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ASBESTOS

Vol. I JULY, 1919 No. 1



FURNISHING A COMMON VANTAGE GROUND WHERE THOSE INTERESTED IN ASBESTOS AND MAGNESIA MAY MEET FOR DISCUSSION



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ASBESTOS

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Origin of Asbestos

Asbestos is a Greek word, meaning "unquenchable," but used in the sense "inconsumable." It consists of silica, magnesia and lime or pyroxene. The Greeks wove Asbestos into cloth, for wrapping dead bodies when they were burned in the funeral pyre, this to preserve the ashes of their dead. In ancient times, the lamps that were always kept burning in the temples had wicks made from Asbestos fibre. For many years after the revival of industrial activity, Asbestos was little used in the arts, and it is only recently that its usefulness has been fully recognized.

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Greetings!

The purpose of these pages is to provide you with dependable information about Asbestos and Magnesia.

We hope to publish each month something which may be helpful.

As editors, we admit freely that we have had no experience in editing, but we have had a bit of experience in the Asbestos and Magnesia industry.

It is on the latter that our hope of securing your interest and support is based.

From many and varied sources we can secure figures which will provide valuable statistical information for you.

The measure of success, which will attend the publication of this journal, will depend largely on the support YOU give it.

When you come across items of interest, or have experiences which might be helpful to your colleagues, send them along and we will gladly publish.

If we all will realize that the greatest accomplishment is always the result of teamwork, we can give the Asbestos industry a boost that will help all along the line, from mine to consumer.

Get set, with your good shoulder to the wheel.

Then, all together—BOOST.

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Asbestos Textiles

All is rosy in the textile game.

Automobile trade is on the increase at an unprecedented rate and brake lining is much in demand.

Increased chemical production in this country is developing a demand for high-grade cloths, while the specialty field is clamoring for more and yet more tape, yarn, tubing and the like.

Commercial yarn is selling at 80c to 90c per pound, and with crudes in only fair supply, and old low-priced contracts for raw material being practically completed, it would not be surprising to find prices further advanced during the summer.

Quality is the principal arbiter of price.

Pure cloths, or those having 4% to 7% foreign matter, are commanding $3.50 to $7.00 per pound, and it is really difficult to find a manufacturer who will take the orders even at high prices.

The average buyer does not understand that, given a standard textile machine, it will produce from three to six times the quantity of commercial yarn that it would produce of 4% to 7% stuff in the same length of time.

The cost of production should always be figured on the reasonable maximum capacity of the machine, so that if a machine, running at maximum, earns $25.00 per day on a production of 250 pounds, it should be made to earn the same $25.00 per day if put on work which will permit it to produce only 100 pounds per day.

Well-advised manufacturers have so organized their cost-finding systems that specialties must return full pay to the machines and men who produce them, in at least the same measure as the same machines and men could have earned if producing standard staple goods.

The textile future looks bright.

New Company Formed

It is reported that the Southern Asbestos Manufacturing Company, Lincolnton, N. C., has been incorporated with a capital stock of $300,000, the purpose being to manufacture Asbestos textiles.

The incorporators are C. E. Childs, W. E. Truesdale and others.

Mr. Truesdale was formerly factory superintendent for the General Asbestos & Rubber Company, of Charleston, S. C.

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Asbestos Paper and Millboard

Demand for these materials is considerably below capacity of the mills.

The principal use of paper being for the manufacture of air-cell coverings, and no great amount of building being done, accounts for slow demand.

Basic raw material, Asbestos, is held closely at mines at prices which do not permit of manufacturers reducing price of finished goods.

Prices appear firm at $125.00 to $140.00 per ton for commercial paper; $140.00 to $175.00 per ton for commercial millboard.

Manufacturers are rapidly developing new uses for these products, the natural result of which will be to give the market support at times when new building requirements decline.

Factors in this line have recognized the need for care in production, and several of the plants are operating at 50% or less of capacity.

Until labor and Asbestos costs decline, no reduction in price of paper and millboard may be expected.

Bramco Makes Application for Receivership

Application has been entered for a friendly receivership for the Baltimore Rfg. & Asb. Mfg. Co., Asbestos, Md.

Early this year, Mr. R. M. Nichols, former President of Bramco, resigned, and was succeeded by former Vice President, Mr. O. R. Emigh.

It is stated that the receivership is necessary to conserve the assets of the Company, in the interest of creditors and stockholders, and that there is every prospect of an early satisfaction of all obligations and the resumption of management by the stockholders.

National Air Cell Covering Co. Re-Incorporated

The National Asbestos Company, 193 Henderson St., Jersey City, has been incorporated with a capital stock of $1,500,000.

The Company will take over the business of the National Air Cell Covering Company.

The authorized shares of stock number 15,000—11,000 common and 4000 perferred. Of this amount, John A. Scharwath has subscribed for 12,500 shares.

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85% Magnesia Coverings

Factories report fair demand, the new building situation considered.

Prices at the factory continue steady at 20% to 25% discount.

Since limestone and Asbestos costs have, in no slight degree, been reduced and, on the other hand, labor costs have increased since the Armistice, there appears no prospect of lower prices.

The entire Magnesia industry may be said to be in satisfactory condition.

Current advertising of 85% Magnesia in the Trade and Technical Magazines and the Saturday Evening Post has been wonderfully helpful in stimulating general interest in this product.

Magnesia formerly was thought of exclusively as a medicine.

Thanks to publicity, Magnesia now means insulation to most people.

Read the advertisements.

You can't cut prices. Why then assume the other fellow can? He, like yourself, has cut prices already to the quick.

Notable Installation of 85% Magnesia

It is interesting to note that the power plant of the United States Nitrate Plant No. 1, at Sheffield, Ala., contains boilers and pipes all insulated with 85% Magnesia pipe and boiler coverings.

This is a tremendous proposition. The steam pressure is 190 lbs. per sq. in., the degree of Superheat, 125 F., the total steam temperature in degrees Fahrenheit 509.

85% Magnesia is, needless to say, a very important part of the equipment.

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OF THE

Philip Carey Company

Cincinnati, Ohio

Manufacturers of

85% MAGNESIA COVERINGS
ASBESTOS PAPER & BOARD
CAREY ROOFING

And a whole list of highly important building materials

Look for Carey's forthcoming ads

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As to Advertising

Yes, we have advertising space—LOTS of it. The space is only limited by your capacity to use it.

Our readers are miners, manufacturers, distributors, salesmen and users of Asbestos and Magnesia.

We undertake to place this little publication in the hands of every one of these groups, of whom we have or may procure knowledge.

"Asbestos" (the magazine) is the only publication in the world devoted exclusively to the interests of these industries and is the only medium through which your sales story may be told directly, and without waste, to the folks engaged in the industry.

No effort has been or will be made to make of this publication a source of profit.

Advertising space rates will be fixed from time to time to yield just sufficient income to pay the cost.

At present the rate is fixed at $20.00 per page, per issue, net.

As income increases from advertising and paid subscriptions, it will be used for procuring better editorial matter and illustrations.

Consider the very select circulation, if you please, and you will quickly realize that all miners, manufacturers and some distributors are logical users of advertising space in "Asbestos."

$20.00 per page, per issue, net.

Copy must be in our hands by the first day of each month for use in issue on the 15th or 20th of the month.

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Selling Backbone

Purchasing agents are real enigmas.

They play upon every vantage point of market condition, salesman or industry, to secure concessions. However low you quote, they invariably have "something better."

What salesman has ever called upon a purchasing agent and quoted him a price, receiving the comment that his quotation was below all of his competitors and that he would receive the business? NONE.

Such remarks are in nowise characteristic of purchasing agents. They all play the same game, and how? By spreading propaganda favorable to the buyer's immediate condition and his needs.

In fact, purchasing has almost become a science. To say the least, it has become a well-developed art, but the highest form of business art is the salesman who *knows* his market and *knows* prevailing prices just as well as does the purchasing agent.

What a weak sister is that salesman who falls for the propaganda with which the purchaser would depress his prices!

He who depresses the prices of others, depresses his own; as the Italians say: "One hand washes another." A close-fisted purchasing agent at this present time is wrecking other people's business as well as his own, and he doesn't get his lower prices after all.

The trouble is that the purchasing agent works in the light of quotations and with a knowledge of market conditions, while the salesman labors in the dark with respect to his competitors' prices or, if enlightened on his competitors' policies, he will invariably yield to the efforts of the shrewd purchasing agent in breaking the salesman's confidence in his competitors' quotations.

Investigation after investigation has demonstrated with what cunningness buyers have played competitors, against each other, to establish a market level at which the seller's profit would be minimized, if not appropriated entirely, by the purchaser.

What a field for selling co-operation—to *know* the market, to *know* your competitors' policies, to have the light of the facts in advance of transactions and, finally, to have the courage *to stand by the facts as we know them.*

Mr. Salesman, have you the backbone to stand firm and counteract this insidious propaganda?

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Over-All View of the Asbestos Situation

Asbestos is a queer animal.

No more peculiar, however, than was Mother Nature when, millions of years ago, she picked out the spots on this earth where man was, after eons of time, to discover Asbestos.

True, fibrous material, properly called Asbestos, is found pretty generally all over the world, but it is now well known that a very small strip of otherwise desolate country, just over the Vermont State line in Quebec, produces the finest quality of Asbestos yet discovered on the Globe.

Spinners of Asbestos yarns require this grade, and except for such spinning grades as are being produced in Arizona, depend entirely upon Canada for supply.

The Arizona fibres are well adapted to spinning, but mining conditions are severe and the deposits are full forty miles from rail transportation, hence the Arizona claims are not yet keen competitors to the mines of Canada.

Throughout the war, Canadian producers were hard put to it to care for the needs of English and American manufacturers, and now that peace is here, or hereabouts, it is quite evident that the demand for high-grade spinning stocks has not and will not, for a long time, abate, but, on the contrary, will increase.

European spinners will be heavy buyers of the higher grades and, since the automobile industry uses great quantities of yarns, tapes and cloth, the market for yarn and finished articles made therefrom must be expected to remain firm.

Miners, generally, realizing the favorable conditions, are holding raw material at relatively high prices, so that the American manufacturer has no option as to his finished goods prices.

As a matter of fact, Asbestos textiles, including yarn, cloth, brake lining, steam packing, etc., are selling today at a *relatively* lower price than before the war, and manufacturers will be compelled to increase prices or suspend operations.

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Asbestos in the Home

Would you believe the multifold comforts made possible in the home directly through the service performed by Asbestos!

So numerous are these uses in the everyday life of our households that we are prone to let them pass unnoticed.

A little survey will reveal that the roof of your house might easily be of Asbestos shingles; a cementitious Asbestos material might have stopped the leaks in your roof or in the spouting, or furnished the compound to cover the nail heads by which the shingles were fastened. The paint, which preserves and beautifies your home, contains "Asbestos Flour" which serves as a binder in paints, like the hair in plaster, and adds an additional fire protection—especially is this true in roofing paints where a sticky consistency is desired to stop the cracks or small leaks.

The electric wires which carry the current for lighting purposes may be insulated with Asbestos material; the cable terminals and transformers are all insulated with Asbestos yarn, and the large dynamos that generate the current are wrapped with the same product.

Or, should your house be equipped for gas illumination, it will be found that the gas mantle is tied with an Asbestos cord, no other string composition having the properties to resist the heat and the flame when burned off.

Little do we realize while reading the daily newspaper or enjoying an interesting book by the fireside, the part Asbestos is playing in providing these comforts.

The walls of your home might be fireproof through the use of Asbestos paper or board, virtually guaranteeing the house and contents against destruction by fire. The floors are likewise so protected. The heat that protects you against the intense cold weather is conserved by covering containing Asbestos, on your furnace pipes and boiler. Your furnace is probably covered and lined with Asbestos material, while the same material performs an invaluable service as a packing in the pipes and radiators.

You sit at the dining-room table and enjoy your dinner spread on an Asbestos table cover, while your servants serve your food on a tray insulated with Asbestos. Small mats of this material protect your table cloth from the hot dishes; the electric toaster by your side at breakfast time is lined with Asbestos paper.

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Magnesia Association of America

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"Boost"

The consensus of opinion of most statisticians, financiers and students of business tendencies is that present prices are not going to decrease for some time, and when the decrease begins, it will continue so gradually that business and prosperity will be stimulated by the process.

The following quotation taken from the Manufacturers' Record seems worthy of reading:

"Be careful, but at the same time be confident. What business needs most, right now, is boosters. Boost your own business and all business as well as aggressive sales and advertising effort. In all your merchandising activities, talk quality and service rather than price. Build and make repairs, if for no other reason than to give men employment. Encourage public improvements in your community, county and State. Let your motto be 'Full steam ahead'!"

Asbestos in the Home

(*Continued from Page Ten*)

Your wife discovers, upon investigation, that her kettles are repaired with Asbestos, and that the coil in her electric iron is wrapped with Asbestos yarn. Stove mats and kettle rests, iron rests and holders, the products of Asbestos, equip her kitchen. Her stove, oven doors and ovens are lined with Asbestos paper to conserve the heat, but for which she would experience many a worry. Asbestos pads are kept conveniently by to handle hot kettles and hot dishes; except for the Asbestos insulation in stoves, our women would find the heat, while cooking, intolerable.

Gas logs, gas and oil stoves and their burners are equipped with an insulation lining of Asbestos paper, and in the oil stoves Asbestos cloth has been found to make a very efficient wick. These are set burning by matches, the heads of which likely contain very fine Asbestos fibre which functions to arrest or retard the ignition until the wood is securely grasped by the flames. If made in Europe, they are doubtless of such composition.

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Importance of Cost Finding to Whole Industries

(Reprint)

While accurate costs are of great importance to individual institutions, they are of no less importance to the industry as a whole. The manufacturer who obtains contracts by underbidding competitors, with a price on which he will lose money, not only ruins his own business but destroys that of his competitors. This form of competition is the most dangerous and the most greatly to be feared, since it rests, in most cases, on ignorance. It is little consolation to the manager whose costs are accurately obtained, to see such competitors go into bankruptcy; for, as fast as they disappear, others equally ignorant take their place. Yet this state of affairs is far too common.

In a competition that came under the writer's observation recently, the highest bid was nearly fifty per cent. higher than the lowest. After making allowances that the lowest bid may contemplate scant fulfillment of the specifications, and that the highest may be simply hopeful advertising, the only reasonable explanation that can be offered for such a great range is ignorance of basic cost-finding principles. Anyone who has had experience in opening competitive bids will testify to the wide divergence in prices that usually appears in such competition. It is for reasons such as these that the intelligent manufacturer often finds himself confronted with the fact that his bid must be based on market prices and not on his costs. It is no use to bid higher, unless he has a superior article, the merit of which commands the trade irrespective of price. On standard articles the "trade will not stand" the higher price. Even here his only hope of succeeding is to know the true cost and to try, by better manufacturing, to so reduce it as to leave him a margin of profit.

Furthermore, it is only too often held that cost-finding methods are secret matters that should be kept from the eyes of competitors. No doubt it may be good business policy to keep actual costs secret, but the widest publicity should be given to cost-finding methods if for no other reason than that of educating

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Asbestos in the Home

(*Continued from Page Twelve*)

It is doubtful if Victrola plates would be as serviceable as they are but for their Asbestos content, and, so, throughout the household, we must acknowledge in our pleasures and comforts the efficient service of Asbestos.

Brave little Asbestos
Protects us from harm,
With every pleasure and comfort,
No cause for alarm.
How little do we heed
Thy value to us,
Administering such service
Without any fuss.

Importance of Cost Finding to Whole Industries

(*Continued from Page Thirteen*)

one's competitor in such methods as shall tend to fair competition. This is now clearly recognized in many fields of industry. The National Machine Tool Builders' Association recognized this important principle some years ago and took active steps toward uniform methods. It would pay all competing industries to do likewise and to publish freely the correct methods by which the costs of their products are obtained. The manager who offered to send his expert accountant, at his own expense, to teach competitors his system of cost finding was a man of keen business ability and not simply a philanthropist.

By DEXTER S. KIMBALL, M.E.,
Alexander Hamilton Institute,
New York.

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Prevailing Prices

Prevailing factory prices for the leaders in the Asbestos and Magnesia field appear to be:

85% Magnesia Pipe Covering	20% to 25%
Magnesia Carbonate, Powdered	12c to 15c lb.
Asbestos Paper, Commercial	$130 to $150 ton
" Millboard, Commercial	140 to 175 ton
" Rollboard, Commercial	140 to 175 ton
" Air Cell, 4-ply	60%
" Cement	$25.00 ton
" Yarn (Mfrs.)	$0.80 to $1.00 lb.
" Cloth (Mfrs.)	.85 to 1.25 lb.
" Wick and Rope	.50 to .65 lb.
" Sheet Packing	.60 to .75 lb.
" High-Pressure Packing	.75 to 1.25 lb.

Whenever you have honestly presented the Asbestos industry to a prospect, even though you do not get that particular order, you have broadened the field of use for Asbestos, have lessened competition, and have CREATED.

Creation is the greatest accomplishment of which man has knowledge.

CREATE Business

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