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MARKET
JOURNAL



AUGUST
1933

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..ASBESTOS..

A MONTHLY MARKET JOURNAL DEVOTED TO THE INTERESTS OF THE ASBESTOS AND MAGNESIA INDUSTRIES

A. S. ROSSITER, *EDITOR*

PUBLISHED BY SECRETARIAL SERVICE

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PHILADELPHIA, PENNSYLVANIA

C. J. STOVER, *OWNER*

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Functions of Asbestos in the Electrolytic Cell

By R. G. Skerrett

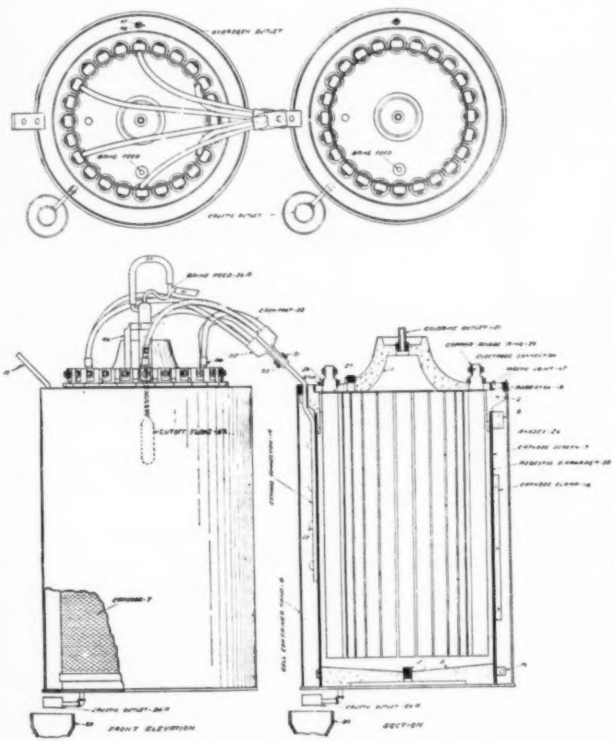
The electrochemical industry is the source today of great quantities of chlorine, caustic soda, and hydrogen that are put to varied and valuable uses. We have in the United States plants capable of turning out 300,000 tons of chlorine in the course of a year; and from the same plants are obtainable caustic soda and hydrogen. Curiously, these three commodities are the result of the electrolytic breaking down of saturated solutions of sodium chloride—the familiar salt on our tables.

The much-used condiment is so commonplace that comparatively few of us have any conception of its chemical potentialities; but, even so, nature has tucked away in that substance in a stable form the three products just mentioned and electricity is able to disunite them. In this manner the intimate relations existing in the brine solution are disrupted and chlorine and hydrogen, as gases, and caustic soda, as a substance, are separated from one another. This is one of the wonders of the modern electrolytic cell; and in the successful working of this cell asbestos plays a very effective part. Before entering into the details of such an electrolytic cell, let us have a glimpse of the services to which chlorine, hydrogen, and caustic soda are put—we can then have a clearer understanding of the economic significance of the electrolytic process that puts these particular commodities at our disposal.

Chlorine is probably most widely known because of its applications in chemical warfare—its clouds of greenish and intensely irritating fumes being disabling if not deadly when breathed. It is far more helpful to us when used to kill bacteria. One drop of chlorine in a barrel of water suffices to kill the germs of typhoid and to render that infected water fit for human consumption. Thousands of communities and millions of people are so safeguarded from that dread fever every twelve-month. Industrially, chlorine is extensively utilized as a bleaching agent in the manufacture of wood pulp, paper, textiles, soaps, oils,

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shellacs, etc. Chlorine is a prime medium in the whitening of clothes in so-called steam laundries; it is widely employed as a disinfectant in homes; and chlorine is used in large quantities in the manufacture of synthetic coal-tar dyes, chemicals, and pharmaceuticals. Chlorine has a part to play in the cracking of petroleum to obtain gasoline; in the purification of oils to rid them of sulphur;

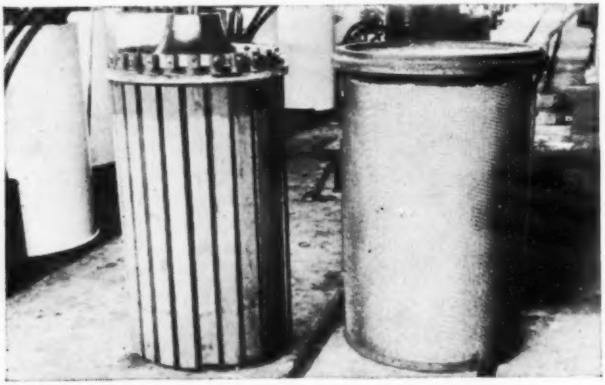


Plan, elevation and vertical section of a Vorce cylindrical electrolytic cell.

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and in the making of zinc chloride that is effective as a wood preservative. So much for a few of the many uses to which chlorine is put today.

Hydrogen, as we learned in our books on elementary physics, is much lighter than air; and before helium became available hydrogen was the gas well-nigh universally employed as the buoyant medium for balloons and dirigibles. Now, hydrogen has many other applications. When burned with chlorine, hydrogen produces a notably pure muri-



At left, the copper bars of a cathode ready for assembling in a cell. At right, the perforated cathode enveloping the asbestos diaphragm, ready to be placed in an electrolytic cell.

atic acid; and when gaseous hydrogen and nitrogen are exposed to a suitable catalyst, they combine and yield synthetic gaseous ammonia; and when that gas is cooled to a prescribed degree, it becomes a liquid. This liquid ammonia known as anhydrous ammonia, is widely used in refrigerating machines of large capacities. Hydrogen is utilized in increasing quantities to transform oils and soft fats into hard fats—in short, to make solid or semi-solid substances in place of fluid ones that, in that condition, would be unfit for the services for which they are now sold. A number of well-known foodstuffs, soaps, lubricants,

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EAST BROUGHTON, PROVINCE of QUEBEC
CANADA

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etc., owe their firm or plastic state to hydrogenation. Undoubtedly, the most amazing application of hydrogenation is that recently resorted to in the treatment of petroleum; and it promises fairly to revolutionize the industry. Hydrogen is employed in still other ways in different departments of industrial chemistry.

Caustic soda—variously known as sodium hydroxide, sodium hydrate, and lye has a place in the manufacture of soaps, dyes, rayon, paper, petroleum derivatives, vegetable oils, etc. The production of caustic soda by the electrolytic cell has largely supplanted other more complicated and expensive processes. It will thus be evident that the electrolysis of brine is the means of supplying three extensively used chemicals, and to that extent helps to meet demands that are conditionally growing. Now for a brief description of the get-up and the method of operating of the type of electrolytic cell which we have been considering.

Much engineering skill and inventive cunning have been directed to the development of electrolytic cells designed primarily for the production of chlorine and caustic soda—the liberation of hydrogen being incidental to the foregoing process. All told, there are about 10 types of chlorine cells in service in this country, but only a few of these types are marketed, and we shall limit our description to a single form of the electrolytic cell that is widely used in the electrolysis of common salt. This will serve to show how asbestos contributes to the proper functioning of such cells; and our simple diagram (see page 3) will illustrate essential features and make understanding easier.

As can be seen, there is a central annular chamber within which are suspended, in a circular arrangement, a number of graphite rods or anodes—that is, positive electrodes; and surrounding this assemblage of rods is a cylindrical diaphragm of asbestos paper which is placed against and hung from an enveloping cylinder of perforated sheet iron. This sheet-iron cylinder is the cathode or negative element of the cell toward which the incoming direct current of electricity flows from the graphite rods. Asbestos rope and a special putty seal the top ends of the

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Johns-Manville carries on the entire manufacturing process of asbestos. Mines in Arizona and Canada, thirteen factories located strategically across the continent and branch offices in all large cities assure prompt and efficient service.

In a hundred ways Johns-Manville products contribute to the comfort of modern life and to the efficiency of industrial establishments. Packings, high temperature insulations, refractory cements, low pressure insulations, asbestos roofings, brake linings and industrial friction materials, flooring and acoustical treatment form some of the major items manufactured by Johns-Manville.

Through constant research in the J-M Laboratories, scores of other items have been developed, important to the economic and physical welfare of people throughout the country.

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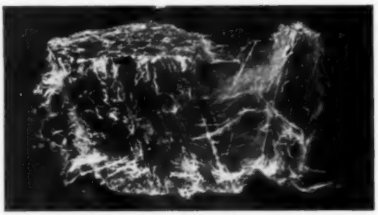
rods in the concrete cover of the cell; and ground asbestos is mixed with Portland cement in making that cover. The entire cell is contained within a cylinder of steel plate, and the bottom of the cell is of cement. When ready for service, the central chamber within the asbestos diaphragm is filled with a hot and saturated solution of purified salt, and the graphite rods are for the most part immersed in this bath. The purpose of the asbestos diaphragm is to regulate the flow of the brine and to resist the corrosive action of the chlorine saturated fluid. Electrolytic cells are operated in groups, and the units of each group are interconnected in series so as to form a circuit.

The asbestos diaphragm is commonly made up of several plies of asbestos paper that ranges in thickness from 0.01 inch to 0.05 inch. Simple as these diaphragms appear they nevertheless represent a great deal of research, and they are made of long-fibre asbestos that has been carefully treated to remove impurities. The aim has been to produce asbestos paper that would stand up in service for from four to six months and perform efficiently in the meanwhile. The electrolyte or brine exudes thru the paper toward the cathode or perforated sheet-iron cylinder and forms a heavy sweat on the external surface of the asbestos diaphragm—dropping thence to the bottom of the annular space around the outside of the cathode.

When an electric current of the prescribed voltage enters a cell by way of the carbon rods, the salt solution is decomposed by the electric energy. Bubbles of chlorine form around the rods and rise to the surface of the brine and are drawn off through a piped outlet at the top and center of the cell. The solution that makes its way through the asbestos diaphragm is promptly broken down into hydrogen gas and fluid caustic soda—the hydrogen rising and being drawn off thru a line provided for that purpose while the caustic soda leaves the cell by a bottom outlet and is led to evaporators for further concentration. Thus, thru the medium of the electrolytic cell, a solution of the salt common on our tables is disintegrated so as to provide chlorine, caustic soda, and hydrogen for

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Our own mines



are the source of all asbestos used in the manufacture of Keasbey & Mattison products. *You are assured of the same high-quality crudes and fibres!*

Keasbey & Mattison entirely own and operate the Bell Asbestos Mines, Thetford, Canada. Here, in the serpentine rock strata, is mined the finest chrysotile—uniform, strong, of excellent appearance, long-fibred. All grades.

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Write for the samples of the grade asbestos you are interested in, and for the interesting booklet, "Asbestos Milling and Dressing for the Market," which tells all about advanced methods of modern asbestos production.

BUSINESS AHEAD! *A few territories are available for approved distributors and contractors. Reliable concerns who have an eye open for the profit-possibilities of the days ahead are invited to write.*

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many and varied valuable uses. Incidentally, asbestos is lending its essential aid in making these achievements of the electrochemical industry commercially practicable.

Information kindly furnished by Johns-Manville Corporation and Westvaco Chlorine Products Corporation.

The Asbestos Institute

Following an organization meeting on May 17, 1933, the Asbestos Industry has been organized for the first time in its history, the Asbestos Institute having been formed to act as the coordinating body for the Industry in working with the National Recovery Administration.

The Asbestos Institute is made up of five divisions comprising the principal groups of products. These are:

1. Asbestos Paper and Allied Products
2. Asbestos Cement Products
3. Asbestos Magnesia Products
4. Asbestos Textile Products
5. Asbestos Brake Lining.

On Friday, July 28, 1933, at the first meeting of the Directors of the Institute, who had previously been nominated by the member divisions, the following officers were elected:

President: Lewis H. Brown, President, Johns-Manville Corporation.

Vice President: Bradley Dewey, President, Multibestos Company.

Treasurer: D. R. Weedon, General Manager and Treasurer, Russell Manufacturing Company.

On Monday, July 31, 1933, the Asbestos Institute submitted to the National Recovery Administration, a Code of Fair Competition under which the Industry proposes to cooperate in carrying out the purposes of the National Industrial Recovery Act.

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JOHNSON'S COMPANY

ESTABLISHED IN 1875

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Thetford Mines, P. Q., Canada

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Interplanetary Rocket Needs Asbestos Packing

As a result of the firing of the American Interplanetary Society's first rocket, on May 15, from Crookes' Point Island, a barren island in New York harbor, engineers of the society believe that the conquest of atmospheric heights three times as great as those attained by Professor Picard, and even of shooting a rocket to the moon, waits only on the improvement of asbestos technique or the production of a form of asbestos that will protect the fuel-chambers of the rocket.

In the test firing, which was made on a seven-foot rocket intended only to penetrate the upper layers of the atmosphere, the device attained a speed of 3000 feet per second, which is quite sufficient to shake off the effect of the earth's gravitation and carry the rocket, provided it has fuel enough, to the moon. At a height of several thousand feet, however, the asbestos packing of the oxygen tank failed, and the tank exploded. The society has immediately undertaken researches with a view to better protection for the oxygen and fuel tanks, and plans to fire another rocket-shot to the upper reaches of the atmosphere this fall.

Behind the head of the rocket, which will carry a parachute and scientific instruments for recording the effect of cosmic rays and other data, the device has a combustion-chamber with a bell mouth. On either side of this combustion chamber, the fuel tanks, several feet in length and tubular in shape, are located. One of the fuel tanks contains gasoline under high pressure in the experimental rocket, altho liquid hydrogen may be used in the attempted shot to the moon. The other tank contains liquid oxygen. Both feed into the combustion chamber thru small nozzles, and the combustion, once started, is continuous.

Asbestos plays an important part in the structure, as the fuel and oxygen tanks must be protected against the heat of the exhaust from which the gases are hurled at extremely high temperatures. In the moon-rocket

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planned by the society, and also in that for observing the stratosphere, asbestos packing will also be necessary to protect the instruments in the head against the heat of the combustion chamber.

In the rocket fired from Crookes' Point Island, fuel and oxygen tanks were protected by one eighth inch asbestos cloth attached to the tubular tanks with metal cement. In a ground test preceding the firing this proved satisfactory, but when the rocket was actually fired, the air-pressure generated by its rapid flight (faster than that of a shot from a high-velocity cannon) frayed out and tore the asbestos fibres of the packing around the oxygen tank. As a result the heat of the exhaust struck the tank and raised the liquid oxygen to such a temperature that the side of the tank was blown out.

Engineers of the society are now seeking a form of asbestos more resistant to air pressures, it being impossible to increase the thickness of the packing on account of the weight such a procedure would involve.

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South African Yellow Crude

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Asbestos Steps Out - As Decoration

Asbestos is becoming more and more popular in the home. Beside the many rather prosaic uses, such as table mats and pads, stove mats, covers for the ironing board and so on, various odd uses in and around the home have been suggested and found convenient—in many cases attractive.

For instance we are told that a refrigerator basket, with a layer of asbestos and a layer of felt between the rattan and metal linings, is quite handy for taking picnic luncheons, and if the picnic develops into a fishing expedition, the fisherman may pack his catch in the basket after lunch and bring it home in perfect condition.

A single asbestos glove, long in the wrist is found convenient in the kitchen. It can be worn when basting a roast or removing hot pans from the oven, or when stirring hot foods in the oven; in fact the housewife who keeps such a glove handy will find a great many uses for it.

Asbestos Awning Material, in gay colors, is finding favor for screens, borders, panels, and the like, and brightens up summer cottages or apartments for all year around. The fireproof feature is particularly desirable when screening the gas stove from view.

House furnishings always appeal to the gentler portion of the public; a little thought and experiment might create a market well worth while.

AUTOMOBILE PRODUCTION

Production of automobiles in the United States and Canada during June, 1933, totalled 260,645; compared with 190,218 in June, 1932, and 257,475 in June 1931.

Total Production for the six months ending June, 1933, was 1,045,372; for the same period ending June, 1932, 911,117; while for the first six months of 1931 the total was 1,639,027.

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VERMONT ASBESTOS FIBRE

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Its chemical and physical characteristics make Vermont Fibre particularly adapted to the better grades of

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PLASTICS - MOULDED PRODUCTS
BOILER COVERING CEMENTS

• • •

Vermont Asbestos Corporation
HYDE PARK, VERMONT

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Asbestos in the Cause of Science

Many experiments carried on to determine certain scientific facts use asbestos products in one way or another, and it is interesting to know just how asbestos is used in some of these tests.

It has recently been discovered that deadly gases are given off from burning clothing, and it is reasonable to suppose that these gases are the cause of many of the deaths occurring in connection with fires.

These gases have been studied by the simple expedient of burning various materials — cotton, woolen, etc. — in an asbestos lined room. Such studies were carried on at the Polytechnic Institute of Brooklyn by Prof. John C. Olsen, George E. Ferguson and Leopold Scheflan.

Gases found in the burning of woolen materials are carbon monoxide, carbon dioxide, hydrogen sulfide, hydrocyanic acid and ammonia.

Another use of asbestos in the cause of science was demonstrated when live guinea pigs were lowered by pulley into the acrid smoking crater of the active volcano, Mt. Mihara, in Japan. The box containing the guinea pigs was lined with asbestos, the purpose of the experiment being to determine the degree of danger from volcanic fumes for human beings. It is planned that humans will make the descent in the near future, and a specially constructed box of metal and asbestos will be provided for them also.

Asbestos is also useful in making record airplane flights, not only in the engines and other mechanical parts, but at least in one case in the form of an asbestos cushion insulating the pilot from the oil tank under the seat.

In the Market for Large or Small Quantities of
Metallic Yarn Waste—Asbestos Textile Waste—Scrap Cloth
Yarn Cuttings — Loom Sweepings — Cardroom Strippings
NEWARK WASTE CO.
47-49-51 Adams Street NEWARK, N. J.

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ASBESTOS



King's Mine, Showing New Incline from Underground Development

ASBESTOS CORPORATION LIMITED

THETFORD MINES

QUEBEC CANADA

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The Ehret Company Expands

Following out the Administration's idea of spending money and increasing employment, the Ehret Magnesia Manufacturing Company, Valley Forge, Penna., is making a large addition to their plant at Valley Forge.

A portion of this addition will be devoted to the manufacture of all types of Packings, including Asbestos, Flax, Duck and Rubber, Sheet Packings and Gaskets.

Mr. James Davis who was connected for years with Keasbey & Mattison Company, and late with Philadelphia Asbestos Company, in charge of Textiles and Packings, has accepted the appointment as Manager of this Department.

The high standard for quality and a square deal which has always characterized the Ehret Company's business relations with the public, will apply to this branch of their business.

While the entrance of the Ehret Company into the packing field may come as a surprise to many in the Asbestos Industry after so many years of specializing in the manufacture of Heat Insulating Materials, nevertheless, the success which has followed them is a good augury for their success in the Packing line.

Might we suggest that when readers need special information on asbestos, such as that mentioned by Hinman in his letter on page 18, of the July number they write this office. Very often we can supply just the information needed, either from back numbers of "ASBESTOS" or from our library of Asbestos subjects. There is no charge for such service. It is simply one of the functions of our office, which we are very glad to perform.



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30 YEARS EXPERIENCE

FOR 30 years, we have specialized in the production of quality asbestos textiles.

Beginning with the crude asbestos rock, every process of manufacture is conducted in our splendidly equipped plant.

Our research laboratories and engineering staff have developed asbestos products accepted and used in a wide range of industries.

Experience, knowledge, facilities, resources: these essential factors enable us to design and make asbestos textiles of every character and for all purposes.

General Asbestos & Rubber Division
of
RAYBESTOS-MANHATTAN, Inc.
NORTH CHARLESTON, S. C.

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Little Lessons in Selling

A Daily Affirmation
By John T. Bartlett

He was a very successful salesman. You knew it when you saw him walk along the street, when you heard him speak. He was a little man, not strong looking, and not blessed with better than average looks. You wondered what it was that marked him as a successful salesman.

One night, up in his room, we discovered his secret. On his dresser, in clear, bold handwriting, easily read from across the room, was what he chose to call, his "daily affirmation." This one read: "I will let no thoughts of defeat interfere with my selling efficiency today."

He smiled as he caught our glance. "That's no boiled and salted motto," he told us. "It's one that I need, and one I jotted down for my own self to follow. A sense of defeat early in the day used to kill me for selling for the rest of that day. I had to fight it down. Now I make my own affirmations, based on my own needs, and start each day with a fresh one in mind.

"See," he lifted the top paper, and revealed another slip beneath. It read "I will walk with a firm step with my chest out, my head erect. I will walk with a successful air."

"I had to have that one" he explained, "for last year I was injured in an automobile accident. It left me with a weak back. I tired easily, and soon found myself slouching along after I'd been out a short time. True, I get tired now, but so long as I'm selling, nobody has a chance to see me looking like a down-and-outer."

We have seen salesmen's rooms cluttered up with motto cards—"Do Today's Work Today," "Diamonds are Chunks of Coal that Stuck to Their Job," and the like, and have been rather inclined to laugh at them. Probably even they do some good. But the real benefit comes from "mottos," "slogans," or plain "affirmations" that arise out of one's own experience and knowledge of

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his individual needs.

Tonight, when your day's work is over, take a quiet hour to study yourself impartially. Pick yourself to pieces. Catalogue your good points, and your weaknesses, aud out of those weaknesses, build affirmations that will strengthen you to overcome them. Be sure that they are affirmations, tho. Have no negative thoughts, no "don'ts"; instead let them all be "I wills."

Laugh at the idea if you wish—but try it just the same. These are no times for any but the "I will" fellow, and he, believe it or not, is selling.

At a safety clinic held during July in Hastings, Nebr., more than 1000 cars went thru the "safety lane" and 35% of them were found to be operating with equipment in unsafe condition.

High-Grade Asbestos Textiles

CARDED FIBRES
YARNS, CORD, MANTLE YARNS
PLAIN AND METALLIC CLOTHS
BRAIDED AND WOVEN TAPES
BRAIDED TUBINGS
WOVEN SHEET PACKINGS
WOVEN BRAKE LININGS
GLOVES, MITTENS, LEGGINS
GASKETS, SEAMLESS AND JOINTED
PACKINGS, STEM AND HIGH PRESSURE
WICK AND ROPE

ASBESTOS FIBRE SPINNING COMPANY
NORTH WALES, — PENNA.

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MARKET CONDITIONS

General Business.

"Operations in the steel industry," says the National City Bank Letter for August, after having advanced from 14 per cent to 59 per cent of capacity over an unbroken period of 16 weeks, finally ceased to expand during July. Considering the small demand for steel from the construction industry and the railroads, the halt may appear to some to be overdue . . . . The Industry's order books are in good condition . . . . . The mills count upon automobile and miscellaneous requirements to maintain their operation and railroad orders to carry on the upswing." While reports of other industries are to the effect that markets are quiet during these summer months, there appears to be no doubt that the fall will see an increase in practically all lines.

Asbestos. Raw Material.

"The demand for raw asbestos," says one of our readers," has been better the past month than any previous month in the past year. Prices are unchanged with a firmer tendency on all short grades."

Asbestos Manufactured Goods.

Textiles. Prices have a firmer tendency. Demand is slightly improved, and will undoubtedly increase as industry gets into full swing.

Brake Lining. Increased automobile sales, of course, mean increased brake lining demand. In view of the pent-up demand which will be released as purchasing power increases, there is little doubt but that fall sales of automobiles will increase materially, and it looks as tho good times were ahead for the brake lining industry.

Insulation. High Pressure. Factory shipments have improved in volume to a small extent. Prices are firm, without change. Volume may be expected to increase with better general conditions.

Insulation. Low Pressure. Prices have advanced in this market as much as 14 to 16% in the various products, and this price advance has very greatly stimulated buying,

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so that demand is exceptionally heavy at the present. It is encouraging to find that a survey of wholesalers' stocks indicates that most of this material is going right out on jobs, and is not being stored for future use.

Paper and Millboard. Paper and Millboard have advanced in price from 12% to 15%, owing to increased labor costs, which, of course are finally and directly traceable to the N. I. R. A. This has stimulated buying and is, naturally, also responsible for the increased price in Low Pressure Insulation.

Asbestos Cement Products. Asbestos Cement Shingle sales are continuing at a satisfactory rate and altho considerably behind last year in volume, it is expected that some of the shortage will be made up during the latter part of the year, due to better general business conditions which are already in evidence.

Prices have remained unchanged despite increases in other building materials and particularly roofings with which asbestos shingles compete. This condition will undoubtedly improve the position of asbestos shingles in the roofing field and should have a good effect on their sale.

There is more activity in the industrial field where inquiries for corrugated and flat sheets as well as actual sales of these materials are increasing in number.

The above represents the opinions of men in the various divisions of the Industry who are closely in touch with the markets. If your opinions differ please give us your ideas. In fact we would like to have your comments at any time.

BUILDING

F. W. Dodge Co. reports construction contracts of all descriptions awarded in the 37 States east of the Rocky Mountains during June to a total of $103,255,400, a gain of 34% over May. During June last year the contract volume amounted to $113,075,000.

Breaking the June total down, the Dodge organization indicates a total of $74,434,000 for privately-financed undertakings as distinguished from the total of $28,821,000 for publicly-financed work. Thus the total of private work during June compares with only $53,487,500 for May and $48,806,800 in June 1932.

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New Invention for the making of Pure Asbestos Yarn

News clippings describe a process of producing a pure asbestos yarn unadulterated with cotton, recently invented by Ernest L. Cady of the E. L. Cady Engineering Co., of Hartford, Conn.

The invention, briefly, is an improved doffing roll for carding machines which removes the fibres from the doffer ring in a positive manner. The difficulty in the past has been in doffing short-fibred asbestos from the carding machine unless it were mixed with long fibred cotton, which admittedly reduces the fire resisting factor.

Opinion seems to be divided as to the market for pure asbestos yarn, one faction believing that in 90 per cent of the asbestos products available a small percentage of cotton is not objectionable, while others feel that probably half of the present products would be improved by the use of unadulterated, pointing out that if pure asbestos materials could be obtained at a reasonable price, only the pure would be used.

Thirty-two years ago the weights and measures office in Washington became the Bureau of Standards, and one of its chief duties was to help the Government buy supplies of proper and uniform quality and so reduce waste and extravagance in purchasing. In the course of years, however, this bureau assumed a great deal of standardizing and research for private business, charging fees for its services. The Secretary of Commerce has just announced that for economy's sake part of these activities are to be abandoned. Those now handled by the divisions of simplified practice housing and building, trade standards and specifications, as well as safety code studies are to be turned over to the American Standards Association with office at 29 W. 39th St., New York City. Further information will be gladly supplied by the Association, of which Mr. Howard Conley is President.

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CONTRACTORS AND DISTRIBUTORS PAGE

WHAT IT MEANS TO CUT THE PRICE

(Taken from Article by O. V. Wallin, C. P. A., Eastern Manager, Wolf & Co., Philadelphia, Certified Public Accountants, appearing in the Robert Morris Associates Monthly Bulletin).

The present hysteria of price cutting has made many otherwise shrewd business men forget their sixth grade arithmetic. If cutting the price would create a new or an additional field for his product there might be some justification for his action, but unfortunately this is seldom if ever true, and as a consequence it is not only an unprofitable procedure to him but usually is ruinous to the whole trade or industry.

Here are a few examples to prove that arithmetic is the same today as it was when they were in school.

A merchant or manufacturer realizes that he must make, let's say, 25% gross profit on his sales, therefore, he adds 33-1/3% to his cost in establishing his selling price.

Selling Price	$100.00
Cost of Material	75.00
Gross Profit	25.00

Under the pressure of a "Buyer's Market" he weakens, even tho he knows that a 25% Gross Profit is necessary to absorb his selling and administrative expenses. He lulls his better judgment by thinking that the added volume and quicker turnover will surely compensate for a price cut of 5%, and secures the order. The sale then appears as follows:

Selling Price	$95.00
Cost of Material	75.00
Gross Profit	20.00

The cost of material remains the same, and his cost of doing business has not been reduced, but $5.00 of Gross Profit has been sacrificed and the only way to recover this is thru increasing the volume.

To regain the $5.00 gross profit sacrificed on the original sale, 25% additional business must be obtained, which, in this particular case amounts to $23.75. How many executives realize that when they cut a price 5% it is necessary to obtain a 25% increase in volume to offset that cut?

Is it possible to obtain this 25% increase, in the average competitive business? In most cases experience has indicated that this is impossible. Assuming, however, that there is a possibility, it means that 25% more merchandise must be

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handled in and out of the plant and store. Can this be done without affecting present costs?

It also means a 25% increase in the accounts receivable, together with the consequent risk of bad accounts and increased collection costs.

In September the above discussion will be continued, with mention of various factors which must be considered in connection with price cutting.

ASBESTOS STOCK QUOTATIONS

	Par.	Div.	July 1933 High	Low	Last
Asbestos Corpn. (Com.) New	np		No Sales		
Asbestos Corpn. (Com.) Old	np	–	⅜	⅛	⅜
Asbestos Corpn. (Pfd.) Old	100	7	½	⅛	½
Carey (Com.)	100	–	52½	65	65
Carey (Pfd.)	100	6	70	62	70
Certainteed (Com.)	np	–	7⅜	4	4¾
Certainteed (Pfd.)	100	7	34⅞	20	24
Garlock Packing (Com.)	np	–	14⅛	14	14
Johns-Manville (Com.)	np	–	60⅜	36½	45¾
Johns-Manville (Pfd.)	100	7	106⅛	90	100
Raybestos-Manhattan (Com.)	np	60c	18¾	11⅛	14¼
Ruberoid (Pfd.)	100	1	35½	33	33
Thermoid (Com.)	np	–	10½	5½	7
Thermoid (Pfd.)	100	7	30½	24	24

Every once in a while we publish the date of someone's birthday, and afterward learn that they are connected with a different concern, or are out of the Asbestos Industry altogether.

When things of this sort happen will you please tell us about it? Often we can give you a write-up in "ASBESTOS," and even publish your photograph with the article if you wish. A little publicity of this sort does you no harm, and everyone is interested to know the changes which occur from day to day and month to month in the Industry.

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Africa (Rhodesia).

(Statistics published by Rhodesia Chamber of Mines.)

	May 1933 Tons (2000 lbs.)	Value		
Nil Desperandum (Afr. Asb. Mng. Co. Ltd.)	305.50	£ 3,818	15	..
Shabanie (Rho. & Gen. Asb. Corp. Ltd.)	2,861.12	35,763	18	9
Slip F (Vukwe Asb. Syndicate Ltd.)	5.00	100	....	..
Victoria District				
King's & Gath's (Rho. & Gen. Asb. Corp. Ltd.)	528.15	6,601	17	6
	3,699.77	46,284	11	3
May 1932	*1,118.43*	*£13,980*	*6*	*3*

Africa (Union of South).

(Statistics published by Department of Mines of U. of S. A.)

	May 1932 Tons	Value	May 1933 Tons	Value
Transvaal				
Amosite	78.55	£ 782	307.75	£ 3 018
Chrysotile	734.00	7,736	979.00	9,768
Cape				
Blue	140.26	2,834	376.52	7,678
	952.81	£11,352	1,663.27	£20,464

Canada.

(Statistics published by Bureau of Mines, Province of Quebec.)

	June 1932 Tons (2000 lbs.)	June 1933 Tons (2000 lbs.)
Fibre	7,977	12,455
By-Products	230	410
	Tons (2000 lbs.) Second Quarter 1932	Tons (2000 lbs.) Second Quarter 1933
Crude (Nos. 1 & 2)	302	57
Milled (Nos. 3, 4 & 5)	14,958	9,831
Milled (Nos. 6 & 7)	16,484	16,891
	31,744	26,779

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Imports into U. S. A.

Unmanufactured Asbestos.

	May 1932 Tons (2240 lbs.)	May 1933 Tons (2240 lbs.)
Canada	8,060	7,052
Germany	.....	5
Italy	.....	210
Br. S. Africa	.....	96
	8,060	7,363

All the above is Crude with the exception of Canada, and 208 tons of Stucco from Italy. Canadian material is divided as follows:

Crude	1	60
Mill Fibre	2,919	2,617
Lower Grades	5,140	4,375
	8,060	7,052
Total Value of Imports	$188,417	$227,230

We are also informed by Government authorities that the 5 tons of Asbestos imported from Germany in May, 1933, and 2 tons from Italy are Blue or amosite Crudes.

Manufactured Asbestos Goods:

	May 1932 Value	May 1933 Value
France	.....	$ 155
Germany	$ 438	343
United Kingdom	1,315	1,681
	$1,753	$2,179

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Exports from U. S. A.

During May 1933, 80 tons of Unmanufactured Asbestos, valued at $5,707 were exported; compared with 73 tons exported during May 1932.

Exports of Manufactured Asbestos Goods:

	May 1932		May 1933	
	Pounds	Value	Pounds	Value
Paper, Mlbd. and Rlbd.	57,154	$3,794	16,512	$2,437
Pipe Covg. and Cement	113,955	4,732	91,865	7,934
Textiles, Yarn & Packing	82,103	40,082	71,298	38,882
Brake Lining	.....	36,423	.....	.....
Molded and Semi-molded	.....	.....	.....	33,192
Not molded[1]	156,297	26,925	199,269	27,632
Magnesia and Mfrs. of	62,842	5,194	102,283	7,791
Asbestos Roofings[2]	2,455	3,565	269	2,429
Other Manufactures	139,138	20,664	154,274	6,792

[1] Lin. Ft. [2] Sqs.

Exports of Raw Asbestos from Canada.

	June 1932		June 1933	
	Tons (2000 lbs.)	Value	Tons (2000 lbs.)	Value
United Kingdom	48	$ 4,945	197	$ 16,840
United States	1,425	56,803	3,662	176,013
Australia	.....	.....	28	1,597
Belgium	40	2,705	160	7,850
France	40	3,050	220	11,132
Germany	189	12,436	207	14,264
Italy	107	4,725	.....	.....
Japan	575	27,142	1,028	37,280
Netherlands	20	900	63	1,890
Spain	25	753	.....	.....
	2,469	$113,459	5,565	$266,866
Sand and Waste				
United Kingdom	60	1,290	185	3,450
United States	6,766	103,401	6,026	84,436
British India	30	285	60	600
Belgium	40	665	90	1,350
France	30	750	60	1,201
Germany	30	540	73	1,460
Italy	22	396	.....	.....
Netherlands	100	2,500	75	1,500
	7,078	$109,827	6,569	$ 93,997
Grand Total	9,547	$223,286	12,134	$360,863

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Imports and Exports by England.

Imports of Raw Material.

	June 1932		June 1933	
	Tons (2240 lbs.)	Value	Tons (2240 lbs.)	Value
From Africa (Rhodesia)	832	£16,454	927	£19,334
From Africa (Union of So.)	255	3,930	867	13,538
From Australia	.....	.....	2	20
From Canada	128	2,594	300	4,453
From Cyprus	203	3,680	58	866
From France	2	52	....	.....
From Finland	.....	.....	10	71
From Germany	260	1,835	....	....
From Italy	25	1,988	....	....
From Soviet Union (Russia)	....	.....	6	428
From Sweden	....	.....	5	36
From U. S. of America	20	161	9	612
	1,725	£30,694	2,184	£39,358
Re-Shipments	35	817	6	201

Exports of Asbestos Manufactures.

	Cwts.	Value	Cwts.	Value
To Netherlands	460	£ 3,094	1,420	£ 3,933
To France	300	1,939	564	3,148
To United States of America	Nil	321	53	447
To British India	2,880	6,793	4,315	6,413
To Australia	620	3,503	596	4,467
To Other Countries	20,560	44,544	23,766	45,129
	24,820	£60,194	30,714	£63,537

The Automobile Industry in 1932

Below are given just a few of the facts and figures published by the National Automobile Chamber of Commerce in their 1933 Edition. Even tho smaller than 1931 and 1930 they are still sufficiently astounding.

Production in the United States and Canada for 1932, of passenger cars was 1,186,209; trucks 245,285, a total of 1,431,494.

Wholesale value of motor vehicles, parts and tires for

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1932 was $1,555,998,480.

Motor vehicles registered in 1932 in the United States —24,136,879; in 1931, 25,832,884.

New Motor Vehicle Registrations in the United States during 1932, were for passenger cars and trucks 1,276,812, compared with 2,222,025 in 1931 and 3,036,678 in 1930.

Average Life of a car is given as 7 1/3 years.

Total taxes collected by the various states in 1932 amounted to $513,047,239, in 1931, $536,397,458, while in 1930 it was $494,683,410.

Motor accidents in 1932 totalled 29,500(estimated), or 23.6 to every 100,000 population; in 1931 there were 33,675 accidents, or 27.1 to every 100,000 population; in 1930 32,929 accidents, or 26.7 to every 100,000 population.

The automobile industry ranks as largest purchaser of steel, gasoline, rubber, plate glass, nickel, lead, mohair and upholstery leather.

In 1932 a total of 13,440,000,000 gallons of gasoline was sold, of which it is estimated 85% was used by motorists. 399,000,000 gallons of lubricating oil was used, of which 57% was used by the automobile industry.

Brake Lining used was 67,902,470 linear feet.

The automobile industry ranks second among manufacturing industries, the first being meat packing, wholesale, and the third petroleum refining.

72% of the total motor vehicles in the world are used in the United States. The total number of motor vehicles in the world in 1932 was 33,602,000. The United States total decreased by 4% from 1931.

There are many other interesting comparisons given in "Facts and Figures" and we will be glad to lend the book to anyone interested in reading all the tabulations.



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NEWS OF THE INDUSTRY

Birthdays. Our birthday list this month contains the following names: C. H. Carlough, President of the Carolina Asbestos Company, Davidson, N. C., whose birthday occurs on August 20th; F. P. Kuchenbecker, President, Asbestos & Magnesia Materials Co., Chicago, Ill., August 23rd; J. Gillmur Tyson, President, American Asbestos Co., Norristown, Pa., August 25th; Harrison S. Sweet, Manager Oneida Plant, Mohawk Asbestos Shingle Co., Oneida, N. Y., August 28th; W. D. Crumpton of W. D. Crumpton & Co., New York City, August 29th; Matthew Balich, President Matthew Balich Corp., New York City, August 29th; A. W. Swartz, President, Linear Packing & Rubber Co., Philadelphia, Pa., August 31st; J. A. Lunn, Vice President Multibestos Co., Cambridge, Mass., Sept. 6th; E. Schaaf-Regelman, New York City, September 11th; B. Marcuse, President, Canadian Asbestos Co., Montreal, P. Q., Canada, September 11th. To all of these gentlemen we extend congratulations and best wishes.

Russell Mfg. Co. All looms at the St. Johns Plant of the Russell Manufacturing Co., are being rearranged to permit the installation of additional equipment. F. A. Gerrard, Manager of the Replacements Department, on July 22nd, made the following statement: Our business has far exceeded our expectations and we feel that these improvements will enable us to render better service to our customers. The present increase is a healthy growth as most jobbers' stocks have been reduced to a minimum.

Cape Asbestos Company. The English plant of the Cape Asbestos Company was closed for receipt and dispatch of goods from the 5th to the 12th of August, for the annual holiday.

Brake Lining Manufacturers Association. Announcement was made in New York on July 29th, by Bradley Dewey, President of the Brake Lining Manufacturers Association, that the Association, as a division of the Asbestos Institute, has ready a general code of fair competition which is being discussed with the National Industrial Recovery Act Administration in Washington. The Brake Lining Manufacturers' Association represents a majority of the brake lining manufacturers of the United States who have for several years been associated as a group for the purpose of establishing standards for materials, merchandising and advertising policies. The details of the proposed code are not at present disclosed but are understood

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BLUE ASBESTOS

The "CAPE" quality of blue crocidolite, owing to great tensile strength, volume, and acid-resisting properties, has been proved to be the world's finest material for:-

(1) High Temperature Insulation
(2) Bulkheads and Fireproof Partitions
(3) Asbestos Cement Pipes
(4) Textiles
(5) Electrode Wrappings for Arc Welding

AMOSITE ASBESTOS

owing to its great length of fibre, is ideal both in economy and efficiency as a constituent for:-

85% MAGNESIA COVERINGS

Magnificent success has been achieved with the latest specialty in Amosite material, viz:-

100% AMOSITE SECTIONAL PIPE COVERINGS

AND BOILER CASINGS FOR BOTH MARINE AND POWER PLANT INSTALLATIONS

Address Enquiries to the Mine Owners and Manufacturers::

The Cape Asbestos Co Limited

Morley House 26-30 Holborn Viaduct London E.C.1.

Factory, Barking, Essex

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to be in accord with the spirit of the National Industrial Recovery Act.

We understand that the other four Divisions of the Asbestos Institute also have codes prepared.

African Asbestos Trust. A meeting of this Company was held on July 1st to consider a resolution providing for the voluntary liquidation of the company. A circular issued by the directors states that "the asbestos market shows no signs of improving, and there is no prospect of obtaining further working capital for the company owing to the unsatisfactory outlook for the commdity. The present slender resources of the company are being rapidly diminished owing to the comparatively heavy cost of maintaining the assets in good order. Altho it would be possible to carry on for another three or four years without realizing any of the remaining assets, the position would by that time have become acute. The board is of the opinion that in view of all the circumstances, steps should be taken to place the company into voluntary liquidation in order that the property and assets may be realized. By these means the expenses would be reduced to a minimum and the maximum amount eventually be available for distribution among the shareholders."

India Rubber Journal. Articles concerning asbestos subjects, recently appearing in the India Rubber Journal, are Asbestos Putty in the July 1st issue; Asbestos Paints in the July 8th issue; Asbestos Washers used for Safety Lamps in the July 15th issue; and 100% Asbestos for High Temperature Insulations" in the July 22nd issue.

H. R. Tomlinson, who many of the readers know intimately, and who is held in high esteem by his associates and buyers of asbestos products, particularly in the Connecticut territory, has associated himself with the Ehret Magnesia Manufacturing Company, Valley Forge, Pa., as their distributor.

Mr. Tomlinson for approximately twenty-five years, was Connecticut Manager for Keasbey & Mattison Company.

We wish Mr. Tomlinson the best of success in his venture as a contractor of asbestos products.

A. N. Hooper, Melrose, Mass., the kindly, old gentleman who helped to pilot the ship for Nightingale and Childs Company, Boston, Mass., for so many years, has at last been able to realize the dream of his younger days.

Nightingale & Childs Company since 1908 have been the New England distributors of Ehret Magnesia Mfg. Company, Valley Forge, Pa., and Mr. Hooper has been Secretary of the Company for years. He leaves them with regret to retire on his new farm in Sanford, Maine, where he can keep cool, raise his own potatoes and go to bed early at night.

We all extend to him the wish that he will be perfectly content and never want for anything.

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PATENTS

Drawing Glass, Apparatus for. No. 1,909,948. Granted on May 23rd to Howard L. Halbach, Clarksburg, W. Va. Filed June 23, 1932. Serial No. 618,879.

Described as in combination in glass drawing apparatus, a plurality of sets of traction rolls, arranged in series for gripping the glass there-between, such rolls each comprising a shaft on which are mounted a series of discs of molded asbestos composition constituting the body portion of the roll, metal sleeves on the shaft at the end of the body portion, a clamping disc carried on the shaft at each end of the metal sleeves, sleeves of asbestos fabric fitting over the clamping discs with their end edges lying along the outer sides of such clamping discs, the outer ends of the asbestos sleeves engaging the outer edges thereof, and yielding supporting means lying inside asbestos sleeves.

Recovery of Magnesia from Minerals. No. 1,910,169. Granted on May 23, to Oscar Kaselitz, Berlin, Germany. Filed June 17, 1929. Serial No. 371,720. And in Germany, Jan. 12, 1929.

Described as the method of recovering Mg (OH_2) from a salt mixture containing a Magnesium Salt comprising substantially saturating such mixture in the presence of water with ammonia gas to effect decomposition of the mixture and separating the Mg (OH_2) which is precipated thereby, from non-decomposed constituents by elutriating with the decomposition liquor.

Insulating Covering. No. 1,913,180. Granted on June 6th, to Louis Weber, East Chicago, Ind. Filed Mar. 29, 1929. Serial No. 350,906.

Described as a cylindrical insulating covering comprising an inner cylindrical core of a dried paste of mineral slag wool and adapted to withstand high temperatures up to approximately 2000° F., and an outer dead aircell layer of low temperature insulating material.

TRADE MARKS

Insutape. Serial No. 335,897. Union Asbestos & Rubber Co., Chicago, Ill. For asbestos steam pipe covering comprising a woven asbestos sheath and an asbestos fiber filler. Passed on June 29th.

Super Insutape Serial No. 336,471. Union Asbestos & Rubber Co., Chicago, Ill. For asbestos steam pipe covering, comprising a woven asbestos sheath and an asbestos fiber filler. Passed on May 23rd.

Velvetouch. Serial No. 322,663. The S. K. Wellman Co., Cleveland, O. For Brake Linings and Transmission Linings. Passed on August 2nd.

Klingerit-1000. Serial No. 333,893. Rich. Klinger Aktiengesellschaft, Gumpoldskirchen, Austria. For high pressure packings in plates, rings and form pieces, consisting of asbestos, ligaments, or metal or compounds of these three materials, for sealing of steam, liquid and gases. Passed on Aug. 2nd.

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THIS AND THAT

"ASBESTOS" is working under the N. R. A. and one of the Blue Eagles is on prominent display in our office.

Asbestos mixed with an adhesive liquid has been invented for the spraying of fruit trees when in bud, to protect from frost. It is said that this coating will last several months.

A Wood Flour Division has been recently established by Lumber Bi-Products, Inc., 702 M. & T. Bldg., Buffalo, they having purchased the assets of the former New England Mills, of Manchester, N. H. The plant covers 6½ acres, and at the present time produces 1500 tons a month of various grades. Wood Flour is used as a filler in wallboard and in various other ways. We would be interested to know just how it is used by the readers of "ASBESTOS."

The state of world business requires us to go back to 1492 for an exactly similar situation.

When Christopher Columbus sailed from Spain, he didn't know where he was going; when he landed on San Salvador he didn't know where he was; and when he got back and reported to Ferdinand and Isabella, he didn't know where he had been!

The few verses on the back cover, seem peculiarly appropriate this month, in view of the intensive activity of the NRA.

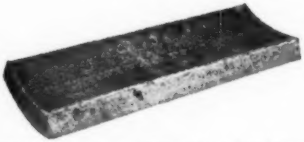
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85% MAGNESIA
PIPE & BOILER
COVERINGS.
HIGH
TEMPERATURE
INSULATION AND
CEMENTS.



SEVERAL VALUABLE
TERRITORIES
OPEN FOR
DISTRIBUTORS



AIR CELL, WOOL FELT, CORK, ASBESTOS CEMENT

Ehret Magnesia Manufacturing Co.

EXECUTIVE OFFICES AND FACTORIES

VALLEY FORGE, PA.

BRANCH OFFICES

NEW YORK PHILADELPHIA CHICAGO

REPRESENTATIVES

IN ALL PRINCIPAL CITIES AND COUNTRIES

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ASSOCIATION

"Business is business," but men are men,
Loving and working, dreaming,
Toiling with pencil or spade or pen,
Roystering, planning and scheming.

"Business is business"—but he's a fool
Whose business has grown to smother
His faith in man and the golden rule,
His love for a friend and brother.

"Business is business"—but life is life,
Though we're all in the game to win it,
Let's rest sometimes from the heat and strife,
And try to be friends a minute.

Let's seek to be comrades now and then
And slip from our golden tether;
"Business is business," but men are men—
Let's associate together!

—Burton Bailey.

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