ASBESTOS

A MONTHLY MARKET JOURNAL

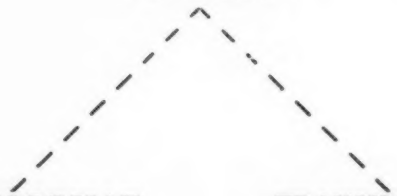


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..ASBESTOS..

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

A. S. ROSSITER, *EDITOR*

PUBLISHED BY SECRETARIAL SERVICE

16th FLOOR INQUIRER BUILDING

PHILADELPHIA, PENNSYLVANIA

C. J. STOVER, *OWNER*

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Asbestos Floorings Widely Used On Shipboard

By R. G. Skerrett

Asbestos as an insulator for steam and hot-water pipes on shipboard has been performing this essential service for a goodly while, but it is probably not generally known that asbestos is also a prime ingredient in floorings or deck covers for a great many modern vessels. This is especially true in the case of steel decks in the sheltered or living spaces of up-to-date craft of various sorts.

The seasoned mariner is most fearful of two things that may menace him when his ship is underway—namely, fog and fire. Nature produces the fog, but human carelessness is generally the cause of fire. Woodwork in any form contributes to the fire hazard; and there are the best of reasons for dispensing with wooden decks wherever that may be practicable. Therefore, flooring containing a liberal percentage of asbestos is now often used as a deck covering instead of planking where not directly exposed to the weather. The adoption of composition floorings of this kind serves a number of purposes; in addition to being fire resisteant, such floorings are sanitary and durable, and they also insulate against heat and reduce the transmission of sound and vibrations originating in motive machinery lying below.

As is pretty generally known, the structural material of a steel ship promotes heat transfer and the carriage of sound vibrations. The present-day ocean traveler is a fussy person; and steamship operators now do everything possible to insure the passenger's comfort and content. The speed now demanded necessitates high-pressure boilers and the generation of much heat in both fire and engine rooms. Fairly often a single steel deck intervenes between the power plant and state rooms and other accommodations for those aboard. Therefore, it is recognized that the metal of the decks should be insulated, and it is here that plastic floorings containing liberal percentages of asbestos are usually considered indispensable. This is particularly true

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of vessels that traverse the tropical zone at some stage of their journeys, because otherwise the atmospheric temperature would be intensified by radiation from the engines and boilers.

One of the best of these approved floorings is composed of asbestos and an admixture of six other inert materials that, combined, produce a sanitary, an elastic, a clean, a noiseless, and a fireproof flooring that lends itself admirably to the exacting conditions imposed by sea-going serv-



Courtesy, United States Lines.

New steampship "Manhattan," one of numerous modern vessels having her sheltered decks covered with asbestolith.

ice. While in a plastic state, the asbestos-cement composition can be laid on a supporting surface and spread and troweled to the proper thickness and smoothness. The stuff sets in the course of from twelve to fourteen hours; and it is usually fit for use at the end of eighteen hours. When finished, the flooring presents a fine-grained smooth surface that does not become slippery. It is further claimed for this type of flooring, and proved by experience, that it will not chip or desintegrate under wear, and neither will it work loose from the foundation upon which it is placed. A flooring of this description does not affect adversely the steel plating upon which it is laid, even when that plating is not first coated with some kind of protecting paint.

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To insure a firmer bond between the flooring and the plating of the underlying deck it is quite common to employ symmetrically arranged steel clips that are fastened to the deck in advance of applying the composition. These clips then become imbedded in the asbestos cement and firmly grip the flooring when the latter has set. This provision makes doubly sure of a lasting union between the metal and the flooring even though the deck may "work" or yield as does all of the structure of a steamship in a heavy seaway. The elastic nature of the composition insures unison of action between the flooring and the steel deck when this flexing takes place. Only a very high grade of asbestos, in a powdered form, is used in the best of floorings of this character.

The present standing of asbestos-cement flooring in the realm of naval architecture has been won after long periods of service under widely differing conditions. The superintending engineer of a well-known steamship company has declared that the product, after use for nearly fifteen years on decks where officers and crews were quartered, and where pantries, saloons, etc., were located, has been found to wear very well, to be virtually waterproof, and to be superior to other forms of flooring applied in similar circumstances. The composition proved that it also protected the steel decks from dampness and the formation of rust. There is nothing in the composition, itself, that is detrimental to steel. In a certain naval vessel such a flooring was laid in the machine shop of that craft where many of the repairs needed on the ship were made while she was at seas or away from a naval station. The flooring was subjected to extremely severe service, and, not infrequently, heavy machinery parts were dropped on it. Even so, these blows did not crack or chip the flooring. Furthermore, it was easy to keep that deck cover clean.

It follows logically that a durable fireproof flooring of this nature should also be well suited for service ashore in numerous directions, and such is the fact. A flooring of this composition can be given any color to harmonize with any particular architectural setting; and, weighing less than half as much as marble or tiling of the same thickness, it can be laid on sustaining structures, that are not

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Asbestos Fibre

for the manufacture of

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

THE QUEBEC ASBESTOS CORPORATION

Office and Mines
EAST BROUGHTON, PROVINCE of QUEBEC
CANADA

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strong enough to support the heavier floorings. Without entering into details, let it be said that asbestos compositions of this description can be utilized to advantage in flooring homes, hospitals, hotels, churches, schools, banks, railway stations, public buildings, theatres, stores, restaurants, offices, laundries, etc.

Anything that safeguards against fire on shipboard should be equally valuable in structures ashore where a conflagration might readily develop from one cause or another and where an asbestos-cement flooring could be substituted for one that will burn—thus increasing the factor of safety correspondingly. Furthermore, there would be other gains, as already mentioned.

We are indebted to the Asbestolith Manufacturing Company and to United States Lines for some of the information in this article.

Gavin Milroy Dies From Auto Accident

At 6.30 o'clock of the morning of September 12th, Tuesday, Gavin Milroy, head of the firm of Atlas Asbestos Company, Limited, Montreal, was found unconscious, pinned beneath his overturned automobile in the ditch beside the highway at Cote de Liesse near Dorval. He suffered a fractured skull, a broken nose and other injuries; it took an hour to lift the car sufficiently to remove him to the nearest hospital.

Altho everything possible was done to preserve his life, Mr. Milroy passed away on Thursday, the 14th of September. Mr. Milroy had been head of the Atlas Asbestos Company for a number of years, and had charge of manufacturing and general asbestos goods. The firm manufactured various asbestos goods, packing and Balata and hair belting, and was located at 142 St. Peter Street, Montreal.

Will Buy

Asbestos Scraps. All Grades and Sizes.

Granulated, Ground-Up, Floats or Fibres. Send Us Samples and Quantity on Hand. Will Make Prompt Offer

GOLDSTERN & COMPANY, Walbrook, Baltimore, Md.

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What of Selling Under N. I. R. A?

By FLINT GARRISON, *Director-General*
Wholesale Dry Goods Institute, New York, N. Y.

(By Courtesy of the Executives Service Bulletin,
Metropolitan Life Insurance Company)

Are we on the threshold of a new era in merchandising and distribution as a result of the National Industrial Recovery Act? Are procedures and principles that have been developed in the past now to become obsolete? There are those who look for radical changes in our trade structure as a result of the new partnership of the Government and business. There are others who maintain that things will continue about as they have been heretofore. Which side is right?

One would be rash to prophesy, in the face of such an important departure from long-accepted concepts regarding the relationship of government to business. How far we shall go under the influence brought to bear by the Recovery Act is, indeed, anybody's guess. But the direction in which we shall move and the trends we shall follow are much more clearly discernible.

The declared purpose of the act is to reestablish employment, and the restoration of business to a profitable basis is conceded to be a fundamental factor in accomplishing this end. As stated by President Roosevelt, the National Industrial Recovery Act should serve "to prevent unfair competition and disastrous overproduction." In the past, members of trade groups have been loath to act cooperatively to eliminate practices which were detrimental to the interests of the group concerned. Now industry has the backing of the Government in purging itself of inimical trade practices. In fact, if a given trade or industry doesn't do the purging, the Government will.

What of trade relationships under this "new deal?" It means, fundamentally, the substitution of order for confusion in relations between the different links in the distribution chain. In a period of price selling such as we have experienced in recent years, profits are non-existent and there is a tendency towards utter disorder in trade rela-

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tions. The producer aims to sell to whomever he can persuade to buy, at the best terms he can secure in each case. The distributor, in turn, tends to cut loose from established sources—to buy where he can drive the best bargain, to sell wherever he can find a customer. Selling degenerates into haggling over prices and terms. Merchandising and sales promotion efforts, directed towards the enlargement of consumer needs and demands, are stifled.

Once let order in trade relations be reestablished—as it now may be under the Recovery Act—and selling will no longer be on a strictly price basis. Not that competition will cease. Far from it. But it will be along other lines than those of price only. Quality will again have weight as an appeal; so will such factors as style, service, and reputation of the maker.

With trade relations reestablished on an ordered basis, the community of interest of manufacturer, wholesaler, and retailer in efforts to increase consumption—the truly economic objective in all selling—may again be awakened. Selective distribution should be encouraged. More and more, producers are likely to find it desirable to confine their distribution to selected outlets instead of selling to all who are willing or competent to handle the product. Likewise, distributors may find it increasingly in their interest to concentrate on lines for which they are given exclusive franchises.

Profits Through Cooperation

Such close-working relationships are conducive, in my opinion, to more profitable operation on the part of the participating agencies. At the same time, they are economically more sound. The cost of the conflicts, confusion and waste motion involved when everybody is trying to sell the same thing to everybody else, must all be saddled on the consumer.

Ordered distribution—with each link in the chain contributing a necessary service in moving the product from factory to consumer—may be expected to lower production costs by permitting an accurate gearing of production to distribution.

Reduced selling costs is another benefit to be expected. The manufacturer may sell the distributor a merchandising

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From

CRUDE ORE

to

FINISHED PRODUCT

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.

Johns-Manville

EXECUTIVE OFFICES: NEW YORK

Branches In All Large Cities

JOHNS-MANVILLE JM PRODUCTS

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program instead of a bill of goods. If the program is sound and effectively carried out, that one initial sale is all that is necessary. The flow of orders and goods continues as a matter of course. If only a bill of goods is sold, similar effort and expense must be put into subsequent sales. One manufacturer who has adopted a program of restricted distribution now has his entire output taken by less than twenty distributors with a very substantial reduction in selling cost.

Just as selling costs are reduced under a close working arrangement between a manufacturer and a limited group of selected distributors, so also are buying costs reduced, when reorders are on an automatic basis.

Greater order in distribution—which we hope for under the Recovery Act—will put selling and merchandising on a higher plane. With producer and distributor working with a common purpose and concentrating their efforts, better selling plans can be looked for. Freedom from the blight of price selling will give new emphasis to advertising. As long as price was the only sales argument and profits a minus quantity, there was a tendency to regard advertising as needless expense. But, with the cultivation of consumer wants as the new objective in an ordered system of distribution, the educational function for which advertising is the logical economic medium comes again to the fore.

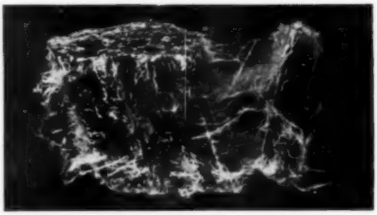
While the Recovery Act appears to have sounded the knell of price selling, it would be a mistake to conclude that price will no longer count. Nothing in the Act—and no statement to date of those responsible for the administration of the Act—suggests anything in the nature of uniform pricing for all manufacturers of a given commodity. To what extent minimum price agreements will be accepted in codes of fair competition is uncertain. There is to be uniformity in cost of production, only in that each manufacturer must pay not less than a minimum wage and operate within a maximum work-week limit.

Below-Cost Selling

Aside from these limitations, manufacturers are free to effect all production savings within their power. Trade practice codes are likely to prohibit selling below cost—

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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.

Buying from this one source means prompt delivery, less bookkeeping. Dealing directly with us — with our wide and long experience in the manufacture of asbestos textiles, building products and insulating materials — results in an intelligent understanding of your requirements.

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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Genoa, Italy

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Kobe, Japan

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not the average or a minimum cost for the industry, but the cost of the particular organization concerned. The concern of the industry will be not so much with the price at which a commodity is sold as with whether the sale is made below cost and on a basis which may tend to unstabilize conditions in the industry.

Under an ordered system of distribution, all factors in the distribution process will be put more nearly on a basis of equality. The advantages which certain organizations have derived in the past, purely by virtue of their size and consequent ability to secure lower prices or more favorable terms, will no longer exist.

Let me illustrate. A large chain retailer might go to a hosiery manufacturer, for example, with an order for 100,000 pairs of hosiery, let us say, and insist that shipments be made to any unit of the chain, in any quantity and at any time desired. Although such an operation may lower a manufacturer's selling cost, the fact remains that his risks, as well as his administrative costs have been increased. The industry—and the consumer in the end—must bear the cost of these increased burdens. It results in a subsidy to the large buyer at the expense of the industry as a whole.

Smaller Operator to Benefit

Under the codes of fair trade practice that will be adpoted, we can expect the large organization to reap advantages only in so far as size contributes to true economy. The smaller operator will come into his own.

In general, the orderly relationships in business that the Recovery Act is expected to bring should benefit all elements concerned with selling and merchandising. While radical changes in established practices and procedures are now in evidence, we must not overlook the possibility of profound changes in the long run. This is the first time in the history of the nation that the Government has actively interested itself in attempting to bring economic security to the individual worker with an accompanying insistence that business be conducted on a profitable basis. Who can guess what will be the final outcome?

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JOHNSON'S COMPANY

ESTABLISHED IN 1875

Head Office

Thetford Mines, P. Q., Canada

Mines

Thetford Mines, Quebec
Black Lake, Quebec

Producers of All Grades of

RAW ASBESTOS

AGENTS

FRANCE and BELGIUM	GERMANY and CENTRAL EUROPE	GREAT BRITAIN	JAPAN
Compagnie Commerciale de Minerais et Matieres Premières, 74, Quai de Jemmapes, Paris, France	TROPAG Asbest- und Erzimport Alsterdam 7 Hamburg 1	A. A. BRAZIER & CO. Bluefries House 122 Minories London E. C. 3, England	S. SAITO & CO. 5th Floor Marunouchi Bldg. Tokyo

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A New Method of Fastening Canvas Over Insulation

Formerly canvas has been sewed, roofing wired, on over heat insulation. Now the Philip Carey Company has developed a new method of fastening canvas or roofing called the Carey Metal Stitch.

This Metal Stitch may at least partly answer the question on page 22 of our September number, as it does away with the old unsightliness of sewing or wire, gives a more workmanlike job and can be handled more easily than sewing.

This Metal Stitch is a specially tempered brass strip in standard five foot lengths with prongs at half inch intervals—for roofing the prongs are longer and spaced at one inch intervals. The prongs are shaped like arrowheads and have been carefully designed so that canvas once pinned on them will not slip off easily.

The method of fastening is simpleness itself. The only tools needed are a roller of special design to press the canvas over all the arrowhead prongs, which is furnished by the Carey Company, a few staples to keep the strip in place, and a piece of small pipe, hammer handle or some other convenient piece of material roughly an inch in diameter, this last being used to bend down the prongs and so finish the job.

This is an interesting development, and just one more step toward an attractive looking job. About 70,000 lineal feet of canvas in the new Cincinnati Union Terminal was fastened with this stitch and it was found especially valuable in applying canvas over block insulation on large duct work where sewing becomes a very expensive item. Generally speaking, the finished job costs about the same as a hand sewed job when done by a mechanic skilled in sewing.

For a full description of the Carey Stitch, illustrations and instructions for applying, ask the Philip Carey Company, Lockland, Cincinnati, O., or any of its branches, for Bulletin No. 105.

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ASBESTOS
MARKET CONDITIONS

General Business.

It is impossible to quote the whole of the October letter issued by the National City Bank of New York City, altho we believe a better idea of general business conditions can be obtained from that letter than from any other source. Perhaps the first sentence sums up the situation as well as any other in the letter: "The upswing in business that is usually looked for after Labor Day has fallen short of hopes thus far, and measured against the normal seasonal movement September has been the second month of reaction from the peak of the recovery."

A few of the reasons given for this condition are: Steel ingot production dropped back to 41 per cent of capacity, compared with 59, the peak in July. Railway carloadings show less than the usual seasonal increase, the same is true of the production of coal, and the output of electricity especially for industrial use. Naturally the consumer demand, in the present state of purchasing power, will not support production levels higher than ever before reached. Retail trade has slowed down. All of this of course has had its effect on Asbestos Markets.

Asbestos. *Raw Material.*

We quote from two comments readers have been kind enough to send us:

"Shipments of raw asbestos from the Canadian Mines at this season of the year, are naturally large due to the desire of foreign buyers to obtain material before navigation closes on the St. Lawrence River. There has been a decided improvement in the demand for raw asbestos. Prices are firm with a rising tendency on low grades especially cement stocks. Imports into the United States for the month of September have been large, not only from Canada but from other sources as well."

And the second one:

"There has been a very marked improvement in the demand for Canadian asbestos during the past few months,

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and shipments have steadily increased. This improved demand originates not only in the United States, but in foreign markets as well. In order to keep pace with the larger calls on them, Canadian mining companies have found it necessary to increase their operating schedules, and their rate of production is now substantially greater than it was during the early part of the year."

Manufactured Goods.

Textiles. Industrial business has slackened off which means a slackening in textile business. The flurry in prices a few weeks ago caused buyers to stock up on anticipated requirements, and the market is now feeling the effect of, we might almost call it, overstocking.

Insulation. High Pressure. Industrial buying shows healthy seasonal improvement. The building industry continues to lag, of course. If, when and as general building resumes, better times will be here for all of us.

Paper and Millboard. Volume fair, prices firm. September volume was lower than the previous month, due almost if not entirely to the anticipated buying in August on account of the raise in prices, as buyers were permitted to cover for their requirements before the higher price went into effect.

Insulation. Low Pressure. Practically the same condition prevails in the aircell market as in the paper and millboard, with the one factor of residential building, especially important. Since a great deal of aircell goes into residences of the better class, when residential building slows up it naturally slows up the aircell market.

Asbestos Cement Products. There is no change to report in the general market conditions on asbestos cement shingles. Sales during the past month have been satisfactory and slightly better in volume than any previous month this year. Prices are firm and there is a steady increase in the sale of asbestos shingles designed especially for siding purposes showing that this new field is being actively developed by the Industry.

The above represent the comments of men in close touch with the various markets. We welcome such comments at all times.

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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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A Meter that Measures Friction Value

Something new for the motorist and especially for the brake service man, is the Raybestos-Tilden Friction Meter, which "takes guesswork out of Brake Service."

It is a light portable instrument, electrically driven, operated from any wall or lighting socket, and will make tests on any car or truck, with the lining on or off the bands or shoes, on the car or at the bench. Any layman or car owner can easily handle the instrument and make a test.

If lining is glazed, if saturated with oil or grease, no matter what the condition, the friction meter tests accurately and the result is immediately shown on the scale provided, without any calculation involving brake torque and measuring pressure.

The friction meter helps the brake service man to convince the car owner that brakes must be relined; it helps the motorist to keep his brakes in good condition, depending on a real test, rather than on the "feel" of the brakes.

The meter is being introduced by The Raybestos Division at Bridgeport, Conn., from which company further information can be obtained.

A Little Free Publicity

The magazine "ASBESTOS" got a little free publicity a week or so ago, and no one was more surprised than were we.

It was on a busy Saturday morning that a nicely dressed gentleman stepped off the elevator into our office and asked for a copy of the book we had advertised in that morning's Inquirer (one of Philadelphia's morning papers) for the sum of 10c. We denied all knowledge of either the book or of the advertisement, but gave him a copy of "ASBESTOS."

So insistent was he that we finally accompanied him to the first floor, where the Inquirer has one of its offices, thinking that some one of the Asbestos firms had perhaps

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advertised a booklet on some Asbestos Product and that we could tell our caller where it could be gotten.

SOMETHING NEW!!

JOE AND ASBESTOS

WEEKLY TURF BOOKLET

PUBLISHED

EVERY TUESDAY WITH A SPECIAL LIST OF LONG SHOTS!



DON'T MISS "THE LUCKY 13"

ALSO CONTAINS KEY TO DECIPHER SECRET CODE HORSE IN CARTOON EACH DAY.

TO OBTAIN THIS BOOKLET SIMPLY SEND 10¢ TO PAY FOR PRINTING AND HANDLING, AND ENCLOSE A SELF-ADDRESSED STAMPED ENVELOPE FOR RETURN MAIL. LOCAL (2¢) OUT OF TOWN (3¢). OR CALL PERSONALLY AT THE INQUIRER BUILDING,

1ST FLOOR, MAIN OFFICE, OR 1117 MARKET ST.

ADDRESS Ken Kling, THE INQUIRER.

BROAD AND CALLOWHILL STS., PHILA.

When we saw the "advertisement," which is reprinted exactly, above, we got a good laugh. We never were able, however, to find out which the gentleman was really interested in—asbestos or horse racing. If the latter we fear he must have thought asbestos a rather slow subject.

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CONTRACTORS AND DISTRIBUTORS PAGE

WHAT HAPPENS WHEN SPECIAL PRICE CUTS ARE MADE?

Continuing the discussion started in August on Price Cut ting and its effects, with credit to O. V. Wallin, C. P. A., Eastern Manager, Wolf & Co. Philadelphia.

Suppose that when the merchant or manufacturer (mentioned in the previous article) endeavors to get added volume, he finds competition keener, with the result that it is necessary to cut not 5% but 10%, from the original price in order to secure the business. The sale would then appear as follows:

Sales Price	$90.00
Cost of Goods Sold	75.00
Gross Profit	$15.00

If the merchant or his sales manager who yields to a 10% cut, desires to recoup his gross profit on the basis of larger volume, it will then be necessary for him to obtain $60.00 additional business or approximately 66 2-3% on this lower sale price.

The writer recently had a very heated discussion with a sales manager who proposed to take a 15% cut in order to secure a certain order, on which, incidentally, he had nothing to gain except the gross profit on that particular sale. During this discussion, it soon developed that this sales manager did not realize that to secure the same number of dollars of gross profit on a 15% reduction, it would be necessary for him to increase his sales 250%. Needless to say, the proposed 15% reduction was not offered to the buyer. Had it been offered, the sale would have appeared as follows:

Sales Price	$85.00
Costs of Goods Sold	75.00
Gross Profit	$10.00

The following simple arithmetic was sufficient persuasion:

$85.00 × 2.5 = $212.50 or the new sales volume
75.00 × 2.5 = 187.50 cost of Sales

$ 25.00 Gross Profit

These figures clearly illustrate how much peril there is in the "big volume, quick turnover idea," and how much damage is done when price cutting becomes the vogue.

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ASBESTOS

Arizona Crude *Canadian Crude*
Italian Crude *Russian Crude*
Rhodesian Crude
Canadian Spinning Fibre
Canadian Shingle Fibre
South African Blue Crude
South African Yellow Crude

ASBESTOS LIMITED INC.
8 West 40th Street : New York City
Works: MILLINGTON, N. J.

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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Before the selling price is reduced to stimulate business, it should be determined how much the volume will have to be increased in order to make the same profit in dollars. Consider a 33 1-3% mark up on cost, or 25% on sales, which was the basis used for this example:

5%	Cut means 25% more volume is required
10%	Cut mean 66 2-3% more volume is required
12½%	Cut means 100% more volume is required
15%	Cut means 250% more volume is required

This should be a lesson for those who are anxious to get volume via the price cutting route.

The question of operating cost has not been considered in this discussion, because it must be obvious to everyone that any material increase in volume must have a consequent effect upon handling and delivering expenses, and while the so-called overhead may not be proportionately affected, nevertheless, the selling and administrative expenses will increase materially.

BUILDING

August construction contracts totaled $106,131,100, according to F. W. Dodge Corporation, a gain of about 28 per cent over July, and the largest monthly total thus far reported for 1933.

The gain in contracts over July was entirely due to increased activity in public works and public utilities. For the former the August total was somewhat more than twice as large as the July figures; for the latter August awards were almost five times as large as in July, but public utilities awards were more than twice as large as those recorded in August of last year.

Residential awards in August showed a total of $21,937,000 as against $23,630,400 for July and $20,766,800 for August 1932. For the year to date residential contracts totalled $158,725,600 as against $203,205,600 in the corresponding eight months of 1932.

The full year's construction contract total now appears to range between $1,000,000,000 and $1,100,000,000 for the 37 states. During the year 1932 a contract total of $1,351,158,700 was reported for those states.

AUTOMOBILE PRODUCTION

Total automobile production in the United States and Canada during the month of August 1933 was 242,559; compared with 239,628 during July of this year, and 94,392 for August 1932.

Total production so far this year (that is for eight months) was 1,527,559; for the same period in 1932 the production totalled 1,122,124.

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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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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Progress of the Asbestos Code

While practically every executive in the Asbestos Industry in this country has been working harder than ever before in connection with code matters, filling out of questionnaires, attending meetings and so on, there is not much progress to report because the preliminary hearings have only just begun.

The Asbestos Code was discussed by representatives of the Industry with N. R. A. Officials on September 19th, 20th and 21st.

Copies of the revised Code, Second Revision, were distributed to the members of the Industry and later discussed at meetings of the Divisions of the Industry held at the Hotel Commodore, New York City, on September 27th. The Code was approved with some revision and this, the Third Revision, has since been distributed. Copies of it may be obtained by asking us, or the Asbestos Institute, for such copies. This Code, the Third Revision, has been presented to Washington and a tentative date for the public hearing was set for October 19th.

The name of C. J. Stover, owner of this magazine, has been proposed to the N. R. A. Officials by the Industry as Expert Industrial Advisor.

In the meantime, factories and offices are living up to the President's Re-employment Agreement as amended for the Asbestos Industry, and under this agreement preliminary figures indicate that the Industry has substantially increased employment and the purchasing power of its workers.

The U. S. Federal Specifications Board has sent us copies of proposed specification for Pipe Covering, Cork, Moulded, (for ice water and brine lines) and also proposed revision of Federal Standard Stock Catalogue, Specification for Magnesia Block, Pipe Covering, (Molded) and Cement. Suggestions for changes should be received by the Board not later than December 1st.

Copy of these specifications may be seen at this office, or may be obtained from the Federal Specifications Board, Washington, D. C., by addressing your request to Lyman J. Briggs, Chairman, N. F. H.

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VERMONT ASBESTOS CORPORATION

HYDE PARK · VERMONT · U. S. A.

•

Producers of quality raw asbestos suitable for the manufacture of the better grades of

SHINGLES · MILL BOARD · LUMBER

BRAKE LINING · CLUTCH FACING

ROOFING COMPOUNDS

ASBESTOS PAPER

MOULDED PRODUCTS

INSULATING CEMENTS

MINED IN THE U.S.A.

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PRODUCTION STATISTICS

Africa (Rhodesia).

(Statistics published by Rhodesia Chamber of Mines).

	July 1933 Tons (2000 lbs.)	Value	
Bulawayo District			
Nil Desperandum (Afr. Asb. Mng. Co. Ltd.)	315.30	£ 3,941	5 ..
Shabanie (Rho. & Gen. Asb. Corp. Ltd.)	3,037.55	37,969	6 3
Victoria District			
King & Gath's (Rho. & Gen. Asb. Corp. Ltd.)	300.07	3,750	18 9
	3,652.92	£45,661	10 ..
Production in Rhodesia July 1932	*822.14*	*£10,276*	*15* ..

Africa (Union of South).

(Statistics published by Dept. of Mines & Industries of U. of S. A.).

	July 1932 Tons (2000 lbs.)	Value	July 1933 Tons (2000 lbs.)	Value
Transvaal				
Amosite	70.00	£ 700	412.60	£ 4,153
Chrysotile	893.00	6,537	773.50	9,299
Cape				
Blue	156.61	2,522	279.22	4,898
Canada.	1,119.61	£9,759	1,465.32	£18,350

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

	August 1932	August 1933
Fibre	9,331	16,393
By Products (Sand, gravel, etc.)	263	181

Italy.

(Statistics published by Mining Journal—figures furnished by Italian Export Institute).

	Tons (2000 lbs.) 1932	Tons (2000 lbs.) 1931
Production (rock) in 1932	139,000	?
Asbestos Rock "Worked" to the extent of	72,000	91,000

United States.

(Statistics published by U. S. Dept. of Commerce).

	Tons (2000 lbs.)	Value
1930	4,242	$289,284
1931	3,228	118,967
1932	3,559	105,292

So few producers reported any production during 1932 that the U. S. Bureau of Mines was not at liberty to publish separate figures on amphibole and chrysotile.

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Imports Into U. S. A.

Unmanufactured Asbestos.

	July 1932 Tons (2240 lbs.)	July 1933 Tons (2240 lbs.)
Africa (Port. E.)	94	.....
Canada	5,589	11,402
Cyprus, Malta & Gozo	.....	173
Italy	2	5
	5,685	11,580

Tabulation of Crudes and Fibres

All the above is Crude with the exception of Canada and Italy which is divided as follows:

Crude—Africa (Port. E.)	94	.....
Crude (Canada)	23	54
Crude (Italy)	2	4
Mill Fibre (Canada)	2,058	4,617
Lower Grades (Canada)	3,508	6,731
Stucco & Lower Grades (Cyprus, etc.)	.....	173
Stucco & Lower Grades (Italy)	.....	1
	5,685	11,580

Value of Unmanufactured Asbestos:

Imported	$150,635	$356,702

Manufactured Asbestos Goods:

	July 1932 Value	July 1933 Value
Austria	$	$ 25
Canada	468	.....
France	224	.....
Germany	439	1,013
Spain	.....	155
United Kingdom	1,098	1,566
	$2,229	$2,759

Exports from U. S. A.

Exports of Unmanufactured Asbestos during the month of July 1933 amounted to 129 tons valued at $11,402; during July 1932, 76 tons, valued at $6,558 were exported.

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Exports of Manufactured Asbestos Goods:

	July 1932		July 1933	
	Pounds	Value	Pounds	Value
Paper, Mlbd. & Rlbd.	32,080	$3,101	28,207	$3,782
Pipe Covering and Cement	131,953	5,927	193,498	14,419
Textiles, Yarn and Packing	77,503	31,427	71,860	37,820
Brake and Clutch Lining—				
Molded and Semi-molded		35,038		35,769
Not molded[1]	204,121	26,506	132,712	18,158
Asbestos Roofing[2]	1,406	3,965	3,899	12,662
Magnesia and Mfrs. of	107,507	7,981	73,690	7,115
Other Asbestos Mfrs.	133,023	11,969	216,516	12,160

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

Exports of Raw Asbestos from Canada.

	August 1932		August 1933	
	Tons (2000 lbs.)	Value	Tons (2000 lbs.)	Value
United Kingdom	92	$ 4,590	379	$ 17,800
United States	2,194	91,055	5,858	257,457
Australia	20	1,200	60	3,000
Belgium	60	4,600	380	18,448
France	314	20,683	231	19,655
Germany	130	7,218	296	19,701
Italy	55	1,825	218	13,543
Japan	85	5,900	730	23,696
Netherlands	42	1,890	113	3,700
Spain	....	.....	77	3,847
Sweden	....	.....	....	50
	2,992	$138,961	8,342	$380,897
Sand and Waste—				
United Kingdom	62	1,188	60	1,210
United States	5,287	73,734	8,702	112,132
Argentina	.....	.....	15	165
Belgium	120	2,555	120	2,400
France	....	.....	60	900
Germany	60	1,080	220	4,250
Italy	....	.....	30	413
Japan	30	375	....	.....
Netherlands	65	1,625	66	990
Porto Rico	..	....	30	330
New Zealand	1	24	....	.....
	5,625	80,581	9,303	122,790
	8,617	*$219,542*	*17,645*	*$503,687*

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Imports and Exports by England.

Imports of Raw Material.

	August 1932		August 1933	
	Tons	Value	Tons	Value
Africa (S. Rhodesia)	89	£ 2,516	846	£16,120
Africa (Union of South)	524	6,717	713	15,449
Austria	.....	.....	10	75
Canada	139	1,525	163	2,263
Cyprus	203	3,680	198	3,558
Germany	1	11	.....	.....
Italy	5	81	.....	.....
New Zealand	..	....	5	129
Soviet Union (Russia)	..	....	262	4,864
U. S. of America	51	416	39	881
Venzuela	....	.....	14	80
	1,012	14,946	2,250	43,419
Re-Shipments	45	1,210	48	1,178

Exports of Asbestos Manufactures.

	August 1932		August 1933	
	Cwts.	Value	Cwts.	Value
To Netherlands	440	£ 3,527	750	£ 2,318
To France	600	2,959	606	3,099
To United States of America	.....	246	57	456
To British India	1,520	5,154	8,470	9,240
To Australia	480	3,932	815	5,879
To Other Countries	20,080	42,529	17,912	53,456
	23,120	£58,347	28,610	£74,448

ASBESTOS STOCK QUOTATIONS

			September 1933		
	Par.	Div.	Low	High	Last
Asbestos Corpn. (Com.) New	np		.....	.....	
Asbestos Corpn. (Income Bonds (New)	1000		.....	.....	
Asbestos Corpn. (Com.) Old	np	–	⅛ to ⅜		
Asbestos Corpn. (Pfd.) Old	100	7	⅛ to ½		
Carey (Com.)	100	–	53	59	53
Carey (Pfd.)	100	6	69	70	70
Certainteed (Pfd.)	np	–	5	3	3⅛
Certainteed (Pfd.)	100	7	15	25	22
Garlock Packing (Com.)	np	–	12⅜	13	13
Johns-Manville (Com).	np	–	46¼	58¾	51
Johns-Manville (Pfd.)	100	7	105½	87	100
Raybestos-Manhattan (Com.)	np	–	20⅝	16⅛	16½
Ruberoid (Com.)	np	1	No Sales		
Thermoid (Com.)	np	–	6	7½	6⅜
Thermoid (Pfd.)	100	7	25	28	28

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NEWS OF THE INDUSTRY

Birthdays. We wish to congratulate the following gentlemen on the occasion of their birthdays: A. K. Burgstresser, President, Norristown Magnesia & Asbestos Co., Norristown, Pa., October 26th; A. L. Wade, Superintendent, Jamieson Asbestos Co., Montreal, P. Q., Canada, October 28th; Geo. L. Abbott, President & General Manager, Garlock Packing Co., Palmyra, N. Y., October 31st; G. M. Righter, Export Manager and Eastern Sales Manager, United States Asbestos Division, November 11th; R. B. Crabbs, Vice President, The Philip Carey Co., Lockland, Concinnati, O., November 11th; H. Parkinson, Head of Asbestos Division, George MacLellan & Co., Ltd., Maryhill, Glasgow, Scotland, November 13th; Richard V. Mattison, M. D., Chairman, Keasbey & Mattison Company, Ambler, Pa., November 17th.

The Lotz Asbestos Company and Home Insulation Company of Hartford, Conn., on September 15th occupied new offices in their own building at 479 Windsor St., Hartford. Their offices were formerly located at 20 Elm Street. The new quarters include executive offices, separate general offices for the Lotz Company and its subsidiary, and a reception hall. John Lotz, Jr., President of the firm, has been engaged in the asbestos field in Hartford, for 23 years, 14 of them in connection with the company of which he now is the head. The company is said to be the largest builder of cork refrigerating rooms for storage plants in New England in addition to heat insulation work.

Asbestos & Engineers Supplies (Colchester) Ltd. has been registered as a private company, with a capital of £2,000 in £1 shares, its authorized objects including the importing of Indian rubber and asbestos. The directors are Alfred Crowther and John Russell, of Colchester, and Frederick C. Harbott, merchant.—India Rubber Journal.

Russell Manufacturing Company. T. M. Russell, Jr., experimental engineer for the Russell Manufacturing Company, Middletown, Conn., was the principal speaker at the Rusco Brake School held recently in Hackensack, N. J., which was attended by a majority of the garage and service station operators from that territory. Mr. Russell spoke on the scientific research necessary in the manufacture of modern brake linings and included some valuable information on their upkeep and replacement.

Manufacture Belge S'Amiante et de Caoutchouc, of Deurne, Antwerp, Belgium, handles machinery for the making of brake lining, either new or second hand. Anyone interested should get in touch with this firm, either by mail at the above address, or by cable, addressing Amianteusine Anvers, by A. B. C. Code 5th Edition.

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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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The Cape Asbestos Company Limited of London, England, exhibited their products at the Shipping Engineering & Machinery Exhibition held September 7th to 23rd; and the Motor and Commercial Motor Exhibitions held in October, exhibitions being in London.

The Cape exhibit, in addition to the usual range of asbestos manufactured goods, including "Caposite" Sectional, Valve and Flange mattresses, blue and white asbestos yarns and cloth, high grade jointings, millboard, etc., a model's Ship's Cabin fitted with "Bandall" Cement-faced Blue Slabs on the outside and lined with fireproof ply-wood panels in various colors on the inside. The external part of the cabin was so constructed as to represent the mid-section between two decks just above the water line.

A test pipe 4½" in diameter and 4'6" in length was displayed attached to a motor and dynamo which ran insulation tests up to 1000° F. The piping around the stand was arranged to connect with the test pipe and was attached to a small model turbine set.

Other asbestos exhibitors at the Shipping Expedition were the Beldam Asbestos Company Ltd., and the Beldam Packing & Rubber Co., Ltd.

Mashaba Rhodesian Asbestos Ltd. At a meeting of shareholders, creditors and debenture holders of this company held recently, the scheme of arrangement suggested (see page 33 September 1933 "ASBESTOS") was unanimously approved, the result of which once the whole of the unissued reorganized capital was placed, would mean that the company would have £45,000 cash for working capital and that all creditors claims would have been satisfied. It is stated that the mine is already equipped with a complete asbestos milling plant capable of giving an output of 300 tons of fibre per month and that an important continental firm was prepared to take the Company's entire output of a particular grade at a remunerative price, subject to their approval of a trial shipment of 5 tons.

Superbestos Corporation, Watseka, Ill., on August 26th, 1933 was adjudicated a bankrupt. The first creditors meeting was held on October 9th in the Federal Building, Danville, Ill.

Smith-Faris Company of Youngstown, O., on September 1st, of this year changed its corporate name to The Smith-Doeright Company, this latter name being the original name of the corporation when Ray L. Smith and G. A. Doeright, Jr., incorporated in 1923.

The present officers of the company are G. A. Doeright, Jr., President and Treasurer; Ray L. Smith, Vice President and General Manager; Stephen Harrison, 2nd, Vice President and Manager of Contract Sales; and Howard M. Turner, Secretary and Assistant Treasurer.

The change is NOT a reorganization but purely and simply a change of name which the directors believe will be advantageous in certain localities.

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R. J. Evans, General Manager of the Asbestos Manufacturing Company of Huntington, Ind., has recently purchased the buildings of the company he once headed at Wabash, Ind. The sale was made by the American State Bank, of Madison, Ia., receiver for the old Mikesell firm. Mr. Evans says that he has no plans for opening the plant at present, and had bought the property as an investment. He stated that he would repair the buildings this winter.

The American Brakeblok Corporation's factory at Detroit, Mich., finds that increasing business has made necessary a general enlargement of the capacity of their factory in that city.

Extensive changes thruout the plant have facilitated production and provided greater stock accommodations and more expeditious handling in the shipping room. A new production line for manufacturing American Brakeblok in rolls has stepped up production on this form of the brake material and a modern overhead conveyor system adds to the general efficiency of the plant.

Thus far in 1933, we are told, sales of American Brakeblok lining have been much greater than in any previous year. Distribution has been perfected and the product is now available in practically every territory in the United States.

India Rubber Journal. Articles concerning Asbestos products, recently appearing in the India Rubber Journal, are: The Heat Resistance of Asbestos, by Prof. Dr. Ing. H. Sommer, in the September 2nd issue, and Asbestos Used in Power Transmission in the September 9th issue, also Asbestos for Electric Resistance Furnaces in the September 23rd issue and Asbestos Cloth for Fume Collection in the September 30th issue.

Turner & Newall Consolidates Subsidiaries. The directors of Turner & Newall, Ltd., announce that as from October 1 they are consolidating the manufacture and sale of asbestos cement and asbestos electrical insulation goods into one organization under the name of Turners Asbestos Cement Co. (Branch of Turner & Newall, Ltd.) The consolidated organization will have its headquarters at Trafford Park, Manchester, and works and branch offices thruout the United Kingdom.

This step follows the declared policy of the company of combining into one branch of Turner & Newall, Ltd., all interests of an analogous nature, and in this case four subsidiary companies—Turners Asbestos Cement, Ltd., Asbestos Cement Building Products, Ltd., Bell's Poilite & Everite Co., Ltd., and British Fibrocement Works, Ltd.—will be effectively wound up. To a large extent the reorganization has already been effected.

The National Research Laboratories, Ottawa, are making a study of Canadian Asbestos in comparison with asbestos from other countries, especially in regard to its suitability for certain manufacturing operations. Patents are reported to have been applied for the making of new moulded asbestos compositions and investigations commenced as to an increase in the use of asbestos in asphalt pavements.

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Standard Asbestos Covering Co., Inc., 287 Congress Street, Boston, Mass., announce that John J. Roper, for fifteen years associated with the Keasbey & Mattison Company, the greater part of that time as Sales Representative, is now associated with the Standard Asbestos Covering Co., Inc., in the same capacity.

The Brake Lining Manufacturers' Association according to statement released by Mr. Bradley Dewey, its president, has established new offices with an entirely new staff at 370 Lexington Avenue, New York. Anticipating the necessity for careful coordination of the activities of the various manufacturers in the industry and their distributors in order to co-operate fully with the Recovery Program of the Administration, the Brake Lining Manufacturers have gone outside of their own industry to secure a practical manufacturer and business man to act as general manager of the Association.

The new secretary and general manager of the Association is W. Joseph Littlefield, recently treasurer of the Thorndike Company, one of the Bliss Sayban Mills, and previous to that, assistant to the general manager of the Palmer Brothers Company of New London.

Mr. Littlefield's previous experience and training ably equip him to handle his new duties in the Brake Lining Manufacturers' Association. Thruout his business career, he has been connected with manufacturers who have had problems very similar to those of the brake lining industry.

Mr. Littlefield entered the mill of the Union Carpet Lining Company of Watertown, Mass., manufacturers of bed comfortables and carpet lining, in March, 1919, as foreman, and later became assistant superintendent, mill manager, and finally sales manager and assistant to the general manager. In 1922 he moved to New London to become assistant to the general manager of The Palmer Brothers Company, the largest manufacturers of bed comfortables in the United States. He had charge of the manufacturing in their three plants, and also directed the production of their printing plant.

In 1928 Mr. Littlefield was made Treasurer and General Manager of the Thorndike Company, manufacturers of cotton piece goods and low priced woolen goods. Three years later when the stockholders of the mill decided to liquidate he was put in charge of the task.

Beside being a director of the Thorndike Company, Mr. Littlefield is a director and president of the West Warren Water Company, and vice president of the West Warren Realty Corporation.

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Arizona Group Wants Tariff on Asbestos

The San Francisco Commercial News prints the following in its August 31st issue:

"Globe, Ariz.—Central Arizona operators are supporting a survey, made by P. A. Hickey of SanFrancisco, of the asbestos production capabilities of this section. Backed by the evidence secured, it proposed to ask the next session of Congress for an adequate tariff.

"The eastern asbestos market now is dominated by low-cost Canadian product. This is of much poorer quality than that of Arizona, but is adequate for ordinary uses. The Arizona mines usually are far up on mountain sides, under cap rocks. Not far from Globe, the main field is being tapped by a new federal aid highway."

Please note that the above two paragraphs are quoted. We surely would not consider Canadian asbestos as "low-cost" material, if overhead is considered—perhaps the freight cost only is referred to.

Will all the Asbestos Producers in the United States give us their viewpoint on this tariff question, particularly those producers who have mines in Canada as well as in this country. And it would be helpful also to hear from those who own mines in Canada but have manufacturing plants in the States.

In fact we ask for a full and free discussion of this tariff question—by United States Producers, by Canadian Producers, by United States Manufacturers who have no interest in any asbestos mines, and by anyone else who will write us.

A combination of all the different opinions and viewpoints should be interesting.

At the home-town celebration in Oklahoma City, in honor of Wiley Post, most famous of around the world flyers, Fritz Frisbie, distributor of Rusco products, offered to give Mr. Post a new Rusco safety belt and to replace the Rusco brake linings in the famous Lockheed monoplane, Winnie-Mae. Mr. Post politely declined the extravagance because both belt and brake linings showed no sign of wear but were still very much on the job.

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THIS AND THAT

Still the chiselers aren't much worse than the hammerers—Akron Beacon Journal.

The latest in fireworks at the Crystal Palace Display, London, is a man dressed in an asbestos suit covered with quickmatch, which burns while he wrestles with another man similarly clad.

"What of Selling Under N. I. R. A." on page 7 of this issue treats of a presently familiar subject in a concise and readable way. We do not often "clip" an article, but this one seemed well worth while and of timely interest.

The verses on the back cover were written by Ken R. Dyke, formerly Sales Promotion Manager of Johns-Manville Corporation, who has recently left the Asbestos Industry and is now General Advertising Manager of the Colgate-Palmolive-Peet Company. Mr. Dyke's little ditty somehow strikes a responsive chord!

Even fire whistles need asbestos to assist in their operation—not to tone them down, but rather in the case of those operated by steam so that the pressure may be evenly maintained.

If any reader has a copy of the July, September or October, 1919, numbers of "ASBESTOS" or of the January or December, 1921 numbers, which they are not using and do not particularly want, please forward them to the office of "ASBESTOS" as a subscriber who is keeping a bound set of "ASBESTOS" needs these numbers to complete those particular volumes, and our stock here is entirely exhausted.

And that reminds us that the book "Producing Asbestos" published recently by Johnson's Company of Thetford Mines, has proven quite popular. We had to send for an extra supply.

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MADAM HARD TIMES

(With apologies to Rudyard Kipling)

By Ken R. Dyke

I've taken my sales where I've found 'em.
I've romped and I've loafed down the line,
I've had my pickin's of dealers,
And felt sure that their business was mine.
I'd skip from big city to city,
Never bothered to call on the hicks,
And I'd waste half a day in the usual way
To avoid a day's jaunt in the sticks.

But nowadays selling is different.
The salesman who rambles along
And thinks he can corner the business
With a joke and cigar is dead wrong.
The days of the hundred-case orders
After five minutes' talk are no more,
And you'll learn more of salesmanship now in a day
Than you learned in a lifetime before.

I've cut the soft soap from my sales talk,
Reneged on the "Have a cigar?"
Gone over the dope on my samples:
Good or bad points, I know where they are.
This fall when I grind up the flivver
I'll hit every town far or near,
And the towns I passed by with a wink of my eye
Will pay me commissions this year.

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