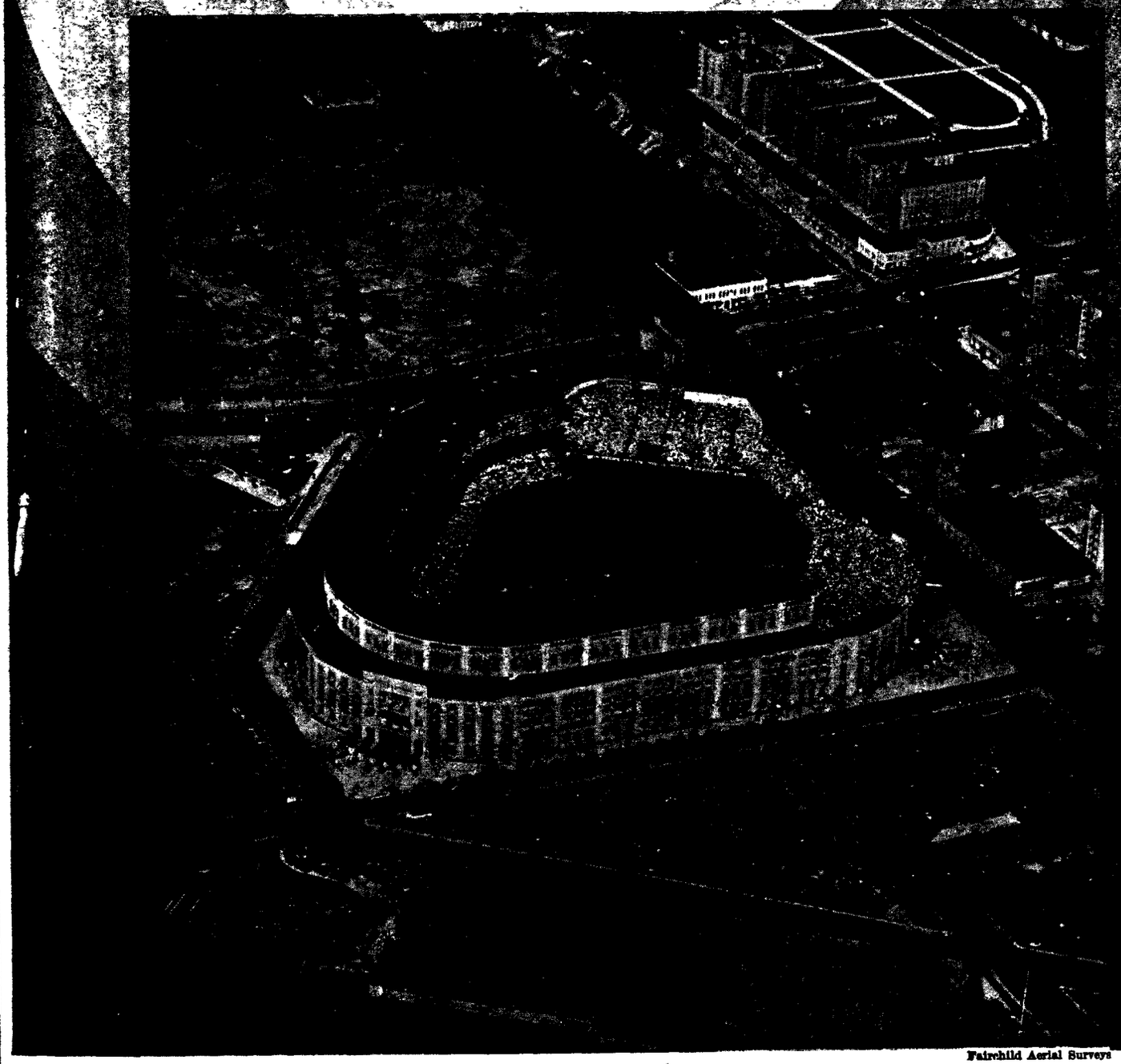
THE CIRCLE

OCTOBER, 1929



Fairchild Aerial Surveys

FOR AND ABOUT JOHNS-MANVILLE EMPLOYEE

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"Selling Is Believing"

TO PARAPHRASE an old proverb, "Selling Is Believing." Of course selling is more than that, but the fact remains that no salesman—no factory employee—can do his best work without belief in the product he sells or makes, the Company he works for and the man who directs his efforts. The relationship between salesman and sales manager—between factory worker and superintendent—must be one of mutual confidence and respect. This relationship, maintained through sincere, patient and open-minded dealing, holds the secret of success and harmony in any department.



FRANKLIN SHUEY

Obviously, the business of a salesman is to sell, but in a broader sense it is to secure and maintain within a given territory the profitable distribution of the products he has for sale. Maintaining distribution is just as important as securing it. In no other way can a salesman build up his territory on anything like a permanent basis. In this act of building a permanent business within his territory, the salesman is entitled to the constant leadership and counsel of his sales manager, and the sales manager must be alert to every problem that confronts his men.

The factory or office worker has no opportunity to make direct sales—to distribute his company's products—but in the final analysis he is a salesman, for he is constantly helping to maintain those sales by building quality into the product or by aiding in the methods of distribution. He may not actually be contacting in the field, but he is building company good will by earnestly performing these inside tasks. He, too, will accomplish the most if he has the constant guidance and friendly assistance of his superiors.

As compared with a few years ago, there is an entirely different spirit in business. Business has become ethical and specialized, like the so-called higher professions, and salesmanship and manufacturing have had to advance to meet the new conditions. Today is a big day for salesmen. It is a big day for the factory workers. Highly competitive conditions have put a premium on the services of the salesman who can consistently face the crowd and bring home the order. And these same conditions have brought about higher standards of quality and service in manufacturing. The salesman is the chief good will builder for the Company and he can be successful only with the highest regard for good business ethics, with the utmost confidence existing between him and his Sales Manager, and with the full cooperation of the manufacturing organization that produces the product he sells.

FRANKLIN SHUEY
Sales Manager, Pacific Division

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THE CIRCLE

OCTOBER 1929

A New Organization for Foreign Business

Johns-Manville International Corporation Formed as Holding Company for Subsidiaries Outside the United States

In order that Johns-Manville products and experience may be utilized to the best advantage in reaching the world market, the Board of Directors authorized the organization of the Johns-Manville International Corporation for the purpose of ultimately taking over all of the foreign business of the Johns-Manville Corporation and expanding that business throughout the world.

The Directors of the Johns-Manville International Corporation are Lewis H. Brown, Chairman, W. R. Seigle, E. M. Voorhees, P. A. Andrews, J. S. Adams, E. S. Crosby and C. L. Sager.

The Officers are: President, W. R. Seigle; Vice President in charge of Sales, P. A. Andrews; Vice President in charge of Sales Promotion, J. S. Adams; Treasurer, J. S. Crawford; Secretary, C. L. Sager; and Assistant Treasurer, J. L. Pichetto.

The complete business, including assets, stocks, properties and personnel of the present Foreign Division with its European, Latin American, Far East Districts and the other subsidiary companies organized in these countries was taken over on October 1st by Johns-Manville International Corporation.

C. A. Girvin will continue as Sales Manager in charge of the three sales districts, reporting directly to Mr. Andrews. In addition, Mr. Girvin will continue to act as Sales Manager of the Latin American District.

Until Johns-Manville purchased The Celite Company last Fall, its foreign activities were confined to Canada, Mexico and Latin America except for certain special representatives in the capacity of dealers and distributors in various parts of Europe and the Far East. The Celite Company had begun the organization of sales operations abroad, carrying on its business in England through its subsidiary, Celite Products Corporation, with offices in London.

Not only has the English subsidiary of The Celite Company been continued by Johns-Manville, with offices in London, but some months ago Johns-Manville organized a company to operate in France with offices in Paris under the name of Les Produits du Kieselguhr Francais, Inc. More recently Johns-Manville has organized a German Company, with offices in Berlin under the name of Deutsche Asbest und Celite Gesellschaft, M. B. H.

While the three European subsidiaries just referred to are all selling companies, Johns-Manville's foreign activities are not confined solely to selling. It has recently acquired a very substantial interest in a Belgian company, Beton et Mollith Société Anonyme. That Company is engaged in the manufacture of asbestos cement products with a plant at Moll, Belgium, and offices in Antwerp. It is the intention to enlarge and diversify the manufacturing operations of this plant so as to take care of at least a part of Johns-Manville's European business and perhaps some of its South American trade.

Johns-Manville's South American business has for some time been handled through Johns-Manville do Brazil, S. A., with offices at Sao Paulo and Rio de Janeiro. The sales activities of the Brazil Company have pretty generally covered all of South America.

As to the Far East, a survey is being made for the purpose of determining the Company's future policy in that section.

As the foreign operations of Johns-Manville develop, it is interesting to notice how certain differences in business methods, as between Europe and America, come into evidence. An understanding and an appreciation of this fact is somewhat essential to the success of anyone who would engage in manufacturing or merchandising in Europe. One who is thoroughly conversant with American selling procedure, methods of approach and contact, systems of billing, shipping and making payments may find himself confronted in Europe with an entirely different method of doing all of these things. He may also find a different type of mind and personality with which to deal.

Open-mindedness, adaptability, a mental attitude of receptivity to the customs of various European countries, alertness, tact, diplomacy and a knowledge of one or two European languages will assist materially in the success of any American going to Europe in the capacity of a representative of American interests. This is true whether the representative be interested in salesmanship, manufacturing or research.

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Canadian Division Wins Theodore F. Merseles Memorial Trophy

THE Theodore F. Merseles Memorial Trophy will be awarded to the Canadian Division as the winner of the sales contest conducted during the first eight months of 1929. The presentation of the trophy, which is now in the possession of the Pacific Division, will be made at the General Conference to be held in New York City in November.

The ranking of the Divisions, and the points scored by each, are: First, Canadian Division, 43; Second, Central Division, 37; Third, Eastern Division, 19; Fourth, Western Division, 17; Fifth, Pacific Division, 11; and Sixth, Foreign Division, 11.

Points were awarded on the basis of sales volume from January 1 to August 31 as compared with sales during the corresponding period last year.

The contest was conducted for the first time in 1928, when it was held as a surprise for the late President Merseles. Mr. Merseles was so pleased with the results of the contest that he donated the "Victory Trophy" to be kept for a year by the winning Division. After his death last March it was decided that the name be changed to the "Theodore F. Merseles Memorial Trophy." The trophy is of sterling silver, 21 inches high, with gold shields around the base on which the name of the winner will be inscribed each year. It was designed by the Gorham Company.



The beautiful silver trophy which will be presented to the Canadian Division at the General Conference in November.

On the Front Cover

All during the baseball season the Yankee Stadium in New York City is very much in the limelight. Especially has this been true in the years—like last year—when the World Series games have been played there. It's home ground for Babe Ruth and Lou Gehrig.

Of additional interest to J-M baseball fans is the fact that the Stadium is housed under a built-up roof applied in 1923. This type of roof has been used on a majority of the major league parks.

Western Division Team High in Shingle Contest

The winners of the General Headquarters rigid shingle sales contest for the month of July, announced too late for inclusion in the August-September Circle, were I. Benner, Eastern Division, Philadelphia; R. N. Dytche, Central Division, Cleveland; the team of J. W. McGrath and L. F. Albrecht, Western Division, Chicago; and D. A. Brownlie, Pacific Division, Seattle. Each winner was presented with a prize of $50.

The final results of the two months' contest were to be announced as soon as the August shingle sales were definitely known. It was expected that the second month might see numerous changes in the standings, as competition among the men was very keen.

The percentages of quota made by the Division winners were: Benner, 380%; Dytche, 331%; McGrath-Albrecht, 1170%; and Brownlie, 926%.

The high men in each District who won prizes of $25 each were:

Eastern Division: Metropolitan, Burt, 209%; Boston, Cunningham, 233%; Baltimore, Marion, 302%; Atlanta, Cates, 368%; Philadelphia, Benner 380%.

Central Division: Cleveland, Dytche, 331%; Cincinnati, Bachelder, 70%; Detroit, Gordon, 231%; Pittsburgh, Goodwin, 158%.

Western Division: Peoria, Keller, 1112%; Milwaukee, Berney, 989%; Chicago, McGrath, 1170%; St. Louis, Holtgrewe, 462%; Kansas City, White, 250%; New Orleans, Baumhauer, 323%; Dallas, Switzer, 360%.

Pacific Division: Seattle, Brownlie, 926%; Los Angeles, Kircher, 253%; San Francisco, Van Dyne, 716%.

New Warehouse Completed at Weaver-Henry Factory

Weaver-Henry Corporation is very proud of the new improvements at the plant which have been put into use: all-steel warehouse, 100 feet by 260 feet; new spur track to accommodate new warehouse; new large capacity felt saturator; eight silos for storage of finishing materials and complete conveyor system for handling them.

A New Mark at Alexandria

During July, Alexandria Factory shipped 279 cars of J-M material, 85 more than in June. Inbound shipments totaled 186 cars, or 37 more than June. July thereby established a new mark for shipments.

Lompoc Sets New Record

A new record was made during August by shipment of 457 cars of Celite products from the Lompoc Factory. Shipments for this year up to August 31 have been increased 890 cars over the same period in 1928.

A Big Shingle Job

The largest shingle job in Southern California this year was for the Soldiers' Home at Sawtelle and consisted of 2,500 squares of Weaver-Henry hexagonal shingles.

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Witnessing a Hawaiian "Hukilau"

E. H. Clausen, San Francisco District Sales Manager, sees some native net fishing as complicated as the names of the fish that are caught.

When E. H. Clausen, Sales Manager of the San Francisco District, visited the Hawaiian Islands recently, he was fortunate enough to see a real "hukilau," a complicated form of net fishing engaged in by the natives. This was merely incidental to Mr. Clausen's month's study of merchandising conditions, distribution channels, potential markets, competition and sales promotion, but it was one of the most unusual features of the trip.



Mr. Clausen visited all of the principal islands, called on every sugar plantation, pineapple cannery and major industrial plant, and travelled to remote sections to study manufacturing and agricultural conditions. It was at Kawaihae that he saw the au-maiewa in which the fish are driven from the rocks onto a sand bar and there caught with a net.

This is how Mr. Clausen tells the story:

"As U. S. Marshal Oscar Cox explained it to us we will explain it to you. Mr. Cox is Hawaii's master hukilau artist.

"Hukilau is never used for commercial fishing, but only as a sport. Throughout history it has been a form of entertainment for chiefs. The varieties of fish caught by hukilau include the Oio, Ulua, Moikala, Palani, Nenue, Awa-Kawamoho, Mullet, Turtle.

"The casting of the lau generally begins with the rising of the tide, and requires great preparation and close study of details. Even the season, the winds and other elements must be taken into consideration.

"The hukilau involves the use of two canoes and tying the nets directly to the lau and casting. This is possible because the beach is all sand. In some localities rocks prevent the net from being cast with the lau, and the fish must be driven from the rocks to a sand bar before they can be netted.





Above, left, pulling in the net, and at right, the catch. Mr. Clausen, above, has been decorated in true Hawaiian fashion.

"In the au-maiewa many fathoms of lau are used—ropes tied at intervals with dried ti leaves, with weights attached to carry the lau to sea bottom and with floats at every 60 feet to serve as markers.

"The lau is cast in a great semi-circle around a sand bar toward which the fish are slowly driven. Great care must be taken to keep the opposite sides of the semi-circle far enough apart so that the fish cannot see both lines at the same time. Otherwise they will escape by going over the top.

"At the moment when the fish are circling around over the sandbar, where they are clearly visible, and the lau has been drawn up at the right distance, a signal is given to a man in a canoe and the work of fastening the net to the lau is undertaken.

"A section of the lau is unjointed and the net inserted. During this process great care must be taken to prevent the escape of the fish. The net is attached by expert divers, two of whom go down at a time. Two others take their place while they come up for air, and so on until the net is attached. The net finally attached to the lau is drawn inshore, fishermen being careful to prevent its being caught on the rocks.

"A successful hukilau is attended by skillful fishermen and swimmers."

The Largest Order Yet

Waukegan Shingle Company has just completed an order for 136,500 No. 5 mottled gray tapered shingles. This is the largest individual order for this type of shingle on record!

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Into the CANADIAN NORTH WOODS

—with wind and rain and mosquitoes as unwelcome—*but constant*—companions

DEAR GEORGE:*
Some time ago I wrote a letter to Charlie and have been told that you didn't get a chance to read it, and that you wanted to hear something along the same lines about a trip I had through some of the new mines of Quebec.**

It was all quite unexpected in-so-far as preparations were concerned. I had been in Cochrane a day when one of the mine managers came along showing some interest in the J-M lines, but he had very little time to spare in town and suggested that if we were to go North and call on all of them, we would more than pay for the trip in the future. He told me that none of the asbestos men had been in and that the "early bird is the one who gets the first worms." Well I want to know, "Who wants to be a worm anyhow?"

George Smith, Manager of the Geo. Taylor Hardware Co. at Cochrane, Ontario, was in favor of the trip and agreed to send one of his men along to look after the interests of his company, and also to outfit us so as to make the trip in the quickest way possible. We took an 18-foot prospector canoe, out-board motor, blankets, and food, to say nothing of fly-nets and oils of different kinds.

Took the rails from Cochrane to Amos, Que., then started on one of the most interesting, and one of the most uncomfortable trips I have ever taken. The weather was with us for the trip up the Harricanaw River. But after we were about half way over the lake, and had the Siscoe Gold Mine property in sight, the wind let loose. I have been caught on lakes in different parts of the country, but never have I seen a blow set up so "sudden like." Ed Bisson, the chap from Cochrane, wasn't so keen to keep on going. But we were in one of those positions where to turn back would have meant as much as going ahead, so on we went.

"Have you ever tried to keep going when the water was either ankle or hip deep, when the bush was like a carding machine in a woolen factory, when the load you were carrying was slipping and you couldn't let half of it go because that would be sure to be the half you would want first?" Probably not, but that's what H. G. Barter had to face when he and a distributor's salesman went "prospecting" in behalf of J-M among the new mines of Quebec.

Our reception at the Siscoe set up a friendly feeling toward the section and I can say right here that the same friendly feeling was shown to us by all of the people we called on. The Siscoe is situated on an Island, and from the way they are going after it, the gold will come out, if it's there.

We spread a couple sleeping bags on the floor and pulled out blankets from the packs and went in for one grand sleep. We had our first touch of mosquitoes that night. They came in through the netting and after many attempts at killing with squirt guns, papers and what-not, we did pull a netting over our heads and then let them do all the buzzing they wanted.

We talked over the J-M lines in the morning and had a very good chance at learning just about where we all stood as far as future business was concerned. It looked rosy because the manager was familiar with Johns-Manville and was in favor of fire protection, as well as the better appearance the White-Top gives to the camp.

After waiting for the wind to let down, we decided we could beat the game by going around the far side of the Island and by so doing we would have only about two miles of open water before we could get under cover of the main land. Luck was with us and we went into a cove just before a squall hit. It was short and we started out for the Green-Stabell Mine portage. Having been told it was about three miles up the shore, we felt we could hit it without any trouble. But have you ever tried to make your three miles check with someone else's? It can't be done. We messed up and down that shore for a couple hours looking for a place that would give some indication it was a landing of recent use. We finally found a place about five miles off the spot as pointed out, where a canoe lay in the bush. I suggested we try that and see if it led anywhere. That trail sure looked good to us, even tho it was thru a muskeg. When I say muskeg, I mean just that and nothing BUT.

We shoved the canoe and most of the stuff under a lot of brush and started out to fight mosquitoes for a couple miles. I have seen flies thick, I've seen muskeg when it was called wet, but I think this trail was the original mosquito-infested, water-soaked trail of the North Country. Head nets were some help. But have you ever tried to keep going when the water was either ankle or hip deep, when the bush was like a carding machine in a woolen factory, when the load you were carrying was slipping and you couldn't let half of it go because that would be sure to be the half you would want first? Well that is what we had, and the original poles that had been placed to walk on were half barked, and the bark that was left was rotten and slipping. The result was, just about the time we felt a little confidence in the method of travel, one of us would slip. However, we did find the camp and it was a welcome sight. The odor of food didn't seem to make much of an impression but the sight of netted windows did. We were re-

*This letter was written by Mr. Barter to George Meredith of the Toronto Office.

**The territory covered is just south of James Bay, which is the southernmost arm of Hudson Bay.

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ceived like white men and given the run of the camp. Some soap and water made us feel a lot more like human beings. Then and only then did we realize we had hit a camp where a cook was in evidence.

The Green-Stabell Mine buildings are all log and the latest addition is a tent for visitors. Everything is clean, but it is quite evident the money being spent is going underground where the good stuff is supposed to be.

We went over the mine surface property in the morning and found a couple places where we could be of service to the mine with Johns-Manville lines. We were also promised the siding for any new buildings they erect in the future. All in all, we didn't fare so badly, even though we did have the return trip through the muskeg.

The crossing of Lake La Mote wasn't so good. Rain started about the time we were half way over, so we put in to a point where a shack was showing. It didn't rain; it just poured as though someone had opened up a strip in the Heavens and let all the water out at one time. The roof sure did need a roof and needed it as much as we did. Even the mosquitoes found it too wet for them and they took to some other cover—after we had started a smudge in the place. Just about sun-down the rain let up some so we started on our way. Right now I claim the little red whips as a token of merit. Our seamanship was as faultless as they make it. We didn't miss the openings or landings by much. Made the river on the second attempt and up it to the Lorette mine. This was on Saturday night, but all days are alike up here unless one checks them off on the little vest pocket pad.

They fixed things up for us and we were quite comfortable. Had good food and a dry place to sleep. Plenty of Fly-Tox did its work and real buzzing didn't start until the early hours of the morning.

Covering the Martin and Bishop Mines didn't bring much satisfaction. They are in the real early stages. But I was surprised to see that the manager's house at the Martin is covered with Johns-Manville star siding.

The real fun began when we started shoving off for the mouth of the Skeedwash River, on our way to the Malartic country. We broke thru with as bright a sun as one could ask for, but how the wind did break after we were out about half an hour! The canoe shipped water about every third wave and between the two of us we managed to get things up far enough so only the bottom blankets got a soaking. We ran ahead of it for what seemed to be hours. Those waves seemed to be mountains at times, and



H. G. BARTER, *Toronto Salesman*

the canoe rolled, dove and did all the tricks known to that brand of transportation. When we pulled up to the Fire Ranger's dock, they told us they had been watching us for more than an hour, expecting to have to take the launch to pick us up, or what was left. A nice feeling that set up!

Then the trip up the Skeedwash—rain, rain, rain. It seemed to stir up every winged enemy in the bush and send them to the water. We got to the other end and found the wind was still on a rampage. We turned back and stayed at an old river-camp being used by a couple of Frenchmen.

That damn wind kept up for three days and every time we started for the lake, we had to turn back. The regular boats were not trying to make it so why should we take the chance? One party tried to get in and were lucky enough to do their tipping close enough to shore to swim in. They lost their load though. Finally the food got low and the conditions were a bit more favorable, so we hired one of the Frenchmen to take us over in one of the large freighters, making the trip by dodging between whatever islands would give us some protection. We were all soaked to the skin when we arrived at Blais Landing.

A night in a wet bed, and fighting our common enemies. A wild ride over the two-mile portage and off again for another forty-some miles. Up river to Lake Pressiac and around the arm. All the guide we had was a sort of a map that gave general directions. However, the good weather and seamanship came into effect again. The mouth of the Rivier Moir is hidden by an arm, and we were fortunate enough to come within about 300 feet of it on the first trial.

That portion of our journey is one that will never be forgotten. Its unusual beauty made it interesting.

The Thompson-Malartic, the O'Brien, the Thompson-Cadillac, the Graham-Bousque, and a few others are in about the same state of development. Some have hopes of getting a mill within the next year, some look to setting one up in two years. The optimism is something to marvel at. None of them have the slightest doubt but that the property has "paying-ore" in it. The future is always as rosy as a new bloom. Why not? It all goes to make a mine and if they miss on this one, the next one will come in and pay twice as much.

I want to say right here, George, every one of the mines we called on gave us the best of everything they had and made us feel that we were just a little more than "just calling on the trade, looking for new business." They told us that we were among the first to take the time and make the effort to see what they were doing to develop the new mining country. We didn't write orders, George, but we did put in a foundation, and as I write this letter to-night, I have reason to know new business has developed from that very trip.

Of course some very amusing things happened during that two weeks. And some that were not so funny. We were swollen from head to foot from mosquito and fly bites. But all in all, for a time when the mosquitoes were so bad the prospectors couldn't stay in the bush, when the waters were so high that roads were a sea of mud, when it rained three out of five days, when the portaging was one series of slipping up and down, I don't think we did so badly. What do you think about it? Sincerely, (Signed) Bart.

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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

XII. A Transite Shell for the Hollywood Bowl

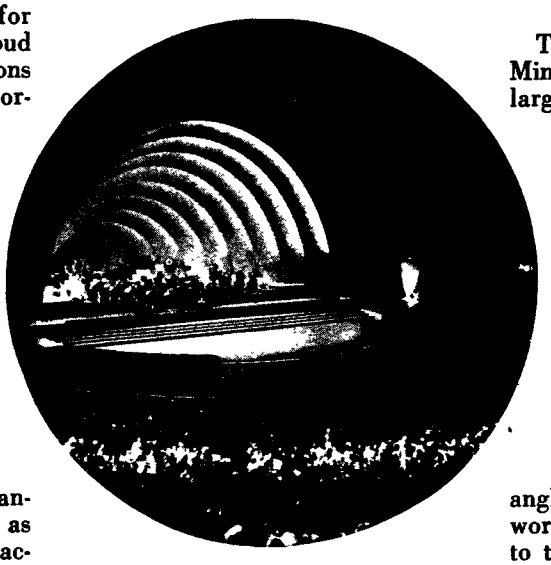
OUT in Hollywood, California, the famous "Symphonies under the Stars" are held in the Hollywood Bowl, a natural amphitheatre nestling in the hills a little outside the hustle and bustle of the movie colony. Here exceptionally fine music brings joy to many thousands, for eminent musical directors are proud to be selected to wield their batons over this outstanding symphony orchestra composed of one hundred musicians.

This year when plans for a new orchestra shell were made, it occurred to Frank Kitson, of Los Angeles District, that it could be constructed of flat Transite. Many problems were encountered before final selection of this material was made, but the rigidity of Transite, its appearance, and its fireproof [illegible] were outstanding in favor.

The new shell is covered with Transite both inside and out, and it is as impressively beautiful as it is practical. About one and one-half carloads of Transite were used. The difficulties of constructing this type of design were met by having each sheet cut to fit at Waukegan Factory, where the material was manufactured. The Los Angeles Office congratulates Mr. Kottcamp and his assistants on the expert workmanship displayed in filling this order, for each sheet went into place without difficulty. Many pounds of asbestos putty were used in setting up the Transite.

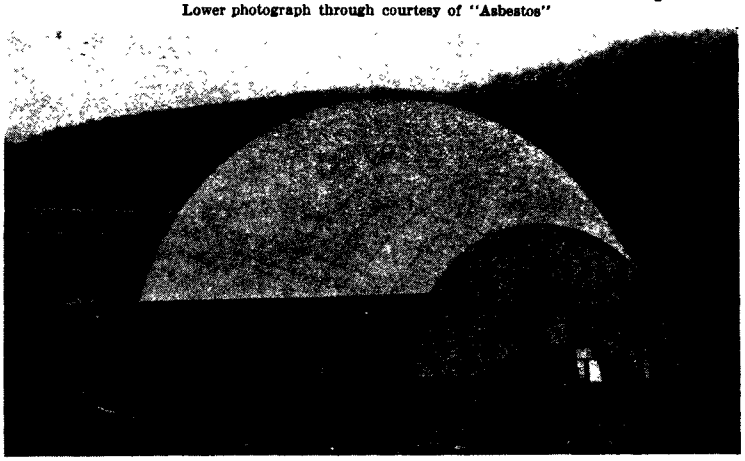
Semicircular in shape, the shell has a span of 88 feet, is 50 feet deep and about 45 feet high. It consists of a series of arches, the radius of each smaller than the one before. The grooves separating the arches have been treated acoustically and covered with an insulating compound to prevent deflection of the tones.

The Transite is supported on an all-welded steel frame and the entire structure is on a moving base so that on occasions it can be pulled up into an adjoining canyon, entirely out of sight of the audience.



The orchestra shell, brilliantly illuminated at night with bulbs totaling more than 7,000 watts, is an inspiring sight, but the daytime view of the rear of the shell gives a better idea of its construction. The Transite sheets are supported on steel.

Lower photograph through courtesy of "Asbestos"



Pan-O-Cel for Ovens

The Despatch Oven Company of Minneapolis, Minnesota, the world's largest producers of ovens of all types, have recently purchased 3,400 square feet of 2-inch, 3-inch and 4-inch thick Pan-O-Cel sheets for insulation for their three largest oven installations.

Pan-O-Cel is a strong, self-supporting panel of insulation requiring no reinforcement or protection such as a metal backing. Each sheet is a sealed panel of fine corrugated Asbestocel with refractory coating on all sides and edges. These sheets are designed to be supported in angle iron or other suitable framework, with one side exposed directly to the heated air inside the oven or dryer.

An interesting feature of these three shipments is the fact that the sheets were sprayed with bronze aluminum paint at Waukegan Factory, giving the panels a metallic appearance.

The orders for the Pan-O-Cel sheets were secured by J. E. Bowell, salesman of Minneapolis Sales Office, Chicago District, who has been of considerable assistance to the Despatch Oven Company in recommendations of insulation for various types of equipment.

The installations were conveyor ovens for baking paint on tractors, radio coils and office furniture.

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"He Knew His Onions," Said a J-M Customer

SHAKESPEARE said something about a "good deed shining like a bright candle in the world." A good piece of salesmanship also shines forth in this modern age. The following instance shows that good salesmanship and knowledge of one's business make an appeal to successful business executives throughout the country.



R. L. ARRINGDALE

Several months ago the Simonds Saw and Steel Company of Boston, Mass., were solicited for acoustical treatment for one of their executive offices by S. E. Hazard of the Boston Office, working with R. L. Arringdale, Acoustical Engineer. They must have impressed the customer strongly with their general ability, knowledge of the subject and method of demonstrating the value of sound control. Proof of this is had in the fact that an executive of the Simonds Saw and Steel Company thought enough of the presentation to write this letter to the editor of a sales pamphlet service with circulation all over the country:



S. E. HAZARD

"We in this office were much impressed by a young salesman from the Johns-Manville Company who called on us as an acoustical engineer to eliminate noise. His presentation of the elimination of noise was so clear—his method of demonstration bringing out the noise was so convincing and different from the other salesmen that he got the order.

"We all remarked that the boy certainly 'knew his onions.'

"We hope the same kind of favorable comments are made by our customers after our salesmen's calls."

This was indeed broadcasting the ability of J-M men all over the country. A Simonds Saw and Steel man, who was calling on A. R. Fisher, Manager of the Lompoc, California, Factory, left him a pamphlet.

In addition, there is a happy ending to the whole story. The original acoustical job which the men were after amounted to $200, with the understanding that if the treatment was satisfactory the Simonds people would consider treating their other offices. A few days afterward an extra order for more than $1,000 was secured.

Alexandria Cuts Accidents with Safety Contest

J. E. BEGERT, Plant Manager, Alexandria Factory, has appointed a permanent Safety Committee composed of W. P. MacCoy, Personnel Manager, Chairman, E. R. Stevens, Superintendent of Plant No. 1, and C. Noble, Superintendent of Plant No. 2.

The Committee, at its first meeting, drew up plans for an inter-department Safety contest, which was launched on Monday, August 12. The week's standing of each department is posted every Monday on the department bulletin board in a small square marked "Number of Days Without Accident." Plenty of the National Safety Council posters are being used to keep Safety before the men. All cases reported to the First Aid Room in either plant are counted as an accident against the particular department in which it occurs. This rule has cut down the minor injuries, such as small cuts.

Plant No. 2 cut accidents from seven and one lost time accidents the first week of the contest to two and no lost time accidents the third week. Plant No. 1 cut theirs from fifteen the first week to six the third week. Plant No. 1 has had no lost time accidents since the contest began.

Three departments, two in Plant No. 2 and one in Plant No. 1, went through the first three weeks without a single accident. These were the Maintenance Department, the Wareroom and the Finishing Department.

The number of accidents reportable to the insurance company has been cut considerably in the past three months, due to constant serious effort on the part of all concerned. The number reported in May was 23, in June 11 and in July only three. Alexandria is out after a "no-accident" month record.

Philadelphia Employees Honor A. S. Royal

APPROXIMATELY 40 employees of the Philadelphia District assembled at the Penn Athletic Club on Thursday evening, August 1, to participate in a dinner in honor of A. S. Royal, retiring District Manager, and to wish him success in his new assignment.

The incoming District Manager, J. O. Boylan, acted as toastmaster during a program of informal talks. "Ken" Dickson in a short speech carried the group back to the days when his father was head of the Philadelphia District, and told how, after he had passed away, he had come to know and admire Mr. Royal.



A. S. ROYAL

Then followed speeches by C. L. Hitchner, Russ Worrall, Jack Mason, Fred Hemberger, Mike Lennon, Billy Gorman, "Dutch" Ellis, Tom Stein, Charlie McAnally, and Dave Oberholtzer.

Mr. Royal, who was always affectionately called "Daddy", was presented with a fishing reel. The talk that accompanied his acceptance was one of the most enjoyable features of the evening. He spoke of his years with Johns-Manville, praised the J-M officials and employees for their cooperation, talked of the many friendships he had made with the members of the Company and outlined what a wonderful opportunity there is for the younger members of the organization.

Mr. Royal was with the Chalmers Spence Company when they consolidated with the H. W. Johns Manufacturing Company before the beginning of this century. In 1910 he was made Construction Manager for the H. W. Johns-Manville Company. From that position he advanced to Manager of the Insulation Department and Special Sales Representative of the Eastern Division. His next step was to Philadelphia District Manager. In his years with the Company Mr. Royal contributed a number of improvements to the insulation line.

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THE J-M CIRCLE

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Published for and about the employees of

JOHNS-MANVILLE CORPORATION

Editorial Office:
292 Madison Avenue, New York City

A Pleasant Voice

"Handling our customers properly over the telephone is a very important way of cultivating good will," says President Lewis H. Brown. And not only Mr. Brown, but all the J-M executives have had such firm convictions on this point that they have encouraged the establishment of telephone standards that recognize speed and courtesy as of paramount importance. Most of us have come to regard care in handling our phone calls as just as essential as proper salesmanship and courtesy in talking personally to our customers and to one another, and this is an attitude it is hoped the new employees acquire as quickly as possible.

Since Johns-Manville attaches such importance to telephone courtesy, it is gratifying to learn that other companies also feel its need. *Babson's Reports* for September 9 includes the following article under the heading "Cultivate a Pleasant Selling Voice":

"Remembering the importance of first impressions, there is a definite dollar-and-cents value to a pleasing voice in selling. Although this is not a new thought, yet it is becoming more significant in the light of the increasing use of the telephone. Often—very often—the first contact that a prospect gets with a company is by telephone. He unconsciously forms his first impression from the voice he hears—its tone and its courtesy. Moreover, purchasing agents are now adopting the practice of interviewing salesmen by appointment only, so that the salesman must make a favorable impression at once if he is to be successful in telephoning for an opportunity to show his line of goods.

"Straight selling by telephone is on the increase, and regular training courses for this kind of solicitation are being given in the larger houses. In many firms, telephone selling is in addition to their other sales efforts, but some houses now use it as the sole means of getting new business. To be successful, it requires of each solicitor 'the voice with a smile'. To a less degree, but still important, a good voice, pleasant and cheerful, is an asset to the salesman calling on the trade. Cheerfulness is just as contagious as depression and infinitely more profitable to the house. Sales managers should realize the importance of an agreeable selling voice and should show the men working under them how improvements toward this end will increase their efficiency."

A Letter of Appreciation

A letter of appreciation from Miss Minnie McMillan, sister of the late Luther B. McMillan, was received by E. C. Rack of the General Office shortly after Mr. McMillan's death. Extracts from the letter follow:

"We have just gone through one of the bitterest ordeals human hearts are called upon to bear, and I know you understand.

"The wonderful kindness shown to us by Luther's friends everywhere will never be forgotten. The words and tokens of love and tender sympathy did much to help us bear up through it all. From the depths of our hearts we appreciate it, and thank God for such friends.

"The wreath from the Johns-Manville employees was especially beautiful. It was asters, tube roses and other lovely flowers. I shall be so glad if you will express to them for us our thanks for their loving remembrance and sympathy. Luther's friends were wonderful. It is very consoling to us that he was regarded so highly.

"From the depths of our hearts we thank you and all the kind friends there—words cannot repay. That we may be able to serve in some way is my hope."

What Do You Know About This Business?

Of course it would be difficult to answer this question. There is so much to know in an organization as large as Johns-Manville, and we know a great deal or little about the business depending upon our jobs and our individual efforts to learn. It is desirable to know the basic facts because we sometimes have to answer the questions of outsiders, and it is interesting to learn details about our organization, products, and methods of manufacture just because in themselves they are so varied.

In order that we may all acquire a knowledge of Johns-Manville a series of questions has been prepared, the first ten of which follow. See if you can answer them before turning to the answers on page 26.

1. When, where and by whom was the Company started?

2. What were the first products?

3. What has been the development of the Company name to the present "Johns-Manville Corporation"?

4. How large is the J-M family?

5. Approximately how many J-M products are there?

6. What are the major lines of products at the present time?

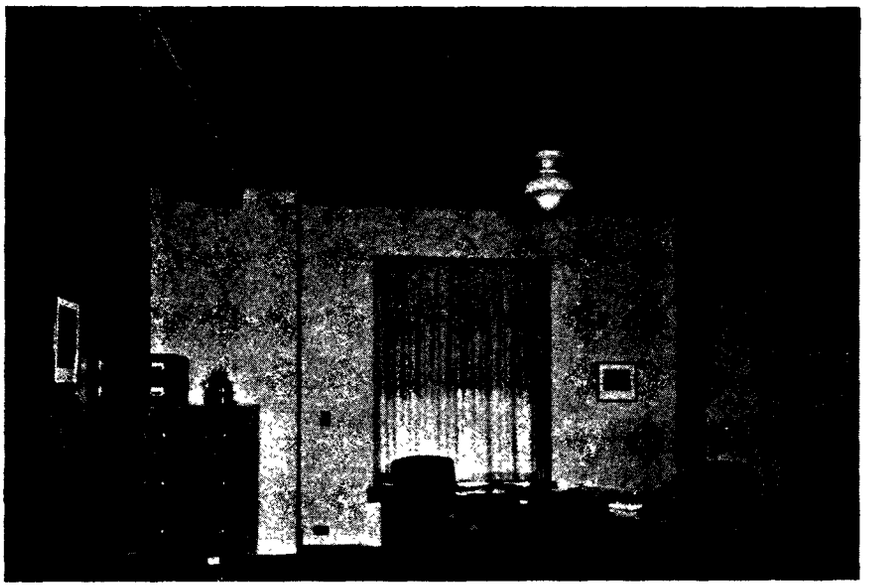
7. What basic materials are used in their manufacture?

8. From what sources are they obtained?

9. How many factories and mines has Johns-Manville?

10. Where are they located?

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The office of R. C. Harden, Western Division Sales Manager, with its handsomely decorated Sanacoustic tile ceiling, is a show place for prospects.

Farewell Dinners Held for Western Division Men

SELDOM has the spirit of fellowship, so characteristic of the Western Division, found more pleasing expression than on August 15 and 23, when the department managers assembled to honor two of their number whose loyalty, industry, and perseverance had brought them well-deserved recognition in the form of promotion to positions of greater responsibility.

Lester A. Baldwin, Sales Supervisor of the oil industry section of the Industrial Department, Western Division, was the guest of honor at a dinner Thursday evening, August 15. His appointment to the managership of the Sales Engineering Department of the Eastern Division came at the conclusion of many years of service in the Western Division, and a beautiful silver and crystal sherbet set spoke eloquently of the regard in which he was held by his associates. Ralph C. Harden, Sales Manager of the Western Division, officiated as toastmaster.

Hobart B. Harden, Sales Manager of the Automotive Distribution Department, was the guest of honor at the dinner Friday evening, August 23. "Hobe" has served the Western Division for more than 12 years in a variety of positions, each of increasing responsibility. His appointment to the sales managership of the Automotive Distribution Department of the Eastern Division became effective September 1.

Somehow or other, news of "Hobe's" promotion and his departure from Chicago had become known in the field, with the result that scores of distributors, dealers, district managers, sales supervisors, and salesmen fairly deluged him with telegrams. Space does not permit listing, much less quoting, these messages which kept pouring in during the dinner, which came to a fitting close with the presentation of a beautiful Telechron clock with Westminster and Canterbury chimes.

While the Western Division is sorry to lose these men, it rejoices in their advancement and wishes them luck and good fortune in their new responsibilities.

No Accidents at Gretna

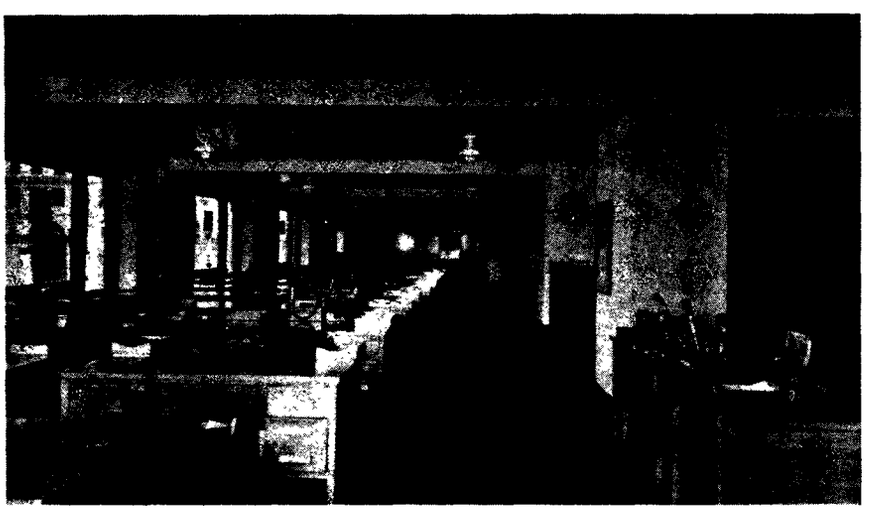
During the month of August the Gretna Factory operated without an accident, and the amount of business done was the largest since operation started.

The Wet End operated 122 hours overtime and the Punch and Shipping Departments, 39 hours overtime. There were 18 new men put on, and all were given instructions in Safety.

Fire Prevention Studied

G. E. Force and Arthur H. Spencer, night watchmen, Weaver-Henry Corporation, have recently received certificates for completion of the course, "School of Fire Prevention for Watchmen," conducted by City of Los Angeles Fire Department. The six main topics studied were:

How to send in a fire alarm; auxiliary fire alarm systems; knowledge of how to properly use the fire extinguisher; interior sprinkler systems; the sheriff, the watchman and department of police; and exposures and hazards.



A portion of the new office of the Western Division in Chicago, looking toward Mr. Harden's office. Sanacoustic tile has been applied to the ceiling.

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San Francisco Group Visits Lompoc and Redwood City

AN inspection trip of the Redwood City and Lompoc Factories was recently arranged by Clarke E. Wayland, Industrial Sales Supervisor, San Francisco District, and his assistant, Alex Kleerup.

The afternoon of August 18 was spent in the inspection of the Redwood City plant, where the methods of manufacture of Magnesia products were thoroughly explained. The party stayed all night in Santa Maria.

The following morning was spent going through the Lompoc Factory. A special observation car was furnished for the tunnels, and Fords—or "Mountain Goats" as they are known in Lompoc—for climbing the White Hills. After going through this plant, the men enjoyed a delicious luncheon, as guests of the Factory.

The men were particularly impressed with the plants, and indications are that everyone is more interested in insulation materials than ever before. The extreme courtesy and attention extended to the men by W. B. Kelley, Superintendent of the Redwood City Factory, and A. R. Fisher, Superintendent of the Lompoc Factory, and their staff men was greatly appreciated.

Eleven men from the San Francisco District Office made this trip: Clarke E. Wayland, Alex Kleerup, J. A. Csupak, W. M. McKay, C. B. Eifert, D. M. Sinclair, W. M. Black, G. D. Marion, D. R. Young, J. F. Dean, and F. C. Cunningham.

S. A. Williams in Photograph

After the August-September issue of the Circle was distributed, it was pointed out that S. A. Williams, Vice President in charge of Factories and Mines, was in one of the groups of old-timers in the Nashua section. Mr. Williams is the man in the light shirt on the highest elevation in the upper left photograph on page 16.

Chicago Purchasing Agents Are Guests of Waukegan

Following their custom of visiting industrial plants instead of holding regular monthly meetings during the summer, the Purchasing Agents Association of Chicago visited the Waukegan plant on August 8.

Upon arrival at 10:00 a. m., the party was divided into groups of 10 and each group was escorted through the plant by a member of the Planning Department. After two hours of walking they returned to the lunch room tired and hungry, but very enthusiastic over a plant so large, efficient and different.

W. R. Seigle, Chairman of the Board, who was visiting Waukegan, joined in the dinner, after which J. P. Kottcamp, Factory Manager, extended Waukegan's heartiest welcome to the visitors and introduced Mr. Seigle. Mr. Seigle responded with a generous welcome on behalf of the Corporation.

In the afternoon golf was enjoyed at the Bonnie Brook Country Club.



When a group of men from the San Francisco District visited the Lompoc and Redwood City Factories recently, they were entertained by members of the Factory staffs. This picture of the party was taken in front of the Lompoc Factory office.

A "Packing Epidemic" for Boosting Packing Sales

WHEN in a recent issue of her *Dallas Territory Scandal Sheet,* Miss Ethel Graham tried to boost packing sales, she immediately received the hearty cooperation of F. J. Wakem, Staff Manager in the Power Products Distribution Department.

Miss Graham proposed a packing epidemic: "If you should expose 25 people to smallpox, of course not all of them would contract it, but it would be unusual if none of the 25 took it. If you study your list of customers and pick out 25 that would be interested in packings, it would be unusual if one or two of them didn't break down and buy some. Of course it is a far cry from smallpox to packing, but the same thing is applicable. If no one was ever exposed to smallpox you would find very few cases—if you don't talk packing and try to sell it, you are going to get very few orders."



ETHEL GRAHAM

Mr. Wakem's letter in reply to this suggestion offers some "professional" advice:

"I certainly appreciate and thank you for your efforts in behalf of packing. Let us hope that no one gets inoculated against it, that it spreads quickly and turns out to be a plague.

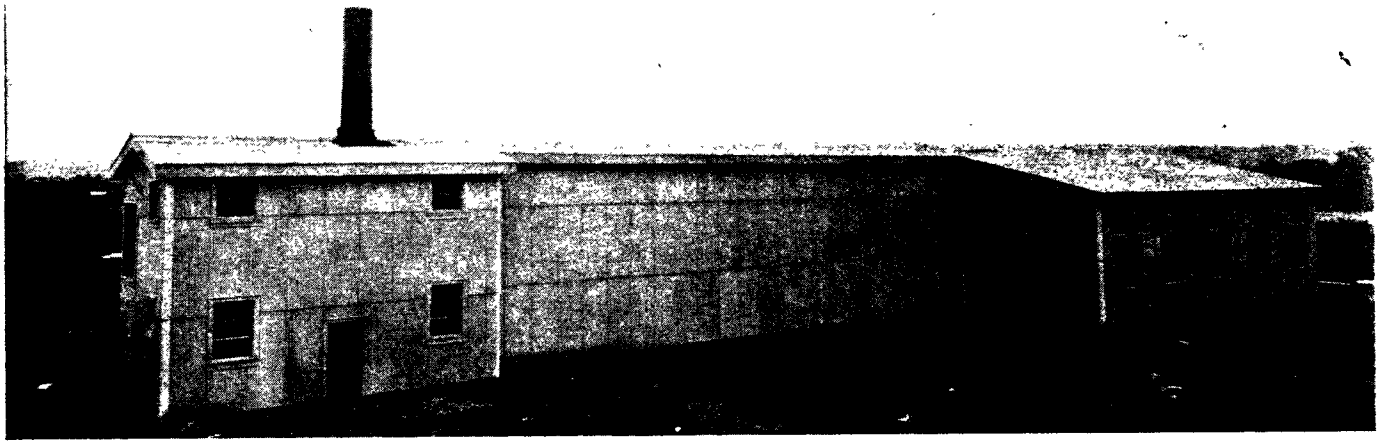
"The beauty of contracting J-M Packing disease means that there is no drain on the bank roll, in fact, it cuts expense. No need for nurses to keep the patient in good running order, and it never leaves him pock-marked.

"We have some other very nice diseases that should be the bosom companion of every industrial home.

"Take Refractory Cementitus. It keeps the patient solid and immune to the ravages of temperature.

"After you get your territory saturated with Packing disease and the hospitals (J-M Factories) swamped, turn on just a little medicine in the form of J-M Friction Materialatum. The patient will run smoothly for years and will always be under control."

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The new rock wool building constructed entirely of Transite and steel. This photograph was taken before operations began.

Story of Manville

(*Continued from page* 13)

chinery continued throughout the year, and in February of 1913 the Magnesia Building was set in operation and the manufacturing of 85 percent Magnesia pipe covering and blocks was begun.

Shortly after, the Paper Mill, Roofing Shop and Pipe Covering plants got under way, and these were closely followed by the Packing and Textile plants. The plants were heated, lighted and the machinery operated by a centrally located power plant generating electricity and steam for the purpose. A well equipped Machine Shop and Erection and Repair Department was established in one end of the Packing Plant for the efficient handling of factory maintenance.

Railroad sidings and spurs from the main lines of three railroads were installed, entering the yards and extending alongside each of the buildings.

A canal was dug from the Raritan River to a pump house at the power plant for water for manufacturing purposes. Drinking water was supplied by a number of driven wells.

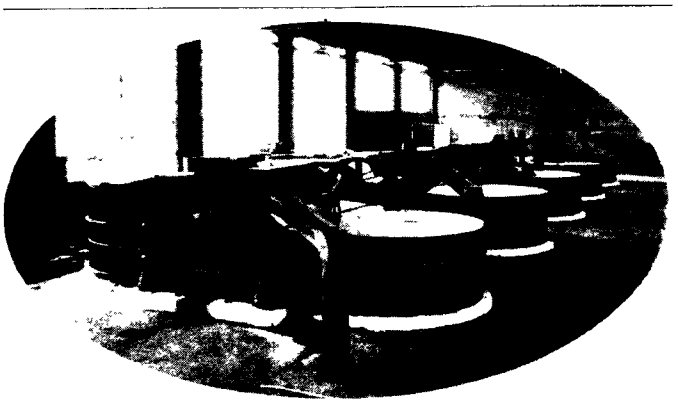
The farms were located in Hillsboro township, the population of which was scattered and numbered possibly 50 people. News of the factory's entry caused real estate promoters to purchase considerable land adjacent to the plant and the development of streets and homes followed. The town has grown until it now has a population of over 8,000 and it recently was incorporated as a borough. Gus. Boesel, Superintendent of the Magnesia plant, was elected the first mayor of Manville Borough.

In 1914 the U. S. Government established the Manville, N. J., Post Office. It was located in the factory proper and greatly facilitated the handling of the company mail. The office has since grown from a fourth-class to a second-class office. G. E. Halladay, Factory Manager, was commissioned by President Woodrow Wilson as the first postmaster.

On February 1, 1919, the Hotel Asbestos was officially opened with appropriate exercises. This is a large structure located near the factory buildings, built to serve not only the factory employees and visitors to the plant, but the general public. The plan of the hotel included 70 rooms, each with hot and cold running water and some with private baths, a spacious lobby and verandahs, a ballroom, dining room and cafeteria, and recreation rooms in the basement. Recently a large portion of the main floor was remodeled to accommodate the main office force of the factory, which had outgrown its quarters in the Textile Building. Plans have also been made for the hotel to house the control laboratories, the plant hospital and clinic.

In 1921 an additional building known as A-1 was completed, situated west of the Textile Plant. It provided additional floor space necessary for plant expansion.

A separate building of Transite and steel was erected last Fall for the manufacture of rock wool.



A beater used in the preparation of raw materials for the manufacture of rag felt roofings. The stock is conveyed automatically from one beater to another before being pumped through to the paper machine.

Plans are under way for the construction of a building where rigid shingles and Transite are to be manufactured. The building will be located east of the Roofing Plant and will contain approximately 150,000 square feet of floor space.

Many Are Insured

Over 90 percent of the employees eligible to life insurance under the Group Insurance Plan have taken advantage of this offer. The total insurance coverage amounts to more than $1,900,000.

Serves J-M 20 Years

(*Continued from page* 13)

Biazovsky, John Brady, George Christenson, Sr., C. Impellizeri, Charles Nuttal

1909—J. Donofrio, Tony Impellizeri, Joseph Koski, John McCaffrey, Joseph Seigle, E. T. Shanahan

Sixteen of the 38 men are members of the Johns-Manville Quarter Century Club.

A Quick Comeback

Pat Murphy attended a safety meeting. The boys had been given some printed instruction and the safety man wanted to check the results.

"Pat," he said, "Can you give me six reasons for safety?"

Now Pat wasn't up on his reading but he was rather quick with his comeback.

"Sure," he replied, "The four little Murphys, me wife and meself."—*The Co-operative News.*

If your foot slips, you may recover your balance, but if your tongue slips, you cannot recall your words.—*A. G. E. Bulletin.*

Life is not so short but that there is always time enough for courtesy.—*Emerson.*

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MARION S. BADOLLET: transferred from research chemist, Lompoc, to Research Department, Manville.

L. A. BALDWIN: formerly Sales Supervisor, Oil Industry Section, Western Division, appointed Manager, Sales Engineering Department, Eastern Division, with headquarters in New York.

N. E. BAXTER: transferred from special Celite salesman, Indianapolis territory, Chicago District, to city of Indianapolis.

C. E. BECKETT: transferred from special Celite representative, Minneapolis, to general salesman, Milwaukee territory, with headquarters at Eau Claire, Wisconsin.

R. E. BERG: transferred from Automotive Engineer, Western Division, to Factory Automotive Engineer.

J. W. BLEMKER: promoted from special representative, Insulation and Power Specialties, to Supervisor, Engineering and Contracting Department, Cleveland.

MISS E. BRAND: transferred from Insulation Department to Railroad Department, Eastern Division.

ARTHUR BURT: promoted to foreman of front end of Wood Company, Waukegan Factory.

C. T. BUTTERFIELD: promoted from laboratory assistant to head of Control Laboratory, Lompoc.

R. A. CASSON: promoted from Assistant Superintendent, Brick Production, to Superintendent of Brick Plant, Lompoc.

E. E. CATHCART: promoted from San Francisco District Sales Promotion field man, to general salesman, Fresno territory.

GEORGE V. CHRISTIE: promoted to Sales Manager, Automotive Distribution Department, Western Division.

D. E. CLARK: promoted from Chemical Engineer, Control Department, to Superintendent of Mills, Production Department, Lompoc.

ROBERT S. CLEAVER: transferred from Industrial Insulation Section to Building Materials Section, Eastern Division.

W. W. CONNER: transferred from laboratory assistant, Lompoc, to Research Department, Manville.

MISS MILDRED DAHLKE: transferred from receptionist, nineteenth floor, to assistant to Miss Rose Revellese, Sales Promotion Department, General Office.

MISS FLORENCE DRISCOLL: transferred from general Dictaphone operator to clerk and Dictaphone operator, Cleveland.

G. F. EBY: promoted from Supervisor, Columbus territory, to special representative, Power Products Distribution Department, Cleveland District.

H. U. GAGGS: promoted from assistant Superintendent to Superintendent, Excavation, Production Department, Lompoc.

W. W. HANCOCK: transferred from assistant to J. Wood, General Credit Manager, to Credit Supervisor, Foreign Division.

H. B. HARDEN: appointed Sales Manager, Automotive Distribution Department, Eastern Division, with headquarters in New York.

GUS HARTMAN: promoted from mail clerk to file clerk, St. Louis Office.

W. J. HAWLEY: placed in charge of Salvage Department, Waukegan Factory.

JOSEPH HEROLD: promoted from Mimeograph Department to Superintendent, Mail Department, General Headquarters.

GEORGE L. HERRMANN: promoted from assistant to T. A. O'Brien to head of General Service Department.

ORVILLE HOWE: transferred from salesman at Topeka, Kansas, to Kansas City, Western Division.

L. E. JONES: promoted from Industrial Building Materials salesman, Toledo territory, to Supervisor, Toledo territory.

P. C. JONES: promoted from laboratory assistant to assistant control chemist, Lompoc.

H. C. KELLIHER: promoted from foreman in the Production Department to assistant Superintendent of Mills, Lompoc.

C. E. KOCH: promoted from Special District Representative, Chicago District, to Sales Supervisor, Oil Industry Section, Industrial Department, Western Division.

J. C. LANE: promoted from assistant to Sales Supervisors Wayland and Piercy, to general salesman, Salt Lake City territory.

R. B. MCCLELLAN: promoted from plant accountant to Assistant Office Manager, Lompoc.

FOREST MCCUNE: transferred from Packing Department to the Order Department, Waukegan Factory.

W. W. MCDONNELL: promoted from general salesman, Sacramento, California, territory, to special representative, East Bay territory.

MORROW C. MILLER: transferred from microscopist, Lompoc, to Research Department, Manville.

W. MOTT: promoted from Superintendent of Mail Department to assistant to George L. Herrmann, General Service Department.

R. O. NELSON: transferred from the Planning Department to Order Department, Waukegan Factory.

FRANK NEMANICK: transferred from Asbestos Wood and Shingle Company to the Accounting Department, Waukegan Factory.

GEORGE K. NOE: formerly Service Manager, appointed Service Supervisor, Lompoc.

T. A. O'BRIEN: head of General Service Department, promoted to Accounting Department.

E. G. ONSRUD: transferred from the Planning Department to foreman, Rubber-Tex-Tile unit, Waukegan Factory.

G. G. PARKE: promoted from Power Specialty Department to Chief Clerk, Railroad Department, Eastern Division.

GERVASE PAULSON: transferred from Pipe Covering Department to Order Department, Waukegan Factory.

HARRY PRICE: promoted from clerk, Denver Sales Office, Chicago District, to salesman, Denver territory.

SCOTT ROBBINS: transferred from laboratory assistant. Lompoc, to Research Department, Manville.

E. L. ROLFS: transferred from Special Oil Industry Representative, to the Sales Engineering Department, Western Division, with headquarters at Dallas.

R. K. ROURKE: promoted from Control Chemist to assistant Chemical Engineer, Lompoc.

T. H. RUSSELL: promoted from Supervisor, Toledo territory, to special representative, Building Materials Distribution Department, Cleveland District.

MISS EDNA SACKETT: promoted from Industrial Flooring Department to secretary to E. A. Scheer, Eastern Division.

S. V. SAGINOR: transferred from Estimator, Cleveland Office, to Sales Promotion clerk.

MISS HELEN P. SAVAGE: promoted from head of the Architects' Service Department Uniform Card Record System, to Cashier, Boston District.

JOHN SCALES: transferred from General Purchasing Department to General Auditing Department.

CLYDE C. SCHUETZ: transferred from research chemist, Lompoc, to Research Department, Manville.

J. W. SEGHERS: promoted from Assistant Office Manager to Office Manager, Lompoc.

R. H. SOULIS: formerly Sales Engineer, Detroit District, appointed Staff Manager, equipment and special accounts section, General Industrial Department.

W. L. STAFFORD: transferred from ceramist, Lompoc, to Research Department, Manville.

G. M. THURSTON: transferred from Building Materials Distribution salesman, Cleveland city sales territory, to retail sales clerk, Cleveland Office.

G. P. TITCOMB: promoted from Assistant Production Engineer to Planning Manager, Lompoc.

P. N. VAN DYNE: general salesman, transferred from the Fresno territory to Sacramento territory.

MISS RUTH VAUSE: transferred from fourth floor receptionist to General Sales Promotion Department.

EDGAR B. YOST: promoted from Western Division Power Products Distribution Department to salesman, Indianapolis sales territory, with headquarters at Fort Wayne, Indiana.

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Here and *There* in the Field

Through Coordinated Efforts

Super Class A built-up roofing will cover the new copper refinery of the Ontario Refining Company at Copper Cliff, Ontario. This order was secured through the coordinated efforts of F. C. Ryan of the General Industrial Staff, specializing on the non-ferrous metal industry, H. Deakin, salesman of the Elizabeth Office, who has the entree to the U. S. Metals, the parent company, and J. A. Bradley, Building Materials Manager at Toronto, Ontario. The roofing will be applied over Gypsum.

The specifications were drawn up by the U. S. Metals' engineers at Carteret, N. J., and the contract placed there. Mr. Bradley made a special trip from Toronto, bringing with him sufficient information to figure the job, and his contact with the Gypsum people, who had the contract for the deck, were all of considerable value in closing the order.

A Permanent Roofing Display

One J-M dealer says: "If you don't show 'em, you can't sell 'em." According to Fred Jensen the Salem Builders Supply Company, Salem, Ohio, is planning to use a room 15 feet by 18 feet for a permanent display of roofings, particularly rigid shingles.

45 Cars of Transite

An order for 45 cars of flat and corrugated Transite to be used for the construction of 5,500 bath houses at Manhattan Beach, Brooklyn, N. Y., was secured July 8 by W. E. Hess, salesman in the territory, and T. E. Harris, special representative, Industrial Flooring Department, Eastern Division, after having followed the job since the early part of March.

This customer, the Manhattan Beach Bathing Parks, Inc., has standardized on asbestos for bath houses after having tried this material on a group of 5,000 houses erected about three years ago. At that time competitive material was used, but this time Mr. Hess and Mr. Harris successfully met competition.

The First Trip a Success

W. F. Kirkham has been assigned the Non-Ferrous Metal accounts of Eastern Canada.

W. M. Hiller, Vice President of Canadian J-M, felt that Mr. Kirkham's splendid record in building up J-M business with the paper industry in Canada, and his exceptional knowledge of roofing and insulation materials, made him particularly adapted for servicing an industry which is now going through a very active construction program.

On Mr. Kirkham's first trip, he secured an order from the International Nickel Company for asbestos sponge felted, magnesia, and other materials amounting to some $6,300, together with an order for Flexstone slate surfaced roll roofing for $4,500, and also an order for asbestos gasketing tape and wick.

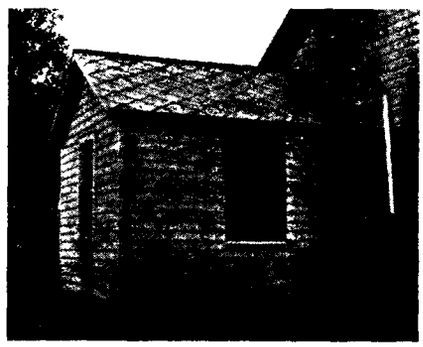
F. C. Ryan of the General Industrial Department, with a background of operating and engineering experience in the Non-Ferrous Metal Industry, has been working with Mr. Kirkham on the sales to the Canadian interests.

"Talkies" Are Great

The first sale of Sanacoustic Tile in the Southern District was made by Birmingham Salesman J. H. Wilkinson and was installed in the Lyric Theatre in Cullman, Alabama. This theatre could handle silent movies, but with the advent of the talking movies acoustical treatment was essential. C. A. Stiefelmeyer, owner, states that with 2,400 square feet of Sanacoustic tile now installed in the theatre the "talkies" are great.

Giving His Business Publicity

Tappan and Brooks, J-M roofing dealers of Baldwinsville, N. Y., made a small addition to their offices this year and roofed



This small addition to the Tappan and Brooks lumber yard office is roofed with rigid shingles in mottled gray.

it with No. 70 mottled gray asbestos shingles. The owner furnished himself with a Certificate of Registration, and had the Certificate framed and displayed in a prominent place in his office so that customers coming in would be sure to see it.

In the first six months of this year Tappan and Brooks ordered nearly as much material as in all of last year.

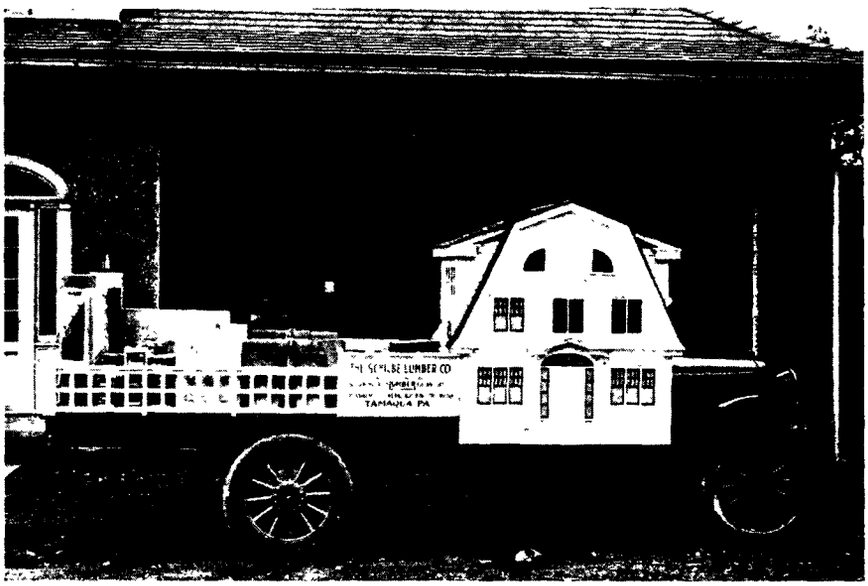
He "Leaves No Stones Unturned"

By diligently following advertising prospects, G. H. Davis, San Antonio salesman, succeeded in selling two jobs: one for rigid asbestos shingles, and another for cap sheeting. Mr. Davis works with his distributors and approved contractors, leaving no stones unturned to secure available business.

A Quarter Century of Service

Additional proof that J-M asbestos roofs give service and leave satisfied customers is shown in the following instances where roofs have been in use 24 years and more:

J. H. Pulschen, proprietor of the Central Grocery in Port Clinton, Ohio, says that a



J-M products play a large part in the materials on this Schilbe Lumber Company truck, with pilot roofing standing guard at the end. The company office is roofed with colorblende, and the president's home, a few doors away, with No. 5 green.

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J-M 4-ply asbestos roof applied 24 years ago is still giving excellent service. (See photograph on page 22.)

"Your guarantee was for a period of 10 years," he writes, "and during that time we did not spend one cent for repairs. During the last 14 years we have only had the roof coated twice.

"It goes without saying that we are boosters for your asbestos built-up roofs, and today, if we should put up a building requiring a thousand squares, there certainly would not be any question about the kind of roof we would use."

Twenty-four years ago Frank Mohr, Sales Supervisor of the Milwaukee Office, sold the Hamilton Manufacturing Company of Two Rivers, 150 squares of 4-ply Brooks white top asbestos roofing. Just recently he secured a contract for replacement, this time with a Class A bonded roof.

And John A. Mowrey, a roofer of Danville, Pa., is certainly sold on J-M roofing, judging from this letter, which he wrote to the Philadelphia Office.

"I am writing for information. Do you still manufacture the asbestos roofing with burlap in center in 100 square foot rolls?

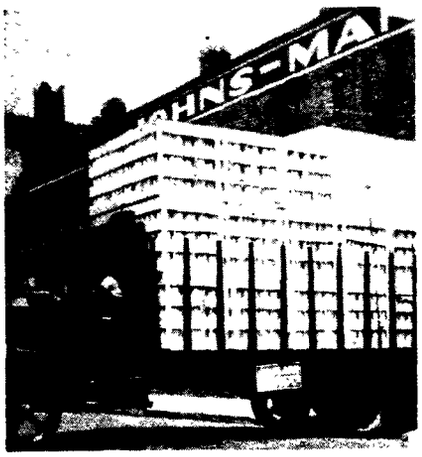
"In the year 1898 I put on a roof of your roofing for Mr. Thomas Price at his mill. A year ago the mill was torn down and the roof was still in good shape. If you still manufacture it will you please quote me price on same?"

Introducing J-M Shingles

E. J. Schreck of Lansing territory has the distinction of selling the first asbestos shingle job in St. Louis, Michigan. He sold 35 squares of No. 5 mulberry asbestos shingles for a roof on a church and secured a new dealer for J-M, the W. H. Hall Company.

$90 Roof On $100 House

Even if a house costs only $100, it should have a J-M roof, according to the J-M distributor in Cisco, Texas, who applied $90 worth of No. 70 duplex shingles on just such a house.



One of several trucks of pipe covering shipped from the Los Angeles warehouse to the L. A. Rubber and Asbestos Works.



The new Firestone Service Station in Attleboro, Mass., which is 100 percent J-M. At right, one of the display windows, decorated by L. E. Cushman of the Boston Office.

Putting J-M Signs to Work

A car-owner having his brakes tested at the Firestone Service Station in Attleboro, Mass., is certainly aware that J-M brake lining is the approved lining at that station, for a large metal sign has been placed directly in front of the brake testing machine. This was the work of L. E. Cushman, Sales Promotion man at Boston, who also decorated one of three display windows at the station with J-M automotive equipment. The station was made 100 per cent Johns-Manville through the efforts of Salesman J. F. McGrady.

A New Advertising Stunt

The Krause Cornice and Roofing Company, J-M distributors in Lincoln, Nebraska, are using a splendid movie film produced by an advertising agency in Kansas City. This film, which lasts about three minutes, shows a burning home—one with a wood shingle roof—with the film background in bright red. This is followed by a picture of a J-M job, with the caption, "This could never have happened if the roof had been of fireproof Johns-Manville rigid asbestos shingles."

This film runs alternately for a week at a time in each of the four theatres of Lincoln, and has attracted considerable attention. Mr. Krause asserts this has brought them more business than anything they have ever tried before. It costs $300 a year but apparently is worth it.

A Boost For J-M Acoustics

The patrons of the Strand Theatre, Hastings, Michigan, enjoy their "movie" programs under ideal acoustical conditions, says the Hastings Banner.

The theatre has been treated with approximately 1,000 square feet of J-M Nashkote, installed on wall panels. The article says in part:

"Manager Branch, before making the new installation, visited many theatres and made a careful study of conditions. After doing so he turned the work over to the Johns-Manville Corporation, who are pioneers of acoustic treatment and the world's leading makers of the kind of materials necessary for proper acoustics, and gave them the contract for the installation of the new fixtures. The giving of the contract to such a firm is evidence of the purpose of Manager Branch to have the equipment here complete in every respect."

J-M In Every Line

J-M was certainly represented during the construction of the new Goodyear Tire and Rubber plant at Gadsden, Alabama. Three J-M approved roofers were applying 4,600 squares of Class A built-up roofing, contractors were installing J-M fibre conduit, and workmen were installing J-M industrial flooring and J-M insulation, all at the same time.

Kresge Company Installs Tile

As a result of efforts put forth by R. E. Shoens, territorial salesman, F. W. Clise, Supervisor of the Detroit City Sales territory, and Special Representative Earl Clapsadel, the Detroit District is pleased to announce the securement of a large order for Sanacoustic tile.

This treatment is to be installed in general offices, typewriting rooms and all work spaces in a new $3,000,000 administration building of the S. S. Kresge Company.

Messrs. Shoens, Clise and Clapsadel were likewise responsible for a nice order se-

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cured covering Nashkote acoustical treatment in the natatorium and Sanacoustic tile in the bowling alleys of the Pontchartrain Club.

More Sanacoustic Tile

Johns-Manville has contracted with the Bethlehem Steel Corporation for installation of Sanacoustic tile in the new addition to their office building in Bethlehem, Pa.

The contract was secured through the coordinated efforts of J. S. Charles, G. W. Ellis and N. P. Cowles of the Philadelphia District Office.

The customer was so well pleased with the 400 square feet of Sanacoustic tile recently installed in their telegraph office that they requested the same material on the above job.

A Contract Nevertheless

Even though the Eau Claire section of the Milwaukee sales territory was, for a short time, without a representative, a nice acoustical contract was secured there through the assistance of R. J. Stewart, Chicago District special representative. This covered installation of Sanacoustic tile in the First Norwegian Lutheran Church of Eau Claire.

Transite for Fume Hoods

Wonderful success has been met with in the Chicago District in the sale of Transite wood for chemical fume hoods in industrial and university laboratories.

The specifications for manufacture are such that Cornell and Sash type fume hoods are self supporting entirely, no metal of any kind being used.

E. R. LeBrecht, special flat Transite representative, has worked with the architects in designing these fume hoods, and where the specification is obtained, the securing of the contract is a matter of course. The procedure of sale is through cooperation with laboratory furniture concerns. Approximately $50,000 worth of materials for laboratory work was sold in six months.

A recent notable order secured was for the Purdue University Chemistry and Pharmacy Buildings, which includes over 130 fume hoods. J-M hoods have also been placed in Loyola University in Chicago, the laboratory of the Magnus Metal Company in Chicago, and the Batelle Memorial Institute in Columbus, Ohio.

A Costly Game

As an incentive for the men under his supervision to give special attention to the sale of acoustics, Frank Mohr of the Milwaukee Office gave $25 as a prize for each contract secured during June and July.

The result was indeed costly, but brought wonderful results. G. H. Fohey, R. H. Mistelle and W. A. Ross qualified as "pot hunters." Mr. Fohey and Mr. Mistele closed a contract for the Milwaukee Public Safety Building, and Mr. Ross for the Wisconsin Power and Light Company at Madison.

J-M in the Ford Museum

On the property in Dearborn, Michigan, adjacent to the Ford Airport, Henry Ford is erecting numerous buildings to house historical exhibits of all kinds. Many of the buildings themselves will be replicas of existing structures of importance in our country's history. One building will be a copy of Independence Hall at Philadelphia, while in another portion of the grounds rests Edison's original laboratory.

Of interest to Johns-Manville is the fact that Architect Robert O. Derrick has specified Celite in all the concrete involved, in the proportions of 3 pounds per bag of cement. Also, 3,460 squares of J-M Class A built-up roofing will be applied on the Museum buildings and the Museum will be "quieted" by Nashkote Type A acoustical treatment.

The Robert Hutton Company of Detroit, J-M approved contractor, will apply the roof.



A Bordentown, N. J., residence which was roofed with 18 *squares of Colorblende shingles sold through a magazine coupon lead, which was forwarded to the Tatersall Company, Trenton, and followed by P. O. Dickinson, salesman.*

A Visit to Flood Scenes

The ravages of the Vermont flood of 1927 are still in evidence, according to L. E. Cushman, Sales Promotion man at Boston, who recently took a trip through that territory with F. L. Bush.

Mr. Cushman says in Montpelier, the city which suffered most, many of the buildings still show the high water-marks. Some of them have black lines painted across the front at the highest water level, which was as high as 19 feet. On the outskirts of Barre they saw a large building lying on end, and in another spot they saw a barn that after floating 50 miles stood right-side-up along the road. All through the rural sections new roads have been built to replace the ones torn up by the water, and concrete bridges have been constructed to take the place of 1,300 covered bridges which were destroyed by the swollen rivers that year.



A covered bridge of the type that was destroyed by the swollen rivers during the Vermont flood of 1927.

New road stands have replaced the old ones, and many of them are of J-M insulating board.

Prize Roofing Account

To L. A. Whitney, Sales Supervisor of the Los Angeles District Merchandising Department, goes the honor of having secured the prize roofing account in the City of Los Angeles, the Patten and Davies Lumber Company. This company has 29 yards and last year sold between 125 and 135 carloads of roofing.

Mr. Whitney is to be complimented all the more since J-M had been working to obtain this account for the last four or five years without any degree of success. Some time ago Mr. Whitney was asked to start working on this account again and to stay on the job until he got the company signed up or was thrown out.

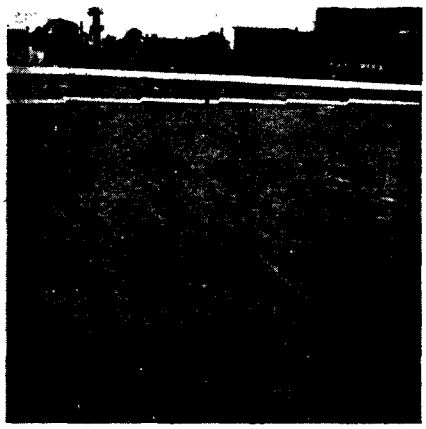
After trying for several months, and being alternately encouraged and disappointed, Mr. Whitney succeeded in getting Patten and Davies to sign the J-M roofing agreements not only as distributors, but also as applying contractors for the Los Angeles metropolitan area.

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J-M Roof Saves Heinz Building

On July 26, the building occupied by the Mineral Felt Insulating Company, Toledo, Ohio, was completely destroyed by fire with a loss of $60,000. Adjoining it was an H. J. Heinz Company building, which was roofed with J-M built-up roofing by Fred Christen and Sons Company in June, 1928.

During the fire the Heinz building roof



Burning embers from a fire that destroyed an adjoining building did not harm this J-M roof on an H. J. Heinz building.

received a severe test, as hundreds of burning embers fell on it. The myriads of pieces of charcoal that remained can be noted in the picture.

All of these fire-brands caused practically no damage, merely burning a small spot of asphalt at each point of contact. A representative of the owner of both buildings stated that without a doubt, had not an asbestos roof protected the Heinz building, it also would have been destroyed.

59 Transite Table Tops

Major Edmons, Superintendent of the U. S. Veterans' Home at Yountville, California, had received some complaints on the cost of oil cloth for table tops because of its unsatisfactory service.

So Joe Csupak, San Francisco salesman, called on the Veterans' Home, and showed Major Edmons a sample of Transite. As a result of this, one table top was sold for experimental purposes. All tests were approved by the State Department of Engineering, and from this single order, Mr. Csupak sold 59 table tops.

The Transite was cemented to the wood part of the table with a waterproof cement and was then secured by screws from the under side.

The surface of the Transite was primed with a flat coat of paint and then given two coats of white enamel. The tops are standing up in fine shape.

Celite-for-Concrete

During the week of July 8, C. O. Johnson secured orders for two cars of Celite-for-Concrete. These were the first carload orders for this material secured in the North Texas District.

100 Per Cent Closed Contracts

P. J. Washburn, Chicago District engineer, scored 100 per cent in a trip made recently for the purpose of handling four prospects, since four contracts were obtained. He was called to Maquoketa, Iowa, to work on a proposition and, while there, closed a contract with the Pastime Theatre for $700 and one for the Maquoketa High School for over $1,700. While he was in Maquoketa, Chicago received a wire from Denver asking for assistance and Mr. Washburn went to Denver, and closed a contract with the Englewood Theatre for $950. From there he went to Laramie, Wyoming, and closed a contract with the Princess Theatre for almost $1,700.

He was assisted on the two jobs at Maquoketa, Iowa, by J. D. Vought, in Denver by W. F. Geist and in Laramie by C. Bronson.

So the Bats Left the Garret!

Keeping bats out of his garret was quite a problem to Yancey Hill of Montezuma, Georgia, until he had J-M rigid shingles applied to the roof of his house. The old wood shingles were not letting the rain in, but they had warped and curled to such an extent that there were numerous openings through which the bats made their way into the loft. At night they made weirdly unpleasant noises.

J. M. Gill, a J-M distributor, demonstrated the application of rigid shingles at the eaves and gables, and had no trouble in securing an order for 29 squares of No. 70 mottled green.

Alert Salesman Gets Order

A new method of conservation of surplus natural gas is being resorted to successfully in some of the California oil fields, where it is being pumped back underground into depleted structures, to be stored for future use. The Pacific Gas and Electric Company, the principal public utility in Northern California, has for some time been alert to the possibility of bringing this gas from the southern part of the state into the San Francisco Bay region, and recently decided to build a pipe line to San Francisco which when completed will be approximately 282 miles long.

Jack Dean, J-M salesman covering the public utility accounts in the San Francisco District, was also alert, and saw the possibilities for J-M materials on this project. He sold the Engineering Department of the Pacific Gas and Electric Company 475 squares of No. 70 rigid asbestos shingles for roofing all their buildings, and for good measure secured the first order for Transite pipe on the Pacific Coast, 1,000 feet, to be used as vents in the same buildings.

A "Sprinter" At Work

In looking over the new specification for the St. Vincent DePaul Church in Cincinnati, Ohio, E. B. Gerwin, one of the Cincinnati "Sprinters," noted that they called for various colored slate with no alternate. Realizing that if these specifications were followed, he would have no chance to secure the order, Mr. Gerwin called on the pastor and interested him in J-M colorblende shingles. He was told to make an appointment with the Building Committee who also became interested and asked that a bid be submitted. This was done and on opening up the bids the committee found that the rigid shingles would cost less than the slate.

As a result Mr. Gerwin secured an order for 40 squares of colorblende together with the felt, Boston hip and all accessories.

Another Office in New Zealand

Jas. J. Niven & Co., Ltd., of Wellington, New Zealand, J-M special representative for the sale of brake band lining and Asbestos Ebony, have recently opened a new branch office at Invercargill in the South part of



The tables at the U. S. Veterans' Home at Yountville, California, which have Transite tops. Joe Csupak, San Francisco salesman, has sold 59 table tops so far.

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New Zealand. This new office brings this representative's distributing points up to ten, which shows that good progress is being made.



These barns at the Hampden County Training School, Feeding Hills, Mass., have been made very attractive through the use of J-M mottled gray asbestos shingles. The 125 squares required were sold by H. S. Thomas, Boston District salesman.

Right on the Spot

Messrs. Kincaid and Maus of the Cincinnati City Sales Office had just finished lunch at Bethel, Ohio, and were on their way to the Bethel Lumber Company, J-M dealer, when the fire whistle blew.

Following a speeding car they arrived at the scene of a wood shingle fire, grabbed some buckets and assisted in extinguishing the blaze before the fire department arrived.

They immediately set to work on the owner and succeeded in selling 11 squares of asbestos shingles to cover the old inflammable wood shingles.

Roofing Country Estates

The Baltimore District was successful in securing an order for 150 squares of No. 5 colorblende asbestos shingles in random widths, for the John J. Raskob estate at Centreville, Maryland. A contract was also closed for 300 squares of No. 5 mottled asbestos shingles for the estate of Wilbur S. Miller, President of the Davison Chemical

(*Continued on page* 25)

AT J-M MEETINGS

C. J. Flanagan gave a very interesting 2-hour talk on Dutch Lap shingles and their method of application, at a sales meeting held by Nicholson-Tomme, Inc., in Houston. The meeting was attended by Houston salesmen and members of the Nicholson-Tomme organization.

An all-day meeting of the North Texas salesmen was held in the blue room of the Baker Hotel at Dallas on June 29. R. N. Stroup, Sales Supervisor, North Texas District, presided.

The purpose of the meeting was to acquaint the salesmen with the new Customer's Call Record System which has been installed in the Dallas territory as a test area. Mr. Stroup explained this new system, and gave a very interesting talk on the benefits to be derived from it.

P. C. Lipscomb gave a talk in regard to the new Architectural Service System, as well as the various types of acoustical correction. G. R. Meade of Chicago made a very interesting talk on Floridene Stone, describing each step the stone goes through from the time it is taken from the quarry until it is a finished product. Philip Hack of New Orleans gave a short talk regarding sales promotion work with J-M contractors and distributors, and how to obtain better cooperation from them.

E. H. Clausen, Sales Manager, San Francisco District, conducted a very successful sales meeting at the Clift Hotel on August 22 and 23.

Mr. Clausen, as Chairman of the first morning meeting opened it with a discussion of the District progress for the first six months of 1929, after which Franklin Shuey, Sales Manager, Pacific Division, gave an address on Division accomplishments. These addresses were followed by short talks on the Automotive Department, Celite for Concrete, Transite, pipe and filter aids.

O. C. Krotz, Special Representative, San Francisco District, acted as Chairman of the afternoon meeting, during which the subjects of Floridene Stone, acoustics, office management, waterproofing and industrial flooring, Compo felt, and the Architects' Service Department were discussed.

C. E. Wayland, Industrial Sales Supervisor, Chairman of the morning meeting on August 23, was assisted by A. W. Knight, W. R. Jones and Guy A. Barker, Pacific Division Sales Supervisors. The Industrial, Sales Engineering and Construction Departments were the topics covered.

S. J. Piercy, Sales Supervisor, Roofing and Building Materials Department, was Chairman of the afternoon meeting. The new time payment plan was the major subject covered, together with the Sales Promotion Department, built-up roofing, and merchandising roofings. Mr. Piercy was assisted by Hal Hallstrom and G. G. Ashwell of the Pacific Division Office.

The meeting was concluded by a general discussion and suggested recommendations to the New York General Conference, by all salesmen. The men's enthusiasm was so great that the general discussion lasted until 11:30 P. M.

Instructive sales meetings were held during July at the Milwaukee Sales Office. H. R. Berlin presented sales details on Sanacoustic tile, and A. P. Middleton conducted a Floridene Stone discussion.

A meeting of the Minneapolis Office salesmen was conducted by G. J. Quinlan on July 2 to demonstrate the application of the new Dutch Lap shingles and to go into detail on the selling plan of rigid shingles.

W. J. Hodge, Acoustical Section, Chicago, gave a very thorough discussion on acoustics at a sales meeting in Houston. P. C. Lipscomb, Architectural and Acoustical Engineer, and the Houston salesmen attended this meeting.

A very interesting meeting for salesmen was held in Houston Office on September 9, with L. E. Biegler of Chicago and J. M. Taylor of New Orleans as speakers. The subject was J-M Asphalt Tile.

D. S. Boyer of Chicago Office held a demonstration meeting in New Orleans on August 11 on the method of application of Dutch Lap shingles. The demonstration was followed by a talk by W. J. Hodge on the subject of acoustics.

Mr. Boyer and Mr. Hodge also conducted a meeting in Birmingham, Alabama, recently.



This Port Clinton, Ohio, building was covered with a J-M roof 24 years ago, and the roof is still giving excellent service.

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Within the Circle

Eastern Division

K. E. Moore, *Associate Editor*

C. E. Mitchell, handling the Western Electric Company in the Baltimore District, recently secured approximately $15,000 worth of business from them, including asbestos tubing, 85 percent Magnesia, gaskets for telephone fuses, and electrical material.

A. D. Bazzarre, salesman in the Richmond territory, was married on June 26 to Miss Virginia Beale Kite.

Miss Daisy Ethel Hudgins of Arvonia, Virginia, and R. P. Whitley of Richmond, Virginia, were married in Washington, D. C., August 28. Mr. Whitley is a salesman in the Richmond territory of the Baltimore District.

Western Division

E. Nelson, *Associate Editor*

Miss Myrtle Bellot, of the Chicago District Dictaphone Department, was married August 3 to George W. Gilbert at the Church of the Advent, Chicago.

Miss Marie McNulty, stenographer, Chicago District, has announced her engagement to Leo Kopps.

W. L. Breckenridge, Sr., father of W. L. Breckenridge, salesman of the Indianapolis Office, died July 10. Mr. Breckenridge was formerly Chief Engineer of the Chicago, Burlington and Quincy Railroad.

T. C. Greenwood of the Chicago Office and George Christenson of Manville Factory were visitors in the Dallas Office recently.

R. C. Badger of the Chicago Office, who was in Birmingham for a few months installing the Transite corrugated roofing on two large jobs in Birmingham, has returned to Chicago.

Birmingham salesmen have been making a splendid showing in the golf tournament contest. Salesmen competing with Tom Butler, Central Alabama salesman, will have to go some to beat him in this contest as Tom says he's out to win.

Miss Ruby Setzer left the Birmingham Office to become Mrs. Rudolph W. Connor on September 7.

Congratulations are extended to R. E. Bounds, assistant to J. B. Kelly, on his recent marriage to Miss Blanche Ferguson of Dallas, Texas. The young couple left on a honeymoon cruise to the tropics.

T. M. Butler was successful in selling the first straight carload of Dutch Lap shingles in New Orleans Office. He was closely followed by M. R. Perry.

Mrs. E. S. Mauberret has returned to her duties as file clerk in the New Orleans Office, after a two-months' leave of absence because of illness.

E. T. White was one of the fortunates in the recent golf sales tournament, having received a prize of $25 awarded for the largest percentage of increase in rigid shingles over last year in Tulsa territory.

E. L. Rolfs spent a few days in Tulsa during the first week in September, working the oil industry in the interest of tank tops and pipe line felts.

Miss Olive Crooks, secretary to C. O. Roome, Sales Manager of St. Louis District, left the Company October 1 to be married.

Ted Crampton, Sales Supervisor of Asphalt Planking, Western Division, spent August 24, 25 and 26 in Memphis Sales territory.

T. E. Gossett, Sales Supervisor, Houston District, spent several days in San Antonio and Austin territories, where he found conditions very much improved. During this trip Mr. Gossett spent considerable time with G. H. Davis and C. G. Lykins.

Miss Betty Everist, stenographer, Building Materials Distribution Department, has announced her marriage to Joseph Lyman Evans.

Pacific Division

Hal Hallstrom, *Associate Editor*

On August 2, H. P. Noack of the Industrial Department, Seattle District, was married to Miss Jessie Clayton.

F. W. McDermott, Sales Manager, Seattle District, left July 21 for a four weeks' trip to Alaska, taking in Fairbanks and the Kennecott copper mines. This, in addition to H. W. Farrington's trip in June up the inside passage to Skagway, is resulting in increased business from the Alaska territory.

Ervin H. Clausen, Sales Manager, San Francisco District, made an extended trip through Utah, Southern Idaho and Eastern Nevada recently, calling on J-M dealers, distributors, and various industrial plants with Harry H. Hammill and T. W. Edwards. Mr. Clausen reports that the sales are exceptionally good in this territory and that the farmers' crops and purchasing power in Idaho is the best he has found in the entire San Francisco District. He looks for some wonderful business from there this fall and next year.

Banner Rock Factory

A. L. Jones, *Associate Editor*

Mrs. William Smith, mother of Earl Smith, Plant No. 2, was buried June 16.

Arthur Cummins, Jacket Department, is the proud parent of a boy born July 28.

Mr. and Mrs. Cecil Larrance are parents of twin boys born August 1. Mr. Larrance is oven operator at Plant No. 2.

Mr. and Mrs. Carl Patz are proud parents of a daughter born August 14. Mr. Patz is employed at Plant No. 2.

The sympathy of Alexandria Factory employees is extended to Russel Courtney, whose father died September 3.

Cincinnati Factory

T. R. Turnbull, *Associate Editor*

Nelson Frost, who is in charge of the office at Dayton Factory, was married to Miss Kathryn Huff of Cincinnati on August 3.

Otha McFarland, inspector in Finishing Department, Cincinnati Factory, was married on August 3 to Miss Olva Holt of Jamestown, Kentucky.

Charles Hart, punch press operator, Cincinnati Factory, was recently married to Miss Alva Mecce, Russel Springs, Kentucky.

Gretna Factory

E. Belsom, *Associate Editor*

S. Trombatore, truck driver, is the proud father of a baby boy.

J. Dimarco, stripper, reports the birth of a baby girl.

Nashua Factory

E. C. Hopkins, *Associate Editor*

Amedee Senneville, mixer man, Shingle Department, received a wire July 27 that his brother, Lionel, had been burned to death in a train wreck. Lionel had been employed as slate man by Johns-Manville until July 8, when he left to join a circus which was playing in Nashua.

Miss Rose Davis and Miss Olita Levesque left the Company September 1 to be married. Another marriage took place September 16, when Miss Mildred McCullough of the Billing Department became the bride of Harold Wells. Following the honeymoon, Mrs. Wells will return to her duties.

Robert Howe, Traffic Department, who was married August 24 to Miss Rose Curtis, has returned from his honeymoon.

Waukegan Factory

H. W. Deibler, *Associate Editor*

Fred Wollert, Wood Company, is the father of a son, Percy.

Knox Chapman, Shingle Mill Office, is the father of a daughter, Loraine Ann, born August 23.

The Asbestos Wood and Shingle Company, Waukegan, welcomes the return of Wm. Gerity, Superintendent, after a two-months' illness.

Dario Sanchez, Take-off man, Shingle

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Department, is back at work after a slight operation.

W. R. SEIGLE, Chairman of the Board, was a visitor at Waukegan Factory August 8.

General Office

FLORENCE MUIR, *Reporter*

C. K. DILLINGHAM, Staff Manager of Textiles and Electrical Materials, Sales Engineering Department, worked under a different title during his vacation. As Captain, he commanded a company of 142 young men at the Citizens Military Training Camp at Plattsburg, New York, during two weeks in August.

E. P. MCINTYRE of the Sales Promotion Department is the proud father of a baby boy, JOHN, born August 29.

Accepted Suggestions

Eastern Division

W. S. DEVINNELL, JR., *Clerk, Order and Billing Department.*
Signatures on original copies of price requests.

H. M. SLAUSEN, *Sales Supervisor, Metropolitan District.*
Labels on shipments of samples to distributors.

D. C. OBERHOLTZER, *Sales Supervisor, Philadelphia.*
Automobile insurance.

Central Division

E. F. OBERT, *Salesman, Pittsburgh District.*
Dictaphones, Pittsburgh.

WM. JAECKEL .....*Cleveland*
Mimeograph machine.

T. H. RUSSELL, *Sales Supervisor, Toledo District.*
Identifying newspaper electros.

Western Division

G. S. ARBUCKLE, *Salesman, Chicago District*
Cut small samples of No. 60 service sheet.

H. F. LUEDTKE..*Salesman, Chicago District*
Mark net weight on crates of service sheet packing.

E. BACKVOLD..*Sales Clerk, Chicago District*
Salesmen's follow-up of roofs after guarantee has expired.

GEORGE FOHEY, *Salesman, Milwaukee Sales Office.*
That salesmen paste their business cards in the front of catalogs, technical data books, before presenting to customers.

W. H. MOLYNEUX, *Clerk, Building Materials Distribution Department.*
Lettering desk boxes.

Asbestos Factories and Mines

D. A. BUCHANAN.....*Mill Foreman*
Long service employees having had no accidents.

W. A. MCGINNIS.....*Foreman, Factory*
Wrapping and winding pipe covering in one operation.

T. W. HERON....*Clerk, Mine Department*
Use of electros for standardization of forms.

E. M. BOUDREAU.....*Steel Worker, Shop*
Overhead trolley, Machine Shop.

HOWARD GREGORY, *Transportation Department.*
Freight Bills.

WM. MCGRUER.....*Tinsmith, Shop*
Cross beams at Z bar.
Projecting end plates of car.
Addition of fire extinguisher to burners' equipment.
Steps between fifth and sixth floors, Mills.

J. LALANCETTE.....*Foreman, Shop*
Machines for reconditioning discarded angle valve.

LUCIEN LEFEBVRE.....*Fibre Tester*
Guard for bagging elevator.
Guard for cement column at bag spouts.

SIMEON OLIVIER.....*Millwright*
Spouts from trommel screens to shaking screens.
Steps on stairs at Plant 4-C.

ETIENNE DEMERS .....*Weaver*
Tension device on beams.

CLIFFORD MASTINE...*Locomotive Foreman*
Metal platforms across pits at V. L. H.

ARMOND MAILHOT....*Packing Department*
Brake lining trucks.

R. J. MORRISON.....*Foreman*
Monthly scrap report for foremen.
A theme for J-M advertising.

LEO BRETON.....*Shovel Operator*
Rubber cushion, back digger.
Hinge pins, back digger boom.

LUCIEN MOREL.....*Foreman, Milling*
Change pitmans on cyclone feeder.

W. A. RILEY.....*Locomotive Engineer*
Wire for electric shovel through pipe.

LIONEL F. BRETON, *Pit Tool House Clerk*
Danger signs for power line towers.

ANDREW KYLE.....*Rubber Mill Man*
Power driven spindle, Department 5, Factory.

WADE GIFFORD, *Oiler, Mining Department*
Guard over propelling gear, electric shovel.

EDMUND NAULT....*Steam Shovel Operator*
Bushing for lubricator pipe, steam shovel.

FRANÇOIS MORIN .....*Packing Man*
Iron ladders for Department 5.

VICTOR FRECHETTE .....*Millwright*
Arm to take off belt from pulley on cyclone elevator.

LEON CAPLETTE.....*Assistant Foreman*
Belts at Cyclone feeders, Mills.

Cincinnati Factory

CLELLIE LAWHORN.
Tool box near punch presses.

JAMES LEACH.
Spray steam over body of fire in boiler.
Drive salt roll from line shaft of shingle machine.
Drill punch holders on small drill press.
Change method of cutting random width shingles.

A. G. LUCAS.
Cleaning board for shingle belt.

PAUL FROST.
Change position of No. 41 die.

Gretna Factory

HENRY ALFORD.
Changing rails on punch press.

L. H. DELAUNE.
Construction window in laboratory.

E. ARCEMENT.
Repairs in lavatory.

Lompoc Factory

D. F. DYRSMID.....*Plant Department*
Change in speed of Potentiometer recorders.

F. CARLSON.....*Production Department*
Safety guards on Bates packer.

MART WELLS.....*Production Department*
Storage of oil and grease supply at Super-Cel.

ALDEN LEWIS.....*Production Department*
Electric transfer car changes.

Pittsburg Factory

O. K. WARNECKE.....*Planning Manager*
That soap and paper towels be provided in women's dressing rooms.

M. L. HILL.....*Carpenter*
Have storeroom clerk date orders.

H. HAYS.....*Beaterman, Paper Mill*
Move starting box on starch pump motor to more convenient place.

P. S. FLEETWOOD.
Move speed control of Reeves drive for No. 1 combination roofing machine to front of machine.

W. D. WHITE.
Provide two pairs of goggles at each grinding machine in shop.

New Employees

Eastern Division

MISS LOUISE MEYER, stenographer, General Purchasing Department.

MISS DOROTHY CRUGER, filing clerk, Industrial Insulation Department.

MISS EDNA FOSTER, secretary to O. K. Swann, Industrial Flooring Department.

W. L. OPFER, Credit and Office Supervisor, Baltimore District.

Central Division

C. A. KELLY, junior packing and power specialties salesman, Detroit city sales territory.

KENNETH B. KOMP, industrial salesman, Detroit city sales territory.

BEATRICE LENORE GLASS, Dictaphone operator, Cleveland.

ANN M. POLAKOVIC, Order and Billing typist, Cleveland.

WILBUR H. JONES, estimator, Cleveland Construction Department.

C. B. BAKER, merchandising salesman, Cleveland city sales territory.

RAY VAN VOORHES, Stock Records, Detroit.

MABEL J. KNAPP, Dictaphone operator, Cleveland Construction Department.

W. J. WALSH, inside sales promotion man, Cincinnati.

C. E. RYDER, Building Materials Distribution salesman, Cleveland city sales territory.

Western Division

F. M. DAVIS, salesman, Abilene territory.

MISS EVELYN LUCILLE CAMPBELL, stenographer, Houston.

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MRS. JEWELL HAMRICK, clerk, Dallas.

F. M. ELVIDGE, credit supervisor for Western Division.

RAYMOND SCHANTZ, salesman, Minneapolis.

J. H. JENNINGS, automotive salesman, Louisville territory.

C. G. KUEHNER, automotive salesman, Chicago city territory.

R. CHAUVEAU, automotive engineer, Chicago District.

S. H. FLANAGAN, special packing representative, Western Division.

W. C. MCCLURE, special representative, Architects Service Department, Chicago District.

M. V. BARRINGER, salesman, Chicago city territory.

NORA BELLE JOHNSON, stenographer, Birmingham.

PAUL M. HOWELL, assistant to chief clerk, New Orleans Office.

H. M. CRAMPTON, Sales Supervisor, asphalt plank section, Building Materials Distribution Department.

O. S. RODGERS, salesman of north central Arkansas, Memphis Sales Office.

JNO. GORSIK, salesman at Topeka, Kansas.

J. J. NORTH, St. Louis Sales Office territory.

MELLIS HAMILTON, mail clerk, St. Louis Office.

Pacific Division

BERT HATTON, special representative, paper and lumber industry section, Seattle.

MISS VIOLA NASH, stenographer, Industrial Department, Seattle.

MRS. RUTH GOODEN, Dictaphone operator, San Francisco.

PHILO C. JOHNSON, Sales Promotion field man, San Francisco.

GEORGE CASE GERATY, special rigid asbestos shingle salesman, San Francisco.

Cincinnati Factory

HENRY WETZEL, Cincinnati Factory Office.

CHARLES STEINER, Dayton Factory.

H. H. RINEHART, Dayton Factory.

Lompoc Factory

GIFFORD HITZ, Traffic Department.

MISS F. R. SILVEIRA, Accounting Department.

EDMUND E. GROSZ, Accounting Department.

Waukegan Factory

OSCAR GUNDERSON, H. A. ANDERSON and HAROLD L. PIERSON, Accounting Department.

RENE H. CLARK, Planning Department.

ALMA M. GRIESE, Tabulating Department.

WM. E. DERRICK and LOUIS G. SCHWARM, Billing Department.

MARGARET HURD, Purchasing Department.

L. L. LIGGETT, Laboratory,

MARY ARBUCKLE and FAITH M. RUTT, Stenographic Department.

General Office

MISS A. P. WEBER, secretary to C. S. Clingman, Transportation and Government Department.

MISS C. G. STYLES, stenographer for D. N. Halstead.

ADOLPH HEIKKILA, copywriter, Sales Promotion Department.

WALTER ANDERSON, draftsman, Architectural Service Department.

W. P. NICHOLS, assistant to E. P. McIntyre, Sales Promotion Department.

I. CALVERT, mail boy.

ROBERT MCANDREWS, mail boy.

HELEN TEMPLETON, reception clerk, third floor.

CLARA M. SWEENY, reception clerk, fifth floor.

CATHERINE DEVINE, telephone operator.

STELLA LACY, telephone operator.

RALPH L. ALLEN, market analysis section, Sales Promotion Department.

BENJAMIN SOLOMON, General Traffic Department.

HOWARD BAIN, copywriter, Sales Promotion Department.

SPORTS

The Cincinnati Sales Office went down to defeat before the Cincinnati Factory on August 10, the media being horseshoes. Messrs. Hoffman, Kincaid, Hotop and Gruppenhoss represented the Sales Office and Fisher, Lawhorn, Ammann and Roy carried Factory colors. The adding machines were unable to withstand the strain so no accurate statistics are available regarding the score.

The Asbestos Bowling Team at Nashua Factory broke even in the first bowling match in the 1929-1930 bowling league, winning two points and losing two. The team was composed of William Wills, John Wills, William B. Hoitt, Thomas Paine and John Lemery. Matches will be held every Thursday night during the winter.

A group of four men from the Manville Plant formed a tennis team and played four men from the Spring Tennis Club of Somerville, N. J., in July.

Gerald Kerr of the Research and Development Department made an auspicious start for Manville by defeating Harold Coss of Somerville 6-3, 6-2. Dr. Townsend of the same department added another victory by defeating George Oakes, 6-1, 6-0. Townsend and Kerr, in the doubles, defeated Alfeus Oakes and Arthur Demaray 6-1, 6-4, scoring a third victory for Manville.

But Mr. Kraft of the Central Planning Department and Robert Page of the Manufacturing Standards Division lost to their respective opponents, Alfeus Oakes 6-2, 6-3 and Gilbert Smith, Jr., 7-5, 10-8, causing Manville backers, with but one match to be played, to frown as the possibility of a tie score loomed.

Like four dogs after a bone, the game was played. Coss and Smith won the first set from Kraft and Page by a score of 6-2 and lost the second, 6-4. In the third set the score stood 6-6 when the game was called on account of darkness.

On the following evening, Kraft and Page managed to win by straight sets, 7-5, 6-3, making the final match score 4-2 in favor of Manville.

C. A. Middleton Visits New York on Return from Europe

C. A. Middleton, Managing Director of Johns-Manville Corporation of Brazil, returned to Brazil September 7 after spending two months in New York and a considerable time visiting Germany, Belgium, France, England and Ireland.

While in New York he was able to obtain a great deal of information on the new J-M products and to meet the new men in the organization. He visited all the J-M factories in the East, and as a result is more impressed than ever with the strength of the organization.



C. A. MIDDLETON

Mr. Middleton feels that the outlook for Brazil is extremely favorable. Sales during the first six months of 1929 eclipsed all previous records for a similar period, and there is every reason to believe that sales for the present year will establish a new record.

Mr. Middleton had a very pleasant trip, except for an operation for appendicitis while he was in New York.

Here and There in the Field

(*Continued from page* 17)

Company. This estate is located at Shawn, Baltimore County, Maryland.

Carloads of Floridene Stone

Southerners are taking to Floridene Stone, judging from reports. H. W. Allison, Sales Supervisor, Birmingham territory, and G. R. Meade of Chicago called on the Alabama Marble Company at Gantts Quarry, Alabama, and secured an order for a car. Another carload order was secured from the Vermont Marble Works of Dallas through the efforts of P. C. Lipscomb of Dallas territory and Mr. Meade.

Three Big Calls in a Day

The interest shown in the Central Division Merchandising "Sprinter" contest was demonstrated by the activity of F. C. Kenyon, Supervisor of Dayton territory, in the sale of a carload of asbestos shingles to the George Schwartzel Company, a new dealer at Arcanum, Ohio. L. R. Bachelder.

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Dayton merchandising salesman, had practically closed the jobs necessary for this car when the time came for his vacation. In his absence Mr. Kenyon received a phone call from Mr. Schwartzel asking for assistance on the final push of a 110-square No. 70 mottled gray barn job and also a residence. Mr. Kenyon succeeded in taking care of business in Celina, 70 miles north of Dayton, in driving to Dayton in time to handle Frigidaire Company work which required his attention, and then in going to Arcanum to spend the evening with the farmer prospect. He returned to Dayton late with the carload order necessary to take care of the two jobs.

Second Unit J-M Roofed

The second unit of the Western Electric Company's new Baltimore plant will be roofed with J-M felt and slag surfacing. This order amounts to approximately $12,000.

The job was secured by C. E. Mitchell, who, since July 1, has been selling to a list of special interests, one of which is the Western Electric Company. Mr. Mitchell had the cooperation of C. E. Roxbrough, architectural representative, Baltimore District, and H. D. Crawford and others in the New York Office.

J-M Shingles Lightning-Proof

In a recent storm in Roanoke, Alabama, a J-M rigid shingle roof was struck by lightning. Inspection revealed that the only damages resulting were a couple of broken shingles and a few dislodged bricks. The total repair bill amounted to only nine dollars.

The local fire insurance inspector stated that if the home hadn't been roofed with asbestos shingles a fire would have been inevitable, and that probably the entire house would have burned.

It follows that this home-owner is now a particularly strong booster for J-M shingles.

A Representative Showing

Charles A. Johnson, Houston salesman, recently sold a 20-year Super Class A roof for the high school at Trinity, Texas, which amounted to more than $2,000.

In the first eight months of this year Mr. Johnson sold 21 roofs in the city of Trinity, which is a very representative showing, considering the size of the town.

J-M Roofs On Norton Estate

The D. Z. Norton Estate on Johny Cake Ridge Road near Mentor, Ohio, had a number of buildings which needed re-roofing badly. D. A. Noville of the Cleveland City Sales Department succeeded in closing with Mr. Norton for seven of them, totaling 134 squares of No. 70 mottled gray.

A Finished Job of Floridene

To Arnold L. Klug, Milwaukee city salesman, went the honor of securing the first order for Floridene stone in the Western Division. In May, Mr. Klug sold a 30,000 pound block of Floridene for delivery to the McClymont Marble Company of Milwaukee, one of the largest marble contractors in the Middle West.

Now, to Mr. Klug, goes the credit for the first finished job of Floridene to be sold. This job is a bathroom and the work has been completed by the McClymont Company.

Those who have seen the finished job pronounce it a beauty. Floridene stone has given the bathroom a unique and attractive appearance.

Superex Blocks for Furnaces

O. E. Decker, Youngstown sales territory, has been successful in closing a large order for Superex blocks. This material will be used on furnaces at a new plant in Monroe, Michigan. E. W. Rosenberger, Pittsburgh Manager, and G. E. Grimshaw, Insulation Engineer, Cleveland, are to be commended for their splendid cooperation in making possible this sale.

At the same time, the Newton Steel Company gave an order for 1,100 squares of Class A asbestos built-up roofing for several buildings at the same plant.

A Carload Order

N. E. Baxter, Indianapolis salesman, recently sold a carload of Floridene stone to the Gates Marble and Tile Company, Indianapolis.

Diligent Work Wins

C. F. Sperry, salesman in the Sioux City, Iowa, territory, through diligent work with the architects, has been rewarded by receiving specifications for 215 squares of mottled red, mulberry, and blue-black asbestos shingles for five house jobs, one of which requires 90 squares to be applied on a $100,000 home.

Two- and Three-Way Cooperation

Several outstanding jobs have been closed by the Cleveland city sales force recently which required two- and three-way cooperation by the salesmen and G. H. Johnson, local architectural representative.

The most outstanding of these jobs was one which amounted to approximately $21,000, from Willard Storage Battery Company, consisting of built-up roofing, waterproofing, asbestos felt, and mastic block and flux. Salesmen G. G. Reed and F. E. Dreger are responsible for the securement of this business.

Another notable job was for The Widlar Company, on which Mr. Johnson secured outright specifications of 325 square of built-up roofing, and 316 squares of waterproofing and poured brick joints. Salesman G. V. Fleck and Mr. Dreger closed the order.

The Ohio Cut Stone Company ordered 335 squares of Class A roofing from an architectural organization in Cleveland which has always been strong for a competitor's 20-year tar and gravel roof. This was another outright specification secured by Mr. Johnson. Mr. Reed and Mr. Dreger again were the salesmen.

An order for the Michigan Exchange of the Ohio Bell Telephone Company was closed by Mr. Dreger and Mr. Fleck. This included 116 squares of Super Class A roofing with base sheet. Another new exchange for the Ohio Bell Telephone Company at Akron, Ohio, will be covered with 145 squares combination built-up roofing. This order was closed by Mr. Dreger and Salesman F. D. Maunder.

Keeping a J-M Customer

An order for a carload of asbestos shingles including No. 40 Dutch Lap shingles, was recently received from the Floyd A. Kirkland Company.

It was understood that there was a possibility of losing this account to a competitor, and this order is evidence of M. J. Ryan's success in keeping the Kirkland Company lined up as a J-M customer.

Answers to the Questions on Page 10

1. The Company dates back to 1858. when H. W. Johns started in business in New York City.

2. Roofing and pipe-covering.

3. The Company was known simply as "H. W. Johns" until the 70's, when it became the H. W. Johns Manufacturing Company. In 1901 it was consolidated with the Manville Covering Company, and the name was changed to the H. W. Johns-Manville Company. Later the initials were dropped, and the Company was incorporated. Then, in 1927, a further reorganization took place, and the Company became known as the Johns-Manville Corporation.

4. There are approximately 10,000 employees.

5. More than 1,000 individual items.

6. Roofings and shingles, industrial and home insulation materials, industrial and decorative floorings, acoustical treatment, concrete products, textiles, power specialties and automotive equipment.

7. Asbestos fibre, magnesia, diatomaceous earth, and silicon rock.

8. Asbestos fibre is mined at Asbestos, Quebec, and at Chrysotile, Arizona, and is also imported from Africa. Magnesia is extracted from magnesite and dolomite rock, obtained from quarries all over the country. Diatomaceous earth is taken from large deposits at Lompoc, California, and silicon rock of a special type is quarried at Alexandria, Indiana.

9. Thirteen factories and two mines.

10. The factories are located at Alexandria, Indiana; Asbestos, Quebec; Cincinnati and Dayton, Ohio; Gretna, Louisiana; Lompoc and Los Angeles, California; Manville, New Jersey; Nashua, New Hampshire; Pittsburgh and Redwood City, California; and Waukegan, Illinois. The Company also has a substantial interest in a factory near Antwerp, Belgium. The mines are at Asbestos, Quebec, and Chrysotile, Arizona.

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Meet the Chief Line and Staff Executives of Nashua Factory



J. C. MacIldowie
Manager



Fred Prunier
Plant Engineer



W. E. Dane
Traffic Manager



R. M. Woodward
Production Superintendent



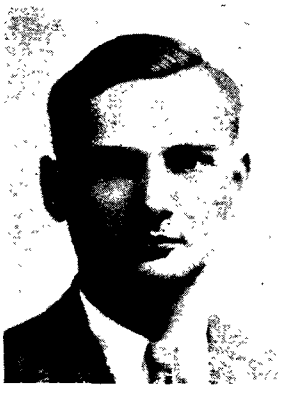
A. H. Drumm, Jr.
Purchasing Agent



A. B. Saunders
Plant Chemist



W. R. Kelty
Planning Manager



George Smolak
Research Engineer



W. B. Hill
Office Manager



E. C. Hopkins
Personnel Manager

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

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