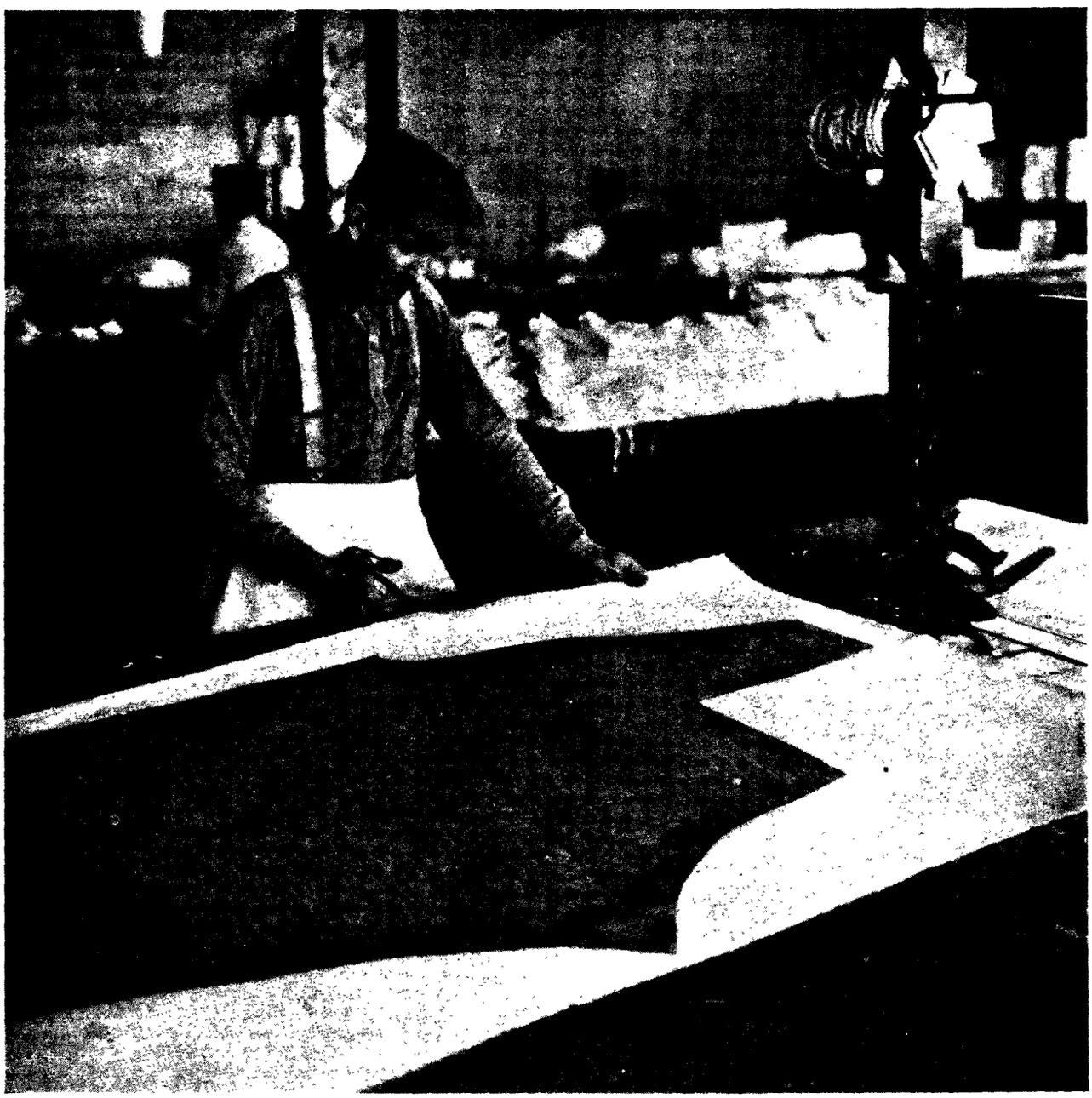
THE J-M CIRCLE

MAY *For and about Johns-Manville Employees* 1929



Making Asbestos Clothing

(See Page 16)

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THE J-M CIRCLE

MAY 1929

Springtime Is *Roofing* Time!

And with the New Line of J-M Rigid Asbestos Shingles Every Customer Will Find Just the Right Color and Style for his Home

COLORS almost as varied as the flowers in the garden, styles as diverse as architectural types, and prices that fit every pocketbook, are offered to J-M customers in the new line of rigid asbestos shingles that will shortly be placed on the market. This line, which is more complete than any ever before offered to the trade, contains seventy separate items to be made and regularly carried in stock at the J-M factories, besides a number of items made on special orders.



The addition of these new colors and patterns has necessitated a great deal of research and experimentation, and subsequent changes in equipment at the factories. All the rigid shingles are manufactured at Nashua, Cincinnati, Waukegan and Gretna, but each factory does not handle the entire line.

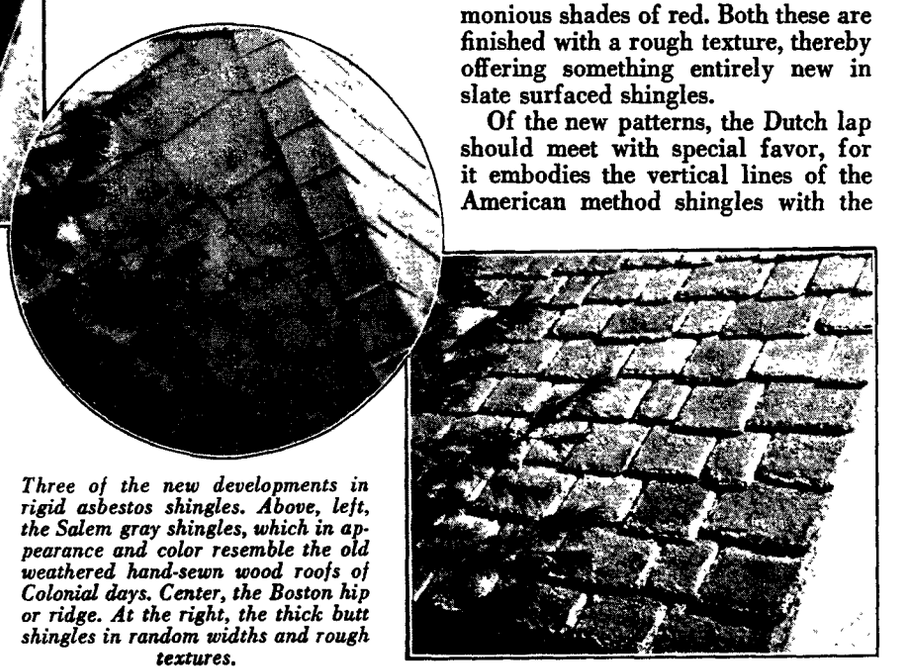
The new colors include mottled green, mulberry, Cotswold greens and Cornwall reds, while the latest patterns are the Dutch lap shingles, the thick butt shingles, the Salem gray, and the Boston hip shingles.

The mottled green is a new and better shade of green made with a surfacing of real slate, synthetically colored. It has taken considerable time to develop this color, as the shade of natural green slate was not strong enough for an asbestos shingle. The shingle finally developed has a surface of mixed bright green and blue black slate, the latter emphasizing the blend and making a richer color.

Mulberry is a mixture of red and blue black slate. The blue black produces a rich dark red color that will unquestionably prove very popular. Two-tone effects can be obtained by mixing this color with the regular mottled red or blue black.

Cotswold greens represent one of the greatest developments in rigid shingles. Colored slates are combined in three shades of green—one shade on a shingle—each blending perfectly with the other. The same idea has been applied to the Cornwall reds, which are in three different but harmonious shades of red. Both these are finished with a rough texture, thereby offering something entirely new in slate surfaced shingles.

Of the new patterns, the Dutch lap should meet with special favor, for it embodies the vertical lines of the American method shingles with the



Three of the new developments in rigid asbestos shingles. Above, left, the Salem gray shingles, which in appearance and color resemble the old weathered hand-sewn wood roofs of Colonial days. Center, the Boston hip or ridge. At the right, the thick butt shingles in random widths and rough textures.

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Progress Through Service

WE HAVE entered upon a new era of merchandising. The old order of doing things has passed. New merchandise, new methods, keener competition—all these demand progressive, alert men who possess the faculty of out-thinking, out-planning and out-serving their competitors.

A successful business enterprise must depend upon completely satisfying its customers by giving them proper service and quality. These are the factors by which we, as a company, are judged, and by which we stand or fall. The better attention we render our trade, the higher will be its confidence in us, and the larger will be our reward.



R. C. HARDEN

To sell any kind of merchandise demands persistency, aggressiveness, and a progressive spirit, leavened with new ideas—in other words, men of the highest degree of competency. In modern business, incompetency is as costly as dishonesty.

If the "journey of a thousand miles begins with one step," then the future of our Company begins with what we are doing today. By acquiring and cultivating the right mental attitude toward our problems, toward our associates and toward our present and future customers, by forward thinking and planning ahead, by possessing the spirit of youth, we are bound to create for our Company an unchallengeable reputation for stability and quality, and service.

It is through well directed energy that we are increasing our sales and our profits, even turning complaints into assets, ill-will into good-will, and, after all, what higher asset can any company have than that cornerstone on which all successful business is built—good-will? Given good-will, business is bound to follow.

Methods of selling, manufacturing and servicing our trade employed today are quite different from what they were but a few years ago. Changing conditions bring about changing problems. New conditions and different trends confront us. It follows, therefore, that our present methods of conducting our business relationships with our present and prospective customers must, in order to maintain the highest confidence in our Company, undergo a gradual but constant upward revision during the coming years.

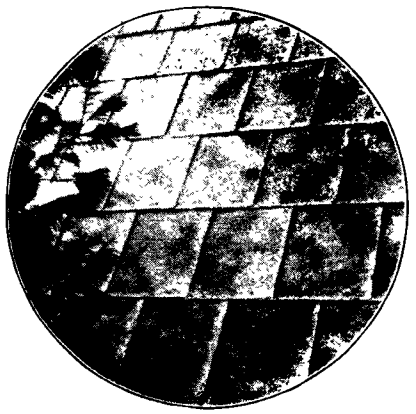
Yesterday is past. Today is here and ours. Tomorrow is on the threshold. Why not, therefore, let us use next year's methods today and by careful thought and planning ahead add a touch of tomorrow to everything we do today and thereby promote and increase our Company's business. Service of that kind will insure progress.

R. C. HARDEN
Sales Manager, Western Division

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low price of the hexagonal method. The Dutch lap shingles are large square shingles with rough, untrimmed edges, and they are easily and economically applied. The vertical edges are in a straight line up the roof, as in the American method shingles, and yet the price is in the hexagonal class.

The thick butt shingles are in random widths and rough textures, suitable for large residences, schools, churches, and public buildings. This is a custom-made roof and will not be regularly carried in stock.



The horizontal method shingle, a combination of the economy of hexagonal and the roof lines of American method shingles.

By the use of Salem gray shingles one may have a roof that closely resembles old weather-beaten wooden roofs of Colonial days. These shingles are made with a dark gray base in two textures. This, too, is a custom-made roof that will be made on special order only. The thick butt shingles are produced at Nashua and Waukegan only, while Salem gray are manufactured only at Nashua.

As ordinary No. 5 shingles, when laid as a Boston hip, are canted in such a manner that the upper shoulder of the underlying shingle is exposed, Johns-Manville has developed a special hip and ridge shingle. This is far less expensive than a ridge roll, and will consequently be in great demand.

The mottled green and mulberry shades of shingles were expected to be ready for shipment May 1, and the others will follow just as quickly as possible. As fast as the shingles are available for shipment, the information will be released and samples supplied to the district offices.

And Now—*Rubber-Tex-Tile*

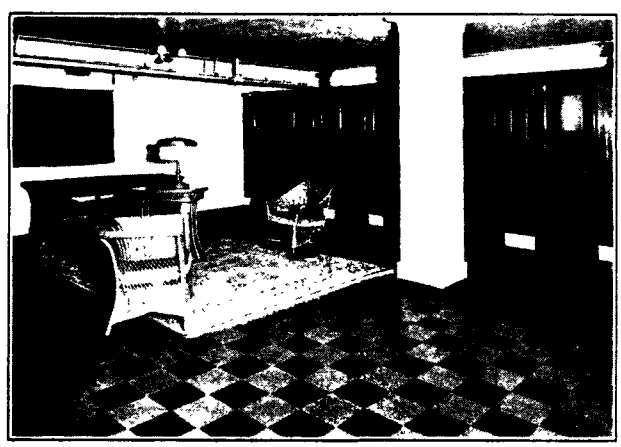
Decorative Flooring Takes Its Place in the Long List of Materials Manufactured by Johns-Manville

THE manufacture of Rubber-Tex-Tile has been added to the long list of Johns-Manville activities through the purchase of the E. N. Biegler Manufacturing Company of Chicago. This means that Johns-Manville has entered the field of decorative flooring and will shortly begin producing, at its own factories, Rubber-Tex-Tile in a variety of sizes and colors.

The Biegler Company about 15 years ago began to manufacture and sell decorative types of asphalt flooring, and about seven years later developed Rubber-Tex-Tile, of which several million feet have been successfully used in schools, offices, banks, hospitals, and institutions in Chicago and vicinity.

Rubber-Tex-Tile is a combination of especially prepared asphalt compounds, asbestos fibre and mineral fillers, with proper pigment for colorings. It is manufactured in flat tiles, in red, green, brown, tan and black, which may be laid in a number of attractive designs.

This material is absolutely waterproof and is laid in J-M special waterproof paste cement. It is extremely durable and with reasonable care will outlast most any other soft floor covering. It is also resilient, and deadens sound. Rubber-Tex-Tile is used in places where rubber tile, linoleum tile or the better grades of linoleum are employed.



Rubber-Tex-Tile in the basement of the State and Logan Square Savings Bank, Chicago. This flooring has been in use seven years and is as good as new.

It is particularly adapted to schools, office buildings, public institutions, laboratories, restaurants and kitchens, hospitals, stores, libraries and art galleries.

The Chicago plant has been turning out the material in limited quantities, but since orders now on hand are greater than the factory can handle, steps have been taken to install better and more modern equipment at Waukegan Factory, where production will be undertaken in extended quantities. Plans contemplate the establishment of an additional unit at Manville, and perhaps ultimately one on the Pacific Coast. The market for decorative flooring is upwards of 50 million feet a year.

E. N. Biegler will remain with Johns-Manville as a consultant, while his son, L. E. Biegler, will be on the Western Division staff. Paul Biegler, who was formerly in charge of factory operations, has been transferred to Waukegan factory. J. H. Walters, formerly manager of the Flooring Department of the U. S. Rubber Company, will direct the sale of this tile as Staff Manager of the Decorative Flooring Section. Johns-Manville will soon establish units for the application of Rubber-Tex-Tile in about 10 centers all over the country.

A pamphlet illustrating and describing Rubber-Tex-Tile is being prepared and will be furnished to salesmen as soon as possible.

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Summer Cottages of J-M Transite!

Colony of More Than 100 Bungalows Being Erected on Ocean Front at Rockaway Point, New York

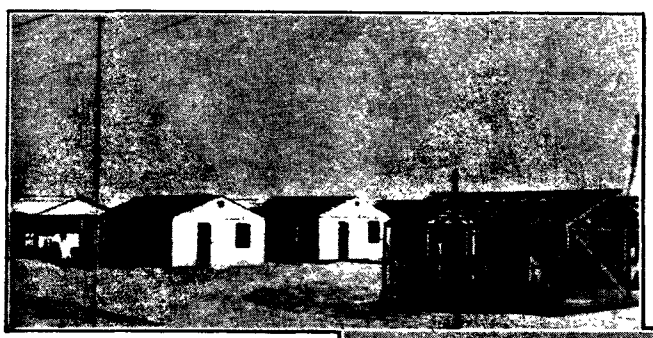
TRANSITE once more opens a new field for Johns-Manville salesmen. This time it is in summer cottages, and in beach-bungalows in particular.

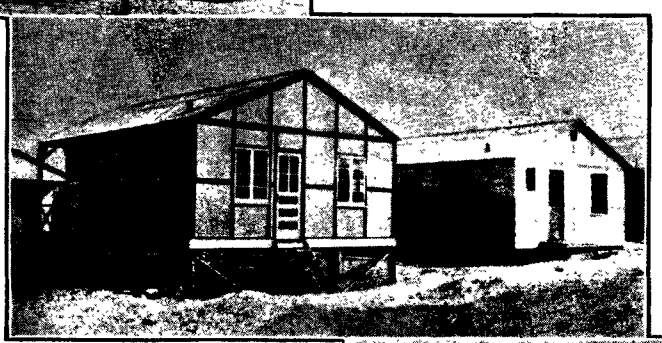
Some time ago Mr. Howard of the Rockaway Operating Company, Rockaway Point, Long Island, asked Johns-Manville for suggestions concerning types of summer cottages suitable for large beach developments. The notable success of this company's extensive enterprises is the result of a long established policy of giving to their clientele, houses that combine artistic beauty, individuality and economy with permanency and high investment value.

Therefore, what they wanted was something that would be fire-proof; that would permit low-cost, rapid and standardized construction; that would retain a clean and fresh appearance without excessive maintenance, and that would be attractive and readily saleable.

Transite met these requirements so precisely that it was largely a question of a design that would take full advantage of the substantial and pleasing character of the material itself, and permit the most economical use of standard sized sheets. So P. J. Young of the Eastern Division industrial roofing and building materials section, and J. F. O'Hara, Long Island salesman, in conjunction with the Transite section, worked up designs for corrugated Transite roofing and one-quarter inch flat Transite siding.

The framework is standard wood construction with studding and rafters spaced 18 inches apart and a height of 8 feet from the bottom of the floor joist to eave, all designed to take a 36-inch by 48-inch sheet, one above the other.







Early construction, the rear view and front view of these practical and inviting Transite beach cottages.

Sash are wood casement type, to fit a 36 by 48-inch opening. Horizontal and vertical laps of flat sheets are covered with 4-inch battens. Battens and trim are painted to harmonize with the natural color of the Transite. Each house has a distinct color scheme.

Three houses were first constructed as an experiment. They were inexpensive, sufficiently fire-proof to prevent fire spreading from house to house, and carried a low insurance rate. All material is cut in the factory ready for installation in the field. The cost is little more than wood with an asbestos shingle roof. The Transite material gives to these cottages a character and individuality which has distinct sales appeal over ordinary wood construction.

The Rockaway Operating Company was well pleased and went ahead on a large scale. Orders have already been placed for material for more than 100 houses, totaling 1,000 squares of corrugated and 1,000 squares of flat Transite, which is only a part of the many Transite summer homes which will be built on the 700 acres being developed at Rockaway Point by this company.

This type of construction is readily adaptable to garages, automobile tourist camps, and lake and mountain resorts. Slight modifications such as the addition of insulation board for inside walls, partitions and ceilings will make the same type of Transite house suitable for year-round occupancy.

The latter type is particularly suitable for housing projects for factory organizations as provided by many large corporations.

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A Trade-Mark that Johns-Manville Will Not Outgrow*

IT is important, when deciding upon a trade-mark for a business, to make certain that one is chosen which is a good trade-mark from every possible point of view. It must meet the requirements of the law. That means, it should not be a personal name, a geographical name, a descriptive name, or one which is deceptive, improper or which infringes upon a trade-mark already in use. But after the law has been consulted and complied with, the work of selecting a trade-mark has only begun. For the trade-mark must be attractive, easy to pronounce and easy to remember. And that takes in a lot of territory, not to say promotion and advertising, and the cost of keeping infringers away.



The first trade-mark.

It is important to select a trade-mark for the business which the business will not outgrow. There have been many trade-marks which have had to be discarded for this reason, and many others which have had to be redesigned and brought up to date. In abandoning an old trade-mark and adopting a new one, there is always a measure of waste involved in the process of getting the old one out of circulation and putting the new one into circulation, which might have been avoided had the original trade-mark been less complicated, less inclusive, or less indicative in style and design of the period in which it was created.

Once a trade-mark is adopted it achieves an amazing distribution upon every kind of medium from shipping cartons to signs on dealers' wagons throughout an unbelievably wide territory. Getting an old trade-mark out of circulation costs time and money in proportion to the extent of its distribution.

In the matter of design, trade-marks should be simple enough to stand a certain amount of violence in reproduction. Dealers and agents in distant places should not be permitted to apply them promiscuously to any and every sort of medium. Reproducing a manufacturer's trade-mark on a store sign, or painting it on a chimney or roof should be done with the manufacturer's cognizance and under his supervision, else the result may be monstrous and somewhat too enduring.

A good illustration of how a trade-mark may be outgrown by the business which created it is that of the Johns-Manville Corporation, maker of asbestos products. As originally designed, this trade-mark consisted of a silhouette map of North America, upon which the words, "Johns-Manville Service," were printed in white, or reverse, with the words, "Covers the Continent," printed in black beneath, and a black circular line enclosing the whole.

It was a distinctive trade-mark, instantly recognizable and not easily forgettable. Experience proved, however, it was too complicated for easy reproduction upon the company's products, and upon other mediums, and as the Johns-Manville organization and service has extended itself throughout the world, the map of North America and the phrase, "Covers the Continent," did not go far enough.



The second trade-mark.

Moreover, the human tendency toward complication manifested itself when the company, shortly after creating its trade-mark, created a second one in the form of a modified triangle, or keystone, with the original trade-mark incorporated in it at the top, in small reproduction, and under it the word, "Asbestos," in very large type, followed by a partial list of products.

The search for an improved trade-mark to take the place of the two designs just mentioned covered a period of several months during which suggestions were sought and invited within and without the Johns-Manville organization. The design which was at length decided upon is illustrated in this article. It consists of the two letters, "J-M", white in a black square, with the words, "Johns-Manville" lettered above it, and the word "Corporation," lettered below it, in very small type.



The newest trade-mark.

It has all the advantages a trade-mark should have to be effective, namely, high visibility, individuality, simplicity, ease of reproduction upon any sort of medium in any size, and the virtue of containing no element that has to do with anything beyond the name of the company. So long as the company keeps its present name, no matter how large it grows, or how many new products it manufactures, or in how many different languages and countries it may transact business, it will not outgrow its new trade-mark.

* This article, reprinted from the March 28 issue of Printers' Ink, tells why Johns-Manville abandoned its former trade-mark and selected a new one.

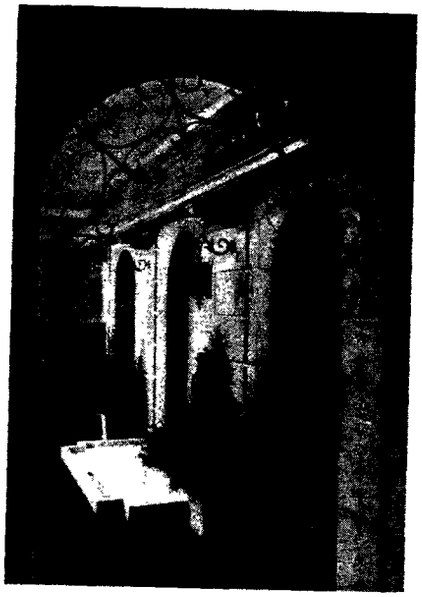
Waukegan Factory Employees Join Foremen's Club

About 52 executives, superintendents, assistant superintendents, foremen, and sub-foremen of Waukegan Factory have joined the newly formed Foremen's Club, comprised of men in similar capacities connected with various concerns in Waukegan and North Chicago.

Meetings are held monthly, when speakers of national prominence give talks on matters of vital interest. The subjects touch on manufacturing accomplishments and what it means to each one to make a success of his job. Every member from Waukegan Factory looks forward with interest to these meetings.

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J-M Products on Display!

Both temporary and permanent exhibitions draw the attention of the public to the beauty and utility of J-M materials.

This J-M booth at the Architectural and Allied Arts Exposition in New York City had its walls constructed of Floridene stone, and its floor of Rubber-Tex-Tile. Decorated acoustical treatment was used effectively in the center panel, and flat and corrugated Transite added attractiveness to the low partition in the foreground. Samples of Sanacoustic Tile and shingles also were shown.



This second booth showed various treatments of insulating board, of which 100,000 square feet were used throughout the exposition. Two types of house insulation may also be seen.







Corrugated Transite, used for the construction of permanent walls in the display windows in the new Chanin Building, New York City, is equally effective as a background for all kinds of products, as these photographs show. Flat Transite has been used for the ceilings. This J-M material is particularly well adapted to the modernistic type of decoration.

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First District Conference Is Held in Detroit

THE first official district conference to be held by Johns-Manville took place at the Book-Cadillac Hotel in Detroit on March 28 and 29.

This two-day meeting, which was the result of a desire expressed by the late Theodore F. Merseles after the General Conference in New York last September, was in the nature of an experiment. It was Mr. Merseles' wish to determine whether anything of a constructive nature might be developed with regard to the Company's policy, products or prices by first-hand contact with the men in the field. This conference, held for that purpose, met with complete success.



G. R. LEWIS

G. R. Lewis, Sales Manager of the Detroit District, presided at all sessions. The procedure followed a program established prior to the conference, and included carefully prepared papers by special representatives, supervisors, salesmen and others connected with the Detroit District Sales and Construction Departments. Time was allowed for a full discussion from the floor after each paper was read.

A short talk by Lewis H. Brown. President, was made at the opening of the conference. Mr. Brown explained the purpose of the conference. and stressed the fact that the plans and ideas of Mr. Merseles would be carried through by the Johns-Manville executives.

The business sessions were concluded late in the afternoon of March 29, and that evening a banquet was held in the Italian Gardens of the Hotel. All delegates to the Conference, and several of the sales clerks, estimators and other office employees, were in attendance. At the conclusion of the dinner Mr. Lewis, the toastmaster, called upon Mr. Brown, L. R. Hoff, T. K. Mial, Eugene Dowling and W. B. Walter, all of whom responded with splendid inspirational talks.

Those in attendance at the conference were: E. O. Brady, L. H. Brown, E. E. Clapsadel, C. F. Clark, F. W. Clise, A. B. Curtis, B. H. Dalton, E. Dowling, J. W. Eby, T. A. Finch, R. R. Flickinger, W. P. Fried, L. J. Gordon, H. F. Gustely, R. J. Hemkes, R. S. Hemmingsen, R. F. Higgins, L. R. Hoff, A. D. Hopkins, G. R. Lewis, R. W. MacEachern, R. F. Marson, I. L. Marker, G. L. Maw, J. S. Means, T. K. Mial, D. Morris, T. M. O'Connell, O. A. Riley, L. D. Royer, R. E. Ruebekam, E. J. Schreck, H. B. Shea, R. E. Shoens, W. Shutes, R. H. Soulis, W. A. Thompson, N. G. Tobbe, C. E. Treganza and W. B. Walter.

Lompoc Employee Saves Life of Fellow-Worker

An outstanding example of the value of Safety First instruction was shown when an accident occurred during the operation of No. 8 Dragline in No. 31 Quarry at Lompoc on Mar. 15.



FELICE PIVATO

Felice Pivato signalled to Orso, the Dragline Operator, to start the dragline. Receiving no reply he investigated, and found Orso slumped down on the operator's seat with one hand grasping the starting box levers, and his left hand grasping one of the clutch levers. The switch was in contact and Orso was unconscious.

Crouching over Orso, Pivato disconnected the switch by hitting it with his gloves. His next step was to place Orso face down on the bench and apply artificial respiration for about 20 minutes, when Orso commenced breathing again. He then rushed the injured man to the hospital on the next dump truck that came up.

Pivato not only showed judgment in treating his fellow employee, but saved the entire situation by throwing the switch and not coming in contact with the current himself. Orso owes his life to the cool-headedness and forethought of Pivato for, had he been taken to the hospital before artificial respiration had been applied, he would have died in the interval.

Pivato has been employed at Lompoc for two months and was previously employed there for about three years. He deserves the greatest commendation and credit since he not only saved the life of his fellow employee but, by his knowledge of what to do and his quick action, saved his own life.

J-M to Manufacture Shingles for Flintkote Company

An arrangement has been reached with the Flintkote Company whereby Johns-Manville will manufacture a line of asbestos shingles to be sold by that company. These shingles will be marketed by the Flintkote Company under the name of "Rex" asbestos shingles.

The steadily increasing use and popularity of asbestos shingles, because of their outstanding qualities of permanent protection from fire. weather and deterioration, and their unusual decorative possibilities, has resulted, of course, in increased competition. Practically every leading rag-felt shingle manufacturer has added asbestos shingles to the line. When the Flintkote Company decided to do this, they turned to Johns-Manville as the leader in the asbestos shingle field, and Johns-Manville was glad to avail themselves of the distribution channels of the Flintkote Company.

Johns-Manville will furnish the Flintkote Company only No. 70, No. 60, and No. 5 uniform thickness shingles in mottled slate colors. All other styles or colors will be available through J-M distributors.

The first years of a man must make provision for the last.—*Johnson.*

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NEW USES NEWS

A monthly feature on suggestions and general information pertaining to new uses for J-M products and the markets they open up

VIII. Fighting a Bug with J-M Roof Coating

THE present battle against the termite, a clever little bug that eats houses, has opened up a new field for J-M blackline material. This new use, which applies particularly to Regal roof coating, was developed by A. C. Woodbury, St. Louis salesman, working with the Smithwick-Curry Roofing Company of Pine Bluff, Arkansas.

When Mr. Woodbury and this J-M distributor began to hear about the destructive habits of the termite, which was the subject of an article in *The American City* and in the *Literary Digest* of February 2, they decided to combat this pest by the use of Regal roof coating and mineral spirits mixed in equal proportions. The liquid is sprayed through a gun to wooden sills, joists and the under surface of floors. This treatment is in accordance with the recommendation of authorities.

The Smithwick-Curry Company has prepared a pamphlet telling the story of the termite, and this is distributed to home owners. Within two weeks in the latter part of March they treated eight houses, and at that time they had twenty-five more to coat. In working up sales of this material, the Smithwick-Curry salesmen show their prospects several termites that they carry in a bottle.

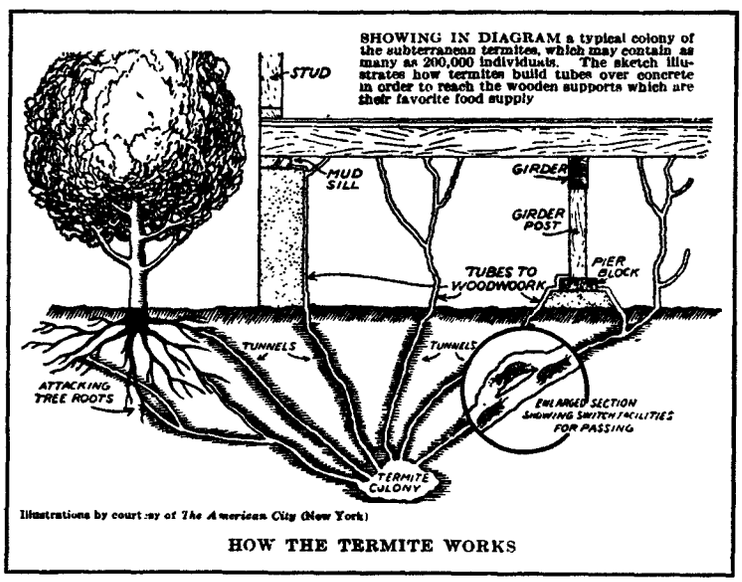
The termites are busy little bugs that work underground. They live in highly developed colonies, and build tunnels from them to the foundations of houses. Then they begin their attack upon the flooring and joists. As they eat only the inside of wood, their presence is rarely known until the foundations, which appear to be sound, are materially weakened.

This little bug has long been a source of worry to structural engineers, particularly in South and Central American countries.

Transite for Coal Chutes

E. H. Thorpe of St. Louis Sales Office territory has sold the City Light and Traction Company of Sedalia, Mo., Transite asbestos wood for a coal chute. While this order consisted of only three large sheets, it introduced a new use for the material.

The utility company wrote the St. Louis Office asking for recommendations for this use, and Mr. Thorpe impressed on them the practicability of using flat Transite. The order called for material three-eighths of an inch thick. The chute was 10 inches wide by 12 feet long, and extended from the weigh lorry to the coal hopper. Sheet iron used for this purpose is known to last not over three months, as it is eaten away by the sulphur and fumes from the coal.



Reproduced from the *Literary Digest* of February 2

Transite for Drain Boards

The Dallas Office tells of some more uses for Transite.

The superintendent of the Baylor Hospital, Dallas, has been using J-M Standard one-half inch thick Transite for years to make drain boards, sinks, and even wash tubs. He cuts the material to fit perfectly, puts it together with wood screws and waterproofs it with glycerine and litharge. One sink, in service for approximately six years, is still in perfect condition.

Eight sheets of 36-inch by 36-inch Transite were sold recently to dentists for laboratory table tops. They claim Transite is much easier to work on than marble, and not nearly so expensive.

The Dallas Office has also sold quite a bit of this material to restaurants to put behind coffee urns, and for drain boards.

For Displays

Corrugated Transite has been used for the walls and flat Transite for the ceilings of the display windows in the new Chanin building, New York City. These materials have previously been used for temporary displays in show windows, but in this case they were used in permanent construction.

Several photographs of the display windows in the Chanin Building will be found on page 7.

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THE J-M CIRCLE

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Published for and about the employees of

JOHNS-MANVILLE CORPORATION

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Friendship

WHEN our Vice President George A. Nicol reproduced in a sales bulletin an article on "Friendship" it met with immediate response, and the suggestion was made that it be passed on to the entire J-M circle. This article, which points out the basis for real friendships, was written by a friend of Mr. Nicol, M. H. Roberts, a widely known engineer, who is head of the Advisory Council for the U. S. Government on the Helium Board at Washington. Extracts from this article "The Catalysis of Friendship," follow:

Many analogies can be found between chemical actions and reactions and human performances.

Take for example, the result of introducing a catalytic agent into the lives of two gases—hydrogen (extremely volatile) and nitrogen (an inert gas). These gases have no natural affinity, and yet, note this—when the right catalytic agent comes in contact with them (say, uranium or other element, or a rare earth), ammonia is formed. Why? Because through finding a common point of contact they have achieved mutual respect and have formed a productive partnership. . .

So it seems to me that friendship is a chemical reaction in two human souls who have found the right catalyzer to bring them together in mutual admiration and respect. I believe that the basis of any true friendship is respect and that where it is lacking friendship cannot and does not exist.

If you will stop to think for a minute of the dearest and deepest friendship you have, you will admit that it is based on respect and not on looks, clothes, possessions or any external qualifications.

The catalytic agent may be different in different cases. It may be a golf game; a similar attitude toward bridge; a gift of story telling; wit, kindness, courtesy; understanding; loyalty; hospitality; scientific achievements; simplicity; or it may be a refreshing dissimilarity of tastes; but there is a catalyzer ready to form a real friendship between you and any other human being who enters your life—if—and this is a big if—one or the other is willing to make the necessary sacrifices. . .

When we see a man with a wide circle of friends . . . we see a man who has cultivated so many sides of his complex soul that he has no difficulty in finding the right catalytic agent to bring him in contact with all conditions of men, and we are often baffled by the ease with which he meets all circumstances and happenings. That is what is meant by "a friendly man."

Friendship is a big thing. It is the basis on which many big business deals are put through. It is the reason why any man is where he is today. It is the foundation upon which a marriage endures. It is actually the basis of all civilization. . .

The man of many friendships (and I mean real friendships, based on respect and sacrifice, not acquaintances, not "slap-on-the-back, good fellowships") is a man to be admired and emulated. He has learned to live, to take life as he finds it, improving it where he can and learning by contact with his fellow man to prepare himself for higher contacts in other worlds.

A J-M Ad One of the Best

A Johns-Manville shingle advertisement has been selected by the publication "Milline Costs and Review" as one of the best advertisements of the year.

Excerpts from the analysis of the "ad" follow:

"Among the alluring pages in 'House Beautiful', none excels this message of the Johns-Manville Corporation. To read and digest this advertisement requires three minutes, but it is so rich in illustration, that this time period is not a moment too long. Few articles of any sort hold more interest for the intelligent reader. The high point is the impressive showing of the product in actual use. The appeal is to Beauty and Utility. While the message is really a long one, it moves forward so freely that it invites reading in full besides examination of the pictured part of the story. Worth and solidity are conveyed and the text brings in many special points. The center illustrations of the small houses is a happy stroke, and also deserving of special mention is the intimate and friendly coupon."

This advertisement has appeared in Collier's, House Beautiful, Country Life, Ladies Home Journal, American Home, Arts and Decoration, American Magazine, Your Home, and Better Homes and Gardens, and will be used in House and Garden.

Deaths

Charles V. Cashin

Charles V. Cashin died March 19 at Denver, Colorado, after a lingering illness. Mr. Cashin was connected with the Minneapolis and Denver Offices and was first employed by the Company on April 1, 1912. Mr. Cashin was buried in Milwaukee, Wisconsin.

James E. Melican

James E. Melican, Office Manager of the St. Louis District, died on Friday, March 22. Mr. Melican was one of the oldest employees of the Western Division. For almost 15 years he was connected with the Roofing Department of the old Southwestern and the Western Division, and for the past two years he had been Office Manager at St. Louis. His host of friends and fellow employees sincerely regret his passing on.

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Shingle Salesmen Respond to "Ask-Me-Another" Contest

MUCH valuable information on rigid shingle selling problems has been obtained through an "Ask-Me-Another" contest which has just been conducted among J-M rigid shingle salesmen. As soon as the answers have been rated, prizes of $25, $15 and $10 will be awarded the three salesmen with the highest total number of points.

All over the country J-M salesmen are daily encountering sales problems and sales resistances that have to be overcome before shingles can be sold. The Procedure Section asked them to tell what these problems were —and they did! From these a series of twenty of the more important sales arguments were picked out, and these, in question form, were sent to 155 salesmen.

Results? 127 salesmen—or 82 per cent—sat down and wrote out their answers! Every answer showed that the writer had been thinking seriously and trying to solve his problems.

All the replies have been gone over by a committee of competent judges who have selected those replies which merit further consideration. The latter replies will then be re-rated by another committee. The questions are being rated as follows: a good answer, 10 points; a fair answer, 5 points; a poor answer, 2 points; no answer, 0 points.

The valuable information which the contest has developed is going to be used as the basis for preparing a training course for salesmen, dealers, and their salesmen.

Waukegan Foreman Training Course Comes to a Close

The Foreman Training Course at Waukegan Factory, conducted by Professor N. C. Miller of Rutgers University, New Brunswick, New Jersey, was concluded April 1.

The lectures were well attended and much interest was aroused. They have had a stimulating effect upon the foremen, who feel they have profited by their attendance.

A petition signed by the attending foremen thanking Professor Miller for his efforts in schooling them in the advantages to be gained by training, was read by J. P. Kottcamp, Manager, Waukegan Factory, before the close of the last lecture.

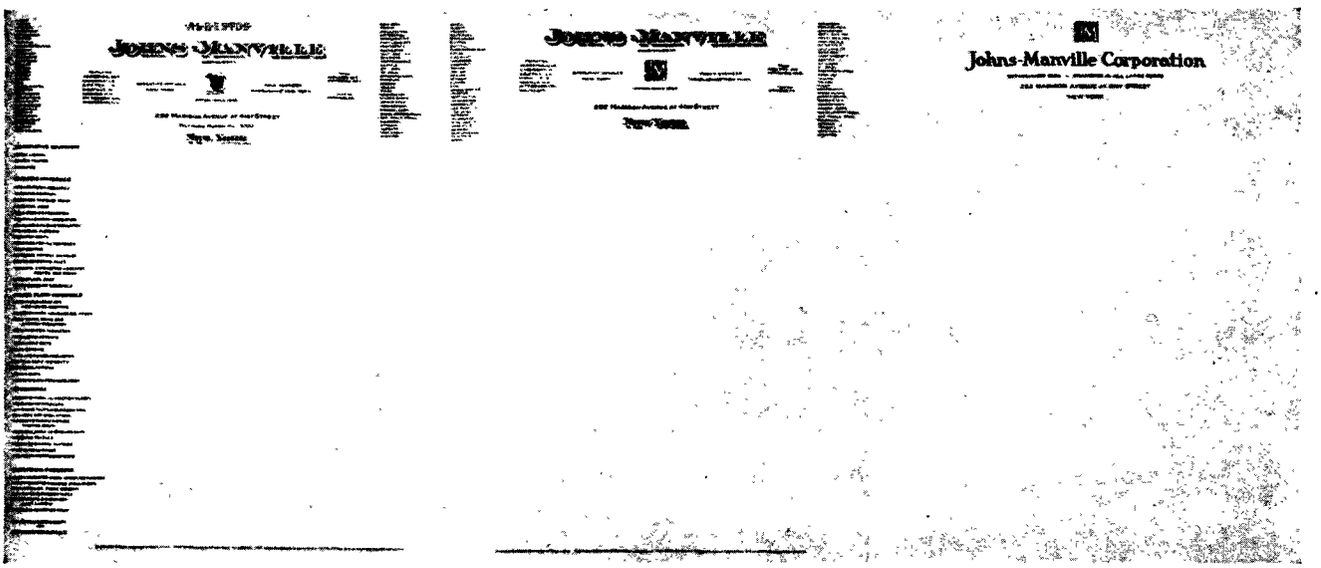
S. A. Williams, Vice President, New York, gave a splendid talk at the last meeting.

Progress at Pittsburg

Pittsburg Factory is now manufacturing Kearsarge handhole gaskets entirely by machine, thereby increasing the speed of manufacture considerably over the old method of handmade gaskets.

The new automatic triple saw for butting and scoring pipe covering has been installed and is now in use. This machine is similar to those used at Manville, Waukegan and Canada, and its operation has proved entirely satisfactory.

Pittsburg Factory is now equipped to manufacture moulded asbestos brake lining. The raw material, in strips, is shipped from Waukegan and moulded and baked at Pittsburg.



The Johns-Manville letterhead was the subject of comment in the April issue of Printers' Ink Monthly. "When a letterhead, which has been in use for a great many years, is at last seen to be old-fashioned, the task of re-clothing it in modern dress, so to speak, is not always the simple one of discontinuing the old and adopting the new. When Johns-Manville decided to give up its old letter-head (No. 1) and adopt a new one (No. 3), it felt that the change from No. 1 to No. 3 would be too radical and perhaps cause some confusion. . . . As an intermediate step from No. 1 to No. 3, it first adopted No. 2 . . . Letterhead No. 2 has now been in use for several months and scarcely anyone within the company has noticed the change. The next change will be to letterhead No. 3. As the present supply of letterhead No. 2 is exhausted, it will be replaced with letterhead No. 3."

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Suggestion Awards

SIXTY-ONE employees have received awards for accepted suggestions during the past month. Several of these have received more than one award, the total number of suggestions accepted being 70. The awards made were:

EASTERN DIVISION

Charlotte Woodward.....Stenographer
Plan for stimulating interest in the Suggestion Plan.

L. K. Lambrecht.Clerk, Credit Department
Bells on adjoining telephones to be provided with distinctive rings.

T. J. Roberts...Chief Estimator. Industrial Insulation Department
Plan for closer coordination between Contract Cost Keeping Department and departments executing contract work.

M. K. Cumming.....Engineer, Power Specialties
A cooperative plan between salesmen and distributors of power specialties.

J. S. Charles.....Special Representative. Steel Industry Section
Plan for facilitating salesmen's replies.

CENTRAL DIVISION

J. A. Vetter..Packing Salesman, Pittsburgh
Adoption of new forms for packing labels.
Filing orders by name of plant of company instead of name of company.

J. W. Eby....Salesman, Lansing Territory
Samples of built-up roofing to have specification and period of bond printed on back.

PACIFIC DIVISION

H. P. Noack.....Commercial Roofing Section, San Francisco
Contest to stimulate activity in the potential sales force.

ASBESTOS FACTORY AND MINE

A. D. Tector ..... Factory
Efficient use of saws.
Use of tally envelopes for greater efficiency.
More powerful motor to speed up heavy calender.

S. Olivier.....Milling Department
Rearrangement of electric wires Plant 4B.

George Mailhot.....Milling Department
Manganese sleeve for shaft of Trommel screen.

Léon Boudreau.....Milling Department
Roller for fire hose in hydrant houses.
Metal receptacles for waste cord, etc.

Walter Miller.....Production Department
Signal device for electric shovel No. 91.

W. G. Clark.....Erection and Repair Department
Crank pin through hoisting gear for friction band.

John Heaton.....Electrical Department
Push button release on shingle machine.

Frank Smith.....Locomotive Engineer
Asbestos and Danville time schedule.

O. Normand.....Milling Department
Siren for dryer elevators.

Lucien Gagne.....Railway Department
Tongs for holding ties, in place of forks.

J. D. McKenna.....Mining Department
That repairs to steam shovel parts be made in a more efficient manner.

L. Cowdrey.....Locomotive Engineer
Safety chains for locomotives.

F. N. Molson, Sr.....Locomotive Fireman
Light switch-box at 12 crossing for handy operation.



Joseph O'Neil, Ralph Donati and David Housten of Manville Factory, who received awards for accepted suggestions.

Amedee Lavigne.....Erection and Repair Department
Platform at crusher elevator.
Eye bolt to hold bottom of crusher.

T. Henshall.....Factory Department
Weighing and labelling asbestos commercial paper.

J. E. Meredith....Purchasing Department
Plan for envelope economy when circulating mail.

Eddie Plourde.....Storekeeper
Lavo-bowls for basement old time office.
Electric lights for upper shed.

Leon Caplette.....Milling Department
Inspection of fans.

V. Laprise.....Locomotive Fireman
Derail for track on hill behind Mill 4A.

D. A. Buchanan.....Milling Department
Use of dump cart.

Arthur Beaudette....Erection and Repair Department
Casing for elevator beam, Plant 4C.

W. A. McGinnis.....Factory
Wrapping of pipe covering.
Cover for Silicate storage tank in boiler house, Factory.

Peter Boudreau.....Railway Department
Fire precaution for A. and D. Railway tool cabins.

Douglas S. Smith.....Factory
Improving lighting system in millwright shop.

Ovila Dubois.....Mining Department
Rearrangement of coal chute track.
Care in driving horses to prevent accidents.

R. Cunningham...Clerk, Milling Department
Statement of deductions in pay envelope.

Louis Houle.....Mining Department
Guard rail on trestle for narrow gauge.

J. McCaffrey .....Driller
Rearrangement of electric pumps.

J. Filteau.....Derrick Driller
Improvement in method of drilling in damp places.

A. D. Hodge.....Erection and Repair Department
Hinged doors on steam shovels.

Henri Bisson.....Milling Department
Covered metal sample boxes for test room.

George Donald.....Railway Department
Placing fire escape in more convenient place.

W. McGruer.....Erection and Repair Department
Blacksmith's slab instead of anvil, to facilitate work.

GRETNA FACTORY

C. Trauth..... Storekeeper
Using wire instead of bags in shipping carloads of ridge roll fasteners.

S. Trombatore.....Truck Driver
Cautioning all employees using platforms for loading shingles to examine same to see if they are able to stand load.

O. Guillot.....Repair Department
To place guard on shaper in Machine shop.

F. Allelo.....Ridge Roll Department
To guard pickroll inside of hood.

L. H. Delaune.....Punch Department
Build railing around top of Fog Room.
Place light over bench saw.

R. B. Murphy
Stelliting punches, dies. to prolong life of same.

MANVILLE FACTORY

Ralph Donati.....Machinist. "B" Building
Automatic counter on band machine.

Joseph O'Neil....Jewett Ring Department
Handling C and C moulded rings.

(*Continued on Page* 22)

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Entire Pittsburg Factory Hears Talk on Safety

On March 28 at 5 o'clock the Pittsburg Factory was shut down and the entire organization was called to a meeting in the pipe covering building for the purpose of hearing a talk on Safety.

D. C. H. Jones of the Standard Accident Insurance Company was the principal speaker. He delivered an enlightening address on the "Purpose of Safety in Factories." C. L. Bates, Superintendent, made the introduction, and followed Mr. Jones with a heart-to-heart talk to the employees on the necessity of working safely and carefully *all the time* not only for their own protection but for that of their families and relatives. E. L. Adams, secretary of the Safety Committee, was then called upon for an explanation of some of the details of the Safety Plan.

The meeting aroused considerable enthusiasm among the employees. This was evidenced by a letter received the next day from one of the men offering his services at the next meeting.

Visitors at Waukegan

Lewis H. Brown, President, accompanied by S. A. Williams, Vice President in charge of Factories and Mines, visited Waukegan Factory April 1. Mr. Brown gave a very extensive talk on Company plans and policies, and this, and his words of greeting to the executives and superintendents, were listened to with intense interest. Those hearing his message certainly profited by it and hope Mr. Brown will again shortly visit Waukegan and treat the men to another equally interesting talk.

At noon, Mr. Williams was present at a luncheon served in the factory cafeteria, after which many factory problems were discussed.

Training Course Ends

The final Foremen's Training meeting at Nashua Factory was held March 27. Certificates were issued and Professor Chaffee, instructor, congratulated the foremen on their attendance. The record of 88 per cent was understood to be high for the entire organization.

Safety "On the Air"

A series of talks on Safety by such prominent men as Secretary of Labor James J. Davis, Secretary of Commerce Robert P. Lamont, and Dr. Miller McClintock of Harvard University will be broadcast by a nation-wide hook-up with station WEAF, New York City, in May, June and July.

The first talk, on "Safety as a factor in Industry" was given by Charles M. Schwab, Chairman of the Board of the Bethlehem Steel Corporation, on Saturday evening, April 20. Each Saturday evening following until and including July 13 talks will be given from 7:30 to 7:45 p. m., Eastern Standard Time.

The object of this campaign, which is being conducted by the National Broadcasting Company in cooperation with the National Safety Council, is to present the appalling facts on death and injury and to tell how to prevent these accidents.

Western Division Has New Office

The Johns-Manville Corporation announces the removal on May 1 of the Western Division headquarters from South Michigan Avenue and Eighteenth Street to 230 North Michigan Avenue (the southwest corner of Michigan Avenue and South Water Street), Chicago.

The new offices, occupying larger space required by the rapid expansion of the business, are located in the Carbide and Carbon Building.



The Carbide and Carbon building in Chicago, in which Western Division headquarters are now located.

The volume of business done by the Western Division during March is reported by Ralph C. Harden, Division Sales Manager, to have been the largest in its history.

C. L. Bates, Superintendent of the Pittsburg Factory, returned to the office on April 22 after having been confined to his home for 10 days because of illness.

A New Idea for Distributors to Help Sales Promotion

The Enterprise Roofing and Sheet Metal Company of Vicksburg, Mississippi, J-M contractors and distributors, handled an excellent sales promotion project recently.

They showed moving pictures of the manufacture and application of J-M asbestos shingles at the High School Auditorium, in conjunction with the local newspaper's blow-by-blow returns of the Stribling-Sharkey fight. The newspaper consented to this providing the distributors would increase their advertising, and this Morris Rotstein, one of the two partners, did by advertising the showing of the film. J. H. McMillan and E. A. Cresap, New Orleans Office salesmen, distributed literature to the 1,500 persons in the crowded hall.

The Superintendent of Education was so impressed by the film that he requested that it be shown to the students the next day.

Although only four days elapsed from the time the showing was decided upon to the day of the fight, the Chicago Sales Promotion Department was able to furnish the films.

New Organization at Nashua

A meeting of the Nashua Office force was held on April 2 for the purpose of forming an educational and social organization. The officers elected were: chairman, E. W. Leslie, Assistant Office Manager; secretary, E. C. Hopkins of the Planning Department; and treasurer, Miss Florence Baybutt, Billing Department. The Committee on By-Laws includes K. S. Durant, Cost Department; W. E. Dane, Traffic Manager; C. B. White, Billing Department; Mrs. Mary Howe, Purchasing Department; and Miss Mildred McCullough, Billing Department. Another meeting will be held in the near future to complete the details of organization.

Hobby Show Great Success

The Boy Scouts' Hobby Show, held in the Canadian J-M Club House at Asbestos, Quebec, on April 5 was a great success. Everyone visiting the show expressed surprise at the wonderful display of work and collections of various kinds made by the boys.

Minor Accident Mars Record

One "No Lost Time" accident broke the "No Accident" record Gretna Factory had maintained during December, January, Febbruary, and up to March 29. However, Gretna still holds the record over the other J-M plants, and expects to make every effort to retain it.

A. L. Jones, Superintendent of Plant No. 1, Alexandria, Indiana, has been at Manville Factory taking the Planning Course, preparatory to taking charge of a new Planning Department at the Alexandria Factories.

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Promotions *and* Transfers

R. H. ALVEY, JR., former insulation and power specialties representative in the Johnstown territory, has been transferred to Charleston, W. Va., territory.

RALPH ARNOLD, who was formerly at Manville Factory, has been transferred to the Tabulating Department, Nashua Factory.

T. G. DECKER, former Grand Rapids territory salesman, is now located at Phoenix, Arizona.

A. G. FELL and F. L. FIEGER recently were promoted in the Central Division Industrial Department, due to the transfer of T. B. WEISEND to Pittsburgh City Sales territory as packing representative.

LOUIS HOMOLY, foreman of Central Division Gasket Factory, has been transferred to the Industrial Department.

J. D. HOPKINS, merchandising, insulation and automotive salesman for the Worcester sales territory of the Boston District, has been transferred to the Boston sales territory in the same capacity.

G. C. GARLAND, formerly in charge of the Buffalo Office of Celite Products Company, has been appointed special representative, Celite Section, New York State District, with headquarters at the District Office in the State Tower Building, Syracuse.

M. A. HULL, Waukegan Factory, has been promoted from clerk in the Cement Plant Office, to the Traffic Department. E. J. HANSEN will take on Mr. Hull's former duties.

W. W. GILES, formerly merchandising representative in the Syracuse Sales Office territory, has been promoted to special merchandising representative, New York State District, effective April 1.

G. A. RUSSELL of the Kansas City Sales Office has been transferred from industrial salesman in Kansas City to architectural representative in the Tulsa and Kansas City Sales Office territories.

ROBERT ORTH has been promoted to District Supervisor, Architectural Department, St. Louis.

JAMES FERGUSON has been transferred from the Asbestos Factory to Power Shovel Maintenance Foreman in the Mining Department.

A. C. PICKETT has been promoted from a railroad representative covering southern territory, to assistant to J. H. Trent, Manager, Railroad and Government Department, St. Louis.

DR. A. B. CUMMINS, Research Engineer, Lompoc Factory, has been appointed head of the newly organized Department of Plant Development, Inspection and Control.

ROGER C. GLEASON, Chicago District special acoustical representative, has been transferred to architectural representative in the Chicago City Sales Office territory.

FRANK G. FUCILLO, Supervisor of the Tabulating Department at Manville, has been transferred to the Tabulating Department in the New York Office. H. HINSENKAMP, who formerly worked under Mr. Fucillo, will succeed him.

R. F. HOLBROOK, Chicago City Sales Office architectural representative, has been promoted to Chicago District special architectural representative.

JOHN KALIN, Laboratory assistant in Asphalt Research, Lompoc Factory, has been transferred to the Weaver-Henry Corporation in Los Angeles.

G. R. MEADE, architectural representative, Chicago City Sales Office territory, has been promoted to the engineering staff of the Western Division Industrial Department.

KENNETH E. MOORE of the Sales Promotion Department has been promoted to assistant to the Sales Promotion Manager.

MISS CATHERINE IRWIN, former secretary to J. M. Evans of the Eastern Division, has been promoted to secretary to W. R. Seigle, Chairman of the Board.

MARGARET BIRKHOLTZ, former receptionist on the third floor, has been promoted to utility stenographer in the General Service Department.

HELEN MILLER, formerly a receptionist on the fifth floor, has been promoted to secretary to H. D. Crawford.

New Employees

Eastern Division:

EINO HARJU recently joined the Company at the Boston District, as a clerk in the Shipping Department at the East Cambridge warehouse, East Cambridge, Mass.

A. C. WELLER has joined the Company as merchandising representative in the Syracuse Sales Office territory, effective April 1.

JAMES J. DEADY joined the Boston District organization on March 15 as assistant roofing inspector.

MISS SALLY J. GRIFFIN recently entered the Boston Office as dictaphone operator.

C. J. DAVIS joined the Boston District sales force on May 1 as a merchandising, insulation and automotive salesman for the Worcester Sales Territory.

Central Division:

RALPH W. JONES has been employed as industrial salesman in the Cincinnati Sales territory.

Western Division:

H. R. BERLIN, formerly of Burgess Laboratories, has been employed as Chicago District acoustical representative.

L. S. PERRY, formerly of Burgess Laboratories, has been employed as architectural representative, Chicago City Sales Office territory.

E. F. BOLLINGER has become a member of Johns-Manville as salesman in the Kansas City territory.

JOHN KEITH recently entered the Company as acoustical engineer for St. Louis District.

EARL MILTON COLLEY has been employed in the Houston Office, to work in conjunction with Charles A. Johnson.

Pacific Division:

MISS JOSEPHINE THERIEN has been employed as stenographer in the San Francisco District.

MISS LELA M. WEST has joined the Company as file clerk and assistant telephone operator in the Pacific Division Office.

MISS ELAINE LONGABAUGH recently entered the Company as secretary to W. R. Jones, Staff Supervisor, packing and power specialties and special interests section, Pacific Division.

MISS B. MCKINZIE is a new Pacific Division file clerk.

Asbestos, Quebec, Factory:

J. D. WILSON recently joined the office staff at Asbestos as factory accountant. Mr. Wilson came from Corner Brook, New Foundland, and was accompanied by Mrs. Wilson.

NIGEL GRAY-DONALD has joined the Company at Asbestos as draftsman. Mr. Gray-Donald was formerly of the General Combustion Company at Montreal.

MISS ELIZABETH CUNNINGHAM has joined the office staff as utility clerk.

Nashua Factory:

MISS AGNES SUGHRUE has been added to the Tabulating Department, Nashua Factory.

RAYMOND BRUCE has been employed as assistant in the Quotation Department, Nashua Factory.

General Office:

MISS EDAN A. GROEBLER has joined the Company as stenographer to C. H. Hall of the Banner Rock Section.

MISS LEILA BAILEY has recently joined the Company as stenographer to W. B. Van Arnam of the Celite Section.

MARION MUNDAY and MARGARET M. COYLE are new telephone operators in the General Office.

MARIE CAREY and CORINNE LA BARBARA are new reception clerks on the fifth and third floors.

MARION MUHLBAUER has recently joined the Company as typist in the General Service Department.

J. H. WALTERS, formerly of the United States Rubber Company, is now Staff Manager in charge of decorative flooring work for Johns-Manville, and will be located in the New York Office.

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Here and *There* in the Field

65 Hours in a Fire

A. C. Woodbury, St. Louis salesman, recently used a unique method to convince a prospect of the fireproofness of J-M rigid shingles. W. H. Paul of McGehee, Arkansas, had a great pile of logs burning when Mr. Woodbury called on him.

When the question of the fireproof qualities of the shingles came up, Mr. Woodbury put a shingle on the log fire. It stayed in there 65 hours, and came out black but in good shape. Needless to say, Mr. Woodbury got the order.

Sales Hints Followed

In the March issue of the *Circle* there was an article telling of the securing of a carload order for fine corrugated Improved Asbestocel sheets from E. D. Etnyre and Company, Incorporated, of Oregon, Illinois, for insulation of tanks containing oil for road oiling.

Walter A. Ross, Milwaukee Sales Office territory salesman, Chicago District, took advantage of this information and secured an order from the Wisconsin Foundry and Machine Company of Madison, Wisconsin, for insulation for road oiling tanks manufactured by that concern, using the same specification except that material was to be furnished in two one-inch thick layers with joints broken.

38 Yards 100 Per Cent J-M

As a climax to several years of close development and contact on the part of C. A. Foster, salesman of the Milwaukee Sales Office territory, Chicago District, came the recent decision from the O. and N. Lumber Company, with headquarters at Menomonie, Wisconsin, that all of their 38 line yards would be 100 per cent J-M in purchases of roofing materials and accessories during 1929. This endorsement immediately became more significant when orders for 18 carloads were placed. The total volume is expected to run well over 50 cars for the year.

16 Carloads of Roofing

Seventy-five years ago a band of Catholic Priests founded Saint Bernard College atop a wooded knoll three miles from Cullman, Alabama. The knoll is completely surrounded by a beautiful pine forest, typical of Alabama. Its complete isolation makes it especially impressive for it looms up suddenly from what is apparently an untenanted stretch of forest land.

The original roof was of tin. Recently the last of the 15 buildings which comprise the college has been covered with J-M asbestos roofing, bringing the total of shingles and built-up roofing applied to approximately 16 carloads. The background of red brick and green forest makes a perfect setting for the No. 70 mottled duplex.

The Priests realized that because of their isolated location it was especially essential to have a fireproof roofing. They now have only the highest praise for J-M products.

Pittsburg Factory Is Proud

The Columbia Steel Corporation, whose plant is located within a half mile of the Pittsburg Factory, is a firm believer in patronizing home industry first. They have thoroughly demonstrated this by purchasing large quantities of J-M materials.

About six months ago this company began the construction of a large tin plate factory in Pittsburg which was scheduled to start operations on March 12.

Corrugated iron sheets were used in the construction of buildings, and a J-M Class A roof containing 230 squares was specified for one of them. On the tin mill office building 40 squares of No. 60 copper brown asbestos shingles were applied. In addition to this, approximately 15,000 feet of sponge felt pipe covering were applied in the mill itself and on steam pipes from power house to mill.

A Johns-Manville insulation contractor secured contracts for insulation in the new boiler house and repairs to the old boiler house amounting to $2,100. In the new furnaces, 36,000 pounds of No. 31 and No. 32 high temperature cements were used in addition to 4,500 pounds of plastic refractory cements. This corporation also is a large user of 85 per cent magnesia pipe covering and cement, woven asbestos tape of which over 6,000 feet have been purchased in the last few months, Kearsarge gaskets, asbestos packings, asbestos wick used in a wire drawing process, Sil-O-Cel powder, Celite insulating brick and C-3 concrete.

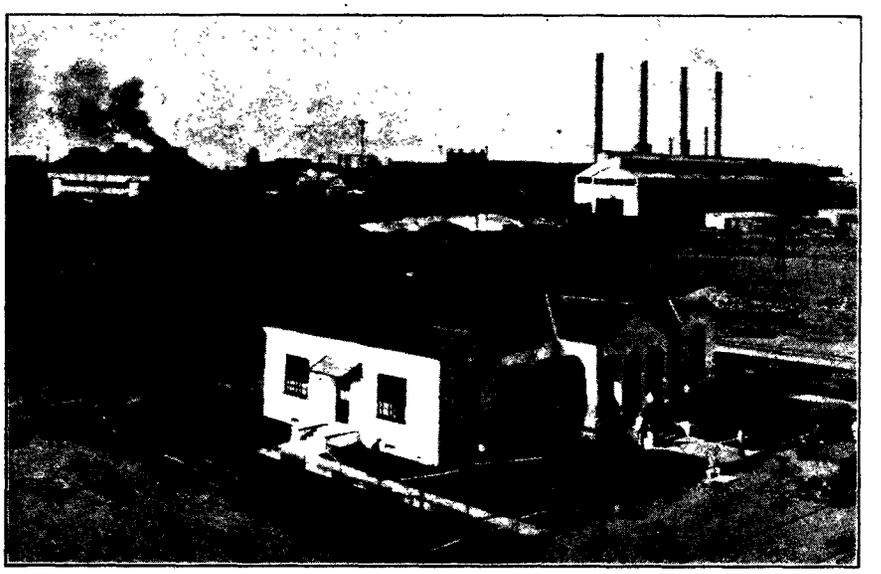
Pittsburg Factory is proud to have figured so prominently in the erection of such a large plant and feels confident that the quality of the J-M products will serve to make this good customer a thoroughly satisfied user.

Customer Pleased for 8 Years

More than a million square feet of flooring sold to the Fisher Body Corporation of Detroit during the past eight years, is conclusive evidence that this customer finds J-M industrial flooring more than satisfactory.

The Fisher Body Corporation, a part of the General Motors organization, manufactures automobile bodies for all General Motors cars, such as Cadillac, Buick, Oakland, Pontiac, Oldsmobile and Chevrolet. Most of the flooring which is purchased from Johns-Manville is used on rubbing decks where the assembled bodies receive a final preparation for the painting operation. Other installations include trucking aisles, loading dock platforms, lacquer rooms, spray booths, factory, toilets and wash rooms and one area of about 200,000 square feet is used for general factory flooring.

A disastrous fire several years ago in one of the Corporation's largest plants in Detroit, aided materially in selling J-M flooring. The large quantities of highly in-



In the foreground is the tin mill office of the Columbia Steel Corporation in Pittsburg, California, which is roofed with No. 60 copper brown asbestos shingles. In the background are the factory buildings which have been constructed largely of J-M materials supplied by Pittsburg Factory.

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Employees of the Specialty Department at Manville Factory, working on a rush order for Mexico which called for 12 asbestos suits complete with helmet, coat, trousers, shoes and gloves. This order was finished within 24 hours and shipped via airplane. At the left is one of the completed outfits. A close-up of John Hill cutting clothing is shown on the front cover.

flammable materials which it is necessary for this company to handle, in connection with paints, particularly Duco paint, which involves the use of gun powder, makes fire not an uncommon occurrence. As a result of this particular fire, large areas of wood block flooring were washed out by the water poured into the fire, whereas J-M flooring remained unharmed, except, of course, where it actually came in contact with the fire. Johns-Manville was called upon to replace the wood block flooring and the time allotted was very limited. The Detroit Construction Department, by working day and night, made a record breaking installation, which, of course, proved to the customer that this flooring could be laid on very short notice.

All of the customer's orders are placed through the General Purchasing and Engineering Department at Detroit, and T. M. O'Connell, special representative of industrial roofing and building materials, Detroit District, is largely responsible, by his persistent selling efforts, for developing this business.

Central Division Rejoices

The power specialties section of the Central Division is rejoicing in the largest individual month's business in the history of the Division. Total securements in March were over $111,000.

Roofing for Everyone

An order was recently received for 1,800 squares of Super Class A specification roofing to be used on the new Port of Oakland, Oakland, California, which will be occupied by the Rosenberg Brothers Packing Company as a canning and shipping plant.

The specifications called for any one of several manufacturers' 20-year rag felt roofs, which included Johns-Manville. An alternate asked for a bid on Johns-Manville Super Class A, or equal. The engineers did not consider that a rag felt roof was the equal of an asbestos roof so asked for separate figures. In the face of all the rag felt competition, the Alta Roofing Company, J-M approved roofer, signed the order for this job at a considerably higher price, as the Port of Oakland decided that the asbestos roof was a better value than the rag felt roof.

This is positive proof that the asbestos sales will not fall off from the addition of the rag felt line.

By having a complete line of roofs, one for every pocket book, Johns-Manville will have more prospects, many of whom, like the engineers of the Port of Oakland, will appreciate the advantages of asbestos roofing over rag felt.

Speed Record Set

A record for speed was made in the application of acoustical treatment in the $50,000 contract for the Central Union Trust Company building at 66 Broadway, New York. This contract, which was secured last December by Marc Eidlitz and Son Company, was rushed to completion so the Trust Company could move in by May 1. The men worked day and night and on Saturdays and Sundays.

The treatment has been applied on 17 floors and consists of almost every type of treatment made by Johns-Manville.

Advising a Better Roof

Four carloads of mottled red rigid asbestos shingles were used at Raceland, in Framingham, Mass., by Frank B. Hopewell, wealthy clubman of Boston, in the erection of a stable, clubroom, and a trainer's home, as well as a covered and enclosed race paddock, and one-quarter mile course.

Originally all this was scheduled for asphalt shingles to be furnished by the Downes Lumber Company, J-M distributors in Boston. However, the Downes Lumber Company did not handle this competitive shingle, so, in view of the high class construction, they called on A. L. Cunningham. J-M salesman, who, with the Downes Lumber Company's salesman, interviewed Mr. Hopewell. After submitting samples of asphalt and rigid shingles they succeeded in getting his approval of the use of the mottled red.

Treating "Talking Movies"

The General Talking Pictures Corporation of New York City recently applied about 100 J-M blast hair blankets on the walls and ceilings of their studio. This studio, which is one of the oldest in the city, is owned by Joseph Schenke, the producer. Practically every famous movie star has at one time or another made a picture in this studio.

Cooperation in the Branches

E. V. Huckelbery, Chicago District Roofing Inspector, learned from the J-M approved roofer at Sterling, Illinois, that a building in Sterling, owned by a woman living in California, needed a new roof. Mr. Huckelbery reported this information to the Chicago Office. The Chicago Office advised the San Francisco Office, whose representative called upon the owner, and as a result the order was placed with the approved roofing contractor at Sterling, for a combination 10-year bonded roof. This is another illustration of what proper cooperation between the branches will do.

Aiding J-M Distributors

To prove again that it pays to work very closely with distributors, a case in New York State District is cited. E. S. Beacham, automotive-Asbestocel salesman, Syracuse Sales Office territory, started out the first of the year to build up J-M business with Burhans and Black, brake lining distributors in Syracuse.

The method employed by Mr. Beacham was nothing other than perseverance, and

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after a short time he began to turn many orders over to the distributors. Scarcely a day passes now but that he turns from one to five orders to them. As a result of his efforts, the customer has realized, more than ever, the full possibilities of the J-M line and has recently employed two new salesmen who will devote a large part of their time to the automotive line. The manager of the automotive department has written Mr. Beacham several letters in appreciation of his cooperation.

One Roof Sells Another

A roof sold nearly 24 years ago "sold" another roof in 1929. It happened this way:

In 1905 the Kings County Packing Company bought a Johns-Manville asbestos built-up roof for their packing plant at Armona, California. This roof, although guaranteed for a period of 10 years only, has given perfect service and to date no money has been spent for maintenance.

When this company decided to build a new plant at Oakland, Leslie Smith, Vice President and General Manager, stipulated that the contractor furnish a J-M asbestos built-up roof. The result is that the Austin Company of California placed an order with the General Roofing Company of Oakland. J-M approved roofing contractor, for 1,260 squares of J-M asbestos built-up roofing.

An Enviable Record

Ray Wille, New Orleans Office salesman, and A. D. Adams, J-M distributor in Minden, Louisiana, have an enviable record in the fact that for the last five years none but Johns-Manville shingles have been sold in the city of Minden.

Large Orders

Among the large orders secured by the Milwaukee Sales territory salesmen was one amounting to $7,500 from the Koehring Company, Milwaukee, for friction materials. And Frank F. Mohr received a $9,000 order for woven clutch facings from the Twin Disc Clutch Company, Racine.

Insulation Contracts

H. L Steiner, Manager of the Cincinnati District Office, spent several days in Charleston District in March, and assisted J. W. Batman in securing about $14,000 worth of insulation contracts at the plant of the Carbide and Carbon Chemical Corporation of South Charleston, W. Va. This insulation consisted of Tankinsul and Brooks roofing jacket on 10 large tanks, insulation for Glycol Unit, and considerable insulation of steam and cold pipe.

A New Banroc Account

W. S. Hamilton, Chicago District oil industry salesman, closed an order with the Standard Oil Company of Indiana, for a quantity of No. 65 and No. 25 Banroc pipe covering for shipment to the Oil Company's plant at Casper, Wyoming. L. H. Inglee, Sales Supervisor, Denver Sales Office territory, assisted in the securing of this order which amounted to nearly $6,000.

Contractor's Territory Enlarged

The entire Pittsburgh Sales District, as well as Erie territory in Cleveland District, is now assigned to The Smith-Faris Company, approved insulation contractor of Youngstown. Offices and warehouses will be maintained at Pittsburgh, Youngstown and Erie. This Company has had many years of experience in applying Johns-Manville insulations, and the combined sales efforts are expected to produce a very satisfactory sales volume in applied insulations.

Custom Built Shingles Ordered

The first order for the new custom built shingles was obtained from the State of California by E. D. Griffith, San Francisco District Architects Service representative, to be used on the Cottage for Female Patients, Napa State Hospital, Napa, California.

The original specifications called for wood shingles, but as $5,000 of the appropriation for this building remained after the contract was let, custom built shingles were investigated. The hospital accepted a proposition calling for a starter course of three-quarter-inch butts, running into one-half-inch butts, and finishing with one-quarter-inch butts at the ridges. The shingles are to be one-third green and two-thirds purple, resembling Pennsylvania slate, and are to be laid in random widths and staggered. Approximately 238 squares will be used.

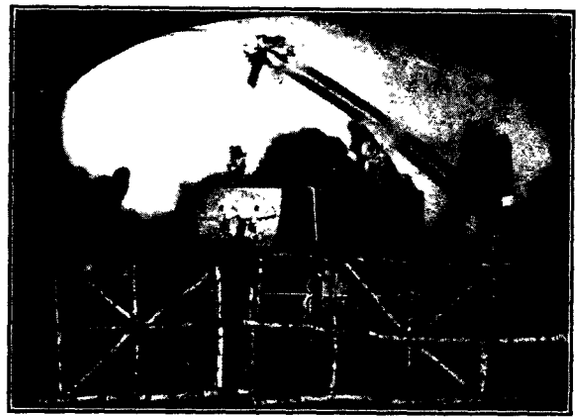
These are entirely new shingles, developed especially for jobs of solid colors with slight dashes of red and blue-black slate pressed into the surface, and with edges made ragged.

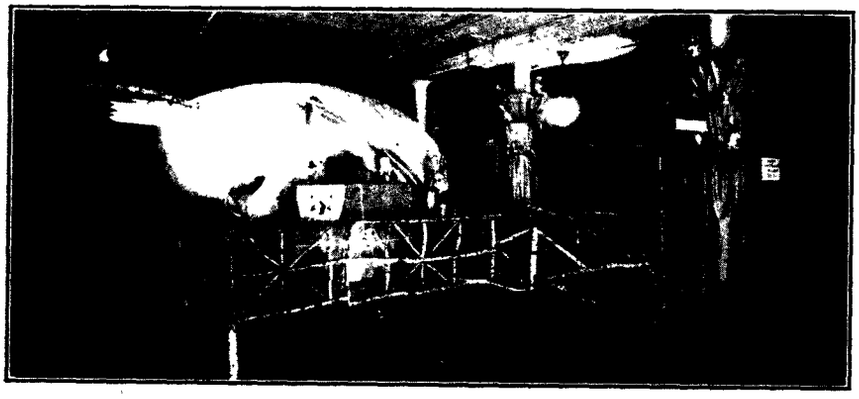
"An Asbestos Town"

Walnut Lake, Arkansas, might be termed an asbestos town. It is small but has a railroad and post office. The town is owned by R. A. Pickens and is located on his 10,000-acre plantation. Every building in town has Johns-Manville asbestos roofing on it. A. C. Woodbury receives the credit for this good work, also.

Sound Business Principles

The Seattle District has just signed up the Potlach Lumber Company, operating 38 yards in Eastern Washington and Northern Idaho, as a J-M roofing and rigid shingle dealer. This company has as its manager Frank Kendall, the past president of the Western Retail Lumberman's Association. Mr. Kendall's brother, Homer Kendall, who is vice president of the Association, is manager of the 14 yards of the Standard Lumber Company in Eastern





When the Easter Bunny put in his order for this large egg for the Jordan Marsh Department Store in Boston, he specified that J-M No. 302 asbestos insulating cement be used. And the results, as these photographs show, were all any Easter Bunny could desire. Inside the egg was a display of Easter novelties that could be seen through the opening. As interior lighting was necessary it was important that the material be absolutely fireproof.

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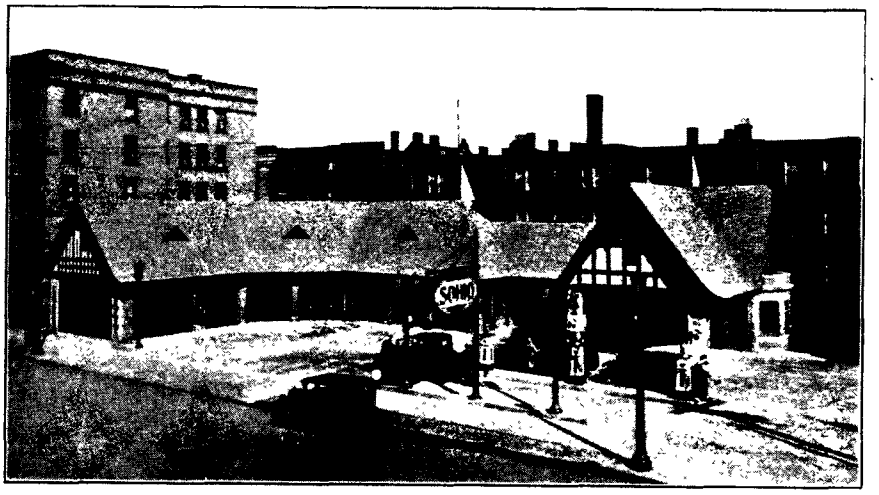
Washington, which is now also a J-M dealer.

An address delivered by Mr. Frank Kendall at the Association convention in Butte, Montana, which was reproduced in the March issue of the *Western Retail Lumberman*, contains some thoughts that may be helpful to J-M building materials salesmen.

"There is nothing particularly new, there are no unusual shortcuts, nor do you have to be a magician to successfully operate a modern establishment for the purpose of merchandising building materials. . .

"The progressive, successful merchant of today is the man who has established an honest, trustworthy reputation in his community, and operates his business on a fundamental and strictly simple business basis.

"He has set a limit on his merchandise purchases, thereby insuring a turnover. During the short time he has kept the merchandise in his possession, he has kept it neat and presentable, thus insuring its value —and when he turns it over to the customer, an honest value has been the amount of the consideration."



The new super-service station just completed by the Standard Oil Company at East 89th and Carnegie Avenue, Cleveland.

First Italit Pipe Order

H. M. Saben, special electrical salesman for the Boston District, has secured the first real order for Italit Transite pipe for the Eastern Division. He sold 2,000 feet to the New England Power Company for the new 15-mile falls power plant they are erecting in Vermont. The pipe is to be used for holding electric cables.

New Service Stations

The new super-service station of the Standard Oil Company, Cleveland, Ohio, is roofed with 83 squares of No. 170 blue black asbestos shingles. The building is one of a series of such stations to be built by the Standard Oil Company throughout the greater Cleveland area at an estimated cost, ready for use, of about $50.000 each.

The building contains many innovations in filling and service station construction. It is fireproof throughout, being of brick, tile and stone. It is equipped with a large and handsomely furnished rest room. The lubricating is all done within doors, where a new series of hydraulic lifts are used.

A battery and tire service station is maintained as a part of the building, also a new feature in Standard Oil stations. Another station of the same type is being built at Edgehill Drive and Euclid Heights Boulevard, and also one at West Clifton Boulevard and Detroit Avenue.

A Large Order

During the past month, Lompoc Factory shipped an order for 100,000 C-22 brick to be used in oil refining equipment.

The Only One in the World

Probably the only insulated hand rail in existence is located at the plant of the Consolidated Water Power and Paper Company at Wisconsin Rapids, Wisconsin.

This Company, one of the largest manufacturers of paper in this center of the industry, has a dam across the Wisconsin River to provide for water power for its plant. In the winter ice forms in a layer four feet thick on the entire upstream face of the gate of the dam, and it is impossible to raise or open it. Since steam was required to thaw the ice on the gate to permit opening it, the lower railing of the hand rail leading to the gate was utilized as a steam line.

This line is insulated with J-M standard thick 85 per cent Magnesia pipe insulation, protected by a white top asbestos roofing waterproof jacket wired in place.

Wilbur W. Jones, Chicago District salesman, Milwaukee Sales Office territory, who handles this account, says that the paper company intends to replace the present housing on the gate with Transite wood. The housing will raise and lower with the gate, and will be lined with insulating material. A heated coil will be placed inside the housing to prevent formation of ice on the gate.

A picture of the hand rail is shown on the opposite page.

A Sales Talk That *Sold*

During a week in Rochester, J. M. Reilly of the Eastern Division Sales Promotion Department made a call with W H. Hodder, Rochester salesman, on the Batavia Lumber Company, Batavia, New York. This dealer had promised to come with J-M 100 per cent the first of the year, but between Mr. Hodder's calls a competitor came along and offered an exclusive franchise for several counties if the dealer would warehouse and distribute rigid shingles and the rag felt line. The competitor also offered a better price, and the account was just about ready to be signed up.

Mr. Hodder waited for the manager to tell his story and then he gave what Mr. Reilly says was one of the best sales talks he ever heard. He mentioned J-M products only once or twice in the 20 minutes in which he talked to the manager. He never mentioned price at all; he didn't say one word about any J-M competitors, including the company that had been working on the account. He merely pointed out to this man that it was his idea to sell a product through good merchandising and not just because it had a fancy color or a cheap price; he pointed out the splendid merchandising cooperation which the Johns-Manville Corporation gives; he emphasized the type of men that make up the J-M organization and the many years of experience Johns-Manville has had in merchandising; he sold the advantages of merchandising a widely advertised and recognized article and he emphasized the fact that Johns-Manville is and always has been a prodigious advertiser. As a result Mr. Hamby promised to think the matter over again.

He did, and Johns-Manville obtained the account without the lowest price and without an exclusive distribution agreement. It was Mr. Hodder's merchandising talk that put the proposition across. Mr. Myers of R. M. Myers Company, Incorporated, Rochester, says it was this same type of talk that influenced him to choose Johns-Manville as his source of supply on roofing.

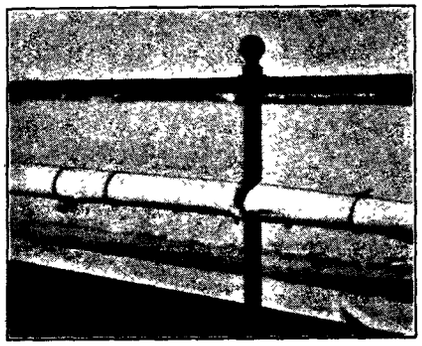
AT J-M MEETINGS

The Boston District had two showings of the motion picture film on asbestos on February 6, one before the members of the Rotary Club at New Bedford, Mass., and the other at about the same time before the Malden Parent Teachers' Association in Malden, Mass.

The New Bedford showing before 90 members of the Rotary Club was handled by H. A. Linfield, Sales Supervisor of the Providence territory, and attended by prominent business men of New Bedford. The President of the Rotary Club is Isaac M. Babbitt, of the Babbitt Steam Specialties

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Company, who are old customers of Johns-Manville, and power specialty, high temperature cement and insulation distributors. Mr. Babbitt expressed his appreciation to Johns-Manville for arranging the showing of the asbestos film which was so well received by the members that they asked Mr. Linfield to arrange private showings for several of the business associations in New Bedford. Mr. Babbitt is responsible for the square marking on the Johns-Manville Service Sheet Packing, an idea of his which was adopted by Johns-Manville.



A hand rail, covered with J-M pipe insulation, and used as a steam line for the Consolidated Water Power and Paper Company dam at Wisconsin Rapids.

The showing before the Malden Parent Teachers' Association was handled by L. E. Cushman, Sales Promotion Manager, Boston District. In a talk given on asbestos before the film was presented, Mr. Cushman bore down on asbestos shingles, Asbestocel insulation, and brake band lining, for the benefit of the parents who attended.

After the showing Mr. Cushman gave a talk on asbestos to the science classes, assembled for this purpose

At the conclusion the Browne School was presented with a selection of samples of asbestos, from the crude to the various finished products, which Mr. Cushman brought along, to be enclosed in a case as a permanent asbestos exhibit.

The J-M motion picture film on asbestos was shown at the Massachusetts Institute of Technology, Cambridge, on March 27, before 50 members of the engineering and technical classes.

The showing was in charge of C. T. Dearborn, Sales Supervisor of Metropolitan Boston, and G. W. Blakeley, special industrial representative for the Boston District.

The film was very well received by the students. Samples of the crude asbestos and of the various finished products were displayed prior to the showing of the film.

A joint meeting of the Western Retail Lumbermen's Association with the Washington State College officials was held at Pullman, Washington, recently, for the purpose of discussing better building for the farmer. Among the 75 who attended were Franklin Shuey, Frank McDermott, L. R. Harvey, A. G. Markwell and H. W. Farrington, all of the Pacific Division.

Mr. Farrington attended a similar meeting at the Oregon State College at Corvallis last November. The object of these meetings is to discuss the use of better materials and construction methods. Johns-Manville was the only "specialty" concern represented.

Nine members of the Crane Company at Lima, Ohio, met with J. W. Hemphill, Jr., and G. P. Decker of Johns-Manville at a luncheon meeting on March 30, at the Argonne Hotel. Mr. Hemphill gave a talk on Johns-Manville and on the future of packings. The interest and enthusiasm convinced the J-M men that this packing distributor is well equipped to turn in a good year's business.

S. J. Piercy, Sales Supervisor, Merchandising Department, San Francisco District, recently represented Johns-Manville at the Lumbermen's Convention held at the Stockton Hotel, Stockton, California.

This convention was attended by most of the prominent lumbermen in the San Joaquin and Sacramento Valleys and California Coast Counties, and included a great many J-M roofing dealers and distributors.

Through arrangements made by R. B. Ross, industrial representative, Syracuse Sales Office, J H. Nash, acoustical engineer, Eastern Division, gave a very interesting and instructive talk on acoustics before the Syracuse architects at a regular luncheon meeting in the Chamber of Commerce Building recently. Mr. Ross has done a great deal of work on acoustics in the Syracuse territory and through his efforts a considerable volume of business has been obtained during the past year.

The regular monthly meeting of the Technical Club of Lompoc Factory was held on March 13 at Forresters' Hall in Lompoc. M. S. Badollet, Research Chemist, gave an interesting talk on The Industrial Application of Colloidal Chemistry. Samples of sugar crystals were exhibited to show the effect of colloidal impurities and the discussion which followed was evidence of the interest of the members of the Club in this field of chemistry.

H. W. Allison and M. R. Perry of the Birmingham Office, recently held a carpenter-contractors meeting at Roanoke, Alabama, with J. H. DeLoach and Sons, J-M distributors in Roanoke. The carpenters and contractors present at this meeting were converted to the J-M method of re-roofing over wooden shingles and the three prospects given out at this meeting were turned into three orders the following day.

New York State District held its annual sales meeting at Hotel Syracuse, March 25. 26 and 27, at which time the various new products were discussed in detail and the old products reviewed. The first two days were devoted to insulation, power specialties and Celite products, and the third day to the merchandising line and Floridene stone.

The annual dinner was held at Schray's at Chittenango, New York, March 26. Two busses were chartered for the evening to transport the members of the District Sales force and their New York guests.

In addition to the personnel of New York State District those in attendance at the conference included H. P. Rankin, G. V. Dutney, J. O. Boylan, J. H. Nash, F. H. Emerson, M. Craighead, E. A. Scherr, A. L. Gossman, L. Ogden, H. H. Heckroth and John Barker.

An unusual lecture was given for the Houston men on April 2, by John L. Elliott of the Banner Rock Section. Mr. Elliott discussed the history, potential markets, recommendations and price situation of Banroc products. Mr. Elliott spent several days in Houston before leaving for New Orleans.

A. G. Markwell and H. W. Farrington, both of Seattle District, showed the story of asbestos and the re-roofing films before the Carpenters Union of Spokane, March 28. About 150 persons attended.

A New J-M Contractor

R. H. Fahy, formerly Vice President of the Banner Rock Products Company, has organized the Central Insulating and Supply Company in Cleveland to take on a franchise as a J-M approved insulation contractor.



Johns-Manville brake band lining, displayed at the recent Copenhagen automobile show by F. Bulow and Company, J-M special representatives in Denmark.

Part of Mr. Fahy's former position was in connection with the supervision of various phases of application problems, which, with his long sales experience, gives him a knowledge of both sales and application which should prove particularly valuable.

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Within the Circle

Eastern Division

A. R. GIBBONS, *Associate Editor*

H. J. STERNER is a new *J-M Circle* reporter for the Newark Office.

JOHN A. CHAMBERS, senior merchandising salesman, Albany Sales Office, was recently married to MISS MOLLIE CAREY of Albany.

Central Division

H. W. KIEL, *Associate Editor*

E. F. ADELBERGER, industrial salesman, Dayton Office, reports a sale of 103 squares of Class A built-up roofing on the W. F. Cappel building in Dayton, Ohio. This replaces a tar and gravel roof and was sold under severe competition from a local roofer selling rag felt built-up roofing.

P. I. DUDLEY, merchandising representative of Charleston territory, located at Bluefield, W. Va., while returning with his son from a motor visit to Bristol, Tenn., in rounding a sharp curve, was hit by another car. Mr. Dudley escaped with a few cuts and bruises while his son suffered a broken leg.

C. K. DILLINGHAM of Manville Factory visited Cincinnati on March 13.

J. A. LUCHIN, J. P. BORN, J. A. FRIELAND and C. F. SCHNEIDER, clerks at Pittsburgh Office, took advantage of a holiday recently and accepted a special invitation from J. Ingram, District Purchasing Agent, of the United States Aluminum Company, and his assistant, A. Litschge, to go through their plants at New Kensington and Arnold, Pa. The men were given a most cordial reception, and were accompanied by courteous guides who helped to make the sightseeing more interesting by explaining manufacturing processes.

T. G. DECKER was married on March 18 to MISS GERTRUDE INSLEE LAUBSCHER, formerly of Grand Rapids. Mr. Decker, who was transferred from Michigan to Phoenix, Arizona, recently, met a former Central Division salesman from Columbus territory, W. A. TYLER, there. Mr. Tyler is now with the Phoenix Roofing Company, a J-M connection.

Western Division

E. NELSON, *Associate Editor*

MISS THELMA WALSH has been appointed reporter for the New Orleans Sales Office.

MISS FLORENCE SCHAUMANN, stenographer, Chicago District, was married to Joseph Blake on March 17.

T. W. STEVENS, special roofing representative of Chicago Office, was in Birmingham territory recently regarding the roofing business in Alabama.

W. A. WALLACE, Chicago City salesman, and R. A. WALLACE, salesman of Louisville Office territory, Chicago District, recently suffered the loss of their mother.

A. F. EICHHORN, railroad representative of the Atlanta Sales Office, was in Birmingham recently calling on the railroad companies in that district.

The Chicago District employees extend their sympathy to MISS MARGARET CORR, of the Chicago Accounting Department, whose mother passed away recently.

ARTHUR SMITH, roofing inspector of the Southern District, visited Birmingham territory recently.

The St. Louis District announces the almost complete recovery of ANNE TRENT, small daughter of J. H. TRENT, from a very serious case of typhoid fever.

WALTER BIZOT, built-up roofing salesman of Wichita, Kansas, is the proud father of twins.

J. H. WILKINSON, Birmingham Office salesman, recently became a proud grandfather, as his son, W. R. WILKINSON, J-M asbestos shingle distributor in Birmingham, has a new son, W. R. WILKINSON the fourth.

MISS ETHEL GRAHAM, editor of the "scandal sheets" of the Dallas Office, has found it necessary to take a forced vacation during the month of May, as the result of an attack of influenza. She is taking a rest in New Mexico.

Pacific Division

E. N. CHRYSLER, *Associate Editor*

The Los Angeles District Headquarters are now located in the Petroleum Securities Building, Rooms 441-448, Tenth and South Flower Streets, in the office which the late Theodore F. Merseles was instrumental in obtaining for the employees.

J. L. ELLIOTT, Western Division Sales Supervisor, Banner Rock Products Section, recently conducted a meeting in the San Francisco District Office, at which time he thoroughly explained the sales possibilities of Banner Rock products to the salesmen.

The women employees of the Pacific Division and San Francisco District Offices gave a luncheon on March 27, at Ye Mayflower Tea Room, in honor of MISS MAE HESSION, Pacific Division telephone operator, who is leaving Johns-Manville to be married. The details of the luncheon were very successfully arranged by MRS. ANNETTE FLOOD and MRS. IVA STANG. Miss Hession was presented with a beautiful set of silverware, a gift of the men of the office, by MISS ALLA TYSON, secretary to Mr. Shuey.

Asbestos, (Que.,) Factory

GEORGE L. FULLER, *Associate Editor*

The employees at Asbestos extend their congratulations to FRED MCCOY of the office staff, on his marriage to MISS ARDICE ADAMS, on April 12.

The sympathy of the Asbestos employees is extended to HARVEY FRAME, locomotive man, in the recent loss of his wife. Mr. Frame's friends will also be sorry to learn that he lost his home through fire in April.

Banner Rock Factory

A. L. JONES, *Associate Editor*

MR. AND MRS. LESTER KENDALL are the proud parents of a baby boy born March 30. Mr. Kendall is employed in the quarry.

WILLARD MONTGOMERY and MISS ELIZABERT VASBINDER were married on March 9. Mr. Montgomery is employed at Plant No. 2.

MRS. ESTELLA GOODWIN, wife of SELMER GOODWIN, a bricklayer at Plant No. 2, died at St. John's Hospital on March 9.

MISS DELLA TOMLINSON died very suddenly March 21. Miss Tomlinson was the daughter of MR. and MRS. IRVIN TOMLINSON. Mr. Tomlinson is employed at Plant No. 2.

A baby boy was born to MR. AND MRS. CORNELIUS SEMON on March 25. Mr. Semon is employed at Plant No. 1.

Funeral services for MISS REGINA RUTH HARON, granddaughter of JOHN GOSNELL, employee of Plant No. 1, were held at the Christian Church March 20.

MR. AND MRS. JOHN E. COLEMAN and family have moved to the Alexandria Factory from Manville Factory. Mr. Coleman is the Quarry Superintendent at Alexandria.

S. A. WILLIAMS, Vice President in charge of Factories and Mines, was a visitor at Alexandria Factory March 30 and 31.

G. E. STAHLHUTH, Office Manager, attended an Accounting Conference at New York March 18 to 22.

Gretna (La.) Factory

E. BELSOM, *Associate Editor*

JOHN HANSEN, better known as "Dutch", formerly from the Waukegan Factory and now in the Repair Department at Gretna, appreciates the value of J-M materials. He has bought his own home and has had it roofed with No. 60 duplex shingles.

Lompoc Factory

GEORGE K. NOE, *Associate Editor*

DR. M. L. HARTMANN, Technical Director, left on March 15 for a trip to the east to make arrangements for the transfer of part of the Research Department to Manville, New Jersey.

DONALD E. CLARK, Chemical Engineer, who has been working with the Standard Oil Company of California for the past year, has returned to the Celite Corporation.

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Manville Factory

C. R. HOCKENBERRY, *Associate Editor*

Upon the termination of his long service at Manville Factory, F. G. FUCILLO, who has been transferred to New York, was presented with a handsome brief case by the members of the Tabulating Department. Mr. Fucillo came to Manville in 1915 as clerk in the Packing Department.

Nashua, (N. H.,) Factory

E. C. HOPKINS, *Associate Editor*

Tabulating equipment is being installed in the Nashua Factory Office.

F. THOMAS PAINE has returned after supervising cell structure erection at Port Chester, New York, for the past three months. FRED GAGNON, who was at Ossining, New York, on the same kind of work, has also returned.

TONY TARKEN, stripper, Shingle Mill, is the proud father of a baby girl born March 28.

Waukegan Factory

H. W. DEIBLER, *Associate Editor*

D. C. RENTON, Chief Engineer, New York Office, arrived at Waukegan Factory March 17. He has been convalescing from an operation, and every one at Waukegan Factory hopes to see him in better health than ever before.

J. DRISCOLL, Chief Chemist, accompanied by DR. T. TOWNSHEND, Research Department, both of Manville Factory, visited Waukegan Factory on March 22.

JOE GLOSSON, Foreman of the Rock Wool Department, is the proud father of a baby boy, born March 16.

PETER GLOSSON, who had to give up his work in the Magnesia Department, Waukegan Factory, because of poor health, passed away at a local hospital March 20. The employees' sympathy is extended to his family.

VERNE H. RAMSEY, welder, Erection and Repair Department, Waukegan Factory, who is an aviator, accompanied L. B. MCMILLAN, Consulting Engineer, New York Office, on a 1,300-mile aeroplane trip. They left Chicago March 9 and visited Indianapolis, Anderson, Terre Haute, and Evansville, Indiana, and Champaign, Peoria and Moline, Illinois, returning to Waukegan March 17.

RAY J. PAULSEN, clerk, Magnesia Office, announced the arrival of a baby girl on April 4.

IRVING HAYMAN, Night Superintendent, Waukegan Factory, was married March 23 to MISS RUTH KRESAL.

E. R. POWELL of the Alexandria Factory Research Department was a visitor at Waukegan Factory March 13.

The sympathy of the roofing employees is extended to A. T. WYLLIE, whose father passed away Thursday, March 7.

GEORGE SMITH of the Roofing Plant is the proud father of a baby girl, born March 5.

SPORTS

After eight weeks of bowling, the Chicago District team and the Industrial team at the beginning of April were tied for first place in the Western Division League, each with 14 games won and 10 lost. Chicago District held a slight lead over their rivals in the number of total pins.

Other teams in the League, however, were still in the race, and only three games separated the leaders from the fifth place team.

Individual and team honors were divided between the Celite and Statistics bowlers: Celite had high team game; Statistics had high team average, 3 games; Brainard of the Statisticians had high individual game; while Berry of the Celite team had high individual average, 3 games, as well as leading the League, to his credit.

Clyde McDowell returned from Pittsburg Plant and again has taken up his duties as machine tender in the Roofing Plant, Waukegan Factory. As a side line, he has been showing his skill in the squared ring as a middleweight amateur boxer.

He has had six three-round contests since February 1 and has won four decisions and two knockouts.

On March 9 he knocked out the Indiana middleweight amateur champion, in Chicago.

Three teams of employees from the Waukegan Factory Bowling League bowled on April 4 at the National Bowling Tournament conducted in Chicago by the American Bowling Congress. The results were: Packing, 2,674 pins; Paper Mill, 2,478 pins, and Pipe Covering, 2,315 pins.

The Metropolitan Giants, composed of Metropolitan District employees at the New York Office, were defeated by the Service-Dependents, Eastern Division Office Service Department, at Van Cortlandt Park, New York, on April 6, by a score of 21 to 13. A 9-run assault was waged in the first inning on Pitcher Louis Massari of the Metropolitan Giants, when 14 men came to bat producing three singles, one double, a triple and six passes.

Considering the poor condition of the ground after the rainfall the day before, the defensive work on both sides was very good, especially that of First Baseman O. Kinney of the victors, and Charles Pope of the Giants. Mr. Kinney enjoyed a perfect day at bat, collecting three singles and a triple in four attempts.

An unfortunate mishap occurred towards the close of the fourth inning, for the Giants, when Charles Pope, after having hit a three-bagger, slid into third base in such a manner that he was forced to retire from the contest with a severely sprained ankle. In the first part of the seventh inning with two men on base and one out, Infielder Joe Haubrick of the Service-Independents hit a tremendous home run, the first of the season, thus scoring two men ahead of him at the time.

The form displayed on the mound by



The Chicago District Bowling Team and the Industrial Bowling Team, which were tied for first place in the Western Division League. At left, the Chicago District team: Jankowski, O'Hara, Steiner, Thinnes, and below, Gunderson. At right, the Industrial team: Goodlett, Yost, Cuthbert, Miller and Helfrich.

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Pitcher Paul Cacavo of the Service-Independents was particularly noteworthy, inasmuch as 16 of the opposing batsmen were retired by strike-outs due to his unerring control and a zipping fast ball. Despite the fact that the weather was far from ideal, quite a number of J-M's rooters were on hand.

The football club at Asbestos is now organized and is looking forward to a very successful season. The club has joined the Eastern Townships Football Association and a schedule has been drawn up, covering games from April 27 to September 7.

The members of the club are quite enthusiastic and a goodly number are out every evening practising. M. Cargin is the manager and J. McKenzie, captain. The club played last year's cup winners in the opening game, the results of which will be announced next month.

Spring is here, and it has brought out the baseball teams. Of the two outstanding teams at Manville, the Billing Department and the Order Department, the former is said to have proved its superiority. Watch for the results of the series that will appear in later issues.

Apparently the drizzling rain which fell on April 20 did not dampen the enthusiasm of the Metropolitan Giants and the Eastern Division Billing Team when they met at Van Cortlandt Park, New York City, for the second baseball game of the season. As lead-off man, Paul Cacavo of the Order and Billing Team stepped up to the plate, ready for the first pitch.

This time, the Metropolitan Giants with a revamped team, completely outclassed the Eastern Division nine in the work afield and at bat, and won with a score of 7 to 4. Third Baseman Louis Massari of the victors starred at bat, collecting a homer, a triple, and a single from Pitcher O. Kinney.

Thoughts and words are fine—action is better.—*N. C. R. News.*

Suggestions

(*Continued from Page* 12)

David Housten..Millwright, "A" Building
Small fire extinguisher for Twisting Department.

Robert W. Page.....Student, "A-1" Office
Ventilation of plants and offices during lunch hour.

PITTSBURG FACTORY

P. S. Fleetwood.....Paint Department
Eliminate use of unsightly barrels and sacks by installing storage bins for pulp, zinc, oxide and Barytes.

L. E. Knight.....Shingle Mill
Adapt No. 71 *shingle die for cutting and punching No.* 5 *random width shingles.*

A. J. Slobe ..... Shingle Mill
Attach shield to shingle scrap crusher.

W. E. Gelling ..... Mechanic
Install ceiling store ladders in storeroom for reaching various bins.

WAUKEGAN FACTORY

Klaas Rol.....Wet Magnesia
Slots in Oliver filter scraper so that it can be used over again.

D. M. Dickinson..Checker, Magnesia Plant
New size crate for Magnesia Pipe Covering for economy.

Verne Yennie.....Auto Mechanic, Garage
Red paint to mark location of fire extinguishers.

GENERAL OFFICE

Gertrude A. Churchill.....Procedure Department
Name plates to distinguish different offices and departments.

Mae Coughlin....Government Department
Alphabetical list of all employees and their departments to be posted in the Mail Department.

J. A. Dowling.....Accountant
Reserve a page in J-M Circle for discussion of Company's products.



Typical West Texas scenery. This picture shows a tank farm in the distance equipped with J-M tank tops and electrical protection.

Mission

Durante la semana de Marzo 17 a Marzo 23, el Reverendo Padre Nava, condujo la Mission Catolica en el idioma Español.

Por ser la mayoria de la gente Mexicana residentes de el Campo Celite, la Mission fue conducida en el Salon del Club Celite Mexicano.

La orden de los Servicios fue como sigue: Misa a las 8:30, Doctrina para los ninos a las 2:30 y Oraciones a las 7:30 de la tarde.

La atendencia fue numerosa y el Padre Nava se expreso de estar sumamente satisfecho con el exito de la Mission.

Agradecemos la cooperacion del Rev. Padre Santey de Lompoc, del Club Mexicano y de todas las personas que ayudaron a la Mission.

Former Asbestos Factory Employee Saves 5-Year-Old Boy

The Dominion Medal Board of the Boy Scouts' Association, with the assent of the chief scout, Lord Willingdon (Governor-General), has awarded Assistant Patrol Leader Victor Weys the second highest honour for gallantry—the gilt cross. Victor Weys is the son of Klaas Weys, who was an employee of the Milling Department at Asbestos until last fall, when he moved to Vancouver.

It was on April 7, a year ago, that Scout Weys risked his own life to save five-year-old Joe Hobbs.

Upon returning home in Asbestos he heard frantic cries for "help" and rushed toward the creek leading to the Nicolet River, which was swollen to a depth of 10 feet. There he saw Master Hobbs, who was sinking for the third time. Although Weys could not swim, he went into the water and, by holding on to some over-hanging willow branches, managed to grasp the boy and bring him safely to shore.

Upon being notified of this, Scoutmaster W. N. Reakes referred it to his Troop Committee, who appointed the local Board of Honour to investigate the details.

This medal will be presented by the Commissioner in public.

Training Class at Asbestos Ends

A banquet for those who had participated in the Foremen's Training Class at Asbestos was held in the Canadian J-M Club House at the close of the term, March 28. Letters signed by Professor Chaffee were presented to each one who successfully passed the course.

It was very encouraging to note that approximately 90 per cent of the foremen who took this course successfully completed it.

During the banquet, speeches were made by Professor Chaffee, C. H. Shoemaker and R. S. Gardner. H. K. Sherry read telegrams of congratulation from Lewis H. Brown, Myron H. Clark, S. A. Williams and A. Hughes.

Various French and English songs were sung and a delicious supper was served by the Hotel Iroquois.

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Meet the Asbestos Factory *and* Mines



C. H. SHOEMAKER
General Manager



R. S. GARDNER
General Superintendent



R. A. DENOVAN
Chief Engineer



S. L. LAMPLOUGH
Factory Superintendent



G. G. CLARK
Milling Superintendent



H. K. SHERRY
Mining and Railway Superintendent



A. H. JACKSON
Electrical Superintendent



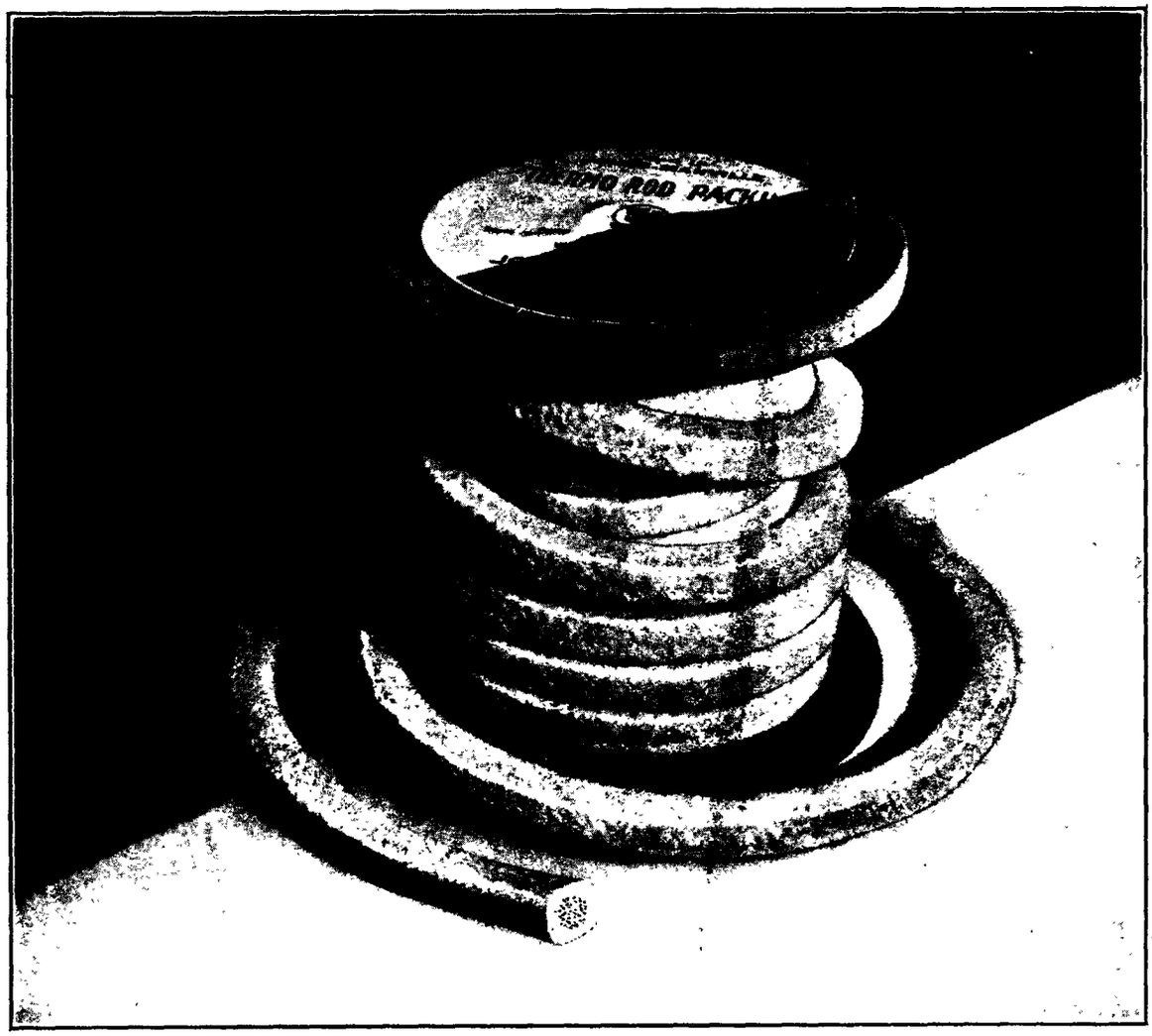
G. L. FULLER
Supervisor of Service



W. N. ROOK
Office Manager

The Second of a Series of Picture Pages of the J-M Factory and Sales Executives Designed to Show that "Names Are People"

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A J-M Quality Product

J-M Quality in J-M Packings . . . Pure asbestos yarn braided over a core of twisted asbestos and annealed iron wire, and sealed with a special heat-resisting compound, defies heat in industrial pumps. This packing is highly resistant to the scape of hot gases, oils or fluids.

JOHNS MANVILLE
JM
CORPORATION

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