the writing on a loan basis....Write to MANAGEMENT COMMUNICATION, GHQ....Let us know WHEN you want it and how fast you will send it to the next scheduled location.... Says Gove: "The real pro in our business is the guy with IDEAS....If a salesman can't talk about anything but his company and his products--who needs him?".....

bill gove disc

8 OF 11 DIVISIONS HAD slightly higher price tags the first quarter....March saw the Fiber Glass Division's Insulation Dept set a new production record....J-M March sales were about 4% higher than March '67....First quarter: Sales up 7%, earnings up almost 10%....

plus!

"GETTING TO KNOW YOU" could have been the theme for 1968's Mgmt Info Meetings (formerly President's Info Meetings)....For 7 years C. B. Burnett went on tour to meet and talk with mgmt groups around the circuit....When this year's MIM's are completed some 3000 mgmt people and salesmen will have met a cross-section of J-M Sr. Officers--in many cases for the first time....This is how the 43

43 mims on 1968 circuit

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MIM's were divided: C. B. Burnett, K. V. Lindell (6 ea); D. L. Hinmon, G. H. Martens (5 ea); A. B. Marchant, F. H. May (4 ea); H. N. Bates, D. T. Colton, F. E. Dutcher, A. C. Smith (3 ea); J. B. Jobe (1).....

IT'S A GOOD FEELING TO be welcomed....Indeed, MARKETING COMMUNICATION is pleased so many readers enjoyed issue #1....As ideas are put to work at YOUR location or within YOUR responsibility, please let MC in on the secret....Who knows, another product line or another sales effort may be able to hitch-hike on YOUR idea....Sure, Macy's DOESN'T TELL Gimbel's....BUT, within J-M things are (or should be) different....Industrial Insulations DOES TELL Building & Flooring Materials....Pipe DOES TELL Celite....Asbestos Fibre DOES TELL International.... MC wants to help you share your sales-marketing-customer service with others in YOUR company....MC wants to keep you posted on what's on the horizon, what's exciting, what's working like it never worked before and what's beginning to bloom in Profit Land....Good ideas shared WITHIN J-M can make profits sprout in several divisions....Communicating profit-building ideas is MC's reason for being....Thanks for your words of encouragement ....And, thanks in advance for those IDEAS you're going to share with others--others who also want to see profits bloom.....

thanks a heap folks

PRINTS OF THE MIM FILM, "Johns-Manville Today", are now available for field use.... Excellent for service clubs, engineering societies, etc....More will be available when MIM's are completed....Write to W. A. Ransom, GHQ--but be sure you tell Bill WHEN you want it and WHEN he may expect its safe return.... Others will be waiting for this J-M newsreel, so keep it moving on schedule ....Requests on first-come-first-served basis.....

your news reel

JOE CAMPBELL'S REFRACTORY products group has gone the specialized selling route.... Specialized sales territories were established in high-potential market areas.... Salesmen were set up to sell and service these special markets.... Specialized training is being provided....Training started at Zelienople to acquaint salesmen with J-M manufacturing capabilities, with the full refractories line and to give each specialist practical experience in handling Zelie products....Next they went to Salem, Ohio to see Insulating Firebrick installed in shop built furnaces at the Electric Furnace Company....They also spent time in this good customer's lab....On to J-M's R&E Center for 3 days on fundamentals of heat transfer and its application to industrial furnaces....While there, they also observed the CERA FORM* operations at Manville plant....MC will keep you posted on how this pin-pointed marketing effort develops and operates....In the meantime, MC wishes the best to Joe and the Industrial Insulations specialists in this venture.....

zelie brick push

HAWAII HAS 9 GOLF courses....8 use either TRANSITE* or RING-TITE* PVC pipe for irrigation.... MC says: "fair share of market!".....

how does this grab you?

BILL BARTLETT told MC he used video tapes to train his Electrical Insulations Dept salesmen 2/67....Tapes replay salesman-customer role-played situations ....Bill will make his video tapes available to divisions anxious to see this training method at work....The Dutch Brand boys like it!.....

MORE ON IMPORTED beer....5 more overseas brews filtered through Celite: Carlsberg, Denmark; Dortmund-Union, Germany; Polar, Venezuela; Asahi Gold Label, Japan and, also from Germany, Dinkelacker (love that name!)....Celite improves beer the world over....9 imported beers on MC's list to date....More to come.....

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MAY 21

A key to profits

Marketing Communication

R. M. GARRETT

81A-1

133

No. 3

Date 5/20/68

JMT

JERRY ATTRIDGE, BM&F Product Mgr, asks: "What's 'marketing'?"....MC knows that Jerry knows but just wants to know if MC knows....OK, Jeremiah, marketing is a coordinated effort for profit....Let's say--irrespective of its principal function, every unit within the enterprise can (and probably does) become involved in one or more aspects of mktg....Obviously, Salesmen & Sales Mgrs, Product Mgrs, Staff Mgrs & Staff Engrs, Ad-men, Credit Men & Credit Mgrs, Sales Clerks & Order Clerks are all definitely part of the mktg effort....It's not easy to exclude any activities....Traffic, Purchasing, Scheduling, Plant Mgrs, Supts, Foremen, plant hourly personnel, Research, Quality Control, Ind'l Engrg, even Herb Ball's atty's, are often directly concerned with our marketing effort.....

what does mktg mean?

MARKETING TAKES in market planning, sales assistance (advtg, tech service, design, economic analysis, etc), market analysis & sampling, pricing, customer service & deliveries, product performance & quality, packaging & labeling, and something we call PROFIT MGMT....In short, it coordinates just about everything from product conception to satisfactory performance after purchase and use....Until someone comes up with something better, Jerry, we'll stick with "a coordinated effort for profit"...Next, please.....

WHICH WAY IS RESIDENTIAL construction going?....Bill Wiedersheim (now BM&F DHQ but then Western Gypsum Dept) says: it's going "to multi-family complexes which are really a sophisticated return to the garden type apartments of the late 1930's and mid-1940's....These new multi-family developments are being built on carefully selected acreage within easy commuting distance of job centers"....Bill's well-researched, well-written, well-timed feature article appeared in the April issue of California DRYWALL INDUSTRY.....

housing complex returns

AUTHOR BILL also made this point: "Of course, many mass housing tracts of the mid-1950's, notably those of Levitt in the mid-Atlantic states and Joseph Eichler in the San Francisco Bay area, are maturing into charming communities....But the non-planning and minimum construction standards of countless suburban developments of that period have placed a stamp of mediocrity on the landscape....Their consumption of large areas of land created, in part, conditions leading to the return to multi-family housing construction".....

"HEAT AND ITS CONTROL" WAS a potent J-M film in the 30's....16mm, black & white, with SOUND (!!!)....It plugged what we called "power products"--industrial insulations, packings, friction matls & asbestos textiles....Showing it gave many salesmen free meals at service clubs, engrg societies, etc....

saves stock space

BUT, THAT was yesterday...."INVENTORY AND ITS CONTROL" is one of today's critical needs....And, we're not suggesting a film title....Doug Woolston tours the Free World circuit selling, teaching, arm-twisting & cajoling to communicate the idea of better--

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of more enlightened--inventory practices....He promotes smart stocking wherever it'll help--and, it'll help everywhere....Doug's narrowing in on all inventories: materials, supplies, in-process, finished goods....He says: "I want our Product Mgrs, Sales Mgrs, Plant Mgrs and others to ask 3 questions--WHAT do I inventory?....WHEN do I reorder?....HOW MUCH do I order?....If these questions are answered on the basis of hunch, past practice, or available warehouse space--someone needs help!"....Help on your inventory problems is available from Doug....He's at Finderne.....

SALESMEN, DIST SALES MGRS & Product Mgrs from one end of Canada to the other just toured a developing Province of New Brunswick industrial area....They inspected 15 installations of cladding matls--oil refineries, paper mills, mine bldgs, schools, hosps and office bldgs....Tour was framework on which CPD built a unique traveling sales seminar....Each visit included careful checks of construction details, talks with owners, operators and others relative to low maintenance, plus opportunities to make comparisons with competitive matls.... Finale was estimating-selling-erecting workshop for one of Eastern Canada's leading cladding (sheathing) contractors....Transitop*, Transitite* and other asbestos-cement products were featured....Fred Gallop has high hopes for growth in this Canadian market.....

toured and taught

WHEN SOMEONE SAYS "THANK YOU", what's the best reply?....Most would say: "You're welcome!".... It wouldn't be wrong....But Garf says sometimes we'd be righter, we'd do a better SALES job if we replied: "Thank YOU!!!"....Who's Garf?....He's Maynard Garfield, of Northwestern U and Maynard Garfield Associates.... Garf is the "Advanced" in John MacKay's Advanced Salesmanship course.... MC urges you to try "Thank YOU!!!" instead of "You're welcome!"...."Thank YOU!!!" tells another person that he in some way contributed to whatever he thanked you for...Most important, it has YOU in it....One caution, use only when deserved & don't mouth it like a parrot!.....

how does this grab you?

MC's LIST OF imported beers using Celite* grows....Let's add Amstel, Holland; Löwenbräu & Spaten, both Germany; Fiji Draught, Fiji Islands; and in Ecuador, Malta Guayquil.....

"THE PROBLEM IS NOT TO comprehend the young so we can deal with them, but rather to encounter them so we can all learn from each other....The excitement of the ferment is in what we can learn ourselves"....Anthony G. Athos, Asst Dean, Harvard Business School.....

SO MANY OF you have ordered Bill Gove's "People LOVE to Buy", that MC bought more copies.... This gives us an inventory which we'll try to control.....

IT DOESN'T TAKE LONG TO earn criticism....MC's issue #2 drew this from the Deep South-- "I quote: 'WATER is a 5-letter word that's basic to J-M sales and profits.... Its market impact affects 8 of our 11 divisions'....Ya shoulda made it NINE, Doc!....A slap on the wrist to all you Yankees for excluding BM&F!.... For over 100 years products of the type sold by the B-I-G Division have consistently added bucks to the till with products designed to keep water OUT....and how more basic can you get than that?".....

slap and kiss

MIKE HAYMAN, "B-I-G Division" QC Supervisor at Marrero, authored the criticism....True Southern gent that he is, Mike softened his reprimand with: "...congratulations on your very informative sheet....I have been around J-M for 43 years and I must say that this looks like one of the better ideas (apologies to Ford Motor Co) to come along"....Thank YOU, Mike!!...

SALES CONTINUE their modest climb....For April they're up just about 16%....Year-to-date tally is far less impressive--we are running only 10% ahead of 1967.....

plus!

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A key to profits

Marketing Communication

R. M. GARRETT 133

NOTE R.M.G.

81A-1

No. 4

Date 6/24/68

JMT

FACULTY MUST BE SOLID J-M!....That's the way P&FM's Distributor Mgr, Dick Thompson, runs his CLIPPER* Oil Seals distributor schools....Dist Sales Mgrs, Salesmen, Dist Mgrs all lecture, teach & coach....Assists, of course, from Dick, Product Mgr Alex Mastro or Staff Mgr Charlie Miles, Gen Mktg Mgr Roy Billings or Gen Sales Mgr Marsh Cowan....140 distributor men trained to date in Princeton, Atlanta, Cleveland, Houston, San Francisco....75 to train in Chicago & Tulsa ....Goal: boost CLIPPER* Seal sales 10% in first year after schools are completed....MC's editor saw Dick and his troupe in action....MC's prediction: distributors will meet the goal.....

real seal zeal

WHEN'S A MARKET O.E.M?....When's it industrial....For 7 clear examples of which's what & what's which, see THE MARKET POST (5-1-68)....It's Dutch Brand's newsletter.... Editor: Al Townsend....Excellent sheet & part of DB's plan to become J-M's G-R-O-W-T-H division.....

industrial or o.e.m?

BILL GIBBONS, DIR OF ADVT-Ind'l Divs, advises that US Bureau of Mines still uses our 1936 film, "Heat and Its Control"....This J-M black & white film classic continues to tell the basic story of harnessing heat for mankind's benefit....Bureau of Mines reports quarterly on film's use....From 1-1-68 thru 3-31-68 "H&IC" was shown 1392 times in 46 states to 54,558 people....Only states not on list: Alask, Ariz, Vt, W Va....Perhaps these 4 were among the 22 requests refused because the bureau only has 81 prints of this old film....Audiences are largely high schools, technical schools and colleges....To emphasize how much has happened & how much has changed in those 32 years, only 4 of the 67 people in the entire Advtg & Public Relations Dept were with J-M when "H&IC" was filmed and first shown--Ben Profeta, Bill Wood, Bill Gibbons & Jack McCarthy (listed by seniority).....

film on 32-year route!!

YA GOTTA BE BI-LINGUAL in today's business world (or whirl)....Musts: 2 basic tongues, English & Initialese....MC's NG in Initialese....Errs converting new division names into initials....1,000 pardons for what Issue #3 did to Building & Flooring Materials Divisions (that "s" BELONGS on both Materials & Divisions)....We had it as "BM&F" 3 times....3 readers caught our error....Should've been B&FM....Perhaps Berlitz should teach Initialese?.....

comprenez vous initialese?

WISDOM USES FEW WORDS....The Lord's Prayer has 54 to 69, depending upon which of 3 versions is used (not 1 first person pronoun!)....Hamlet's soliloquy has 263.... Lincoln's Gettysburg Address had 271 as he wrote it & 267 after the printer made 1 word out of "Four score" & converted 3 "can nots" into 3 "cannots" ....The 267 word breakdown: 7 words have 4 syllables, 13 have 3, 52 have 2 & 195 are words of 1 syllable....Wisdom uses SHORT words, too.....

short words count

ALL-S
55

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PRODUCED JM - 83

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BEING FIRST IS ONE OF THE best feelings in business....Being first is what all of us want.... The chance to be first is what keeps so many of us excited about competitive business....May 27-29 our Advtg gang designed a double-booth display for the Denver Convention Center....Occasion was 12th Annual Convention of The Contruction Specifications Institute....189 booths were used by 149 companies....J-M's display was BEST-IN-SHOW!....TOP BANANA!!.....

best in show!

FEATURED LINES WERE 13 B&FM products against a dark walnut MELAMITE* background.... Silk-screened on the MELAMITE* was a skyline of buildings in various stages of construction--very effective!!....A simple but commanding sign, "Johns-Manville Architectural Products" was strung along most of the backdrop....Tom Curry, Bob Collier, Eldredge Miller, John DeWitt, Bob Knapp & Ern Fuller all had hands and ideas in the winner.....

"IRRIGATION AND THE BUSINESS of Farming" is a film about J-M irrigation pipe....This newcomer among our movie sales aids is a CINE "Golden Eagle" winner.... CINE is the Council on International Non-theatrical Events....Our film weathered regional judgings, etc....It's now one of 157 movies going into international competition....Some 300 judges did the USA eliminations.... No data on how many more will determine the international winners.... "Golden Eagle" presentations will be in Washington, DC in November....J-M people & producer Art Krienke (exJ-M) will accept the award.....

real fine reel!

A GOOD SALESMAN SELLS goods that don't come back to customers who do....Teen Talk: I'd go out & seek my fortune if I wasn't needed so badly at home as a dependent".... Roughing it today is spending a rainy weekend at a motel with black & white TV....Old salesmen never die--they just get out of commission....Middle age is that time in life when the lads who used to look like Gregory Peck start to look like a bushel....Said Martha Washington's mother: "I wouldn't marry him, honey....He throws his money away & you never know where he's going to sleep next"....Foregoing all products of MC research.....

how does this grab you

"FEDERAL SPENDING programs are spoken of in terms of 'billions of dollars', and we have become numbed at really how much a billion is....Watchmaker Arde Bulova has a novel way of explaining a billion....He asks his guests for their estimate of how many minutes have elapsed since Christ was born....Trillions?....No, just over one billion--one billion, 34 million, 700 thousand, as of early this month!"....Thanx to Bob Monahan's Gov't Dept Bulletin of 6-3-68....Bob works out of Atlanta & covers NC, SC, Ga, Fla, Ala, Miss & Tenn.....

LET'S BRING our list of imported beers using CELITE* to 20 with Melotti's Stout, Ethiopia; Carlton-United, Australia; Cuca, Angola; Heineken, Holland; Würzburger, Germany & in Taiwan the label is TAIWAN....More later.....

SALES EFFORTS CONTINUE To produce improved volume....May securements were 12% higher than in May '67....Year-to-date sales are 10% better than last year....Yes, these increases include gypsum sales.....

plus!

WALTER BENNING HAS BUILT a highly effective team of speakers in his San Francisco B&FM district.. ....For formal presentations it would be hard to beat Bob Frankland, Hal Larsen, Bert Park, Vic Viani & Bob Whitney....MC's editor saw them perform June 10th & is still applauding....They "tell it like it is"....Then there were able assists from Jerry Abbott & Roger Jenkins with Uncle Walt serving as emcee.....

sales talk!

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A key to profits

Marketing Communication

R.H. GARRETT
G.H.Q.
513

No. 5
Date 7/29/68

JMT

LESS NOISE, CLEANER AIR & purer water are 3 important segments of today's vast environmental control market....We are engaged in each of these 3 markets....Each offers great challenge, great opportunity....Bob Cuje's groups is moving boldly into the environmental control scene on 2 fronts--NOISE & AIR--with PARTICLE-GARD LPC* (Low Particle Count Ceilings)....PARTICLE-GARD LPC* provides the best features of J-M time-tested mineral wool fiber acoustical products--fire resistance, light reflectance, attractive appearance, ease of maintenance....But, the BIG plus, the TIMELY plus for TODAY'S market is that P-G LPC reduces noise AND air pollution.....

clean and quiet

IT VIRTUALLY eliminates ceiling dust dropping in areas sensitive to even the slightest contamination....These include: food processing, pharmaceutical compounding areas, medical treatment rooms, data processing, electronics, aerospace, photographic labs.....

MC SUGGESTS that all Product Mgrs with present or future interest in today's burgeoning environmental control market write to R. H. Cuje, B&FM DHQ....Ask for his 2 initial promotional pieces--"If FALLOUT is your problem...." & "PARTICLE-GARD LPC*".....

11 LOCATIONS SHIPPED 17 J-M products to San Antonio's HemisFair '68....TEMP-TITE* & TRANSITE* Pipe, Denison....MICROLITE* & SPINSULATION*, Cleburne....FESCO* Board, Natchez....ACOUSTI-CLAD* FIREDIKE*, Rockdale....FLEXBOARD* & PLANET* Base Sheet, Waukegan....SPINTEX*, Richmond....COLORBESTOS* Slates & THERMOBESTOS*, Manville....ACOUSTI-SHELL*, Parkersburg....CHEMTITE*, Finderne (New Business Bldg)....SPINTONE* 360....TEMPER-TONE 360* & TEMPER-TONE 360* FIREDIKE*, Alexandria....MICRO-LOK* Fiber Glass Pipe Insulation, Defiance....This adds up to 4 divisions (B&FM, F/G, I/I, Pipe) producing to give us good product coverage at the fair....Obviously, our several Texas sales districts did a fine sales job in San Antonio.....

exposition exposure's excellent!

WE GAINED VALUABLE TV NEWS time on 51 channels during the first 2 wks in June....Featured was our part in Brooklyn, NY's Park Slope Urban Rehabilitation project....39 St. John's Place was our segment of this effort & it now serves as a real-life research lab to test J-M matls in use (see June NEWS/PIC for complete Park Slope story)....We made our own film news clip in sound & color.... Photography by Advtg's Jim Murphy....Script by PR's Jon Allen....Running time 1 min 40 secs....Coverage broad....These 10 cities are representative: Hollywood (Calif), Washington, Atlanta, Detroit, Houston, Youngstown (Ohio), St. Louis, Wheeling (WVa), Syracuse, Green Bay (Wisc)....Of the 51 outlets, 10 have 1 to 4 million viewers, 22 have 1/2 to 1 million and 19 have under 1/2 million....Good coverage at practically no cost.....

rehab "lab" gains broad tv coverage

$251,281,000 FIRST HALF sales set new J-M high....Second quarter also was a sales high for Apr-May-June at $139,945,000....Per share earnings rose to $1.64 for first 6 mos vs $1.46 in '67....Firmer selling prices were factor.....

plus!

TO: 10, 3-S, 51, 52, 53, 54, 55

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COORDINATED SELLING BECOMES more & more important as we grow & diversify....Excellent example is recent sale to Corps of Army Engrs for Detroit Tank Arsenal, Warren, Mich....Directing effort all the way was Louis Chaput, Govt Mgr in Chicago for 11 states....His cast included Detroit B&FM Dist Engr Dave Dunkleberger (job location), Atlanta B&FM Salesman Allen McCowan (roofing sub-contractor was in Knoxville), Atlanta Govt Mgr Bob Manahan, Chicago B&FM Dist Engr Walt Straub, Wash DC Govt Mgr Charlie Skelly....In supporting roles: Atlanta's Dudley Hayes & Matt Hitlin, Wash DC's Joe Lynch & Bill Winblad, B&FM DHQ's Gordon Fisher, Jack Kingery, Roger Micale & Jack Robinson....Why the big cast?....Sale was over $270,000....Round numbers: roofing matls $50,000, FESCO* $150,000, CORRULUX* $75,000....CORRULUX* order so large that Hooker Chemical, Houston plant resin supplier, plans ad about J-M & the Detroit Tank Arsenal job.... Adds up to a winner for Gus Fowler's Construction Coordinating Program.....

united profit effort

JOHN MACKAY HAS NOW "DEANED" 6 Advanced Salesmanship Schools....Campuses have been at Princeton, NJ; St. Charles, Ill (2); Downingtown, Pa (2); Fort Lauderdale, Fla....234 grads so far, about 20% of J-M's sales force, representing 10 of our 11 divisions....John's faculty: Jim Ford, Maynard Garfield, Pete Geleta, Paul Rega, Rudy Shupper & Dick Standel....Current school started 7/22 at Pasadena, Calif & ends 7/31....Then Long Beach, Calif 8/19-28; Lake of the Ozarks, Mo 9/23-10/2; Princeton, NJ 12/2-11.....

234 grads 4 campuses & 7 profs!

WHY PRODUCT MGRS GET GRAY....Recently a price increase was announced to packings distributors on several product lines....One distributor wrote objecting to the price boost as inflationary & asked that we rescind it immediately....Dick Thompson's check showed this distributor's annual TOTAL packings purchases were $2,000/yr, none affected by the increase!....All the inflation was in distributor's imagination!.....

inflation?

WHEN A NEW PRODUCT GETS into a military spec, it must be good....Dick Cipolla, Business Mgr Filter Tube Development, has received word that our filter-coalescer elements passed tests at Fort Belvoir, Va....Good start!....Function of the specified coalescing filter cartridge is to separate water from jet fuel....Major commercial use of our Fiber Glass Filter Tubes at present is in the paint manufacturing industry....Uses are growing....Any inquiries about Filter Tubes should be referred to a Celite salesman....

filters pass muster!

LET'S ADD A HALF DOZEN more overseas beers that taste better & look better thanks to CELITE*.... Costenita & Clarita, both Colombia; Presidente Beer, Dominican Republic; Malta Amstel, Curacao; Stella Pils, Mauritius (Africa) & Malzier, Germany....Our list now has 26 labels in 17 nations....To be continued.....

how does this grab you?

SO OFTEN OUR pundits, polititians, students, sociologists, labor leaders & pseudo-intellectuals think & say that we in the business world have an easy life for which we are grossly overpaid....MC suggests that these "observers" try making something, marketing it & then collecting the money.....

ODDS ARE 65-to-35 that any US private swimming pool uses diatomite in its filter system....If it does have a diatomite system, odds are that CELITE* is the filter aid.....

"J-M FACTS" Wallet folder has 5 times last yr's distribution....In '67, 10,000 were circulated ....So far in '68, 51,000 are in use, including about 5,500 given to salesmen....This handy J-M reference source is available from Public Relations, GHQ.....

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A key to profits

Marketing Communication

R.M. GARRETT

G.H.Q.

No. 6

Date 8/23/68

JM

SUPPOSE SOMEONE CALLS your location & says: "This is Charles Green of 123 White St, Brownsville....Please send me the latest literature on MELAMITE*....While you're at it, please send me a list of places where I can buy it"....What would your Switchboard Operator or Sales Clerk do in such a case?....Or, suppose he (the same Charlie Green) asked: "Where can I buy your company's A-7 tape?....I need at least a dozen rolls today"....What would happen at your location?....Or, suppose Charlie posed this: "I read somewhere about your CERA FORM* COMBUSTION CHAMBERS....I'm building a house & may buy one if they're as good as they claim.... Where can I see one today?"....What would your people do in that case?.....

hot line, hot spot or what?

KEITH SLATER, I/I Physical Distribution Mgr, sampled districts & plants in his division to see how such inquiries were treated....He also asked if a trial "Hot Line" would be appropriate for ALL such inquiries....31 liked the "Hot Line" idea....16 thought it was "a good idea, but"....The "buts" ranged all over the lot but polarized around these points: Person on end of "Hot Line" would have to be an experienced walking encyclopedia.... Customers probably would balk at "Hot Line" should it involve a toll call...."Hot Line" might actually turn into a means for customers to expedite orders.....

ANY & ALL IDEAS you have to help us do a better job of handling telephone inquiries are welcome....Particularly, we need help for operators at small non-district offices (Lansing, San Antonio, Providence, Dayton, Louisville, Oklahoma City, etc) & at new & smaller plants (Las Vegas, Tilton, Green Cove Springs, Chillicothe, Lawrence, etc).....

TOM WILLIAMS OFFERS IDEA to help other Dist Sales Mgrs or Salesmen....Tom is I/I Dist Sales Mgr in Philly....Here are excerpts from his letter to MARKETING COMMUNICATION: "...one of the problems in selling is to keep J-M, our names & our faces in front of the top management of our customers....I refer to presidents of our distributors, heads of large architectural & engineering firms, key people in large contracting firms, as well as the executives, PA's & chief engineers of industrial firms....They are not conversant with everyday material & application....For this reason it's often difficult to make constructive & productive calls on them.....

annual report builds bridge to key buyers

"One tool we use to keep our company name in front of them is the J-M ANNUAL REPORT....This is especially useful because it's always well prepared & eye-catching....It's always about the first report from a major US firm & it always has a progress & growth story to tell.....

"When the REPORT arrives, I either hand deliver it to key customers or send it with a cover letter....We've had excellent comments on this practice....In my opinion, the best summary of comments received would be: J-M's ANNUAL REPORT, when put in the hands of customer top management, is an excellent image builder because of its format, its early publication & the story it tells"....Thanks, Tom....If it works for you, it should work for others.....

TO: 10, 3-S, 51, 52, 53, 54, 55

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HOW WOULD YOU DEAL WITH this one?....Someone asks about obtaining our most recent literature in the field of "gas chromatographic column materials" or "gas chromatography" ....Such an inquiry recently was received at our Indianapolis Dist....That office has only 4 divisions represented--B&FM, I/I, P&FM, Pipe....Were there a Celite man there, perhaps the inquirer would have had an earlier reply.... The person asking for data assumed that ANY J-M OFFICE should be able to help ANY J-M CUSTOMER who calls about ANY J-M PRODUCT....Unfortunately, our customers are not concerned with the fact that we are in many different businesses....They think ALL J-M people should know about ALL J-M products....That's why a B&FM district had an inquiry about our "gas chromatographic column materials"....The inquirer lives in Indianapolis so naturally contacted the ONLY J-M OFFICE IN INDIANAPOLIS....Logical, isn't it?.....

acting on customer inquiries

WINIFRED KOERNER, of the Indianapolis Dist office, wrote the customer that she'd check through & get him what he wanted if we had it....In short order all was on the way from Celite DHQ in NYC....Miss Koerner did a good job, particularly when the entire matter of chromatography was outside anyone's field of knowledge or interest in Indianapolis.....

CHROMOSORB* IS our product name in this new market....As of now there are 6 basic CHROMOSORB grades....Each grade has many mesh ranges to suit a variety of applications....What's it used for?....Today--& only for the last 11 years--gas chromatography is a major tool of the analytical chemist....Our CHROMOSORB is a support material for these analyses.....

TRAGEDY AT TIMES UNCOVERS new markets for old products or speeds creation of entirely new products to reduce human suffering & property damage....Examples: asbestos stage curtains became standard after the 1876 Brooklyn Theater fire took 289 lives--MARINITE* was developed after 125 died aboard the Morro Castle when it burned off Asbury Park, N J in 1934--our new LIFE SAFETY* product line is the result of exhaustive J-M research, providing FLAME SAFE* insulations to reduce hazards of fire & smoke.....

bombarding bottle boomerangs

TODAY TRAGEDY stalks, especially in our cities, as vandals & thrill-seekers bombard windows with rocks & Molotov cocktails....Salesman Jim Segers, B&FM Cincinnati Dist, helped a vandal-beleaguered plant by supplying some 600 CORRULUX* panels to serve as protective shields....CORRULUX was installed over existing windows....Jim landed the sale by conducting a test for the Plant Engr....He had a panel placed 4" in front of an existing window & had the Plant Engr pelt it with rocks....It took 6 hits in the same spot to make just a small hole in the CORRULUX....Then he threw a "Coke" bottle at the panel & had to duck fast!.... It bounced right back at him with no damage to the CORRULUX & complete protection for the window.....

BASIC INVENTORY CONTROL questions for Product, Sales & Plant Mgrs were set forth in May's MARKETING COMMUNICATION....WHAT do I inventory?....WHEN do I reorder?.... HOW MUCH do I order?....Let's further explore #1.....

planning for inventories is essential

ANSWERING #1--WHAT do I inventory?--can be made easier & will result in greatest economies if 3 considerations are kept in mind: 1-How many REQUESTS do I have for this product?....(This is quite different from the TOTAL QUANTITY resulting from all requests....TOTAL QUANTITY is significant only in #'s 2 & 3, determining WHEN & HOW MUCH to reorder)....2-Products with only 1 customer outlet have higher obsolescence risk than those with 2 or more....(1 buyer can discontinue your item any time unless you have him tied to a blanket order agreement)....3-Historical data can often tell you if stocking is necessary....(For new products, Product Mgr's forecast must do until historical data are developed.....

JULY SALES SURPASSED those for July 1967 by 10% ....No predictions on the year, but our several sales organizations are really beating the bushes for business.....

plus!

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A key to profits

R.M. GARRETT

C.E.O.

Marketing Communication

NOTED R. M. G.

No. 7

Date 9/24/68

JM

CRACKING CONFIDENTIAL BARRIERS in the super-secret automotive OEM market is virtually impossible....Mfgrs fear to discuss certain mechanical or design problems lest they reveal something & blunt a competitive advantage....That's why P&FM Salesman Clarence Bohn shows unusual samples to car mfgrs....Odds are that some non-standard seal or gasket can solve a pesky problem--a problem no mfgr's engineer dares discuss with outsiders like Clarence.....

secret's seal is unsealed

BEFORE LEAVING his Chicago office to call on an OEM, Clarence put an odd-looking molded seal in his bag....It was our SSW excluder, which fits tightly on a rotating shaft to keep debris & fluids from entering areas where bearings, electrical contacts, pistons, etc could be damaged....He showed the unusually shaped seal to the car mfgr's engineer & hot potential developed fast!....The engr asked for early delivery of some test samples of a specific size & configuration....Soon Clarence had Product Mgr Alex Mastro with him at the car mfgr's plant....The secret was out: our SSW would solve the problem of front crankshaft seal failures--failures that ruined pressurized military engines which must operate under water when fording muddy rice paddies & swamps in Viet Nam....Our excluder worked!....Test results: 4 engines WITHOUT SSW's had rusted-out, contaminated innards--4 engines WITH our SSW's had non-corroded, brilliantly shining innards.....

WE'RE NOW IN production for this OEM, thanks to Clarence Bohn's gimmick for ferreting out hidden sales opportunities....Another plus: The OEM paid all tool-up costs for this vital, special seal.....

WHALE OF A SUCCESS STORY....Fiber Glass Building Insulation's big fishing rod promotion got more than its bait back....Over 12,000 rods sold, each with J-M logo & "Johns-Manville Fiber Glass Home Insulations" on it....If each rod is used 5 times & if each angler has 2 eyes, that means we come up with 120,000 eyes that saw us....Not bad....Only losers are the fish.....

lots of nibbles & bites

SALES FOR AUGUST REACHED an all-time monthly high....Previous top mark was that set in June '66....Thanks to August's fine record, company sales year-to-date are running 8% ahead of '67....No doubt about it, J-M is a mining-manufacturing-MARKETING enterprise!.....

still plus!

HAVE YOU EVER FELT LIKE A million?....Like a million $'s?....Did you ever wake up in the morning & say, "This is the kind of a day that makes me feel like I could knock off a million $ order"?....We don't know how Tony Boisclair felt BEFORE he did just that....We're sure he felt that way AFTER his million $ sale became a fait accompli....Tony is AFD's NY Salesman....He recently closed a million $ order for 10,000 tons of asbestos fibre that U.S. Mineral Wool will use as a spray insulation at the World Trade Center....The job will run from '69 thru '70....Tony, you make us ALL feel like a million!.....

nice day's work

TO: 10, 3-S, 51, 52, 53, 54, 55

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CUSTOMER CONTACTS ARE THE most important of all the many day-to-day communications in the marketing area....Until they are made & an order is placed, we have no $'s in the till, no $'s for payroll, no $'s for necessary costs & expenses, no $'s for growth....These contacts take many forms but the one that brings our J-M TELEPHONE IMAGE into sharp focus is one of MARKETING COMMUNICATION'S major crusades....Goal: The best TELEPHONE IMAGE in industry!.....

phone image tops!

ROLLIE BARTON is Waukegan Dist Sales Mgr, Pipe....Rollie obviously likes the excellent way Waukegan's 2 Switchboard Operators deal with Pipe customers....MC bets Dolores Boyke & Sharon Birky do equally well for our other divisions....Here's how Rollie thanked them:

"THE J-M IMAGE....This is just a note of thanks to you for your sunny dispositions....We are told frequently by our customers how pleasant it is to call J-M because they are made to feel so welcome in their first contact at the switchboard....This means a lot to everyone, particularly the harried caller who upon occasion may be a little edgy over some real or imagined problem.....

"The smile & pleasant word always make life so much more worthwhile....In your case it also represents an outstanding public relations accomplishment, for which we in the sales office wish to express our sincere appreciation".....

$1159 FOR JUST 1 GASKET!....Yes, the order called for 1 gasket at $1159.00 ea....Sold by Vernon Hardcastle, Houston P&FM, to Triplex Rubber & Supply for a Texas DuPont plant....North Brunswick plant made the gasket....$1159 isn't too much when you consider it was an oval gasket 24"x27.030"ID & 30"x 33.030"OD....Incidentally, it was made of 24 karat gold.....

gaket are good bu$ine$$

BEFORE FINISHING OUR LIST of overseas beers filtered with CELITE*, let's take a look at CELITE's wide use in Canadian wineries....According to Charlie Honey, CPD's Sales Mgr for Celite Products, & an Ontario Liquor Control Board listing, there are 9 principal vintners in Canada....Each produces a variety of wines under many different labels....ALL, yes ALL, use CELITE as their dependable clarifying medium....They are: Andres, Barnes, Beau Chatel, Brights, Chateau-Gai, Jordan, London, Parkdale, Turner....Among them they bottle 55 sherries, 29 ports, 14 dessert wines, 47 table wines (21 white, 18 red & 8 rosé), 13 crackling wines, 8 champagnes & 1 sparkling (Chateau-Gai) burgundy....Quite clearly, odds are you'll have a CELITE filtered treat the next time you enjoy a Canadian wine.... Next month we continue our list of overseas beers that are improved by CELITE.....

makes finer wines

ASBESTOS FIBRE ADDED TO asphaltic concrete provides longer pavement life & reduced road maintenance costs....Test strips have been installed in various climates to subject asbestos-asphalt paving to a variety of traffic & impact situations....These tests have been part of a major marketing effort exerted in many areas in the USA & Canada....Results are encouraging.... This month 800,000 sq. ft. of asbestos-asphalt paving cover the 5200 ft main runway of the Toledo Express Airport....Other recent installations: All NJ Turnpike bridge decks....The just-dedicated Delaware Memorial Bridge....Entire overlay program for all city streets in Colorado Springs, Colo & Ventura, Calif....In NYC area: Upper level of the Geo Washington Bridge over the Hudson River....Lincoln Tunnel, Bronx-Whitestone Bridge, Triboro Bridge, Queens-Midtown Tunnel.....1-mile Rock Island-Davenport Bridge....9-yr marketing program is paying off for the many AFD people who have worked so hard to get asbestos fibre on the road (if you'll pardon the limp pun!).....

asbestos asphalt paving

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A key to profits

Marketing Communication

R.M. GARRETT

No. 8

Date 10/25/68

J-M

G.H.Q.

INTO SPACE, INTO ORBIT, SOON the moon!....That's NASA's record & J-M has been a partner all the way....J-M materials have been part of Mercury, Gemini & Apollo vehicles....Our Research & IID have made significant contributions to NASA space missions.....

up, up & away & back!

IN ORBIT WITH Schirra, Eisele & Cunningham we had: In the command module--window frames of Min-K* encased in silicone impregnated fiber glass fabric to isolate North American Aviation's quartz observation windows....On the Dalmo-Victor antenna (always directed toward Earth)--flexible Min-K encased in stainless steel to protect the antenna's delicate mechanism....The Pratt & Whitney fuel cells were insulated with fiber glass MICRO-FIBERS*inter-leaved with .001" gold plated plastic film (DuPont's Kapton)....This was applied over the cells in multiple layers....Then behind the re-entry heat shield was a combination of silicone-bonded fiber glass & MICRO-QUARTZ* felt....Product Mgr for J-M space vehicle materials is S. A. "Tommy" Tompkins, who is also IID's atomic energy expert.....

HURDLING PURCHASING AGENTS is fair game....Unless the PA is pole-vaulted (legitimately, of course!), a large share of some divisions' sales just can't be made....In these cases nothing much happens until our Salesman gets out of the purchasing office & face-to-face with an engineer, project mgr or designer--particularly in large industrials or OEM's.....

vaults to where the action is!

CASE IN POINT: Tom McCormick sells automotive & industrial accounts out of P&FM's Detroit Dist....He ran into a tough PA at a major tractor plant....Tough as it was, Tom stuck with it for many moons & finally broke the PA's resistance....In time the PA introduced him to a design engr....This introduction grew into a fine business association....One day Tom spotted what seemed to be a badly worn competitor's friction assembly in the engr's office.... He recognized the friction element as similar to a kind produced at our Waukegan plant (where Tom had once been an Industrial Engineer).....

HE ASKED FOR a piece of the defective material, took it to Waukegan & checked it out....The assembly was comprised of 2 pieces of friction material bonded to a steel core....By using our tougher material & molding directly to the steel core, we were able to produce an integrally assembled unit that withstood every rigorous test to which we or the tractor people submitted it....We met the specs....Result #1--Customer gave us $10,000 to tool up to produce assembled units....Result #2--We have received initial orders for $51,000.... Forecast--Annual volume, $250,000....Potential--From other customers & other applications, $500,000....But, not 1¢ had Tom not worked his way out of the PA's office!.....

TISHMAN MANAGEMENT CORP in NYC reports its construction projects are now starting to build at a rate equivalent to 12 Empire State Bldgs per yr....Only 5 yrs ago Tishman's rate was between 1 & 2 Empire State Bldg equivalents per year.... This is important growth.....

building booming!

TO: 10, 3-S, 51, 52, 53, 54, 55

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AFTER 3 YRS ON THE BOARD of directors of the Trade Relations Association, R. J. Amberg was elected president at the organization's annual meeting in Colorado Springs....

prexy

Dick is Mgr Trade Relations at GHQ....Congratulations!.....

CAN YOU TOP THIS ORDER?....Tony Boisclair's $1 million asbestos fibre sale was topped by Rod Horton's $3 million sale of fiber glass Acoustical Topliner to American Motors for 1969-70 models--sedans, hardtops, station wagons, Javelin & AMX....Rod is IID's Detroit Automotive Salesman....Defiance Plant #8 started shipments in late Sept, thanks to Rod!.....

big sale in car ceilings

SAMPLE PERFORMANCE MAKES customers out of prospects....That's the marketing strategy being used to sell J-M fiber glass filter tubes....Case history: Shell Chemical circulated epoxy resin through a system using competitive filter cartridges... Although process material ran through the system 48 hrs (many more than planned), it didn't meet specified clarity....That meant nothing to ship to customers....The plant's major production unit was shut down....The balky filter stymied everything scheduled behind it....

filter tube unplugs big bottleneck!

FILTER TUBE Specialist Leo Schmidt had left the solution to Shell's problem on a visit that pre-dated the bottleneck....He had dropped a supply of sample filter tubes to try when a test could be scheduled....With the plant slowed to a halt, a test was forced....Our sample filter tubes went into the system....In 6 hrs desired clarity was achieved.....

GUESS WHO NOW has the filter tube business at a certain Shell Chemical plant in Texas!.... Intelligent use of samples can get other orders....Also, intelligent use of this kind of success story can help acquaint the broad market with one of our new businesses--the filter tube business....Talk it up, no matter what your division's business may be....A bigger J-M, a better known J-M & a more diversified J-M can improve sales & profits for ALL divisions.....

ABBREVIATIONS SEEM TO ANNOY some people....MARKETING COMMUNICATION uses them, & initials, to stay within space limits....One Salesman returned his MC questionnaire with this comment: "I FND DFCLT TO DCPHR ABBRV SMTMS"....Touché!.....

we'll use less initials & abbreviations

FROM NOW ON MC will use only obvious & generally known abbreviations & initials (FOB, yr, lb, J-M, NASA, etc) plus those used too often to print in full....Here's what we'll use & here's what each means: AFD-Asbestos Fibre Division.... B&FM-Building and Flooring Materials Divisions....CPD-Canadian Products Division....Celite-Celite Division....DB-Dutch Brand Division....DHQ-Division Headquarters....DPC-Data Processing Center....FGI-Fiber Glass Division, Insulations Department....FGTex-Fiber Glass Division, Textiles Department....GHQ-General Headquarters....IID-Industrial Insulations Division....Intnatl-International Division....Mel-Melamite Division....OEM-Original Equipment Manufacturer....P&FM-Packings and Friction Materials Division....Pipe-Pipe Division....RDE-Research, Development and Engineering.....

THOSE 17 SETS of more often used initials or abbreviations really save space....Strung along in a row they'd take 87% of a line....Unabbreviated, the list would require 5.4 lines.... Abbreviations net us a hefty 84% space saving.....

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JM - 83

CELITE* CLARIFIES these beers from other lands: Pilsener, Ecuador; Club Colombia, Maltica, Costena & Refrescos Pony, all Colombia (a country with many different brews); Red Stripe, Jamaica: Haldengut, Switzerland & Beck, Germany....That makes a to-date total of 34 beers brewed outside the US & Canada & all better beers because CELITE helps make them better....No, the list is not finished.....

prosit!

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A key to profits

Marketing Communication

R.M. GARRETT

No. 9

Date 11/25/68

JM

G.H.Q.

THERMOBESTOS* HAS BEEN THE pace-setter--the STANDARD--in the high temperature pipe & block insulation field for 10+ yrs....In about 12 to 15 mos Owens-Corning will be in position to produce a similar product under a licensing agreement with us....WHY? ....Joe Campbell, Product Mgr for Industrial Insulations,tells us there are 3 principal reasons: 1-It's financially attractive; 2-It's good for the industry; 3-Patent (& protection it gave us over the yrs) expires in '72....Joe gave IID's Salesmen an immediate & full statement on the O-C contract....He stressed our market leadership, how it can be retained & the desirability of using the next 12 to 15 mos to further solidify THERMOBESTOS acceptance as the industry's STANDARD.....

salesmen kept in-the-know

QUOTE FROM JOE's bulletin: ". . competition has been tough & there have been many attempts to imitate us....But no competitor has as good a product, as complete a line, or the same 2-plant production & shipping flexibility....We have kept ahead mainly through our constant Research & Development efforts....These efforts have given us: Large size sectional pipe insulation; quads & curved blocks; extended legs; scored blocks & silicated matl; & most important of all, METAL-ON*!"....Indications are that the field sales force got the message.....

SELLING J-M TO A PROSPECT often means selling a career, enlisting an entire family's enthusiastic support, getting a person who will commit HIS TOTAL SELF to selling for J-M.... That's what a Dist Sales Mgr must do when he hires a prospective Salesman....Recently, B&FM Dist Sales Mgrs were asked how they would present the rewards of selling--selling for J-M--to a man they wanted to hire....Among the many excellent replies was this one from Jim Appel, who has responsibility for Seattle Dist.....

tells it like it is

"A JOHNS-MANVILLE Salesman has the responsibility of representing the leading manufacturer in one of the great industries of our economy....He is an active vital force within his community, at the same time he honestly and effectively discharges his duties....A J-M man recognizes his position of leadership and exerts all possible effort to continually maintain the stature and public confidence of the company he serves....Adherence to these principles places him in position to receive the personal rewards of self-confidence, accomplishment and recognition for a job well done.....

"MOREOVER, THE opportunity to improve one's self and for advancement is ever present for the deserving candidate....Promotion is constant and unlimited as ability, experience and dedication are constantly sought and recognized.....

"THE MAN WITH the opportunity to join Johns-Manville is urged to consult both those presently employed and J-M's customers....He will find affirmation that this is a firm of accomplishment, dedicated and satisfied employees who form the heart of J-M--it's people....."

CURRENT ADVT: "AMERICA'S most successful vintners use J-M CELITE* filter aids to get clarity that adds eye appeal that adds taste appeal that sells wine"....Issue #7 has a list of CELITE-filtered Canadian wines....These 13 "most successful vintners" can guide you in your next wine choices....Guild, Mogen David, Almaden, Charles Krug, Mont La Salle, Roma, Samuelle Sebastiani, United Vintners, Wente Bros, Gold Seal, American Wine Growers, Monarch, Taylor....Buy the best--buy US or Canadian wines made better with CELITE!.....

fine wine

TO: 10, 3-S, 45, 51, 52, 53, 54, 55

PRODUCED
IM - R3

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NO ONE FACT PACKAGE TELLS the story of our Intnatl Div better than the attached wallet folder....No matter what division you are in, there may be times when this fact-filled folder will answer a question for you, for a customer, for a vendor or a friend....If you need more, direct your request to Hartley Sandt, Intnatl DHQ.....

CONGRATULATIONS TO ALL in P&FM for setting a sales record in Oct....Sales exceeded any month since division was formed in '56.

J-M PRODUCTS APPEAR IN MANY household items....From time to time MC will list products--in the "household word" category--using a J-M product as a component, or using one in the manufacturing process....J-M disc brake pads are on the '69 Lincoln Continental & Mark III, Ford Custom, Fairlane, Falcon & Mustang, Cougar, Thunderbird, Corvette, Oldsmobile 98 & 88....Wives know of AXION & BIZ, new enzyme derivative detergents.... CELITE* is used in the clarification steps in processing these enzyme derivatives.....

silent partner, part 1

IF YOU'RE IN the market for a home refrigerator or freezer or refrigerator-freezer combination, chances are very high that if you buy from these manufacturers you'll have an appliance with J-M insulation....Here they are: Admiral (also producer for Montgomery Ward), Frigidaire, GE, Gibson, Philco, Whirlpool (a major producer for Sears).....

KEEP YOU EYES OPEN FOR the first corporate advts in our new series....Dec 14 & 28 in BUSINESS WEEK....Dec 23 in NEWSWEEK

AS MC GOES IN THE MAIL WE report: 2980 J-M people were sent our 10/3 questionnaire & as of 11/20 we had 945 replies, or 31.7% response....We're told 20% would have been a high return without follow-up &, as you know, we did not prod you to reply....Of 1091 Salesmen to whom the questionnaire was sent, 389 (35.6%) replied....We're glad so many answered...We're even happier that so many of you like what we get out each month....We are seriously considering your recommendations....Thanks for your replies & helpful comments.....

poll

SELLING THROUGH DISTRIBUTORS calls for doubly effective marketing effort on our part....We have to make sure we can & do motivate distributor salesmen so they'll get out where the action is....Training is part of the job....So is product literature, etc.... That "etc" adds up to the total marketing package....Such a package was developed & used this yr for P&FM's CLIPPER* OIL SEALS....It had 8 elements: 1-broad, in depth stock; 2- 24-hr shipment on stock sizes; 3- superior engineering back-up; 4-computer invoicing; 5-competitive pricing; 6-distributor training schools; 7-computerized inventory control; 8-excellent product literature....Results: 12% sales increase as of mid-yr....By yr-end plus sales should exceed the 12% figure.....

use total marketing package



WE'RE NOT FIDDLIN' AROUND when it comes to Gypsum Sound Panel Systems.... Recent one-shot mailing piece featured this representation of Nero & this caption: "HOW TO PLAY IT COOL AND QUIET BEHIND A J-M GYPSUM PARTITION*....Part of copy: "Quiet because of superior sound ratings".... "cool, because these systems carry 1-hour fire ratings"....We offered our gypsum catalogue....Response: 576 of the nations top builders asked for catalogues...What do these builders build?....29% homes, 20% apartments, 12% commercial buildings....We assure you, 100% received the catalogues & 100% will soon see a J-M Salesman.....

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