ASBESTOS

Vol. 2 AUGUST, 1920 No. 2



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



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Norristown -:- -:- Pennsylvania

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... ASBESTOS ...

A MONTHLY MARKET JOURNAL

Devoted to the Interests of Asbestos and Magnesia Industries

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Foreign Countries, $2.00 Per Year

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Standard Machine employed for the Testing of Asbestos Fibres—endorsed and used by practically all Canadian Mines.

Photograph by courtesy of Paul Hammerich.



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Asbestos and Its Uses in Modern Electrical Practices

By R. L. Gregory, E. E.,

Interlake Pulp & Paper Company, Appleton, Wis.

Electricity and its almost universal adoption by the industrial world as a motive power, have opened up a field of unlimited resources for experimental work and research. Each day we find new apparatus and equipment placed upon our markets, new discoveries and theories are announced and the secrets of electro magnetic force continue to yield to the extensive research of mankind.

Inventors and research men who began early to experiment with electric and magnetic currents, discovered that these currents adhered very closely to nature's law, that of "following the lines of least resistance." Benjamin Franklin must have had this thought in mind when he discovered that lightning was an electrical phenomenon. This was evinced by the method which he employed in obtaining his results and this method was typical of the ideas and lines along which men were working at that time.

In the latter part of the nineteenth century, these same ideas were exemplified by inventors, who found that in order to carry out their designs and inventions, and transform their theories into practical applications, it would be to their advantage to split this force called electricity into various channels or phases. It was found that this could be done by separate windings and various other methods, but the problem of keeping these phases separate under working conditions required further experimentation and study. Men of the engineering profession took up the task and soon found that certain materials, in various forms, could be used to protect and separate one phase from another. This material they called insulating material.

One after another these various insulating materials began to appear on the market, and soon arose the question of which was the best material to apply to given purposes. Among engineers and manufacturers the question became one of vital importance so far as the application of certain materials to their needs was concerned, and as a result,

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today we find that every manufacturer of electrical apparatus invariably employs an insulating engineer, whose duty it is to study out the various problems arising along this line. Indeed, engineers the world over are putting forth their best efforts to improve the quality of insulating materials.

Of the many kinds on the market today, one of the best thermal and electrical insulating materials known is ASBESTOS. It is the purpose of this article to discuss this material in its various forms, qualities and applications in the Electrical Field.

Insulating materials may be said to have four distinct forms, viz: Solid, Plastic, Liquid and Gaseous, this being the physical classification. They are also classified according to their application, as:

1. Wire and cable insulation.
2. Insulating supports wherein mechanical strength is included.
3. Coil and slot insulation for motors and generators.
4. Insulators in slabs, sheets and as arc deflectors.
5. Moulded insulation wherein heat and pressure are applied to obtain certain forms.
6. Filling compounds such as paints and varnishes.

Since this article is to deal with ASBESTOS as an insulating material, we ought to understand what the composition of ASBESTOS really is. ASBESTOS is a mineral fibre, composed of hydrous silicate of Magnesia. ASBESTOS is a great thermal insulator, melting at from 1200 to 1300 degrees centigrade. This makes it a very valuable product, especially when combined with other compounds to give it mechanical strength. Frequently, we find it combined with binders which not only give mechanical strength but also make it less susceptible to moisture. These two qualifications make it valuable as an electric insulator.

The commercial varieties of ASBESTOS contain many impurities (chief of which are the iron compounds) which, when combined with it, greatly depreciate its value as an electrical insulating material. However, when these impurities are removed the ASBESTOS fibre makes an excellent insulating material for certain classes of electrical work.

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FRANKLIN
FUEL SAVING
PRODUCTS

PROPAGANDA

WE CAN benefit the country very materially, and incidentally do ourselves a very good turn, by constant and unobtrusive Missionary Work.

The "Man on the Street" knows little, and cares less, about Heat Insulations. He knows a lot about the shortage of coal and the high prices, but about the amount of coal which can be saved by proper insulation, he is amazingly ignorant.

We hear of carloads of coal sold at $10 a ton at the mine, and coal to be retailed at $20 a ton, but the connection between these high prices and the increased value of good heat insulation is a closed book.

Let's talk Fuel Saving by Heat Insulation at every opportunity, and we can often make the opportunity!

One ton of 85% Magnesia will save 100 tons of coal by the first of the year, and will pay for itself before December 1st. The Magnesia can be purchased—Can the coal?

The Franklin Mfg. Company
FRANKLIN, PA.

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Uses For Electrical Work.

1. In the use of ASBESTOS for wire and cable insulation, the very best of the ASBESTOS fibre is used. This fibre is treated by a special process which removes all impurities. It is then applied to the wire in a uniform and smooth mass and is finally treated with compounds which make it moisture proof and give it mechanical strength. Such classes of wire and cable are used in wiring motors, both mining and railway, and in various classes of switchboard work. Other uses are found for this make of wire, but these are the principal ones.

2. Next we find ASBESTOS used in the manufacture of ASBESTOS board or lumber which is used for many and varied purposes. It is made up into a fireproof sheet by treating with certain compounds and putting under great pressure. It can then be handled much as lumber and can be sawed, nailed, chiseled or planed, and takes a good oil, painted or varnished finish. It makes an excellent substitute for marble, slate and hard rubber, and is used extensively in the manufacture of high tension insulating materials, as insulators between phases and as arc deflectors. In this form it is also extensively used in the manufacture of cabinets and in panel box work.

3. ASBESTOS is used in the manufacture of many different kinds of tapes. These tapes are used in winding all sorts of coils, such as magnet coils, field coils, for insulating armatures, etc. The writer recently had the pleasure of going thru one of the largest plants manufacturing control apparatus in the United States. In this plant there was one department which was given to the manufacture of lifting magnets. These magnets have great coils wound from ribbon copper, each layer of which was insulated from the next by ASBESTOS tape. Upon inquiring into the reason for the use of this particular type of tape, I was advised that the insulation required for this work had to be not only of great dielectric quality but also had to give thermal protection, hence the use of Asbestos Tape. This tape is formed for the most part from the purified Asbestos fibre and is pregnated in order to give it mechanical strength. It is far superior to cloth or paper tape in that the thermal resisting qualities are so much better. Heat being one of

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HIGH GRADE ASBESTOS TEXTILES



Asbestos Fibre Spinning Company

North Wales, Penna.

the greater factors to be contended with in electrical control apparatus and generating equipment, it is quite essential that the coils be well protected from any undue deterioration and breakdown caused by heating. The better grades of ASBESTOS tape will stand approximately 275 degrees centigrade raise before breakdown occurs, and also 250 volts puncture test.

The tape is manufactured in various thicknesses, but the heavier listing is used principally in underground systems for the purpose of preventing spread of fire in case of short circuits or burn-outs.

4. ASBESTOS is also used in the manufacture of moulded forms. While visiting the above mentioned factory, the one department in which I was vitally interested was that in which these moulded electric parts were made. Here we found all forms of moulded insulation made, from the smallest parts found on automobile lamp sockets to large rheostat backings. All were pressed forms, manufactured under hydraulic pressures which varied from five to seven hundred and fifty tons. Some were polished and became a finished product while others were pregnated and baked to give them greater mechanical strength. There were hundreds of forms and shapes, including lamp sockets, switch parts,—all shapes of arc deflectors, mountings for heating elements, resistance mountings and even radiator caps for automobiles. In all the various compounds a large percentage of the foundation of the composition was ASBESTOS.

5. Lastly, we find ASBESTOS used in certain paints, varnishes and fillers used in electrical work. While not as extensively used in this form, nevertheless it forms a basic foundation for many good insulating compounds. As a thermal insulator it is without a peer, it being used in unlimited places for this purpose, and while its use as a thermal insulator is far more extensive than as an electrical insulator, the time is not far off when both uses will be about on a par, as engineers the country over are constantly improving and working with the ASBESTOS fibre to make a better insulator out of it and to improve it for electrical purposes.

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Asbestos Fibres

Produced by

General Asbestos Co., Ltd.

EAST BROUGHTON, QUEBEC

Sole Selling Agents

IMEX CORPORATION

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New York City New York

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IMPORT

EXPORT

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Test of Fireproof Airplane and Equipment

Aviators Use Asbestos Suits

On May 28th, 1920, a test was conducted at Atlantic City, N. J., by the Aircraft Fireproofing Corporation, Nutley, N. J., to determine whether the fireproof airplane and equipment, consisting of a flying suit and gasoline tank, were non-inflammable. The fireproofing of the plane and the equipment were inventions of Parker R. Bradley of the Aircraft Fireproofing Corporation.

The Airplane was a new Springfield Model JN4D2, built by the Aircraft Corporation. The woodwork was finished as usual and then painted with Bradley's Fireproof Paint.

The covering of the wings and control surfaces was mercerized cotton, and of the fuselage, linen. The wings

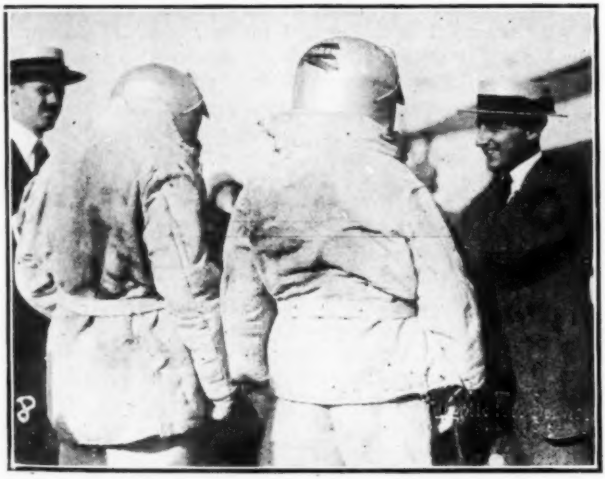


Photo by courtesy of Aircraft Fireproofing Corporation.

The pilots arrayed in their asbestos suits prior to test.

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and control surfaces had been given three coats of Bradley's Fireproof Dope, made by secret process, and three coats of the Fireproof Paint, while the Fuselage had four coats of the Fireproof Dope.

The gas tank was made of terne plate covered with ¼ inch of sheet rubber and over the rubber was a layer of hair felt, ⅜ inch thick, the hair felt being painted with five coats of the Fireproof Paint and one coat of varnish. The rubber made the tank leakproof, the felt made it heatproof and the paint fireproof.

Of especial interest to the readers of ASBESTOS is the suit invented by Mr. Bradley to be used with the Plane. The suit consisted of helmet, coat and trousers. (See illustration). The helmet was made of sheet aluminum covered with a ⅜ inch layer of hair felt, painted with three coats of fireproof paint, and having a skirt of cloth, fireproofed by the Bradley process, this being tucked inside the suit proper. The suit proper was made of asbestos cloth with a ⅜ inch inner lining of hair felt, the felt being lined with fireproofed cotton. Both shoes and gloves were made of the same material as the suit. The weight of the suit with helmet was fifteen pounds, altho it is hoped to reduce this weight in future suits, to about ten pounds.

The first test was made on the ground, the suits being donned by the two pilots. Each suit was then sprayed with gasoline and ignited. The fire covered the whole surface of each suit but the pilots displayed no discomfort, nor did either suit show any indication of damage. The airplane was tested in the same way. Outside of a few blisters, due to an outer coat of varnish, neither cloth nor woodwork was affected by the flames.

The second experiment was made by attaching flaming torches made of waste soaked in gasoline to the wings of the plane and the pilots, in their asbestos suits, flew the machine. The torches made large flames and continued to burn with intense heat while the machine was in the air, but no damage was done either to suit or machine.

The Aircraft Corporation in its report of this test, says "The advantages of a suit of this design in aviation, are too obvious for enumeration, and it is most unfortunate that one was not available during the war."

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Canadian Crude Asbestos and Fibre Corporation

LIMITED

THETFORD MINES

Crudes Nos. 1 and 2 — Spinning Fibres
Shingle Stocks — Paper Stocks
Cement Stocks

From
Thetford Mines
Black Lake
East Broughton
Robertson

Sole Selling Agents
ASBESTOS & MINERAL CORPORATION
Whitehall Building
NEW YORK

BRANCHES
London, Paris, Tokio, Genoa, Copenhagen, Christiania, Stockholm Rotterdam, Hamburg, Zurich, Sydney, Cleveland, San Francisco, Buffalo, Chicago

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The Psychology of Salesmanship

By G. S. Stuart

Sales psychology, says Dr. Harry D. Kitson, University of Chicago, may be defined as a series of mental changes on the part of the buyer, leading to an act of will which culminates in satisfaction. This definition will serve for every deliberated sale, we are told, whether it involves the purchase of a stick of candy or of an automobile. The task of the salesman thruout is to develop certain states of mind on the part of the buyer, all leading to the final mental state.

The first principal of voluntary action is that before such an action can occur there must be in the mind an idea or thought of the act. For example the idea "Baseball Score" is strong enough in its own right to lead us without further locution of thought to reach into our pocket for a coin to buy a paper. Not all sales, however, are of this "hair-trigger" variety, and most Ideas even tho carefully implanted in the mind do not lead directly to purchase without manipulation.

At the time of sale there is more than one idea in the mind of the buyer, each one potential of initiating appropriate action. Accordingly, in psychological terms the problem in making a sale is to strengthen the central idea in the buyer's mind, eliminating all others.

The buyer enters an automobile salesroom already inoculated with the idea of purchase. But, he has many other ideas in his mind. He has, for example, an idea of his depleted bank account if he purchases a car; on the other hand he has an idea of the pleasures of motoring and he has an idea of several other models bearing different relationships to the central idea, some being hostile, others sympathetic. Whether they hinder or help they must be reckoned with and must be manipulated to the triumph of the Idea which must be nourished and expanded until its bulk will crowd out all other ideas. This task of nourishment confronts every salesman; indeed, from the psychological standpoint the salesman is not a vendor of goods, but a manipulator of ideas. His task is to fan the flame of the Idea until it becomes to the buyer the consuming inter-

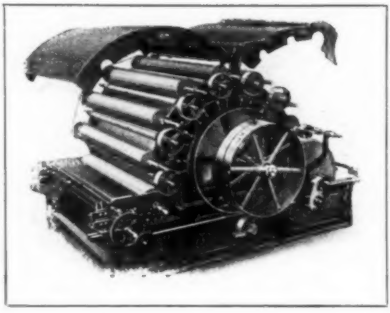
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When you require

Asbestos Machinery

you should think of

"SMITH & FURBUSH"



We have built practically all the yarn-spinning equipment for Asbestos in this country.

Circulars and further particulars on request.

SMITH & FURBUSH MACHINE CO.

Philadelphia **Penna.**

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est in life. Beside it, everything must sink to nothingness —The ravaged bank account, the heart-rending up-keep, the mortgage on the house, last year's unpaid coal bill, all must be forgotten in the over-powering compulsion of the Idea. And the Idea must remain the greatest thing in the world long enough for the purchaser to sign his check or your contract.

From a superficial view the task of the salesman might seem to be thrusting the unwelcome ideas into outer darkness, but such a conception is erroneous. If the mind of the buyer contains the idea of another car the proper procedure is not to dilate negatively upon that car to drive it out of his mind. Every word uttered about that car acts as food for the unwelcome idea and causes it to wax larger and larger. The practice of criticizing or condemning a rival commodity is not only poor business ethics, but furthermore, to speak either in praise or blame of rival goods is poor psychology, because every word makes the undesired idea still more troublesome.

How, then, shall the undesired ideas be forced out of the mind and the desired ones enhanced? The answer is to force all attention upon the central idea which results automatically in diminishing the undesired ideas. Described in terms of brain energy the psychological situation may become clearer. The brain is organized into a number of ideational systems, one for each idea that exists in the mind. Any ideational system may be roused into action by the drainage into it of brain energy. The energy of the brain may be distributed in various amounts over different systems, the amount in each system depending upon the strength of the corresponding idea. In the case of our Sale, if the main Idea is to grow in strength, its brain system must drain off from the other systems the brain energy resident within them until the energy of the brain is all drained off into the one system, which means the triumph of the Idea. The magic moment comes just before the Idea bursts forth into action, when there is only a vestige of a contradictory idea making a last valiant stand against annihilation. Will the carefully nourished idea be powerful enough to rout its last bold opponent, or will some hostile idea by a sudden sally pierce its none too

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Sal-Mo PRODUCTS

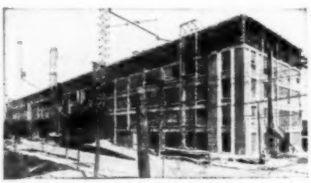
Quality *Service*

Trade Mark.

MULTICELL PIPE COVERING

For

Medium and High Pressure Steam Lines



Hudson Motor Car Co., Detroit. Multicell specified throughout

Architects who erect buildings like this Hudson Motor Factory are men who know. MULTICELL was specified only after carefully comparing its advantages with those of other materials.

If you handle pipe coverings you cannot afford to overlook the advantages of

High Efficiency **MULTICELL** Low First Cost

Other PIPE COVERINGS
ASBESTOS PAPER *and* MILLBOARD
ASBESTOS CEMENTS

Sall Mountain COMPANY

305-15 South LaSalle Street
Chicago

Eastern Office - SCRANTON, PA.

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sound armor? This critical moment is the supreme agony of the salesman.

Many an otherwise perfectly good sale, has been lost because of an empty fountain pen, a telephone call, a baby's cry or an accident in the street. Anything unrelated to the commodity may spoil the sale. Any salesman can recall scores of such catastrophes which make him assert that the psychological moment is the most critical stage in the sale. His experience is substantiated by facts. Sales managers attribute most failures of their salesmen to inability to get by the psychological moment. They make a good approach, arouse interest in the goods and create a strong desire, but are unable to make a good closing. They err in two ways—in trying to force a decision too soon, before the Idea has had time to reach its maximum dimensions, or in delaying to press for decision until after the decision has ripened and decayed. In either case their error lies in a failure to recognize the psychological moment.

How shall one recognize the psychological moment and how cultivate a sensitiveness for its approach? Undoubtedly there are signs that accompany it for successful salesmen sense it readily. Their awareness of it, however, is not a vividly self-conscious matter, but rather what they call intuition. This process of intuition may be analyzed and found to be a process of conscious apprehension through sense avenues which we all possess. Many things that warn of the approach of the moment in the sale are small involuntary movements of the buyer which only the skilled and practiced salesman, thru experience, can interpret.

A psychological blunder is made when the accessories of salesmanship distract the attention of the prospect. The salesman should have nothing about his person in dress or otherwise that would tend to catch and divert the mind of the buyer. But looking the purchaser square in the eye, studying his mental images, he should so manipulate his ideas as to lead him to that satisfaction which culminates in a sale.

He who works when he does not have to work will not have to work when he does not want to work.

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Blue Asbestos Crude
(Fiberized)

For the manufacture of Brake Lining Yarn, Blue Asbestos cannot be excelled.

We specialize in furnishing fiberized Blue Asbestos Crude, ready for spinning.

If you are interested we will be pleased to send samples.

ASBESTOS LIMITED

8 West 40th Street

NEW YORK CITY

Associated with
The Cape Asbestos Co.,
London, England.

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Market Conditions

At the Mines:

Early estimates of 1920 production ranged from 20 to 25% below normal. Actual figures for the first six months show the production to have been nearly 33⅓% below normal.

Naturally, with car supply inadequate, the producers have not strained for top figures and, now that thousands of Canadian cars are being commandeered for the movement of wheat from Western Canada, it cannot well be expected that shipping will improve.

News of very recent date from all of Europe indicates a fairly rapid return to normal production by factories, meaning an ever increasing call for raw material.

The Canadian Producer sits atop the world, and, unless Africa, Rhodesia, Russia and Arizona can put a better foot forward, he will stay right there.

Who was it once remarked "Every dog has his day?" We hope our friends in Canada will so justly conduct relations with the users of Asbestos that their day of prosperity may be long and happy.

At the Spinning Plants:

Here everyone is busy but very distraught at the difficulties attending shipments to and from the plants.

No lack of inquiries, or of orders can be discerned in this branch of the industry.

At the Magnesia Works:

Very heavy demands for Powdered Carbonate continue to be felt.

Shipments of Blocks and Pipe Covering were heavier in the second quarter than in the first.

Indications are for a good demand for fall and winter.

At the Paper Mills:

Business has not been better in this line for many years.

Heavy demands of the pipe covering, electrical and automobile trades are being cared for promptly and to a degree of satisfaction not hitherto attained by the industry.

In the Pipe Covering Factories:

Air Cells, Wool Felts, Moulded and Special Cover-

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Bell Asbestos Mines

THETFORD MINES
Quebec, Canada

MINES OFFICE at
Thetford Mines, P. Q., Canada
and
SALES OFFICE at
Ambler, Penna., U. S. A.

Miners and Shippers of

Asbestos

CRUDE AND FIBRE

BELL ASBESTOS MINES · THETFORD MINES ·

OWNERS

The Keasbey & Mattison Company
Ambler, Penna.
U. S. A.

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ings—all are doing well and must continue to prosper with the great activity in the building trades.

Many, varied, and interesting are the uses to which these different coverings are put and we wonder that their makers do not tell the story thru these pages.

Where Shingles are Made:

Additions to plants are noticeable, indicating a growing market. It is singular that in Europe the Asbestos Shingle is about as common as is the wooden shingle here. In the United States the business is fast growing, and there is no doubt it will become a tremendous factor in consuming certain grades of fibre and in supplying roofs for our better class of buildings.

In General:

Notwithstanding the bad effects of the Income and Profits Taxes, the wild efforts being made to lower prices, the transportation muddle and all the rest of the handicaps, the Asbestos Industry continues to enjoy an activity even greater than during the war. Directly and indirectly, much of this great demand can be traced back to the automobile industry, and, as there seems to be no let up in car building, we feel that the future is most promising, provided raw stuffs can be supplied.

Whatever this Nation is going to do about improving transportation had better be started p. d. q.

Some weeks ago the Commission on Car Service issued its famous Order No. 33, whereby one Industry (Coal) is given practically all the Nation's transportation facilities, while other industries lean back on their heels trying to find out what it's all about.

Correspondence and personal visit are alike impotent as to securing information. The only thing available is the statement that "if any discrimination can be shown it will be investigated and rectified."

We rise to ask how they would mine, transport or even successfully burn the coal, without liberal use of the products of Asbestos. And yet, the Asbestos Industry is suffering excessively from lack of proper transportation.

Oh you Consistency who art never found in Government!

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Dominion Distribution

of Asbestos Products and Mechanical Rubber Goods

Covers the

Industrial, Marine, Mill, Railroad, Mine, Automobile Trades

throughout the United States and every country in the civilized world.

••

Dominion Asbestos and Rubber Corporation

154 Nassau Street, New York

Albany	Indianapolis	Richmond
Baltimore	Los Angeles	San Francisco
Cincinnati	Norfolk	Seattle
Detroit	Philadelphia	St. Louis
	Pittsburgh	

The Hague, Holland

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ASBESTOS FIBRE

FOR THE MANUFACTURE OF

Asbestos Millboard
Asbestos Paper
High Temperature Cements
Pipe Coverings
Asbestos Shingles and Lumber
Insulating Cements
Fibrous Paints
Filtration Packings
Roofing Cements



THE QUEBEC ASBESTOS CORPORATION

Office and Mines

East Broughton, Province of Quebec
Canada

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The Asbestos Situation in Europe

Mr. B. Marcuse, President of the Asbestos & Mineral Corporation, having just returned from Europe, and having been, for many years, a close student of conditions in this Industry, writes with a note of authority to tell us something of his recent observations.

Mr. Marcuse visited France, Belgium, Austria, Italy, Holland, Hungary, Germany, Switzerland and Czecho-Slovakia and if his longing for the Statue of Liberty had not been so great he would have traveled still farther.

His letter to us recites in detail the general situation in each one of the countries mentioned. From it we gather that there are a great many plants making shingles, textiles, sheet packings and mill boards and that, while all these plants have been seriously hampered by inoperation during the war, and by the terrific drop in exchange since the war, they are gradually and surely resuming operation. It will, however, in Mr. Marcuse's opinion, be quite some time before their production will be sufficient to care for home consumption. Hence it is unlikely that much of the foreign made product will appear in the world market for some time to come.

It is interesting to note that in France, as well as in Germany, the manufacturers are associated in a syndicate or Groupment, which to a large extent buys and allocates raw material, exchanges trade information, and presents a united front to outside competition. In Germany this Groupment is directly under Government control, and has charge of all imports and exports. Practically no exports are now permitted, since Germany was quite barren of all Asbestos during the war and has not yet caught up with home demands.

During the war the United States was exporting to Europe quite large quantities of Asbestos goods but, now that the European plants are again producing, that market will automatically be closed to American shippers. Since the foreign plants cannot do much more than care for home requirements, it is evident that the one big foreign outlet for the American is South America. Tremendous development is going forward in our Southern American Continent, and at least one American manufacturer has

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THE BRAND OF SUPERIOR QU

AMERICAN
COMP

Manufactu

Asbestos

NORRISTOWN,

Headquarters

YARNS, CLOTH, TAPES, FIBRES, BRAKE LI

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N ASBESTOS
MPANY

facturers of

s Textiles

VN, PA., U. S. A.

quarters for
AKE LININGS AND TEXTILES GENERALLY

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been fully alive to the possibilities there, for he has maintained several direct representatives in South America for the past few years, and records of exports furnished by the U. S. Customs Office indicate that the market is a good one.

We appreciate Mr. Marcuse's courtesy in posting us on the foreign situation and will gladly furnish further data to anyone interested.

Prices Current--July 1920

Average market prices paid by consumers for average quantity, quality and freight haul from producer, were about as follows:

Asbestos	Air Cell Covering, 4 Ply	35% to 40% off
"	Air Cell Paper in rolls	$10.00 to $12.00
"	Cement	$1.75 to $3.00 cwt.
"	Cloths, 10s Commercial	1.50 to 2.00 lb.
"	Listings and Tapes	1.75 to 1.90 lb.
"	Millboard	12.00 to 18.00 cwt.
"	Packing, Steam, High Pressure	1.25 to 2.00 lb.
"	Packing Sheet	1.00 to 1.50 lb.
"	Wick and Rope	.65 to 1.00 lb.
"	Paper, Commercial	12.00 to 18.00 cwt.
"	Paper and Millboard, Special	17.00 to 35.00 cwt.
"	Yarns, 10s Commercial	1.35 to 1.90 lb.
"	Yarn and Cloth, Special	2.00 to 6.00 lb.
Magnesia Carbonate, Powdered		15c to 20c lb.
85% Magnesia Pipe and Boiler Covering		5% to 15% off

ALL KINDS

Asbestos Cements

and

Boiler Covering

QUICK SHIPMENTS

JOHN A. HOVEY
Germantown, Pa.

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ASBESTOS MINES LIMITED

Head Office
JACOBS BUILDING
282 St. Catherine St. West, Montreal, Que.
Canada.

MINING ALL GRADES OF ASBESTOS FIBRE

Mines located at East Broughton, Que.

J. A. JACOBS, *President and Managing-Director*

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Asbestos

SPINNING FIBRES
OF
Highest Grade

Edward H. Garcin & Co. Inc.
1821 Broadway
NEW YORK

BRANCH
MERCER STREET
Long Acre, W. C. 2
LONDON

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Asbestos in Alaska

Asbestos has only recently come to be regarded by the public as a valuable mineral. Now, however, said public goes to the other extreme and places on *all* Asbestos,, regardless of quality or character, a value equal to gold.

An amusing instance of this came to our notice the other day when we read in several newspapers that in the Kotzebue region, western Alaska, asbestos deposits had been found which were said to *rival the richest in the world.*

Being somewhat skeptical we investigated, thru the U. S. Bureau of Mines and found that:

Asbestos has been found near Shungnak, on the Kobuk River, Alaska, in association with greenstone intrusive rocks. A small occurrence of Asbestos has also been noted at Chitina on the Copper River.

In the former section some development pits have been made and samples of the asbestos sent to manufacturers, but the material, tho of good color, has low tensile strength and therefore is not suitable for spinning. There is no evidence of a large deposit, however, and even if there were, the low grade of the material and the heavy transportation charges make the deposit commercially valueless.

So much for Alaskan Asbestos. But we wouldn't be at all surprised if the newspaper notices were forerunners of some Asbestos development company, which needs only *money* to turn the deposits into fabulous wealth.

The body of a new electric stove for heating room or cooking on a limited scale is made of a composition of soapstone and asbestos.

Paul Hammerich

Inspector — of Asbestos, Crude and Fibre. Reports on Asbestos Mine sand Mills.

THETFORD MINES - QUEBEC, CANADA

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What is Capital?

Is your life insured? Have you a savings bank account? Do you own your home?

If you possess any of these things you are a capitalist.

Capital is that part of earnings which has been saved. That is to say, capital may be money, but by far the greatest part of the world's capital is represented by labor saving buildings, machinery, railroads, steamships and the like.

You may not own any of these things but if you have saved some of your past earnings and placed them in bank, or used them for payment of life insurance premiums, then you are a part owner of railroads, steamships, etc.

Why? you ask:

Simply because life insurance companies and banks add your money to mine and other people's thus getting together larger sums which are used to buy stocks and bonds of public utilities and private enterprises.

Hence, if you have not dissipated all of your earnings you are a capitalist.

In these days we hear much criticism of "capital" and it behooves all of us to know just what is this bugaboo known as "capital."

One of our larger railroads has over one hundred thousand stock holders, nearly half of them being women.

Another railroad has twenty-seven thousand stock holders, over twelve thousand of whom are holders of less than eleven shares each.

These cases are typical of thousands of Companies whose stocks and bonds are held by small share holders who are "capitalists."

Our colleges, savings banks, trust companies, insurance companies, all have the larger part of the funds they are entrusted with, invested in stocks and bonds, in which, of course, every depositor is directly interested.

Under the laws of America, when you have become a true "capitalist," no matter how great or small, you and you alone are master of your capital. You may keep it in the form of gold or you may lend it to a bank, or to any-

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LONDON, ENGLAND

RHODESIAN
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ASBESTOS

CAPE BLUE
CRUDE
ASBESTOS

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W. D. CRUMPTON & CO.

Special Representatives

Room 1010 #8-10 Bridge Street

New York City - New York

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one you may elect. You and you alone determine how your capital shall be used, if at all.

Much of the propaganda of the Communist Cult is being spread about America and it is of great importance that Americans should understand the basis of their creed.

It is proposed to seize all existing capital and create a common state fund in which all citizens would have an equal share. Then, all future additions to capital would become a part of the common state fund.

This state capital fund would be administered by employees elected by the state.

State officials would determine what work you shall do, where you shall live, what comforts you shall enjoy, where and how you shall be buried, in fact, you will have little to order about your life or the lives of your family.

Russia has been trying it out and is sending out urgent calls for doctors, managers, engineers and other men of executive capacity.

Why?

Obviously, for the reason that where there is no incentive to create individually owned and controlled capital, men will not educate themselves at great cost of time and personal sacrifice, only to have their superior earning capacity classed equally with that of a common laborer.

We find, as a rule, that the advocates of Communism are, for the most part, those who have no capital, never did have any, and are ambitious to have it only if gotten without any mental or physical effort exerted by themselves.

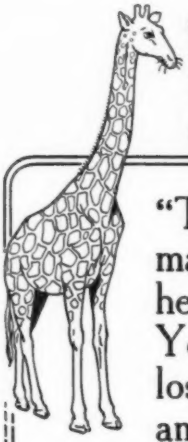
As to the justice of this scheme there need be nothing said to people of reasonable intelligence.

In so far as the fate of Communism in America is concerned, we cannot imagine that in this land of absolutely unlimited opportunity, any such heresy will ever do more than excite the foreign born, unthinking workers to outbursts of discontent.

Never, under the Stars and Stripes, will men consider for a minute such tomfoolery.

Some men might do some deep thinking if talking did not take all their time.

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There aint no sech animile



"There ain't no such animal" said the skeptic after he had seen the giraffe. You can't see the dollars lost from bare steam pipes and boilers but that "animal" is there just the same. Carey Coverings save enough to pay their first cost in less than a year. Be wise and put them on now.

Write for booklet "Carey Asbestos and Magnesia Products."

Carey

ASBESTOS & ASPHALT PRODUCTS

85% MAGNESIA

THE PHILIP CAREY COMPANY

Lockland

Cincinnati, - Ohio

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Asbestos Corporation
of Canada, Limited

The Largest Producers of Raw Asbestos in the World

CRUDES
SPINNING FIBRES
SHINGLE STOCKS
PAPER STOCKS

Mines

Kings Mines, Thetford Mines, Quebec
Beaver Mines, " " "
B. C. Mines, Black Lake, "
Fraser Mines, E. Broughton, "

Head Office

260 St. James St., Montreal

General Office

THETFORD MINES
Quebec, Canada

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Imports and Exports of Asbestos During May

Thru the ports of Philadelphia, New York, Boston, and Baltimore, representing the great bulk of Imports and Exports except those to Canada and Mexico which are not included

During the month of May, the United States imported Crude Asbestos as follows:

England - -	$24,446	72 tons
Br. South Africa -	44,589	283 tons
Portugese Africa -	71,970	135 tons
	$141,005	490 tons

Imports of Asbestos Manufactured Goods amounted to $53,327; $331 worth coming from Germany, $6,542. from Switzerland, $44,621 from England, $1,803 from Scotland, and $30 from Italy.

Against the Imports of Manufactured Goods are the Exports amounting to $235,000. Of this amount Roumania took $36,000 worth, England $39,000, and Mexico $43,000, Cuba $33,000, the balance being scattered in small quantities all over the world, the South American countries together using about $31,000 worth.

It is also interesting to note that the port of Philadelphia exported 82 tons of Crude Asbestos to Germany during May, and 85 tons to Italy.

Salesman Wanted.

Firm dealing in Asbestos Crude and Fibre is looking for a man who has had experience in this line.
Highest references necessary.
Salary will be paid in accordance with services rendered.

In the first instance, apply to
SECRETARIAL SERVICE, 721 Bulletin Bldg., Philadelphia

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THE ORIGINATORS *and*
LARGEST MANUFACTURERS *of*

85% Magnesia
Sectional Coverings

Asbestos
Textiles, Paper
Millboards, etc.



"IF IT'S MADE OF ASBESTOS
WE'VE GOT IT"



Keasbey & Mattison Company
AMBLER, PENNA.

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Loss in Weight in Gasket Cloth

Shippers of Gasket Cloth should be interested in studying carefully all claims made by customers for loss in weight, in transit.

Obviously, the manufacturer cannot hold Gasket Cloth in storage until it dries out to a fairly constant weight, first because of the urgency of the buyer for immediate shipment, and secondly because Gasket Cloth, when permitted to dry to a fairly constant weight, has lost to a considerable extent its desirability as a raw material for making of Gaskets.

It appears that shipments made over short distances are seldom followed by claims for loss in weight, but shipments for long distances, particularly under the present muddled transportation conditions, are often followed by claims for losses in weight which are quite excessive and no part of which can be, or should be chargeable to the shipper.

If under ordinary conditions the shipment should be delivered in ten days and, because of the inefficiency and high-handedness of railroad officials and employees it takes from four to ten weeks to effect deliveries, the loss in a material of this kind, which everyone knows contains several volatile ingredients, is distinctly up to the consignee to fight out with the railroad, and not with the shipper.

Some industries handling materials which absorb and give off atmospheric moisture readily, have set certain fixed limits of percentage under which limits claims for loss will not be entertained. For instance, we understand that shippers of cotton will allow claims for loss in transit in excess of 7%, but will not consider claims for losses of less than 7% of the total weight of the shipment.

Would it not be well for the manufacturers of Gasket Cloth, Gaskets and other similar materials to set fair, just and reasonable limits along the same lines?

If the exhaust pipe is near anything inflammable it should be covered with asbestos. Often when there is faulty carburetion the engine will overheat and raise the temperature of the exhaust pipe to such a degree that it may cause fire.—*Buffalo Times.*

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Recently, the U. S. Investor, of New York City printed the following:

Chrysotile Asbestos Corporation

(Springfield, Mass.) Will you please give me the present standing of the Chrysotile Asbestos Corporation, incorporated under Vermont laws with William G. Gallagher, president, and Frank A. Walker, treasurer. What are the prospects of this company making good?

Ans.: This corporation took over some properties containing asbestos bearing rock, located in Northern Vermont, several years ago. Previous attempts to operate these properties at a profit had not been successful, largely because of unsatisfactory railroad facilities, and the relatively low grade of asbestos found. It is our understanding that the present company has made some headway, but appears to be chiefly in the hands of William G. Gallagher and his immediate associates. Apparently it would require a very comprehensive development, and the expenditure of a great deal of money, to make this a business which would warrant any large capitalization. At the same time, operations in a modest way appear to be working out fairly well.

Correction

In the May issue of ASBESTOS on page 39, paragraph 4, the statement was made that Western Manufacturers of Magnesia burned Magnesite under a high temperature until it is so-called dead-burned, and then Magnesia Carbonate is extracted by the same process as that used in securing it from Dolomite.

We are now informed that the leading West Coast manufacturer operates under a patented process, which not only does not provide for the use of dead-burned Magnesite, but specifically *excludes* that material, if any exists, by segregation from the light calcined particles. It is stated that dead-burned Magnesite is incapable of use in the production of Magnesia Carbonate. It is a pleasure to the publishers of ASBESTOS to correct this erroneous statement.

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ASBESTOS TEXTILE CO.

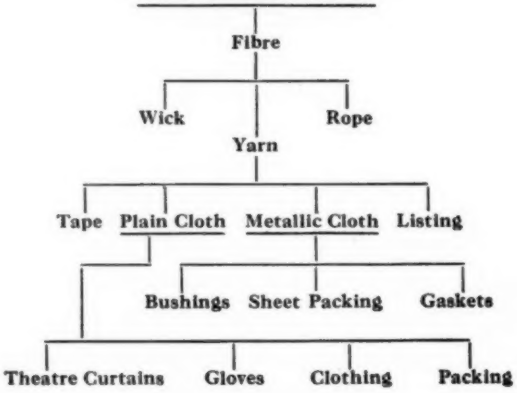
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GENERAL OFFICES
WOOLWORTH BUILDING
NEW YORK

WE MANUFACTURE

ASBESTOS



"Quality and Service"

ASBESTOS TEXTILE CO.

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MILLS
REYNOLDSVILLE
PENNA.

GENERAL OFFICES
WOOLWORTH BUILDING
NEW YORK .

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Change in Freight Classification of Asbestos Materials

According to Docket No. 4 of the Consolidated Classification Committee, hearings of the Official, Southern and Western Classification Committees will be held as follows:

Chicago, Ill.—August 23-28, 1920. 1830 Transportation Bldg. (Time of hearing on Asbestos Products given below)

New York, N. Y.—August 30, 1920. Room 408, 143 Liberty St. (Hearings by appointment. Apply to F. W. Smith, Chairman, Official Classification Committee, for assignment)

Atlanta, Ga.—August 18, 1920. Piedmont Hotel. (Hearings of subjects in docket order)

The proposed changes are:

	Present Rating O. S. W.	Suggested Rating O. S. W.
Asbestos Yarn, in boxes. L. C. L.	1 1 1	1 1 1
C. L.—Minimum wt. 30,000	1 1 1	3 3 3
Hearing in Chicago at 3.55 P. M., Aug. 23.		
Asbestos Packing Fabric, in burlapped rolls or in boxes L. C. L.	Not specifically provided for	3 3 3
C. L.—Minimum wt. 30,000		5 5 5
Hearing in Chicago at 9.35 P. M., Aug. 26.		
Asbestos Packing, Compounded or Reinforced, in bales or burlapped rolls, barrels or boxes L. C. L.	2 3 1	2 2 2
Hearing in Chicago at 9.40 A. M., Aug. 26.		
Asbestos Washers or Gaskets in barrels or boxes	3 2 3	2 2 2
Hearing in Chicago at 11.20 A. M., Aug. 27.		

Note: O—Official
S—Southern
W—Western

Tea kettles sing when full of water, but who wants to be a tea kettle?

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Bennett-Martin
Asbestos and Chrome Mines
LIMITED

Head Office
Thetford Mines, P. Q.
Canada

General Sales Office
220 Broadway, New York

Asbestos Crude and Fibre

Mines located at
Thetford Mines and Vimy Ridge

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CROCIDOLITE CHRYSOTILE



AFRICAN BASE METALS EXPORT CO. LTD.
P.O. BOX 42
DURBAN NATAL.
CABLES ABMECOL. DURBAN
CODES BENTLEYS & WESTERN UNION

AMOSITE TREMOLITE

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News of General Interest

Current news reports indicate that the Federal Trade Commission has dismissed the complaint made against the U. S. Steel Corporation in connection with the Pittsburgh base price of steel.

To be sure, the decision was close, three of the Commissioners voting for dismissal and two of them holding that the Steel Corporation practice is discriminatory and unfair. The whole point at issue is whether or no the Steel Corporation, which operates plants in various parts of the country, is, or is not, unfair, when, in quoting prices from its Birmingham, Alabama Mills it uses a price current on Pittsburgh, adding thereto the freight from Pittsburgh to Birmingham, and quoting this combined price f. o. b. Birmingham.

The question is quite complex, but since there is no charge that there is collusion between the U. S. Steel Corporation and its competitors, the conclusion of the Federal Trade Commission would seem to be quite reasonable and predicated on common sense.

If an individual manufacturer operating one plant, is justified in naming whatever price he sees fit, on his product, then he is, likewise, justified, if he owns a half dozen or more plants, scattered over the country, in naming such price as he sees fit from each of these plants. The basic formula used by the individual manufacturer in setting the prices at these individual, scattered plants, would appear to be his own business and a matter of no concern to the public.

A plan has recently been suggested for the making of motion picture films, illustrating in homely fashion, the advantages of economies resulting from the use of Pipe and Boiler Coverings wherever coal is used, either in the power plant or in the home.

The manufacturers of all types of Pipe and Boiler Covering are being approached to support this plan, which is endorsed and recommended by the Conservation Division of the U. S. Bureau of Mines, and under whose auspices the showing of these films will be conducted before Engineering Societies, educational institutions, schools, community centers and wherever else they will do the most good.

The plan is logical, reasonable, appears to be economical and is deserving of the full support of all manufacturers of heat insulating materials.

Arthur Jerome Eddy, originator of the Open Price Plan of Trade Associations, died at the Post Graduate Hospital, New York City, on July 21st, following an operation for acute appendicitis.

Mr. Eddy was a prominent lawyer, art critic and author.

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His books included several on art, novels and business treatises. Probably his best known book in the business world is his "New Competition."

The following figures give the imports from the different European Countries during the same month of February for the last two consecutive years:

	1919	1920
Italy	$ 1,800,000.	$ 8,250,000.
France	5,000,000.	12,700,000.
Great Britain	12,800,000.	52,000,000.
Germany	Nothing	4,000,000.
Belgium	Little or nothing	2,500,000
Denmark	238,000.	1,874,000.
Netherlands	1,658,000.	11,500,000.
Norway	51,000.	1,337,000.
Sweden	682,000.	1,900,000.

While it is true that the United States is an inexhaustible source of supply of raw materials which may be exchanged for the manufactured specialties of Europe, some guardian of protection had best see that this barter does not go too far.

The Electrical Railway Journal says that a unique chimney has been built at St. Joseph, Mo.

Caissons to bedrock 75 feet down, support a concrete structure 30 feet square and 40 feet above the boiler room floor. The stack proper is of steel and will be lined with Johns-Manville Vitribestos stack lining to protect chimney against corrosion and maintain temperature of the flue gases.

The St. Joseph Railway Light, Heat and Power Company are owners of this peculiar stack.

Of interest to Asbestos Textile Manufacturers is the condition of the growing cotton crop. Cotton, experts advise us, has had one of the worst, if not the worst starts in hisory. Excessive rains destroyed the seed of many of the early plantings. A short tap root left the remainder of the crop less hardy than it should be to withstand the trials of a hot summer.

On the contrary, experts advise that in the past several weeks cotton has made one of the most remarkable improvements recorded in its history. Of course, the fact remains that the crucial days of July and August are still before it thru which the cotton crop will have to pass. It is to be hoped that improvement will continue because these are days when production in all lines is of paramount importance.

ASBESTOS is collecting the many various legends concerning the discovery and use of Asbestos in ancient times, and recent.

If you know of any, send them along. They will be published from time to time, so that all readers may know them.

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LITTLE TALKS ABOUT "85% MAGNESIA"

"Don't touch that Steam Pipe—it's hot!"

That hot steam pipe, (or any other heated surface,) means costly heat *wasted* every minute of the day, every hour of the year—and that wasted heat means wasted *coal.*

Whether your steam pipe is delivering *power* for your engines or *heat* to your rooms, every foot of it should be covered with **"85% Magnesia."**

If it is already covered but still feels hot, most likely you need a greater thickness because the higher the steam pressure, the thicker the insulation should be.

Don't "figure" on the coal bills of five years ago. Consider that coal costs far more now than then and that therefore where perhaps it didn't pay to cover that pipe originally—with present coal prices, your loss is far greater and your savings, with **"85% Magnesia"** coverings, correspondingly higher.

The **Magnesia Association Specification** gives the correct thickness for every steam pipe or boiler in your plant.

Get a copy and "check up" against your present conditions.

MAGNESIA ASSOCIATION *of* AMERICA

721 Bulletin Bldg., Philadelphia, Penna.

EXECUTIVE COMMITTEE, Wm. A. Macan, *Chairman*

George D. Crabbs	**The Philip Carney Co. -**	**Cincinnati, Ohio**
Alvin M. Ehret	**Ehret Magnesia Mfg. Co. -**	**Valley Forge, Pa**
J. R. Swift -	**The Franklin Mfg. Co. - -**	**Franklin, Pa.**
R V. Mattison, Jr.	**Keasbey & Mattison Co. - - -**	**Ambler, Pa.**

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News of the Industry

J. T. Jenkins, Secretary of the General Asbestos & Rubber Company, Charleston, S. C., is receiving congratulations on the arrival of a baby girl—born June 30th.

Current news reports indicate that the Southern Asbestos Manufacturing Company, Charlotte, N. C., is erecting two additional plants at the cost of $45,000 and $65,000 respectively.

ASBESTOS is indebted to A. L. Hall, Assistant Director, Geological Survey, South Africa, for a very nice sample of Amosite. This particular sample comes from the Egnep Mine in the Transvaal. It will be gladly shown to anyone who stops in our office.

H. L. Downs, of Cousins Limited, Hampstead, England, notes in English ASBESTOS a new article made of asbestos and cement. This is a pulley running at extremely high speeds. It works out very satisfactorily, the balance is good, and costs much less than aluminum pulleys.

Milton Prendergast, for some time secretary of the Asbestos and Mineral Corporation, New York, has severed his connection with that company and is open to consider a position of similar character.

Mr. Prendergast is an accomplished stenographer and private secretary, an experienced traveler, and should be of value to any asbestos executive desirous of such service as he is experienced in and able to give. His address is 124 W. 36th St., New York City.

The Magnesia Association of America will have an exhibit at the Sixth National Exposition of Chemical Industries, to be held in the Grand Central Palace, New York City, the week of September 20th, 1920. All of our readers who are in New York on that date will be gladly welcomed at the Magnesia Association booth, No. 658. Tickets for the Exposition can be obtained by writing the Magnesia Association of America, 721 Bulletin Bldg., Philadelphia, Pa.

Messrs. Becker & Haag, Berlin, Germany, being readers of ASBESTOS and having been for many years one of the world's largest jobbers in Asbestos Crudes and Fibres, have opened communication with ASBESTOS and have placed in our hands a collection of pictures, taken by themselves, of Asbestos properties in Siberia.

We are greatly obliged to Becker & Haag for these pictures which are very clear and give a fair idea of conditions in that part of the world. We have invited Becker & Haag to contribute such information as in their opinion would be helpful to the As-

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Consolidated Asbestos Limited

MINES

THETFORD MINES, QUEBEC, CANADA
ROBERTSONVILLE, QUEBEC, CANADA

Miners of all Kinds
OF
ASBESTOS
CRUDE and
FIBRE

EXECUTIVE OFFICES
Dominion Express Building
Montreal, Canada

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ELWOOD J. WILSON

Mining Engineer

76 CORTLANDT STREET
New York City

Asbestos Crude and Fibre for Sale

Will Examine and Report on Asbestos Mines and Prospects Anywhere

Correspondence desired with Owners Asbestos Mines with a view of Purchase

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bestos cause, and have reason to believe that we will be able to present to our readers valuable information from that source.

Chester L. Hill, Vice President of the United States Asbestos Company at Lancaster, is receiving from every point of the compass, congratulations upon the arrival of twins (a boy and a girl) in his family.

Asbestos producing property in Luzon, Philippine Islands, is reported to be yielding considerable quantities of Nos. 1, 2 and 3 qualities of Asbestos, with some fibres three feet in length. We are investigating these reports with the idea of giving our readers the benefits of our findings.

Asbestos, generally in the form of Corrugated Paper, is used in Pipeless Heaters as an inner casing, for insulation between the cold and warm air chambers. By the use of such an inner casing, the downward circulation of the cold air is not interfered with by the escape of heat from an improperly insulated warm air chamber.

The Multibestos Co., Walpole, Mass., has declared regular quarterly dividend of $1.75 a share on preferred stock, payable August 1st, to stock of record July 23rd. Quarterly dividend of 2% in stock was declared on common stock, payable August 1st to stock of record July 23rd.

The Burlington Brass Works, Burlington, Wis., are advertising quite extensively their "Kno-Pack" Valves, which they describe by the slogan "The Packless Valve that cannot leak."

Just an illustration of what can be done if Asbestos is not procurable.

Visitors to this office during the past month were J. Howard Harton, of Keasbey & Mattison Company, Wilkes-Barre, Pa., F. B. Gardner, Gen. Mgr., General Asbestos & Rubber Co., Charleston, S. C., R. W. Lysle of John R. Livezey's Office, Philadelphia, S. P. Moffit of the American Insulation Company, Philadelphia, Charles H. Stringer of the National Asbestos Mfg. Company, Jersey City, N. J., W. A. Macan, Vice President of the Ehret Mag. Mfg. Company, Valley Forge, Pa., John Eyrne of the Casket Manufacturers Association, Cincinnati, O., A. Mitchelmore Spear of Asbestos Manufacturing Co., Ltd., Montreal, P. Q., Canada, A. K. Burgstresser, Superintendent, Norristown Mag. & Asb. Co., Norristown, Pa., H. V. Everham, Pres., Atlantic Asbestos Co., Philadelphia, Mr. Rosenberger of Asbestos Limited, New York City, P. Nicholls of the Franklin Mfg. Co., Franklin, Pa., Arnold W. Koehler, Pres., Asbestos Textile Co., New York City, W. A. Macan, Jr., Pres. Macanite Co. of America, Philadelphia, F. F. Turner, Mgr., Keasbey & Mattison Co., Philadelphia.

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In the July issue reference was made to the West Coast Asbestos Company, of Los Angeles. The correct address of this firm is Downey, California.

During a severe storm in Northern Jersey on June 29th, the Asbestos Hotel at Manville, N. J., was struck by lightning. Outside of the shattering of a chimney, very little damage was done.

At a recent Directors' meeting of the Valley Forge Magnesia Company, Port Kennedy, Pa., James Stewart, Jr., of the firm of Berry & Stewart, was elected Treasurer, and B. Frank Bean, Secretary.

The weekly price sheet on Asbestos Textiles issued by the Keasbey & Mattison Company indicates still further advance in price on the commodities made by spinners.

Particularly are these advances noticed in yarns.

G. A. Lofberg, formerly heating engineer with the H. E. Whitten Company, large heating contractors of Boston, Mass., has become associated with the Asbestos & Rubber Works of America, Boston Office, as estimator and salesman.

H. Kuhns, Manager of the railroad department of the Republic Rubber Company, has been elected vice president of the Union Asbestos & Rubber Company, Chicago, which company has been appointed the western railroad sales agent for the Republic Rubber Company. His headquarters will be at 231 S. Wells St., Chicago.

POPULAR MECHANICS suggests an Asbestos Soldering Pad. The pad is made by cutting sheet asbestos of any thickness, into strips ¾ inch wide. These strips are rolled into a spiral to form a pad of any desired size. The pad can be bound by wire or, better still, can be made to fit inside the lid of a hand soap can. In use, the articles to be soldered are held together by pins, or short wires pushed into the asbestos pad. Such a pad will facilitate the sweating together of small articles and will last indefinitely.

J. H. Bortz, for some years sales manager of the Staybestos Mfg. Co., and now manager of the Otto E. Geisel Co., manufacturers of Asbestos Multiple Disc Clutch Facings and Cotton Web Belts, desires to take up larger responsibilities and would be open for consultation. He can be reached thru Secretarial Service, or at his home, 54 Slocum St., Mt. Airy, Phila., Pa.

Mr. Bortz has had wide experience in Asbestos Textiles and especially in the manufacture and distribution of Brake Linings.

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ASBESTOS

QUALITY ASBESTOS USACO PACKINGS

United States Asbestos Company

General Office: Lancaster, Pa.

Mills at Manheim, Pa.

We manufacture asbestos yarns and fabrics, also packings and friction facings and sell them exclusively to rubber goods manufacturers, packing manufacturers and brake lining manufacturers and to distributors of asbestos material on a quantity basis

ASBESTOS USACO

Branches

New York Boston

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Asbestos Paper
Asbestos Roll Board
Asbestos Mill Board
Asbestos Packings
Asbestos Pipe Coverings
Asbestos Blocks
Asbestos Cements
Asbestos Roofings
Asbestos built-up-Roofing Felts
Asphalt Roofings
Asphalt Felts
Slate Top Roofings
Slate Top Shingles
Coal Tar Felts
Coal Tar Products

H. F. WATSON CO.

Main Office and Factories

79 MILK ST. BOSTON — **Erie, Pa.** — 319 N. WELLS ST. CHICAGO

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EHRET MAGNESIA MFG. COMPANY

VALLEY FORGE, PA.

Editor of Asbestos,
721 Bulletin Building,
Philadelphia, Pa.

Dear Mr. Editor:

Your reply,—"We answer emphatically "Yes," to our request:

"Will you throw wide the columns of 'Asbestos' so that all readers may learn the basic facts concerning 85 per cent Magnesia Pipe and Boiler Covering"

is comprehensive, cordial and in hearty accord with your slogan "Service."

We take it that your long personal and practical experience with 85 per cent Magnesia and its wonderful economic record and the desire that your readers should know concerning all the good things you know of, tempered with pleasure your broad gauged reply. This letter is one of thanks to you and appreciation for the opportunity given to tell to your large and interested Clientele, the story of 85 per cent Magnesia, as the writer knows it.

The story will be historical, for 85 per cent Magnesia is perhaps forty years old. It will be **accurate as to facts** and approximate as to dates. It will carry surprises to many of your readers, in this—

The initial effort required to launch this product practically; there being no chart or compass to guide.

The sincerity of purpose with which the work was undertaken.

The enthusiasm developed as it progressed and disclosed the wonders inherent in this white, close-grained crystal.

The supreme confidence that not only persuaded, but compelled the work, despite defeat and delays, to go on and on until 85 per cent Magnesia was not only a scientific fact but a practical product for the Commercial World.

When on that day, perhaps all of forty years ago, a partnership was formed between 85 per cent Magnesia, pure-white, fluffy and as light in weight as the "thoughts of a debutante" and that diamond of nature—Coal, black, dense and heavy; when, I say, these paradoxes "The Black and White Twins" became co-partners in the world of steam and power, the life of the coal fields was lengthened many years, and the powerful results accomplished by superheated steam, made possible.

For forty years "The Black and White Twins" have labored together, hand in hand, and their work and economic accomplishments are known to every steam user on Land and Sea.

Next month, quite likely, we will tell you and your valued readers of the birth and early life of this unmatchable conserver of coal, and heat units, 85 per cent Magnesia Pipe and Boiler Covering.

Yours respectfully,

EHRET MAGNESIA MFG. CO.

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The Ten Commandments

FOR THE SALESMAN

I. Know your goods, what they will do and how they do it.

II. Know your customer.

III. Aim to discover and cater to the prime desire that prompted the customer to buy.

IV. Avoid talking technicalities, stick to plain facts that the customer can understand.

V. Always refer to your goods in terms suggesting their services.

VI. Refer to operating cost always in cents per hour.

VII. Show or cite examples of actual operation.

VIII. Decide upon the particular goods that will best suit the customer, and sell one thing at a time.

IX. Aim always to sell the best quality of goods first.

X. Keep away from talking price, but emphasize the manifold advantages to accrue from purchasing your goods.

Robinson Press.
Hatboro, Pa.

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