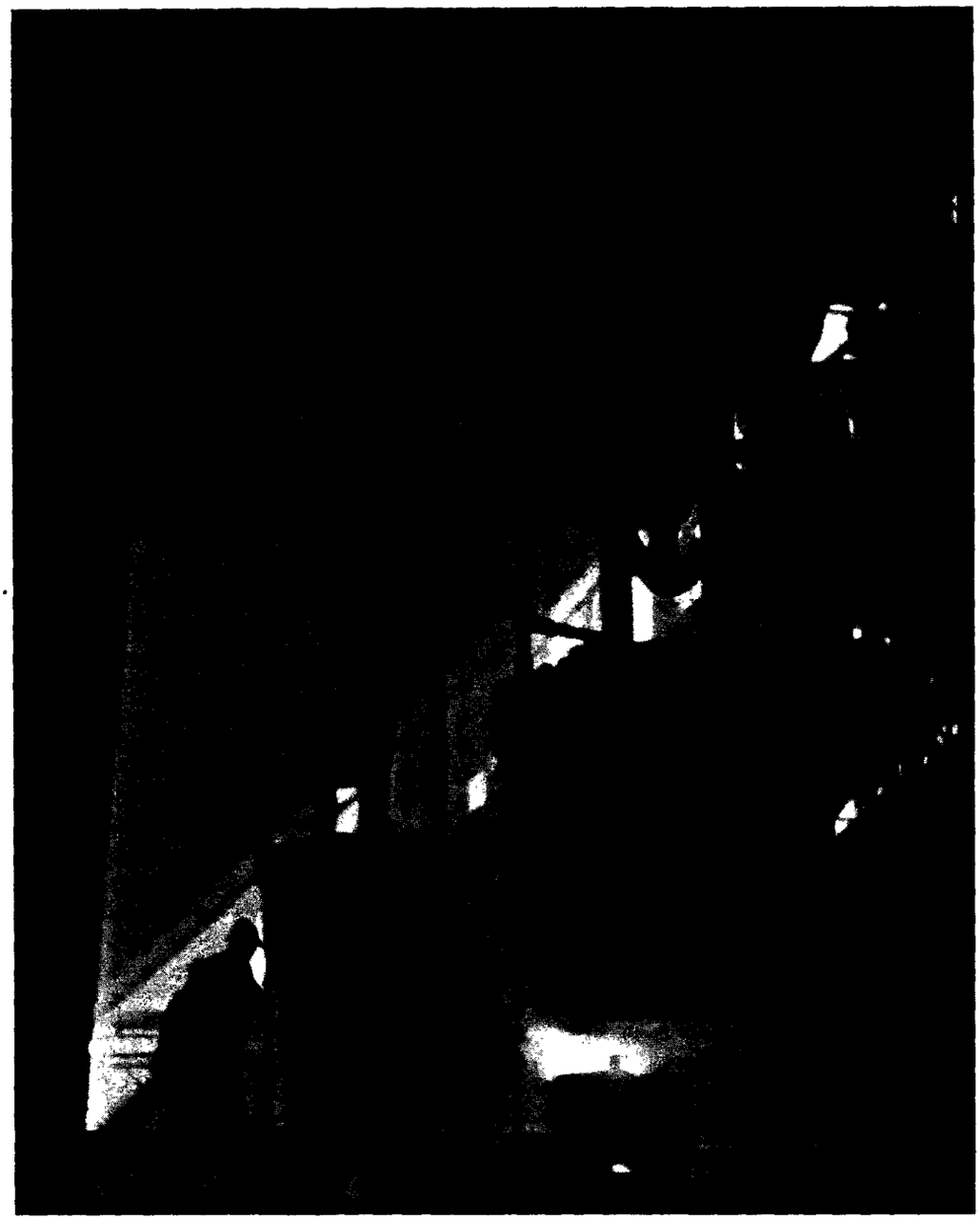
The J-M Circle

November, 1930



ABOUT JOHNS-MANVILLE EMPLOYEES

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"... out of the rough!"

BOBBY JONES won his fourth championship this year and it required something more than mere ability to do it. That something was Confidence! Before a gallery of thousands he needed confidence to recover from the rough, or from the trap, and pitch within a few feet of the cup.

It is this same confidence, backed by the best efforts of each and every one of us, that will take our business, figuratively speaking, "out of the rough."



P. A. ANDREWS

The first half of 1930 brought a continued sharp decline in building and it was apparent that increased effort would be necessary if we were to maintain our volume of sales in the building material line. Therefore, a carefully prepared campaign, with an aggressive advertising plan, including radio broadcasting and sales contests, to go after the existing old-home market, was adopted.

It was launched simultaneously at all offices and 7,000 employees went to work. This was more than a salesman's job. Every employee, from our Chief Executive down, is helping in this task and the results so far justify our confidence in the plan.

It was further decided that in order to serve our customers better, each of our district locations must be organized into self-supporting units. Many changes in methods and transfers of personnel were necessary—all of which has been accomplished. Today we are far better equipped to do the important job of selling than at any other time in the history of our Company.

That our organization is out to do this job better is apparent. Approximately two hundred and fifty employees from the Metropolitan District, Eastern Division, and General Headquarters meet every Friday night in New York and devote one hour of their own time to a discussion and study of our Company's products and policies. Similar meetings are held at other points throughout the country and it is expected that shortly the opportunity will be available to all district employees. This extra effort on the part of serious-minded people to improve their value to themselves and the Company is self-imposed—not compulsory. The response from the organization has been most pleasing and surprising. Surely there need be no lack of confidence for the future of Johns-Manville when its organization carries this spirit because, in building themselves, they build for the Company.

Whether conditions in business have taken a turn or not, and it is generally felt that they have, it matters but little. What does matter is that in every phase of our business money is continually being spent by consumers. It only remains for us to increase our proportion of that which is available.

One food product manufacturer solved the problem of getting more than his share. Upon finding that his salesmen could not talk to the grocers on Saturday mornings, he placed the salesmen in the stores demonstrating his product—and selling the consumer. His business is ahead of last year, and he has increased his share.

We can also accomplish this with the splendid organization we now have, the aggressive advertising campaigns, and with the continuation of the present splendid enthusiasm and surplus effort, backed by confidence in our Company and its future. Indeed we are "out of the rough"!

P. A. ANDREWS,
Vice President, Johns-Manville Sales Corporation

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THE J-M CIRCLE

NOVEMBER 1930

Fire Fighters received enthusiastically

J-M program over Columbia Network stimulates business; "Smoky Dan" presents stirring message

"YOU can be assured of our most enthusiastic efforts." "We are with you 100 per cent."

"The suppressed feeling is released as on the distant business horizon, we get a glimpse of the proverbial ship headed our way, which means relief, cheer, and hope for a smashing 1930 wind-up."

"We'll surely do our best to sell 'em."

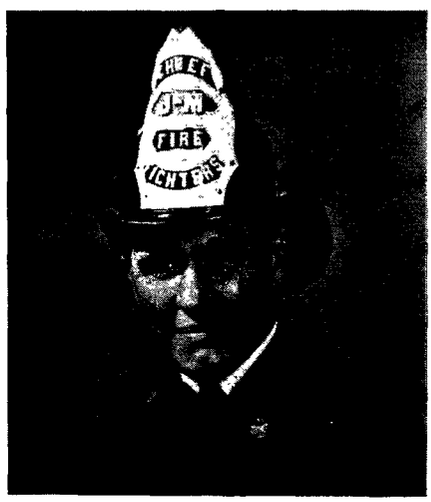
This was the spirit with which the announcement of the radio re-roofing campaign was received by Johns-Manville distributors.

After the Saturday evening broadcasts over the Columbia network were underway they began "saying it with orders."

During the first part of the campaign one distributor closed an asbestos shingle job every day and he promises to close at least one job a day for the duration of the entire campaign!

Others have been making records in percentages of prospects sold—selling six out of ten prospects—five out of seven. Reports come in. Two asbestos shingle jobs, $872—three asphalt shingle jobs, $533—one asbestos shingle job, $2,040 — four asbestos shingle jobs, $1,740.

A high spot in the campaign was National Fire Prevention Week proclaimed by President Herbert Hoover for the week of October 5 to 11. Window displays were created that presented graphically the story of J-M Asbestos Shingles as one of the best means of fire prevention. When the attention of the entire United States was turned to fire prevention the message brought by "Smoky Dan" and his Fire Fighters was given added importance.



Meet Harry C. Browne, who is "Smoky Dan" in the J-M Fire Fighter broadcast.

The broadcast itself brings back the thrill and glamor that a fire station holds for boys. After a broadcast one man remarked, "For fifteen minutes I was a boy again, watching the horses, honored to run for a can of coffee for the firemen, and hoping for an alarm to run after the engine."

From the opening shriek of the fire siren to the end of the program a realistic picture of a fire station is created. "Tiny Tim," the little newsboy who longs to be a fireman, has made a real place for himself in the hearts of the listeners.

"Smoky Dan" is portrayed by Harry C. Browne, who has been associated with the Columbia Broadcasting System since 1927. Mr. Browne embarked on a stage career after returning from the Spanish-American War, playing in comedy, drama, and musical comedy with such well known actresses as Lillian Russell, Rose Stahl, Frances Starr, Edith Talliaferro and Irene Bordoni.

He also was with many of the stars in their earlier moving picture successes. He played opposite Mary Pickford when her now shorn curls were just coming into prominence. One of his last appearances was with Constance Talmadge in "Scandal." Between these two pictures he had feature roles with Mae Murray, Hazel Dawn and Corrine Griffith.

The stimulating effect of the radio campaign will be felt long after the eight weeks of broadcasting are over.

The broadcasts and advertising literature in connection with the radio campaign have created a "fertile market to be cultivated and harvested."

Smoky Dan says, "The richest weeks are just ahead, full of prospects and potential profits."

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Boston office moved to Seventy-five Federal Street

The Boston office has been moved from the old quarters at 55 to 61 High Street, where it had been located for 24 years, to quarters in the new Seventy-five Federal Street Building, Boston's newest and most up-to-date office building.

Sanacoustic Tile is applied to the ceiling and J-M Tile Flooring Type "A" is installed on the floors throughout the J-M office.

Dealer understands boys

Among the hundreds of magazine coupons that are sent in to Los Angeles district for information and samples was one from a small boy. When the J-M dealer called at the house, the small boy acknowledged he had sent the clipping hoping he would receive some samples which he could use to roof his dog house. The dealer evidently had a sympathetic understanding of boys and dogs for he told him to come down to the store and he would "fix him up."

Porcupine visits Asbestos

The employees of the machine shop at Asbestos were very much surprised on August 4 to see a real live porcupine walk in the back door of the shop. Quite a lot of interest was aroused for a few minutes as it was the first time some of the men had ever seen one of these animals.

Good runs at Weaver-Henry

Some exceptionally good runs in shingles and roll roofing were made at the Weaver-Henry plant during September. On September 23 during a twelve-hour period, 1,323 squares of shingles and 200 squares of roofing were produced. A ten-hour run on September 15 resulted in 2,246 rolls of roll roofing, and 2,654 rolls were finished in twelve hours on September 17.

Added to Mr. Williams' staff

George E. Halladay, formerly factory manager at the Manville Factory, has been transferred to the staff of S. A. Williams, vice-president in charge of factories and mines.

A. R. Fisher, formerly assistant to Mr. Halladay at Manville, has been appointed factory manager for the Manville operations.

Talks on asbestos are given at various meetings

J-M men are frequently called upon to give talks before various groups. The following meetings are typical of the opportunities for presenting the J-M story.

Twenty-five Chicago alumni of Triangle, national collegiate engineering fraternity, viewed the film "Asbestos—the Magic Fibre," and heard the story of asbestos by R. L. Singley of Chicago district on September 9 at the Hotel Sherman. Chicago alumni of this organization gather monthly for dinner, after which the meeting is addressed by someone who has an interesting story in line with his work. Two members with Johns-Manville are E. L. Caldwell and L. T. Sogard.

P. B. Geitz, manager of the automotive department, Central Division, and W. S. Gordon of the Central Division sales promotion department showed the film, "The Story of Asbestos," to the several executives of the Firestone Tire and Rubber Company, Akron, Ohio, a few weeks ago.

L. E. Cushman, of the Boston district, recently gave a talk on the asbestos industry to the members of the Faneuil Business Men's Association of Boston. A complete set of asbestos samples, from the crude to various finished materials, was displayed and explained, following which the film, "The Story of Asbestos," was shown.

At a recent Eau Claire, Wisconsin, Rotary Club luncheon, A. W. Bergman, sales manager of the building materials department, Northwest district, Western Division, gave a talk on the production, manufacture and uses of asbestos.

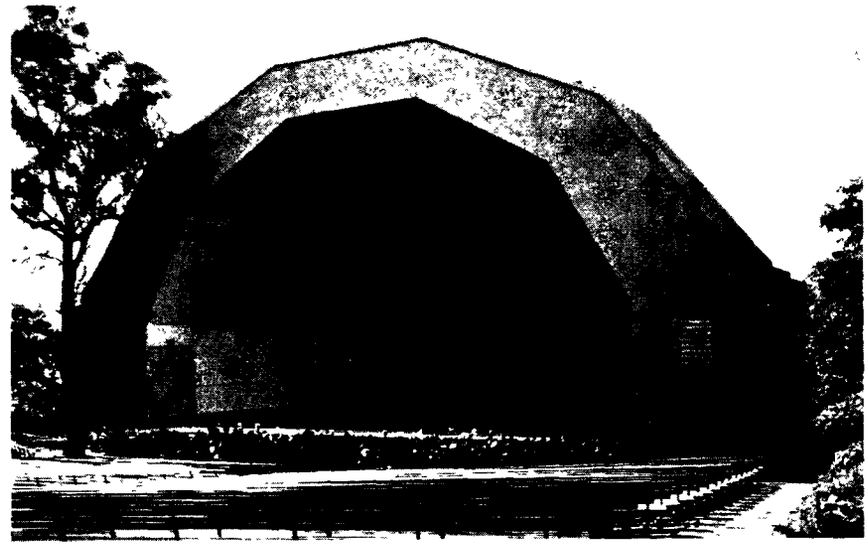
L. C. Hart, manager roofing and building materials department, Eastern Division, addressed a meeting of the building material salesmen at the Hotel Adelphia, in Philadelphia, September 12 on the "Radio Re-roofing Campaign."

Order consigned to Sumatra

Manville Factory received a twelve carload order for Magnesia Insulation in September. This material was consigned to Sumatra in the Dutch East Indies, a distance of 14,000 miles.

Nashua makes safety record

Nashua Factory has a record of no lost time accidents for September. There was one minor accident.



Musician's shell, designed to amplify sound and direct it properly, constructed for outdoor concerts of Philadelphia Symphony Orchestra. Slatekote roofing was applied on outside and 4,200 squares of Transite were used as inside lining to cover structural steel frame.

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Outing of Eastern Chapter, Quarter-Century Club at Somerville, New Jersey.

Eastern Chapter members of Quarter-Century Club have outing in New Jersey

MEMBERS of the Eastern Chapter of the Quarter-Century Club held an outdoor get-together on October 4 at Hilltop Farm, north of Somerville, New Jersey. Manville members met the visitors at Bound Brook and motored to the mountains.

During the afternoon a game of baseball was played. It was a close battle and when the game was called after three innings the official score was 20—18. Following the game came quoits, horseshoes and outdoor bowling.

At five o'clock the crowd sat down to a steak and mushroom dinner with E. A. Toohey presiding as toastmaster, and A. R. Fisher, Manville factory manager, as guest of honor. Most of the members were called upon for speeches.

After dinner the group adjourned to "The Hedges" for a miniature golf game and were received by their fellow member and owner of the course, G. E. Halladay.

Those attending from Manville were Joseph Clark, John J. Egbert, Albert Cressingham, Harry Holcomb, Sr., Joseph Shaw, Francis E. Partridge, Michael Boyle, Albert Gramness, A. R. Fisher, Gustave E. Boesel, Joseph O'Neil, Edward A. Toohey, Edward Legge, A. S. Moore, James Wynne, Frank Giovatti; from New York, F. J. Jewett, Charles Russell, Charles Stuve, A. M. Freer, F. W. Schlenk, J. R. Jack, Wallace Stewart, George Cole, John J. Reynolds, George Bliss; and from Philadelphia, A. S. Royal.

Asbestos products shown

At the Canadian National Exhibition, Toronto, Ontario, this year the Quebec Bureau of Mines had a large display of asbestos ore and of asbestos finished products.

In 1929 seventy-three per cent in tonnage of the world's supply of asbestos came from this province. It is worthy of note that Canadian Johns-Manville prepared several boards of manufactured asbestos products at the request of the Quebec Government for use in this exhibit.

Everyone a J-M salesman

It isn't necessary to be a J-M salesman to sell J-M products.

J. J. Scully, traffic department, General Headquarters, is responsible for six orders for J-M roofs during the past two months. Through a friend he learned that A. Wilcoc, superintendent, Railway Express Agency, New York City, was interested in a new roof for his home at Tuckahoe, New York. Within twenty-four hours the J-M dealer in that vicinity had signed a contract to re-roof the Wilcoc home with No. 5 Mottled Green Shingles.

Because he had talked of Insulating Board to a friend, an order resulted for enough of this material to finish off two rooms in a beach house.

One evening when P. A. Andrews, vice-president J-M Sales Corporation, arrived at home, Mrs. Andrews told him that fire had broken out on the roof of the house of a prominent doctor in New Rochelle. Mr. Andrews lost no time in giving this information to the Eastern Division, with the result that the doctor's home is now protected with a J-M roof.

President Lewis H. Brown set an example of "everyone a J-M salesman" by talking about J-M shingles to a man he met between his home and the office. This resulted in an order for Salem Gray Shingles for a lovely old Colonial house in Greenwich, Connecticut.

These sales are typical of the possibilities open to everyone connected with Johns-Manville from the chief executive down.

Roof protects bank building

When a laundry was destroyed by fire in Maplewood, Missouri, recently, the heat was so intense that the tile wall coping on the west side of the adjoining Citizens National Bank building was cracked from one end of the building to the other. The asphaltum of the J-M Built-up Roof was melted away from the greater part of the surface. If it had not been for the asbestos paper that protected the building, it would have been destroyed, according to J. R. Holekamp of the Holekamp Lumber Company, St. Louis distributors who applied the job.

Safety record at Waukegan

From July 1, 1929, to October 1, 1930, the power house at Waukegan Factory has not had a lost-time accident.

The erection and repair department on October 1 had completed a period of four hundred and sixty-four days without a lost-time accident. During this period an average of one hundred men have been employed.



J-M Built-up Roof protects bank next to laundry destroyed by fire in Maplewood, Missouri.

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J-M Brake Blocks accept a challenge

By ROGER CHAUVEAU
Automotive Engineer, Western Division

A FEW weeks ago we were sitting in the office of the "service manager" of a large brake manufacturing company when the conversation turned towards brake blocks and we were told that he had placed an order the previous day with a J-M competitor for 2,000 blocks to be used on "X" Buses manufactured in the same town.

We protested vehemently. The "X" company had tested J-M Brake Blocks a few months before and expressed their preference for them. We telephoned to the "X" engineer, explained our dilemma and succeeded in persuading him to join us in the service manager's office.

A lively discussion ensued. Finally the service manager challenged us: if we would take a set to Cincinnati, install them on one of the "X" Buses operated by the "Y" Stages Company down through the Kentucky and Tennessee mountains and prove to him that our material was better than anything they had tried before—then he would recall the order from our competitor and give it to us.

We accepted the challenge at once and started to cover the ground. Up to the factory in Waukegan for the samples, back to the service manager to get the Blocks mounted on shoes, and off to Cincinnati. At 7 o'clock the following evening we got an "X" Bus and watched the night shift install the Brake Shoes. At 3 a. m. the job was completed. We all piled in the bus and started off on a little test trip to make final adjustments on the road. It was 4 a. m. when we at last could retire until 6:30 a. m. when we hurriedly repaired to the bus garage to start off on a regular trip together with twenty-four early birds as passengers.

It was about noon when we reached the Kentucky river canyon and started the descent over what was positively the steepest and most winding road we have encountered in our lives. Imagine our feelings when half-way down the driver turned toward us and whispered, "This is about the first time this bus has felt entirely safe to drive." The death-like grip which we held on the chair arms loosened.

On Monday, almost too good to be true, friend service manager decided to go down to Cincinnati to see for himself. But first more samples—off again to the factory, back to have the samples mounted, on to Cincinnati.

When we called the next morning at the bus garage with the service manager we were told that one of the "X" Buses acted as if it really had air brakes. Need we ask which one?

The bus now had 3,000 miles on it since we installed our Blocks and not a complaint on the brakes—before that—hardly a trip without a complaint.

Off with the wheels so we could inspect our blocks—drums with a surface like a Venetian mirror, blocks worn so little as to promise to last twice as long as any other blocks, and a big smile on the face of the driver.

The "G. M." of the bus system put in his appearance, ordered the bus made ready for a test trip and off we went with the "G. M." at the wheel.

Stops at high speed—stops at low speed—stops with the brakes hot—stops with 'em cold—out of the bus time and again to study the marks on the road. The "G. M.", a taciturn man, made no comments except once when involuntarily a "pretty good stop" escaped from his lips.

When this happened we knew the battle was won. Three hours later when we turned into the bus garage we received instructions to express enough blocks for all the "X" Buses in the entire system at once and to send somebody up to him to talk prices and deliveries for blocks for all the "Z" Buses also. These had not been considered in the tests at all. What a moment!

A few days later the service manager sent an order for 2,000 J-M Brake Blocks.

Asbestos ships large order

One of the largest individual orders ever received by the pipe covering department was completed recently at the Asbestos, Quebec, Factory.

The order consisted of 9,517 feet of Asbesto-Sponge Felted Pipe Covering, 2 inches by 3 inches thick, in sizes up to 12 inches, mostly with a three-ply waterproof jacket. Ten tons of Conduit Filler and three tons of Roof Putty were included.

Twelve cars were required to transport the material to Montreal, where it will be transferred to one of the boats of the Canadian Government Merchant Marine which sails via the Panama Canal to Vancouver, British Columbia. Another journey by rail will then be necessary before the material reaches its destination at Trail, British Columbia.

Alexandria's safety record

Alexandria Factory had no lost time accidents during the months of June, July and August.



At Farmingdale, Long Island, where Brisbane steel frame cottages are constructed. (Left) Pile of ready-cut Transite (Center) Row of nearly completed cottages showing Transite clapboards and Transite Corrugated roofs. (Right) Completed cottage on truck ready for delivery.

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J-M Harvest Contest returns

INTEREST is running high in the J-M Harvest Contest throughout all sales districts in the United States and Canada. Bulletins cartooned in keeping with the spirit of the drive are being issued regularly by district managers.

In the contest for the Harvest Mop-Up Cup, Winnipeg district has been leading from the start. Boston district jumped from the rear to second place at the end of September, with Denver, Los Angeles, Toronto and Metropolitan following. This contest will come to a close on the first of December.



A. C. Seavey wins September Gold Star

A. C. Seavey of the Metropolitan district won the September Gold Star Contest prize, having the largest securements compared with his base volume of any salesman in the United States and Canada. P. I. Dudley of Cincinnati district was a close runner-up.

Mr. Seavey, who joined J-M on April 15, 1929, took over a territory that had practically no retail lumber dealer distribution on Asphalt Shingles, Asbestos Shingles and Insulating Board. Today he has 58 retail lumber yards as active J-M distributors.

At the end of the first month of the Harvest Contest, Seattle district congratulated the Pacific Division winners — H. W. Farrington, building material representative in Seattle, 50 points; Paul Shuey, building material representative in Portland, 40 points; and L. L. Smith, power products representative in Seattle, 40 points.

In Central Division the Harvest Contest wound up the month of September in great style, fifty-three orders being received on the last day.

P. I. Dudley, of Bluefield, West Virginia, contributed an order for ten carloads of Asphalt Shingles and Roll Roofings, from the Mingo Lime and Lumber Company, and Bluefield Supply Company. Not satisfied with this good work he added a carload consisting of 100 squares of No. 70 Asbestos Shingles and 25 squares of Transite Corrugated for the Jewell Ridge Coal Company, at Jewell, Virginia. This enabled him to carry off leading honors in Central Division for the month, followed by Bruce Stickney and R. W. Jones.

Safety measures effective

In the period from January 1 to September 30, 1929, Pittsburg Factory had a total of 111 accidents, 50 of which were lost-time accidents with 524 days actually lost.

A tremendous improvement has been shown in 1930, as a comparison of the figures will indicate. In the same period this year there have been only 36 accidents, 8 of which were lost-time with only 36 days lost.

Mr. Rowe as publicity man

F. W. Rowe, general purchasing agent, demonstrated to the sales promotion department that he could write a letter "broadcasting the broadcast" that purchasing agents would read.

He sent out a letter to some 380 fellow members in the Purchasing Agents Association of New York announcing the J-M Fire Fighter radio programs.

The letter brought forth a large number of very cordial replies, each of which Mr. Rowe answered personally. One purchasing agent wrote, "I would like to congratulate Johns-Mansville for adding their name to the present list of broadcasters, which I feel represents the 'Who's Who' of industry." Another wrote, "When the Fire Fighters throw their Annual Ball, please give me a little advance notice, so I can get me a red shirt!"



Pacific Division is contesting for the Franklin Shuey Trophy which will be awarded soon after December 31.

In the Maritime provinces

From time to time items of great interest appear in the daily press regarding the extreme Eastern end of the North American Continent — namely the Canadian Maritime provinces — New Brunswick, Nova Scotia and Prince Edward Island. This territory covers an area of 52,000 square miles with a population of a million. Two J-M salesmen patrol the territory, and today you will find J-M products in every corner of the Maritimes.

When Charles Lindbergh made his historic flight from New York to Paris, the last piece of modern architecture he passed over on this side of the Atlantic was the beautiful million dollar hotel at St. Johns, Newfoundland—a J-M Super Class A roof job. Two years ago the German plane "Bremen" was forced down at Greenely Island, close to the Arctic Circle after flying from Ireland. In this locality are a number of Canadian Government observation stations which are protected from frost and fire with J-M Flexstone roofing. Coste, on his record-breaking, non-stop westward flight from Paris to New York was directly over a J-M roof of No. 5 Rigid Asbestos shingles on the Commercial Cable Station at Canso, Nova Scotia, when he first sighted the American Continent.

E. H. Cunninghame, one of the two J-M salesmen in this district is so enthusiastic about his territory that he offers to give detailed information on the pleasures of spending a holiday in the Maritime provinces.

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THE JM CIRCLE

VOL. 3 November No. 5

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Published for and about the employees of

JOHNS-MANVILLE

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292 Madison Avenue, New York City

Receptive to *change*

All great achievements are the result of ideas advanced, developed and put to work. Constant changes are found in most progressive industries and executives are alert to new possibilities for greater improvements.

One industry that is typical of those that have struggled against change was the subject for an editorial in the *New York Sun* recently. The editorial, called "Stubborn Slate Men," pointed out that since the early days of quarrying slate all innovations have been frowned upon. When one quarry installed a steam engine to hoist its rock instead of using a one-horse derrick, other quarrymen said, "Their money goes up in steam."

In many industries a similar resistance to new ideas has been met all along the line—not so pronounced recently as in the early days—and there has been a consequent slowing up of development.

Fortunately for the asbestos industry, there has been from the first a desire for progress and expansion. H. W. Johns, a pioneer in the industry, was constantly searching for new methods and developing new products.

Mr. Johns recognized the possibilities of asbestos and he was positive that it had hundreds of uses. When the Canadian asbestos was discovered he was able to go farther than ever before in his experiments, since up to that time the domestic asbestos could be only powdered or felted. New machinery was installed for this new type of asbestos that could be carded and spun like cotton and wool.

The high place Johns-Manville has achieved in the industrial world is largely due to the fact that since the first the organization has been receptive to new ideas and improved methods.

Through the suggestion plan every J-M employee has an opportunity to present new ideas. Changes for the better are encouraged and all suggestions are carefully considered. Those that will result in improvement are adopted and put into use.

American selling

Merle Thorp recently discussed in "Nation's Business" the loss of courage in American selling. In commenting on this editorial, Lewis H. Brown, President, states, "American business has, perhaps, deserved, in a measure at least, the statements contained therein, but as far as Johns-Manville is concerned, we realized at the beginning of the year the necessity for aggressive selling. Johns-Manville not only now has the most efficient sales organization it has had in years, but one with courage, determination and an aggressive spirit."

The editorial follows:

"Is our vaunted American selling only a fairweather phenomenon? Has it no stamina? Does it cave in, crumple up and take the count at the first blow? It would seem so.

"For years the world has watched with amazement, not unmixed with envy, the selling forces of America in action. We have modestly acknowledged the applause. We knew we were good.

"And we were. American selling was hard-hitting, tireless, resourceful, enthusiastic. It not only created demands but it helped buyers to find the means to satisfy those demands. It raised standards of living overnight, and in the joy of accomplishment it sang as it worked.

"Came the stock-market squall of last October. Hesitation. Overcaution. Pessimism. Fear. Rumors of failures and panic. The spirit of Buying depressed.

"Did Selling roll up its sleeves and eagerly welcome a trial of its strength and resourcefulness? It did not. It joined the mulligrubbers. It crowded the wailers at the wailing wall. It acted like a tired old man after a long walk on a sultry day.

"What a pitiable spectacle of America's strong man lugubriously repeating hackneyed alibis. 'Overproduction,' was a favorite one. But overproduction became a fact only as underconsumption out-generalled Selling And on its own field, for it had cracked the hard nut of underconsumption many a time. But selling gave up.

"Shortly before, millions were eager for more and better food, warmer clothing, more comfortable shelter; millions desired greater conveniences; millions yearned for the luxuries of travel, art, music, books. They were willing to work hard and exchange their labor and services for those things.

"Yet selling accepted the strange story that overnight millions lost these desires, that a miracle had happened and human nature had undergone a remarkable change. Nor were 'the consumers broke.' The record since then belies that assumption.

"To the everlasting credit of American Selling there are a few who have kept the faith, who have relished a stout fight and who are coming through as victors.

"But the pity of it is that a glorious march toward greater comfort for greater numbers halts because the motive power of American business—our selling forces—lost vision and courage.

"When American Selling regains its old-time courage, then get ready for better times."

What do you know about this business?

(*For the answers turn to page* 22)

101. Why are Salem Gray Shingles particularly adapted to the Colonial type of architecture?

102. How many radio stations are included in the hook-up for the "J-M Fire Fighter" broadcast?

103. What factory was remodelled from a cotton seed cake and fertilizer warehouse?

104. What is Fibre Conduit?

105. What J-M product has been used in construction of golf tees?

106. In what colors is Asbestos Wall Tile available?

107. What packing used on a faucet was still okay after 200,000 openings and closings?

108. How many kinds of Refractory Cement are sold by J-M?

109. What is the difference in mining methods used in Asbestos, Quebec, and Chrysotile, Arizona?

110. What is the meaning of the following foreign shipping terms in use by J-M International—F. A. S. N. Y.; C and F; C. I. F.?

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When you write a letter—*be natural*

THERE is a man widely known throughout the J-M organization for his ability to write letters that radiate vivacity and enthusiasm. This man is E. Nelson, sales promotion manager of Western Division.

His letters move along as smoothly as an actual conversation. They are brief and to the point.

Mr. Nelson is a classic example of a man who regards the important rule "Be natural" in your letter writing. Another way of putting it is to "Be yourself!"

What is wrong with this letter?

There are a number of errors contained in the following letter. Several words are misused and in some cases the phraseology is incorrect or the preferred form is not used. As you read the letter how many errors do you find?

"I have before me your favor of October 11 enclosing advertising copy for our new manual. We are anxious to promptly receive the cut you promised to send.

"We cannot publish the manual as soon as we had planned. However, when you receive it we think you will find it to be very unique.

"After the manual is out we will very much appreciate hearing your comments on it."

It is well to avoid starting a letter with "I" or "We". The preferred form for acknowledging a letter is "Thank you for your letter of——" "Favor" is a good old "chestnut" that should not be used in place of "letter".

"Anxious" is a much misused word. It implies anxiety and should never be used where desire is expressed.

The split infinitive makes the grammarian shudder and in some cases it is considered justifiable cause for homicide. "To receive promptly" is correct.

"As soon as" is the positive form. The negative form takes "so soon as".

Unique, derived from unus (one), is another long-suffering word. To be unique a thing must be the only one of its kind. The Sphinx is unique and so is the Eiffel Tower. Nothing can be "very" unique—it is either unique or not. So it is rather presuming to assume that you are publishing a unique manual. It is more likely to be unusual.

"We will" is incorrectly used since that infers determination. "We shall" is the correct form in this case.

Appreciate means to value highly and it should not be modified by "very much". However, one may say "greatly appreciate".

And now, here is the letter in its rewritten form:

"Thank you for your letter of October 11 in which you enclosed advertising copy for our new manual. We hope to receive promptly the cut you promised to send.

"We cannot publish the manual so soon as we had planned. However, when you receive it I think you will find it to be very unusual.

"After the manual is out we shall appreciate having your comments on it."

In the next article of this series on suggestions for the letter writer the discussion will be concerned with the eight "C's" of a good letter.



E. Nelson, Western Division sales promotion manager, well-known for his enthusiastic, "natural" letters; and for his hobbies—airplanes and opera.

November J-M advertisements

J-M advertisements will appear in the following general magazines during November:

Saturday Evening Post, November 8, Transite Corrugated.

Collier's Weekly, November 8, Asbestos Wall Tile (in color); November 15, Built-up Roofing.

Better Homes and Gardens, Home Insulation.

Your Home, Asbestos Shingles (in color).

General Safety Committee meets at Manville Factory

The monthly meeting of the General Safety Committee at Manville Factory was held on September 24, at which there was present a representative of each of the individual Building Safety Committees, in addition to members of the general committee. Various oustanding safety problems were discussed, and special attention was drawn to the accident experience report of the month of August, making comparison with the previous month and pointing out the marked improvement as shown in August.

Considerable enthusiasm was displayed by the different members concerning the statewide interplant safety contest sponsored by the New Jersey State Department of Labor to take place from October 1 to December 31.

School children see film

Dale C. Crosby, power products representative in Boston district, gave a showing of the motion picture "The Story of Asbestos," before 300 pupils of the Worcester Trade School, Worcester, Massachusetts, on September 8.

In connection with the showing Mr. Crosby had on exhibition a complete display of asbestos materials from the crude to the various finished products, and supplemented the motion picture showing with a talk on asbestos.

Nashua ships large order

One of the largest single shipments of Transite Corrugated ever to leave Nashua Factory was forwarded on September 8 to the American Smelting and Refining Company at Buchans, Newfoundland. The shipment was forwarded to Montreal, where it was loaded in a specially chartered steamer for its destination.

There's a whale of a difference between rising to the top and "going up in the air."

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Johns-Manville Abroad

New passenger station in Sao Paulo, Brazil, has Transite Corrugated roof

THE new passenger station of the Sorocabana Railway in Sao Paulo, Brazil, is roofed with Transite Corrugated, also Built-up Roofing on flat decks. Industrial Flooring was applied on all platforms.

It is interesting to note that originally it was the intention of the engineers of the Sorocabana Railway to employ a roof of corrugated metal. The material had been ordered by the general contractor and the structural steel had already arrived at the site of the work. However, the J-M representatives refused to surrender this job, and kept working with the railroad engineers and contractors and finally convinced them by a detailed comparison of maintenance costs that within ten years after application Transite would more than offset the difference in the initial cost.

Several engineers of the railway and the general contractor were taken to inspect the General Motors factory outside Sao Paulo, where J-M recently completed one of the largest Transite contracts the company has ever closed. The men were so impressed with the J-M material that the order for the corrugated metal was cancelled and a new contract was signed substituting Transite Corrugated.

The appearance of this roof has favorably impressed the engineers and contractors in Sao Paulo and it is expected to serve as an excellent demonstration of this very serviceable product.

The Industrial Flooring, which is laid on all platforms and baggage rooms of the station, amounts to approximately 60,000 square feet. This flooring will be subject to very heavy traffic continually.



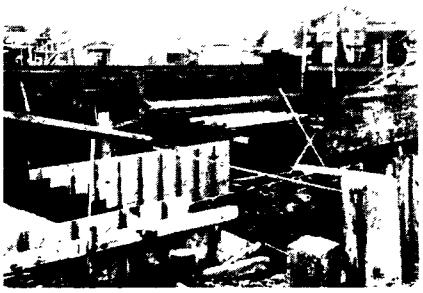
New passenger station of the Sorocabana Railway in Sao Paulo, Brazil, showing under side of J-M Transite Corrugated roofing and Industrial Flooring on platforms.

Celite for subway in Japan

To speak of subways in connection with Japan seems incongruous. Subways in the land of cherry blossoms, 'rikishas and colorful native costumes?

Old Japan with its romantic charm is being replaced by a new-world, industrial country, and as a part of the modern trend in Japan a three-mile subway system is now under construction in the City of Osaka.

The few reinforced concrete buildings in Japan at the time of the 1923 earthquake were the only ones that did not fall. So it was that when the reconstruction program began, concrete buildings were erected and streets were widened. Tokyo and Yokohama now boast skyscrapers. They are new-world cities in an old world.



Two Celite-concrete test blocks at subway entrance under construction at Osaka, Japan, by Hanshin Electric Company.

When the Hanshin Electric Company made plans for building the Osaka subway the Chitose Trading Company, J-M agents in Japan, suggested the use of Celite for the concrete work. Tests were made by the Osaka Testing Laboratories which showed a 15 per cent loss of strength by the use of Celite.

About that time A. A. Rasmussen, J-M salesman, arrived in Japan from China, and knowing that there must have been some reason for this unusual result, made a thorough investigation and discovered that additional water was used in the Celite mix equal in volume to that of the Celite. This gave a great excess of water in the concrete containing Celite and, of course, materially reduced the strength.

Mr. Rasmussen was successful in convincing the engineers of the Hanshin Electric Company that the tests were not properly conducted and that the only conclusive test would be one made under field conditions with test cylinders cast from the actual concrete used on the job.

As a result of the second test, made with proper proportions, the concrete containing Celite showed 25 per cent

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greater strength in compression tests.

J-M International has the order for 840 tons of Celite to be used for tunnel work and station entrances of the subway, construction of which has started. Plans are for completion by 1932.

Many problems encountered

The problems confronting the Johns-Manville Corporation G. m. b. H. in introducing J-M products in the territory they represent are interesting from many standpoints.

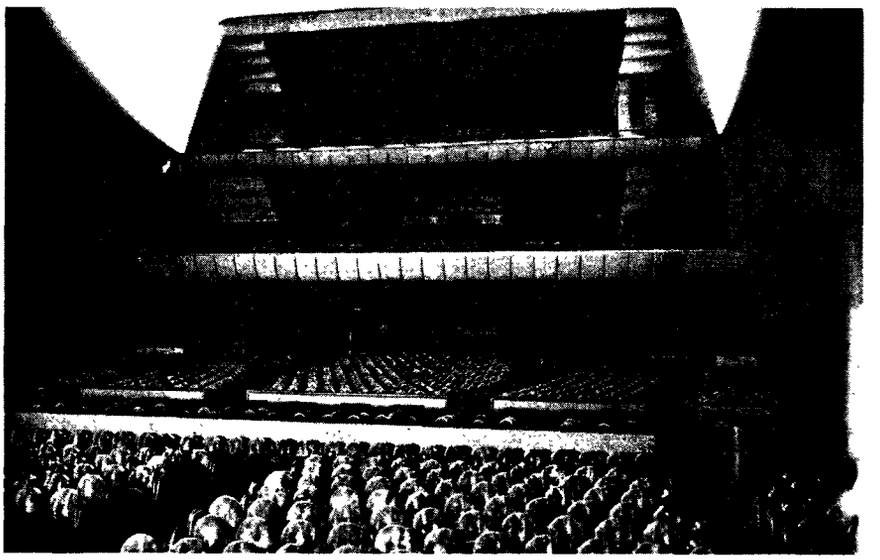
The territory consists of the countries of Norway, Sweden, Finland, Denmark, Germany, Poland, Lithuania, Estland, Latvia, Czecho-Slovakia, Austria, Hungary, Switzerland, Yugoslavia, Albania Roumania, Bulgaria, Russia and Iceland.

These nineteen different countries have nineteen different tariff laws, many incomplete or ill defined as far as J-M products are concerned. The tariff assessed on one shipment may or may not be the same on the next, unless an official ruling has been secured. Such a ruling usually involves submission of three samples accompanied by a lengthy questionnaire and perhaps three months' wait before the official scrutiny is completed.

Oftentimes shape, color or the presence of even a small percentage of an ingredient, which it is designed to protect, will subject the interpretation of the tariff ruling to weird deviations from that which one would expect to prevail. In Germany Transite Corrugated sheets take a duty two and a quarter times that for flat sheets.

Dealing with nineteen of the European countries means nearly as many different languages in the case of marketing the average building material, brake lining, or other product, which finds its way ultimately to the citizens of the country, and entails the expense of literature and publicity in the native language of the district.

That American manufacturers have recognized the differences between domestic and international trade more than at any previous time is indicated by the formation during the last ten years of highly specialized international sales departments, separate in policy and organization from their domestic business.



Design of wall and ceiling surfaces creates unusual acoustical quality in Parisian theatre.

Parisian theatre has odd acoustical quality

The Salle Pleyel in Paris is famous throughout Europe for its unusual acoustical qualities. Johns-Manville Akoustikos Felt plays a very important role in the reputation which this theatre enjoys.

The designer, Gustav Lyon, conceived the idea of building three Greek theatres into one auditorium, and worked on the design for a number of years. The wall and ceiling surfaces were so designed that the sound reflected from them would assist materially in securing a uniform distribution of sound throughout the theatre. In the upper balcony of this auditorium one can hear the turning of a page of sheet music on the stage.

The Salle Pleyel was designed only for a sound source located on the stage. Every sound that is produced in the auditorium is considerably amplified due to design of the wall and ceiling surfaces, and several interesting effects result.

In the first place, the audience hears the sound from the stage with ease and clarity, and, therefore, has a tendency to be quiet itself. There is the feeling that every cough or whisper is considerably increased in loudness and causes more disturbance than in most theatres. This results in an exceptionally quiet and attentive atmosphere in the house.

The second effect in quite amusing. When after the performance only a few people applaud, the construction of the house makes this sound like the applause of a huge audience. The entertainer gets the impression of success, and is carried away by what he believes to be general enthusiasm. Some entertainers have been called back frantically more than a dozen times, when in other theatres the same program received only three or four calls.

When the theatre was first opened, there was confusion of sound in the parterre seats. The trouble was traced to the back wall which was reflecting considerable sound energy, throwing it back toward the front of the house. J-M Akoustikos Felt was used to remedy this defect. The back wall was draped with the felt to expose as much surface as possible, and a very permeable silvery fabric was hung in front of it to improve the appearance.

Salvaged letter arrives

A letter that was salvaged from the S. S. Tahiti when it was lost at sea has been received by J-M International.

The letter had been water-soaked but it came through in fair condition. It was from James J. Niven and Company, automotive distributors, Wellington, New Zealand.

The Tahiti went down near the island of Para Tonga, South Pacific Ocean, in the latter part of August.

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New Broad Street Station building in which Philadelphia office is now located.

Philadelphia office moves to new quarters in Broad Street Station

The Philadelphia office is now located in new quarters in the new Broad Street Station Building. The office is equipped with acoustical treatment consisting mainly of Sanacoustic Tile, with small installations of Nashtile and Rockoustile. Special decorative designs are put on the Sanacoustic Tile installed in the reception room and the office of J. O. Boylan, district manager.

The floor is covered with Tile Flooring Type "A". In the station under the building, J-M Anti-Sweat and J-M Zero Pipe Covering were applied on all of the cold water piping by Nicely and Company, Inc., approved insulation contractors.

Acoustical treatment has been installed in the Addressograph Room of the Pennsylvania Railroad and also in the Addressograph Room of the Pennroad Company, and several other companies are installing J-M products in their offices in this building.

Seventeen years *young*

How Bert Cooke, Toronto district salesman, sold a fifteen-year bonded Asbestos Roof is a story best told in his own words.

"While scouting around for business I recently noticed that Noble and Rich of London, Ontario, plumbers, were erecting a new warehouse at the rear of their present building. Naturally I approached Mr. Noble relative to roofing and made an effort to sell him an Asbestos Built-up roof, but was interrupted before my story was even started and he invited me to his showroom and front office.

"There he asked me to examine a 'runner' which lay across the entire entrance of his office and showroom. This 'runner' appeared to be rubber or some like material. Mr. Noble advised me, however, that it was a roll of J-M Smooth Surfaced Asbestos roofing which had given continuous service for seventeen years, during which time thousands of people had passed over it, hand trucks containing bath tubs and other heavy plumbing equipment had been wheeled over it times without number, and for fourteen years it had been rolled up once each week for cleaning purposes and put back again. At last 'Mary' noticed that if she rolled it up much more it might crack, so she left it down next wash day and for three years has washed over it. It is now stuck down firmly and looks good for another 20 years.

"I got the order for a fifteen-year Bonded Built-up Asbestos roof."

Pittsburg breaks record for number of cars shipped

During the week of September 22 to 27, Pittsburg Factory broke its all-time record for cars shipped with a total of 50 cars, 38 of which were straight carloads and 12 trap cars.

The best previous week was in October, 1929, when 37 carloads were shipped, and only 4 trap cars.

New pattern storage room is completed at Manville

A new pattern storage room situated in the basement of Building "B" has recently been completed at Manville Factory. It is 80 feet long by 50 feet wide and has six large storage racks. It is of fireproof construction throughout. The enclosure is of Transite over steel frame and reaches from floor to ceiling, both of which are of concrete.

At the present time there are about 4,500 patterns of all sizes stored in this room. The size and arrangement of the room make it a simple matter to find any pattern that may be desired.

Quarter-Century Club has meeting at Chicago

The annual meeting and dinner of the Western Chapter of J-M Quarter-Century Club was held September 30 at the Sky-Line Club, Chicago. All members were present.

The new officers elected were Frank F. Mohr, president; Arthur J. Ebert, vice president; and Henry Meisenheimer, secretary-treasurer.

Guests at this meeting were J. P. Kottcamp of Waukegan, C. J. Beckwith of New York, and W. H. Fogarty of Chicago.

Men organize bridge club

Cincinnati sales office has recently organized a Men's Dinner Bridge Club, and meetings are scheduled the first Thursday of each month.

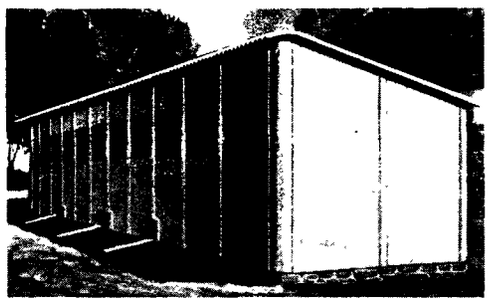
Demonstration poultry house

Among poultry raisers there is always a problem of combatting vermin. In an attempt to discover a vermin-proof material for chicken houses, A. M. Corcoran, of Corcoran Service, New York City, built a demonstration house last summer on his farm at Keota, Iowa. He used Asbestos Wall Board and Transite in the construction.

The chicken house is eight feet wide and 48 feet long. The front elevation is eight feet and the rear six. Half of the building is lined with Asbestos Wall Board, to discover how much additional protection against cold Iowa winters will be afforded.

Ridge Roll was used on the corners and Transite Corrugated was applied on the roof. The nests and drop boards were made of Transite.

Publicity in local newspapers has brought a large number of visitors to the Corcoran farm.



Poultry house built at Keota, Iowa.

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Here and *There* in the Field

Harvard tests home insulations—

Dr. Lannon of the Harvard University faculty has an "invisible home of comfort" in his residence at Chestnut Hill, Boston.

Harvard University conducted a series of tests of home insulation materials, as a result of which J-M Home Insulation was specified for Dr. Lannon's home.

This was installed by the Home Insulation Company of Boston, which has recently insulated more than 25 homes.

How to meet plumbers—

Arthur Hess, Philadelphia salesman, has developed a fine technique in getting the J-M message across to plumbers.

On a pre-arranged day he goes to a supply house at 8 o'clock in the morning, hangs his coat on a peg and takes his place behind the counter. His "ammunition" consists of samples of Asbestocel and a supply of cigars.

Throughout the day he talks about J-M products to the plumbers and helpers as they come in for materials. In this way he has talked to as many as 38 plumbers in a day.

Besides reaching the plumbers he also finds that interest in selling J-M products is stimulated at the supply house.

A large order for Jewett rings—

"Patient and polite persistence" for fourteen months has resulted in an order for 231,000 Jewett Rings from the American Chain Company, makers of Pratt and Cady valves. Intensive efforts were started in May, 1929, with H. W. Hanna, salesman, working the plant at Bridgeport, Connecticut, and A. V. Cambria backing him up with price studies, test samples, engineering data, and so forth. The order just received includes three months' requirements.

Persistence again rewarded—

When the contract for the Cedar Street Bridge, at Peoria, Illinois, was let to the Kelly Atkinson Construction Company several months ago, T. E. Ventriss, Chicago district, immediately called on Mr. Howard of that company relative to the merits of Celite-for-concrete, although no admixture was specified by the designing engineers, Strauss Bascule Bridge Company.

Mr. Howard believed that Celite might be all right, but he decided not to use the material because it was not specified and he was under the impression that it would add considerable expense to the job. Mr. Ventriss called two other times, but apparently gained no ground with Mr. Howard.

N. E. Baxter, J-M representative in Peoria, was then advised and he kept in touch with the job. When the concrete construction had started he found that they were not getting good first-quality concrete due to separation, and further, that they were using a great deal of unnecessary labor in handling and placing the concrete.

Mr. Ventriss then called again upon Mr. Howard, at which time he agreed that Celite might be of some advantage to them and stated that he would use the material provided the Strauss Bascule Bridge Company would approve. Mr. Ventriss communicated with Mr. Payne, of that organization, and he stated that he would not only approve it but would help J-M in recommending the material as it was his belief that it would be of particular advantage. Accordingly, Mr. Howard will use Celite on the remainder of the job, which will require approximately 20 tons.

J-M's part in a model home—

Niagara Roofing Company, Lockport, New York, distributors of building materials, are up in front, with W. J. Moran, proprietor, having a model home for himself in which will be used the following J-M products: Rigid Asbestos Shingles, Asbestos Wall Tile, and Tile Flooring Type "A".

Acoustical treatment for bank—

F. E. Dreger of the Erie office, with the assistance of J. G. Neal, special acoustical representative of the Cleveland district, was successful in securing the contract to apply acoustical treatment to the beautifully arched and modelled plaster ceiling of the Erie Trust Bank at Erie, Pennsylvania. The amount of this contract approximates $8,000.

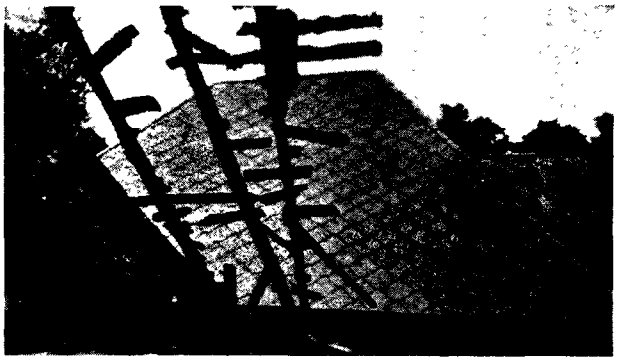
Waco warehouse J-M roofed—

M. M. Haws, Dallas sales office, was successful in closing an order recently for 760 squares of combination Built-up Roofing on the Exporters and Traders Compress Company warehouse at Waco, Texas. This is one of the largest single orders for roofing secured in this territory for some time.

Picture of Asphalt Plank tee shown—

Appearing in a recent issue of the Ohio State Journal, Columbus, Ohio, was a picture of the J-M Asphalt Plank tee installed at the Municipal Golf Course of Columbus. The even and non-slip surface in wet and dry weather is mentioned in the caption.

The order was secured by J. L. McCullough and E. E. Deem.



The Rigid Asbestos Shingles on this roof each lived up to its reputation of being "a little fire fighter who never sleeps" when fire destroyed the house next door. R. D. Bonnell, Chicago district salesman, points to it as the first Asbestos Shingle job he sold. The roof was applied in June, 1927.

They all know "George"—

Away back in 1909, a young chap of 28 summers joined the Toronto office sales staff. Shortly after he was given the City of Hamilton and surrounding territory as his "stamping ground." Today, after twenty-one years of service with J-M, practically all spent in that territory, George Smith is one of the most popular and successful roofing salesmen in the business. He knows every buyer of roofing by his first name and they all know "George."

Three Pipe Line Felt orders—

When the Ajax Pipe Line Company was formed by the Standard Oil Company of New Jersey, F. W. Hodson, of St. Louis district, began talking up J-M Pipe Line Felts for the project of building a line from Jenks, Oklahoma, to Wood River, Illinois. The line was to consist of two parallel 10-inch pipes.

Mr. Hodson first saw Mr. Austen, formerly of the Standard Oil Company of New Jersey, and now president of the Ajax Pipe Line Company, with headquarters at Tulsa, Oklahoma.

Mr. Hodson has been successful in selling three orders for Pipe Line Felt, totalling approximately $140,000. The felt has been applied with the pipe wrapping machine recently perfected.

And still more teamwork—

Close co-operation between salesmen in Central Division and the Rankin-Dutney Corporation, approved acoustical contractors, has again proved the truth of Kipling's statement, that "It ain't the individual, or the army as a whole, but the everlasting teamwork of every blooming soul."

It was teamwork that has resulted in securing the following important jobs which are a few of the many which Rankin-Dutney Company have secured recently: Sanacoustic Tile installations for Westinghouse Electric and Manufacturing Company, East Pittsburgh, Pennsylvania, 50,000 square feet; Queen of the Holy Rosary Cathedral, Toledo, Ohio, approximately $75,000; Ohio Bell Telephone Building, Dayton, Ohio, approximately $26,000; Spencer Hospital, Meadville, Pennsylvania, approximately $6,000; Ohio Valley Hospital, Wheeling, West Virginia, approximately $11,500; St. Francis Hospital, Nurses Home, Pittsburgh, Pennsylvania, approximately $7,000; Ohio Oil Company, Findlay, Ohio, approximately $10,-

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000; Leila Y. Post Montgomery Hospital, Battle Creek, Michigan, approximately $10,000; Lowery Jr. High School, Dearborn, Michigan, approximately $6,500; and Electrograph Building, Detroit, Michigan, approximately $3,000.

The Erie Trust Company, Erie, Pennsylvania, has had 7,000 square feet of Nashkote acoustical treatment applied.

Large order for Asbestoment—

John H. McManus, New York metropolitan district salesman, has secured an order from the New York Edison Company for 500,000 pounds of No. 4 Asbestoment for fireproofing and arc-proofing cables in manholes.

Asbestoment has saved the New York Edison Company large sums of money in the protection against interruption due to adjacent cables failing.

After exhaustive tests of all fireproofing materials adaptable to this type of service the New York Edison Company standardized on No. 4 Asbestoment.

Vermont State Capitol re-roofed—

The State Capitol at Montpelier, Vermont, has just been re-roofed with Johns-Manville Super Class "A" Built-up Roofing by Peck Brothers Co., approved roofers at Montpelier, sold them by Frank Bush, Vermont salesman.

The State House, which was built about eighty years ago, was roofed with copper over which one-inch thick J-M Roofinsul was applied before the Super Class "A" Built-up Roofing was put on.

The satisfaction given by the J-M roof applied on the State Library at Montpelier in October, 1929, decided the state authorities on the same material for the Capitol building.

Boston district sells Rock Cork—

The Boston district has been making considerable headway in introducing J-M Rock Cork in New England.

A. D. Young, power products representative in northern metropolitan Boston area, assisted by M. V. McKay, special representative in the Eastern Division, recently secured specifications for Rock Cork from the General Sea Foods Corporation, Gloucester, Massachusetts, to be used in insulating refrigerating boxes which are to be quick freezers for the distribution of foods.

A. H. Maccabe, power products representative, assisted by Mr. McKay, sold 6,000 square feet of Rock Cork to Swift and Company of Boston, for insulating a Creamery Freezer located in Vermont.

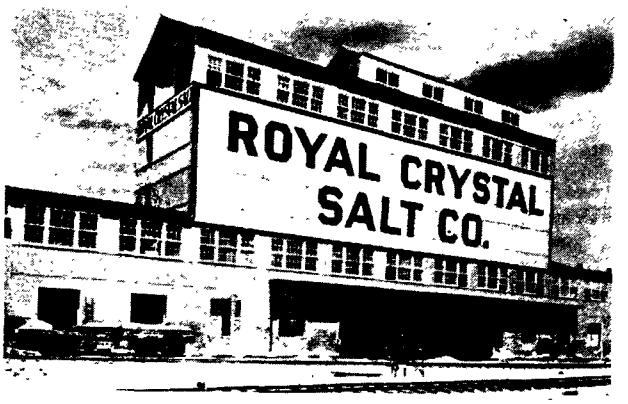
A. L. Rose, power products representative, Portland, Maine, area, also assisted by Mr. McKay, secured permission from the Bath Iron Works, Bath, Maine, for Rock Cork instead of vegetable cork in the building of large pleasure yachts.

C. T. Dearborn, sales manager for power products department in Boston, together with Mr. McKay and D. C. Crosby, representative for the Worcester area, called on the Frigidrite Corporation, Clinton, Massachusetts, manufacturers of showcases for the display of food products and was successful in selling 1,000 square feet of Rock Cork for a trial lot of special showcases.

Sound stages erected—

Since the development of "talkies" large sound stages have been erected in the motion picture studios of Hollywood and adjacent cities. Universal Studios, at Universal City, California, recently awarded the William P. Neil Company the contract on their newest sound stage in the camera building, with Weaver-Henry products specified.

Carlyle Quinn, architectural engineer of Weaver-Henry Corporation, was instrumental in securing the 400 square job.



Five carloads of Transite Corrugated went into the construction of the Royal Crystal Salt Company building at Salt Lake City. The work was completed by 12 men in 60 days.

Unusual Sanacoustic installation—

An unusually interesting installation of Sanacoustic Tile has been made in Cleveland at the new Severance Hall, home of the Cleveland Symphony Orchestra. The tile is aluminum put up diagonally.

Nearing 100 per cent—

L. R. Harvey was fortunate during September in securing 1,277 squares of J-M Built-up Roofing out of the 1,488 squares applied in Spokane, Washington. He has been running an exceptionally high percentage of all the built-up roofing work since the first of the year. He states that very soon he will be able to close 100 per cent of all the built-up roofing jobs in that territory.

Fibre conduit in carload terms—

Carl Buratti, public utilities salesman, Los Angeles district, recently captured all honors for the day by bringing into the office an order for ten carloads of Fibre Conduit from the City of Los Angeles.

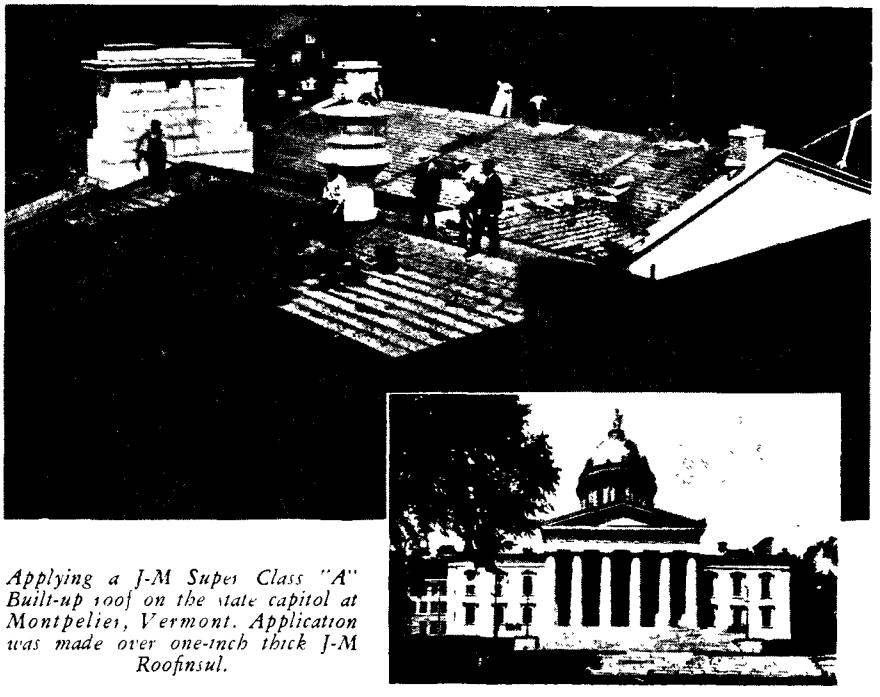
Asphalt Plank on viaducts—

The Locust and 27th Street viaducts in Milwaukee have just been completely resurfaced with Johns-Manville Asphalt Plank. The work required 18 carloads of material, including Asphalt Plank, and Asphalt.

George Fohey, industrial salesman, secured the order.

Suburban station J-M roofed—

The transportation and government department of the Philadelphia district recently sold a J-M Built-up Slagged-in Rag Felt Roofing job of interest. This was applied on the roof of the Pennsylvania Suburban Station at West Philadelphia by T. S. Johnson and Sons, approved roofers.



Applying a J-M Super Class "A" Built-up roof on the state capitol at Montpelier, Vermont. Application was made over one-inch thick J-M Roofinsul.

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Union Pacific standardizes—

C. M. Patten, railroad representative at Omaha, has been successful in having the chief engineer of the Union Pacific adopt Tile Flooring Type "A" as standard floor covering in all buildings on the Union Pacific lines.

He has also been successful in having the Union Pacific lines adopt as standard J-M Sea Ring Packing for all water service equipment and power plants. The initial order will total 2,000 sets of various sizes.

Samples arrive opportunely—

That J. H. McMillan, New Orleans district salesman, had reason to celebrate the timely arrival of samples is evinced by the following. He secured a prospect for No. 5 Asbestos Shingles, ordered samples to be sent to the prospect. On his second call, while talking to the prospect, the expressman drove up with the samples. The prospect liked them, gave "Mac" the order, which totalled a carload.

J-M products in new building—

A new office building is being erected for the Hamilton Manufacturing Company at Two Rivers, Wisconsin, at a cost of approximately $60,000. Johns-Manville is furnishing Built-up Asbestos Roofing, Asphalt Plank on part of the roof, Tile Flooring Type "A", Sanacoustic Tile treatment, and Pipe Insulation.

The Luedtke-Watson team—

The Luedtke-Watson team, in cooperation with F. F. Mohr, secured an order for reroofing the J. I. Case Company's forge shop, at Racine, Wisconsin, for Transite Corrugated roofing. Four carloads of material will be required for this work.

This same team secured two orders of Tile Flooring Type "A" of 5,000 and 10,000 square feet, the first for the new office of the Inland Steel Company and the second for the Convalescent Hospital being built by the A. O. Smith Corporation.

Rock Wool in Cincinnati apartment--

The Home Insulation Company of Cincinnati in conjunction with the architectural service man, E. B. Kincaid, has secured the contract for blowing Rock Wool under 24,000 square feet of roof area in the Ravenswood apartment house being built in Cincinnati. Between two and three cars of Rock Wool will be used.



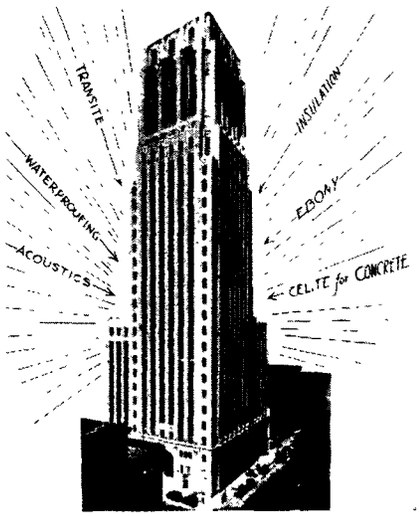
First Home Insulation job blown by Lake Shore Gas Company, Ashtabula, Ohio. (Left to right) W. B. Walter, Sales Manager, building materials department, Central Division; Frank Vogler; S. B. McCormick; K. S. Rice, Erie territory salesman; B. G. Chappee, Home Insulation Staff Manager, Central Division.

Sanacoustic Tile for Westinghouse—

A Sanacoustic Tile contract has been secured from the Westinghouse Company, East Pittsburgh. Practically all of the heavy work was carried on by C. O. Bruning and H. B. Bainbridge, who were assisted by E. W. Rosenberger and H. R. Berlin.

Built-up roof for Bethlehem Steel—

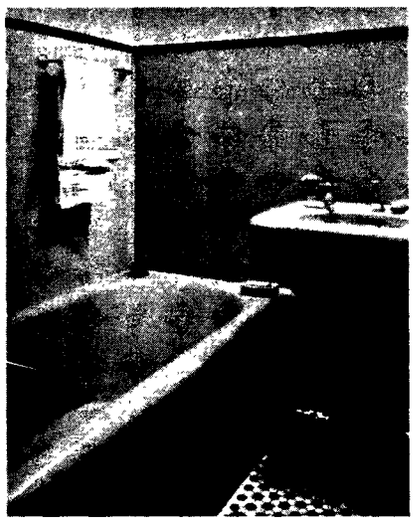
J. S. Charles, salesman, metropolitan sales territory, Philadelphia district, recently secured a Built-up Roofing order for 455 squares from the Bethlehem Steel Company for their Lehigh Plant. The material was used over a machine shop where the fireproofing qualities of Asbestos Felt was an important factor in making the decision. In cooperation with approved insulation contractors in various districts throughout the United States, Mr. Charles also has been successful in securing orders amounting to approximately $100,000 for Fuller-Lehigh Company boiler water wall insulation.



New Shell Oil Building, San Francisco

Some hearty cooperation—

Through the cooperative efforts of the Eastern Division and R. E. Shoens, industrial salesman, Detroit district, R. S. Hemmingsen, Detroit district engineer, and E. E. Clapsadel, architectural representative, the H. W. Porter Company, J-M approved insulation contractors, of Newark, New Jersey, have been awarded a contract for installing J-M Transite Boiler Wall Casing at the new Edgewater Plant of the Ford Motor Company. This is the first installation of its kind for Ford Motor Company, and if final results are satisfactory, it will no doubt be adopted as standard construction by that company.



In an apartment at Juneau, Alaska, is an installation of Asbestos Wall Tile, which is green to harmonize with the green fixtures.

Asbestos Wall Tile in Alaska—

The first order received by Seattle district for Asbestos Wall Tile came from G. E. Krause, the J-M dealer in Juneau, Alaska, as a result of national advertising which appealed to the customer as well as the dealer.

At the time the advertisement appeared an apartment was being built for Henry Meier, over his bakery. When the owner decided he wanted Asbestos Wall Tile installed Mr. Krause ordered the material to be sent by express from Nashua in order not to delay matters.

Roofing two new warehouses—

Two new warehouses have been completed in the building expansion program of the Central Manufacturing District, Los Angeles, and 500 squares of Weaver-Henry Built-up Roofing are involved. Wm. P. Neil Company, the general contractor and engineer on these projects, awarded the roofing contract to the Standard Roof Company, with Weaver-Henry goods specified.

Asphalt Shingles protect monkeys—

Various species of monkeys from all parts of the world are congregated at the great monkey farm at Venice, California. These animals, accustomed to various kind of shelter throughout the jungles, now enjoy the most modern cages known. These cages are covered with 56 squares of J-M Giant Individual Asphalt Shingles.

This was made possible through the efforts of Harry Allan, of the Patten and Davies Lumber Company, J-M distributors, with the assistance of Kenneth Campbell, Los Angeles building materials salesman.

Five carloads of Celite—

J. H. Jenkinson, Rochester office salesman, has sold the Ridge Construction Company of Rochester five carloads of Celite-for-concrete for use in construction work in the expansion program of the Eastman Kodak Company at Rochester.

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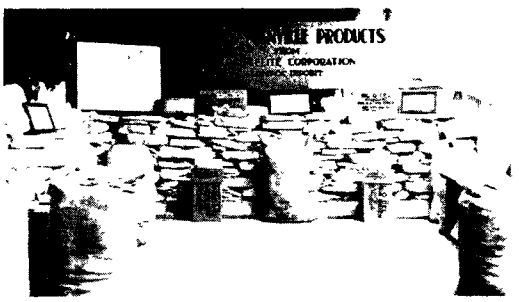


Exhibit of Celite products shown at Lompoc Valley Fair, held in Lompoc, California, recently, showing large piles of crude diatomaceous silica and various types of brick and powders produced.

A Quarter-Century Club salesman—

S. E. Hazard, power products representative for the Metropolitan Boston sales territory, and a J-M Quarter-Century Club man, recently secured an order from the Stone and Webster Engineering Corporation for applied insulation at the Potomac Electric Power Company, Washington, D. C.

This order was secured in conjunction with the Baltimore, Maryland, representative and was turned to the Reid, Hayden Company, J-M approved contractors at Baltimore.

Materials for the Expansion Joint part of the job include 5,000 pounds of Asbestos Rope and 14,000 square feet of Asbestos Roll Firefelt.

In addition, there was a large quantity of Superex, Magnesia and Sil-O-Cel Brick used for insulation purposes.

It pays to carry samples—

While P. O. Dickinson, salesman in the Trenton territory of the Philadelphia district, was lunching at the Union Hotel, Flemington, New Jersey, recently, M. Bodine of the Bodine Lumber Company, Pittstown, happened to come in and asked Mr. Dickinson if he had a sample of Salem Gray Shingles with him. The answer was, "Certainly," and Mr. Dickinson hastened to his car and brought forth the sample. The result was a nice order. This will probably explain why Mr. Dickinson has no room for passengers in his car as it is filled with literature, bulletins and samples. It pays to carry samples!

A 12-carload order—

For the September program in Buffalo of the General Electric Company, Buffalo office secured 12 carloads of Orangeburg Fibre Conduit.

A large Portland, Oregon, order—

When Swift and Company decided to reroof their buildings at the Union Stock Yards in Portland, Oregon, every roofing concern in the territory was after the job. The order came to J-M through Paul Shuey, building material salesman for Portland. The job will run 2,000 squares, consisting of two plies of 45-pound Asbestos Felt, mopped on with J-M Asphalt.

Selling the initial order—

Charles G. Kuehner, special automotive equipment salesman in Chicago and vicinity, has had so much success with J-M Heavy Duty Lining sold to Buick dealers and distributors that it is interesting to know how the initial order was secured.

Charles Lange and Brothers, one of the largest Buick distributors in Chicago, was approached on the J-M line. The chief mechanic wouldn't even listen until he was told that J-M lining would not only give them exceptionally long wear, but that it would also eliminate the necessity of frequent adjustments. Fifty feet of lining was ordered and installed on several jobs. So successfully did the brakes work that soon all the distributors' stocks were cleaned out. Since then, weekly orders have been coming through for them for from two to three hundred feet of this lining.

Accepted Suggestions

Asbestos Factory and Mines

C. F. BARLOW, *milling foreman.*
Stop button for motor at primary crusher.
W. N. REAKES, *foreman research department.*
Regrade fibre going to dump.
W. G. CLARK, *machinist foreman.*
Salvaging eccentrics and eccentric straps.
E. BERGERON, *burner, machine shop.*
Guides for acetylene torch.
LEO BRETON, *operator gas shovel No. 72.*
Counter bore detachable counter weights Lorain No. 72.
T. W. HERON, *chief clerk, mine office.*
Use of railroad tracks when moving structures.
ALBERT ROSS, *millwright foreman.*
Spout at head end of primary elevator No. 1.
H. C. MAREK, *foreman, department 2, factory.*
Rack on H. Gregory's truck.
H. D. PEEBLES, *assistant foreman, factory.*
Regarding packing millboard.
ODILION NORMAND, *head repairman, milling department.*
Platforms to C. R. graders.
VICTOR FRECHETTE, *millwright, milling department.*
Holding intermediate bearings on cyclones.

Lompoc Factory

D. A. MACLEAN, *plant department.*
Walkway over stockings in baghouses.
E. GRACIANO, *control department.*
Belt guard on Williams Mill.
H. CUTTING, *plant department.*
Reversing switch for large lathe
I. D. MULLIN, *plant department.*
Trademark for Johns-Manville.
N. G. HICKEY, *traffic and order section.*
Reduction of freight charges on brick shipments.
S. H. SECHREST, *brick plant.*
Combining inspection and packing of certain type of brick.

Nashua Factory

W. W. OUELLETTE, *sprayer, Ebony department.*
Two-wheel truck in storehouse for use in loading material on truck.

JOHN A. SULLIVAN, *foreman, press department.*
Edges of sheets from wet machine to be trimmed with saw instead of cutting with mallet and cleaver.
J. A. NORTON, *plumber, mechanical department.*
Mirror to be placed over wet machine mixer tank to enable man to see into tank from floor.
J. A. SARGENT, *helper, compressing department.*
Use of air hoist on wax tanks instead of chain falls.
J. C. MACILDOWIE, *factory manager.*
Steam line in drying oven to prevent sheets from flashing and burning while being oxidized.

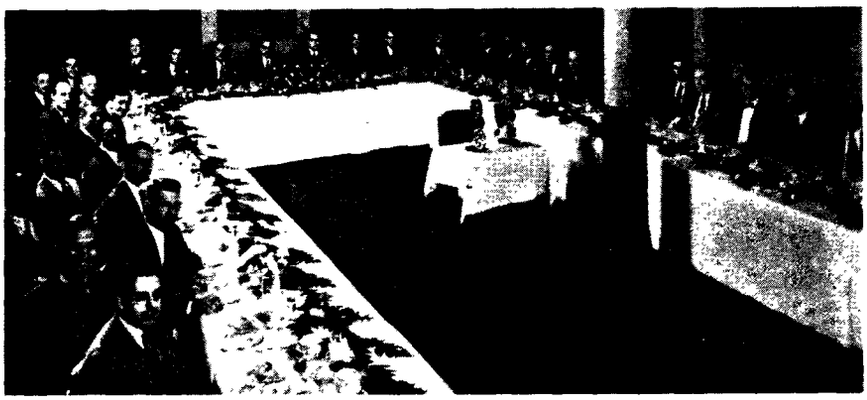
Pittsburg Factory

I. KLASS, *inspector, roofing.*
Hole in expansion joint machine table to assist in catching hold of sheet.
N. C. ALVORD, *receiving clerk.*
Furnish departments with safety cans for transportation of inflammable liquids from storeroom to department.
J. H. CAMERON, *electrician, erection and repair department.*
Canvas belt with clamp to assist in pulling expansion joint material through cooling tank; wide piece of belt with clamps for joining breaks in expansion joint material.
W. WHITING, *brake lining department.*
Guide for running two strips of moulded lining on bending rolls simultaneously; jig to hold coils to size after moulding.
C. M. CROOKS, *millwright, paper mill.*
(1) Endless rubber belt on vacuum pump in paper mill. (2) Double idler on reel winder in paper mill.
E. BROWN, *clerk, pipe covering department.*
Build dies for cutting leather reinforcements for asbestos gloves.
E. E. PACKARD, *millwright, shingle department.*
Install adjusting bolts at ends of tracks on automatic shingle presses to eliminate shimming for correct height.
J. CRESWELL, *laborer, receiving department.*
Extensions on sides of slate silo elevator feed.
H. A. LARSON, *laborer, roofing department.*
Covers for chloride and silicate tanks on ply roofing machine.
D. C. SANTO, *dipping machine operator, shingle mill.*
Install brake on shingle dipper to hold tapered shingles in position on conveyor.



Successful suggestors of the machine shop at Asbestos: Nova Blais, E. Boudreau, Edmond Bergeron, Alfred Mantel, Elton Webb.

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New York Metropolitan district dinner for Pierce, Butler & Pierce, Asbestocel distributors.

At J-M Meetings

J. B. Stevens, sales manager of the building materials department, Western Division, launched the Radio Re-roofing Campaign with a series of rousing meetings in Milwaukee, Chicago, and Kansas City, which stirred the salesmen to a high degree of enthusiasm. How well they spread the story of what Johns-Manville is doing to help bring about increased business activities in the building material field is shown by the splendid cooperation practically all distributors and dealers are giving the campaign.

An effective window display has been put in by Louis L. Ott, J-M distributor in Jefferson City, Missouri, on the main street of Jefferson City, directly across from the State Capitol building. It will remain through the entire campaign with such occasional modifications as T. E. Bronaugh, J-M salesman, may suggest.

In Fort Wayne, the Standard Lumber and Supply Company, assisted by J-M salesman, R. D. Bonnell, is on the air both before and after each J-M program, pointing out the facilities and service ability of this well-known distributor.

The Holekamp Lumber Company, distributors in St. Louis County, and cared for by J-M salesman, J. E. Plackmeyer, of the St. Louis district office, follows each program with a few well chosen words in which the facilities and abilities of Holekamp Lumber Company are brought forcefully to the attention of home owners and builders.

A dinner and distributor's meeting was held at the Murray Hill Hotel in New York City on August 12 for Pierce, Butler and Pierce, Asbestocel distributors. The guests included James Lannigan, purchasing agent, and thirty-five branch managers, salesmen and counter-men.

C. G. Dandrow, sales manager of the power products department, Metropolitan district, was master of ceremonies, and discussed business relations and sales policies existing between Johns-Manville and Pierce, Butler and Pierce.

Harry Heckroth, Eastern Division power products department, gave an interesting talk on the selling points and application of Asbestocel Pipe Covering.

An attractive display was set up by J. H. MacKay, and the motion picture "The Story of Asbestos" was shown.

J-M was represented by M. Craighead, J. C. Huss, W. J. McBurnie, J. S. Witemeyer, W. R. Kiely, C. M. Stuve, R. Goodsell, Mr. Dandrow, Mr. Heckroth, and Mr. MacKay.

J. H. Jennings, automotive equipment salesman in Louisville and vicinity, not only has held a number of meetings recently with the salesmen of his distributors, but has used the motion picture "Asbestos, the Magic Fibre" extensively, since he has found that it always impresses his listeners with the magnitude and scope of Johns-Manville.

A meeting was held on September 18 at the Gordon Lumber Company, Oak Harbor, Ohio, building material distributors, to explain the J-M Fall Re-roofing Drive to their eleven yard managers. The plan was most enthusiastically received and all yard managers signed their entry blanks, at the same time submitting lists of prospects for circularization.

The Gordon Lumber Company is conducting a special campaign on J-M Asbestos Shingles and Asphalt Shingles, each yard manager setting up quotas.

A meeting was held recently which was attended by the staff of the Tattersall Company, building material jobber, and eleven regular distributors. Dinner was served at the Stacey Trent Hotel, Trenton, New Jersey, and was followed by a complete presentation of the Radio Re-roofing Campaign. C. L. Hitchner, salesman in the South Jersey territory, opened the meeting by explaining the reasons for this campaign, and the details of the campaign were explained by P. O. Dickinson, salesman in the Trenton territory.

H. W. Parsons, automotive equipment salesman of the St. Louis district, Western Division, recently addressed approximately one hundred members of the Garage and Auto Repair Association of Omaha, Nebraska, on Johns-Manville products, service, and cooperation.

The film, "Asbestos, the Magic Fibre," was shown in connection with the talk.

The association comprises most of the leading garages and service stations in Omaha. It meets once a month for the purpose of promoting good feeling and harmony between its members and to exchange constructive ideas for increasing business and profits.

G. I. McKinnon, vice president and general manager of the Hixon-Peterson Lumber Company, Toledo, Ohio, building material distributors with twelve yards in northwestern Ohio and southern Michigan, was so enthusiastic when the J-M Fall Re-Roofing Drive was outlined to him that he immediately arranged a meeting for his yard managers, salesmen, and other members of his organization. W. B. Walter, sales manager, building materials distribution department, outlined to the men at this meeting the reason for the campaign at this time, and was assisted by T. H. Russell, building materials sales manager, Cleveland district, who outlined the campaign.

The Hixon-Peterson Lumber Company is tying-in to this drive with announcements over the radio and newspaper advertising, and are placing banners on all of their trucks. They are also conducting a contest on J-M building materials during this drive with prizes totaling $1,000 to be awarded the winners.

B. F. West, J-M salesman, Chicago district, has been acquainting carpenters and contractors in his territory with Asbestos Wall Tile at a series of meetings. This product has been accepted with enthusiasm by carpenters and contractors, according to Mr. West, who said, "I have endeavored to stress the quality of the material, its adaptability, permanence, and above all the fact that the carpenter now has a material he can easily apply."

A. L. Haney, industrial salesman, Los Angeles district, recently held a meeting with twenty members of the Los Angeles Rubber Company sales force. This company is a distributor for J-M Packing and Insulation materials.

A meeting with the executives of the Southern Manufacturing Company of Gadsen, Alabama, for the purpose of presenting the Service Distributor Plan, was recently held by R. S. Hammond, Division building materials department sales manager, R. E. Barnes, New Orleans district salesman, and Philip F. Hack, Division sales promotion department.

So successful was the meeting that the Southern Manufacturing Company not only signed the service distributor agreement, but have also purchased three carloads of roofing and a stock order of wall tile within the month and a half since the meeting.

E. W. Rosenberger, Pittsburgh district sales manager, and L. R. Seibert, salesman in

(*Continued on page* 22)

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Within the Circle

General Headquarters

ILONA L. NYMAN, *Reporter*

Miss Harriet Boden has joined the sales promotion department to handle the general inquiries.

E. Nelson, sales promotion manager, Western Division, M. C. Malham, sales promotion manager, Central Division, and Bruce K. Owen, sales promotion manager, Southern Division, have been at General Headquarters in connection with making plans for 1931.

Mrs. E. L. Howell, in addition to working as office supervisor in the sales promotion department, is now acting as secretary to Ken R. Dyke, sales promotion manager.

E. D. Pakenham, sales manager, building materials department, has acquired the title of "Smoky Dan" since he has been sending out phonograph records that have been used at "pep" meetings all over the United States in the Radio Re-Roofing Campaign.

A day of golf was enjoyed recently by the following Division and Factory managers who were visiting in New York: J. M. Taylor of Southern Division, Ralph C. Harden of Western Division, W. M. Hiller of Canadian Division, and T. K. Mial of Eastern Division; J. C. MacIldowie of Nashua, A. R. Fisher of Manville, and J. P. Kottcamp of Waukegan.

Miss Jewel Bellus has been transferred to the Circle office.

Eastern Division

R. B. ADAMS, *Associate Editor*

Miss Anne McDermott has commenced with the Boston office as typist in the order and billing department.

Victor DeWald, New York State district roofing inspector, and Miss Harriet Hughes were married in Syracuse on September 9.

J. P. Mountjoy, Syracuse office, has been so busy compiling Harvest Contest returns that he has contracted a mild form of conjunctivitis (pink eye).

Sympathy is extended to Barton Cobb, sales department, Buffalo office, in the loss of his mother on September 18.

The Philadelphia district welcomes the following new employees: Miss Ida V. Hendrickson, cashier, Miss Marie Cerdelman, Dictaphone operator, and Miss Jean MacBride, assistant to Perry Faust, credit supervisor.

The Baltimore office was recently moved to the Baltimore Trust Building, which is the newest and largest building in Baltimore.

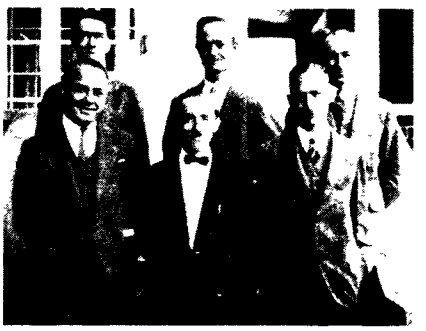
Central Division

M. C. MALHAM, *Associate Editor*

Miss Helen Cummins, Cincinnati office telephone operator, has announced her engagement to Clarence Stone of DeKalb, Illinois.

The Cincinnati office extends sympathy to Miss Sara Dosch on the death of her mother.

Mrs. Penick, wife of C. B. Penick, Cincinnati salesman, has recovered from a recent operation.



J-M Circle staff at Manville Factory—(back row) P. J. Morris, A. J. Ayres, Associate Editor, J. R. Robson, (front row) M. J. Soroka, H. E. Blount, E. C. Lindstrom.

P. B. Geitz, manager of the automotive department, was one of the division commanders in the Knights Templars parade held in Cleveland on September 25.

I. J. Milz, building materials department, is back on the job again after undergoing a tonsil operation.

A. D. Bigham, chief order clerk, Detroit district, and manager of the Peter J. Platte Baseball Team in the Class B Circuit of the Detroit Baseball Federation, has just finished the season with the third successive championship for his team.

C. E. Treganza, office manager Detroit district, and R. S. Hemmingsen, district engineer, Detroit district, attended the Ohio State Conclave of Knights Templars at Cleveland on September 24. They are members of the nationally famous drill corps of Detroit Commandery No. 1, which organization had the place of honor in the parade in the afternoon and gave an exhibition drill in the Cleveland Auditorium in the evening.

On September 25 and 26, Detroit automotive representatives, C. F. Baker and D. Morris, visited Manville Factory and also attended the general automotive meeting at New York.

Miss Maude A. Richards succeeds Miss Mayme Durrance as secretary to E. F. Boyle, manager Detroit district.

Miss Ellen Carlson, Detroit district cashier, addressed the reporting class, Detroit Commercial College, on September 30.

Mr. and Mrs. Richard Kretschmar, parents of Miss Elsie Kretschmar of Detroit automotive department, have just moved to their new home on East Outer Drive. This home is shingled with J-M No. 5 Mottled Rigid Asbestos Shingles.

Western Division

E. NELSON, *Associate Editor*

"The Mountain Canary," sponsored by J. S. Murray, office manager of the Denver district, has made its initial bow. It will be a pleasure to review this interesting publication in the next number.

Mr. and Mrs. A. A. Purvis are the parents of a son, Minton Grier, born August 24. Mr. Purvis is in the Chicago office.

L. R. Hoff and R. C. Harden visited the Northwest district offices on September 23. After a meeting at the Milwaukee Athletic Club in the morning, a foursome consisting of Mr. Hoff, Mr. Harden, A. W. Bergman and H. F. Luedtke proceeded to the Westmoor Country Club for a golf match. Mr. Hoff, with Mr. Harden for his partner, kept his record for his present trip clear by defeating the Northwest district's team.

The many friends of Roy Berg rejoice in his recovery from the serious burns he suffered when his motorboat "Fawn" exploded, eight miles out on Lake Michigan on September 14. While fighting the blaze and endeavoring to keep it confined to one end of the craft, he and his brother managed to launch a dinghy and to put the women and children into it. No sooner had they succeeded in doing this when the flames swept the launch and caused it to sink. The sandsucker "Brazil" saw the flames, came to the rescue, and towed the dinghy into South Chicago harbor where the Berg Brothers were rushed to the South Chicago Hospital. Roy Berg was formerly attached to the automotive equipment department of the Western Division in Chicago and was enjoying a brief vacation when the accident occurred. He is now automotive engineer, located at Manville.

L. R. Hoff, president, Johns-Manville Sales Corporation, visited various points in the Western Division last month, accompanied by Ralph C. Harden, division sales manager, contacting salesmen and distributors. Mr. Harden, as well as his staff managers, are out in the territory practically all of the time, seeking out new business, enlarging the avenues for present business, and inspiring both salesmen and distributors to renewed activities.

W. A. Hughes, J-M salesman, Chicago district, reports that the Home Insulation Company of Waterloo, D. H. Wick, president, is using the radio to good advantage.

Southern Division

BRUCE K. OWEN, *Associate Editor*

Miss R. Thomas is now order clerk in the New Orleans district headquarters.

Sidney McMullen, who was with J-M a few years ago, has again joined the company as a member of the New Orleans district sales engineering department.

Mr. and Mrs. Basil Blakeney announce the marriage of their daughter, Ruth, to Harvey Hill Conger on October 18 at Midland, Texas. Mr. Conger is a salesman in the Texas district.

Pacific Division

HAL HALLSTROM, *Associate Editor*

A luncheon was given recently in honor of Miss Laura Willis at the Elks Club, Los Angeles, and was attended by all the girls in the Los Angeles district office. Miss Willis, who formerly worked in the Los Angeles district, is now employed as W. R. Jones' secretary in San Francisco.

Lou Brinker, special representative, Los Angeles district, celebrated his twenty-fifth anniversary with the Johns-Manville organization on September 15. He is now a member of the Quarter Century Club. Los An-

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geles district employees presented him with a combination pen and pencil set at a surprise luncheon given in his honor.

T. J. Peterson, office manager, Los Angeles district, is the father of a baby girl who arrived at the Peterson residence on September 21.

The marriage of Miss Trilby Anderson, manager of a beauty parlor in the Fargo store in Pocatello, Idaho, and William Edwards of Salt Lake City, representative of Johns-Manville, was announced recently.

H. R. Haines, general salesman, Seattle district, has developed a daily report for the salesmen to use for the Columbia Valley Lumber Company at Bellingham, Washington. This company has nine salesmen and up to the time that Mr. Haines had had the territory, they had no way of keeping track of the salesmen's calls. The report form worked out by Mr. Haines for their exclusive use has been used with success for the past year.

John Dean returned last week from Pasadena, where he represented the San Francisco district of Johns-Manville at the Gas Convention.

During F. P. Byington's trip through the territory with E. Griffith and Walter Giesecke recently he saw the five buildings roofed with Asbestos Shingles at the Preston School of Industry at Ione. Mr. Byington stated that this is the most representative job of Asbestos Shingles he has seen anywhere in the United States. Four of the buildings are roofed with No. 50 Slate Surfaced Shingles which were applied by the General Roofing Company of Oakland, and one building is roofed with Custom Built Shingles, applied by the San Joaquin Lumber Company.

E. H. Clausen has left San Francisco for a few weeks to visit the Salt Lake territory. In the meantime, S. J. Piercy is managing the San Francisco district.

George Marion announces another approved shingle applicator in the San Francisco district—the United Roofing Company of San Francisco, and the president, general manager and board of directors consists of one and the same person—namely, Frank A. Young, formerly roofing inspector of the San Francisco district.

George Brown, formerly of the Division accounting department, is now clerk in the Oakland office, replacing Philip Johnson who is in the hospital.

Andrew Hoffman has been successful in putting a good stock order of insulation into Stockton with the Walworth-California Company.

Canadian Division

G. H. MEREDITH, *Associate Editor*

Fred H. Gallop of the construction department, Toronto district office, was recently married to Miss Ernestine Constance Lawless. The honeymoon is being spent in England.

J-M International

W. HANCOCK, *Associate Editor*

Among the new employees are Miss Mary Woods, stenographer; James McLaughlin, clerk; Robert E. Segerdell, clerk, traffic department; and Miss Anita Beers, file clerk.

H. H. Proseus, sales manager for the Far Eastern district, left New York the latter part of September for Shanghai, after having completed a sales survey of the Far East. He will travel over China and Japan establishing contacts and promoting the sale of J-M products in the Far East.



Recently completed home of A. Coté, Asbestos Factory employee. No. 60 mottled grey Rigid Shingles were used as siding and Fieldstone green slated shingles were used as roofing.

W. H. Way of the Jardine Engineering Company, Ltd., of Shanghai, China, accompanied by E. H. McLaughlin of J-M International, visited Manville Factory on September 29 in connection with a consignment of material to be shipped to China. While there he visited the sample department and ordered samples of various products. Mr. Way was greatly impressed with the magnitude of the plant and the variety of materials manufactured.

Norton and Harrison, recently appointed distributors for Johns-Manville International Corporation in the Philippine Islands, have engaged the services of G. L. Bricker who has been employed by J-M in North Carolina for the past four years. Mr. Bricker is a native of Ohio and was educated at the Culver Military Academy and Ohio Wesleyan University. He entered the U. S. Navy at the beginning of the war and resigned his commission of lieutenant in 1923.

J-M International recently engaged Leo J. Duffy to supervise sales on the continent of Australia as well as New Zealand and Tasmania. He left New York the end of October after familiarizing himself with Johns-Manville materials and their application. Mr. Duffy is a native of Australia, having been born in Sydney. He was educated at the University of Sydney, London University, Sydney Technical College, and New York University.

Research and Development Department, Manville

T. J. O'NEIL, *Reporter*

Miss L. Lunt, technical clerk in the Celite division, and G. W. Clarvoe, in charge of the Asphalt Laboratory, were married on September 1 at the home of the bride in White Plains, New York. After spending some time in Canada, Mr. and Mrs. Clarvoe returned to their home in Highland Park, New Jersey.

A son, John Bailey, was born to Dr. and Mrs. B. Townshend on September 28. Dr. Townshend is chief physicist, in charge of the physical division.

J. L. Williams, formerly with the sales engineering department of the Eastern Division, and transferred recently to General Headquarters sales engineering, is temporarily located in the asphalt division of the research laboratories to become acquainted with asphalt work.

Eric Morrison of the control laboratory at Asbestos Factory visited the ceramic laboratory during the week of September 22 to investigate Manville methods of refractory cement control.

R. Soulis, D. Morris and C. F. Baker of the Detroit office, Roger Chauveau of the Chicago office and S. Collier of Waukegan Factory were recent visitors in the Research Department.

Alexandria Factory

A. L. JONES, *Associate Editor*

Mr. and Mrs. Theodore Sturdevant are the parents of a baby girl born on August 21. Mr. Sturdevant is employed in the blanket department.

Mr. and Mrs. H. J. O'Brien are the parents of a baby girl born on August 28. The new arrival has been named Joan Marie.

Mr. and Mrs. Joe Pine are the parents of a baby boy born on September 1. Mr. Pine is employed in the process department.

Mr. and Mrs. Ivan Joyner are the parents of a baby boy born September 5. Mr. Joyner is employed in the process department.

Mr. and Mrs. John Morgan are the parents of a girl born September 20. Mrs. Morgan is a daughter of D. M. Gosnell, captain of police.

Mr. and Mrs. Clyde Montgomery are parents of a boy born September 25. Mr. Montgomery is receiving clerk at plant No. 2.

Mr. and Mrs. Arthur Mathews are parents of a girl born September 25. Mr. Mathews is employed in the cupola department.

The six-year-old son of Richard Hayworth, Sr., who is employed in the process department, recently fell from a tree breaking both arms near the wrists.

Mr. and Mrs. Floyd Johnson are the parents of a boy born October 2. Mrs. Johnson is the daughter of Elias Levi who is employed in the process department.

G. B. Brown and A. H. French of the Research and Development Department at Manville have been visitors at Alexandria Factory.

J. L. Elliott and D. N. Halstead of General Headquarters were visitors during September.

Asbestos Factory and Mines

GEORGE L. FULLER, *Associate Editor*

The marriage of R. Vincent, of the pipe covering department, to Miss Adrienne Corbeil of St. George de Windsor, took place on August 12.

Mr. and Mrs. B. S. MacMillian were the guests of honor at a farewell party held in the A.A.A.A. Club House on September 29, when they were presented with a beautiful tea service, on the occasion of Mr. MacMillian's retirement from the position of planning manager. Mr. MacMillian has very ably managed the Canadian J-M baseball team and placed it among the leading teams in the Eastern Townships.

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S. A. Williams, vice president, and E. M. Voorhees, secretary and treasurer, from General Headquarters, visited the Asbestos Plant on September 27.

David Clark, of the Asbestos office staff, has resumed his duties after an absence of one month due to an operation for appendicitis.

J. E. Morrison, chemist at the local factory, was married in the ancient city of Quebec on September 6. The couple spent two weeks on a honeymoon trip in the New England States, after which Mr. Morrison spent a week at Manville Factory getting some necessary information on the manufacture of new line products.

W. N. Reakes of the Asbestos milling department, who is making a collection of crude samples, would be glad to exchange samples of foreign crude.

The S. S. repair gang have been transferred to the "Pit" to work on electric shovel field repairs.

The First Asbestos Troop of Boy Scouts held their seventh annual camp at Lake Nicolet. Fourteen boys, in charge of Assistant Scoutmaster T. Barclay, did all their own cooking and had a pleasant week's stay.

Harry Andrews, from Cornwall, Ontario, has joined the Asbestos office staff as junior accountant.

Miss Gertrude A. Smith, registered nurse, has joined the hospital staff at Asbestos, replacing Miss Macfarlane whose marriage took place during August. Miss Smith is a graduate of the Sherbrooke Protestant Hospital.

R. L. Jenkins, formerly chief clerk, mill office, has been appointed secretary to C. H. Shoemaker, vice president at the main office, in place of Miss F. H. Butt, who is now secretary to E. E. Lockwood, purchasing agent. Mrs. O. Wilson, who was secretary to Mr. Lockwood, is now secretary to W. N. Rook, comptroller and office manager. Mr. Rook's former secretary, Miss C. M. Morrison, has been appointed secretary and clerk in the timekeeping and tabulation department.

Dayton Factory

R. L. REINHART, *Associate Editor*

Marcellus B. Juenke, formerly of the accounting department of Cincinnati Factory and now in that department at Dayton Factory, and Miss Martha Reis of Twelve Mile, Kentucky, were married at St. Clements Church, St. Bernard, Ohio, on September 24.

Gretna Factory

EDGAR L. BELSOM, *Associate Editor*

Gretna Factory expresses sympathy to Sam Russo, machine operator, on the loss of his three-year-old daughter on September 27.

Mrs. Trauth, wife of V. Trauth, foreman of the punch department, underwent an operation on September 29.

Gretna Factory wishes to express sympathy to J. Barras, slate feeder, on the loss of his sister on September 27.

W. Guillot, stripper, is the father of a baby boy who arrived on August 30.

Lompoc Factory

J. H. MERRIAM, *Associate Editor*

A. W. Knight, sales supervisor, concrete products, Pacific Division, was a recent visitor at Lompoc Plant.

A daughter was born to Mr. and Mrs. Earl Scanland August 5. Mr. Scanland is employment supervisor.

Mexican employees celebrated their Independence Day on September 16 with a program rendered by Mexican children during the day, and a dance in the evening. Twenty-one salutes were fired at 6:00 a. m., noon, and 6:00 p. m.

A Mexican baby clinic was conducted by the County Health Department in the main camp at the plant on September 23. Thirty children of pre-school age were examined and parents instructed as to proper diet and care of their children. These clinics will be held each month with the hope of benefiting the Mexican employees in the care of their families.

Manville Factory

A. J. AYRES, *Associate Editor*

Employees of the pipe covering department extend sympathy to John Fatto on the recent death of his mother.

Harry Ewing of the roofing department is the father of a baby boy born September 18 at Manville.

Sam Radish and Peter Hromoho of the paper mill have been welcomed back to work after recent operations for appendicitis.

The paper mill was well represented at the marriage of M. Kovacs and Miss Irene Gyure on September 6. Mr. Kovacs is employed as millboard operator.

George Hricz and Celia Patrash were married September 27. Mr. Hricz is employed in the pipe covering department, saw room.

John Sharp, clerk in the "stores" of the erection and repair department, was married to Miss Mabel Stryker of Somerville, New Jersey, on September 6.

Paul Smith, of the electrical section, erection and repair department, is the father of a baby boy, born August 2.

Mrs. William Russell has recently returned from an extended trip to her home in New England, bringing with her the new daughter of the family. Mr. Russell is in charge of twisting in the textile department.

Sympathy is extended to John Soriano, whose wife died on September 27. Mr. Soriano is assistant foreman in the spinning room and has been with the company for the past fifteen years.

Miss Blanche Waclawski recently announced her marriage to Theodore Clark of Manville. Mrs. Clark is employed in the "A" building inspection department.

Harry W. Hamann of North Branch, New Jersey, died in Somerset Hospital on September 22, after ten days' illness. His death was due to typhoid fever and double pneumonia. He had been employed at Manville since January 1919.

Nashua Factory

J. J. FARRELL, *Associate Editor*

Sympathy of Nashua employees is extended to Frederick Prunier, master mechanic, on the death of his mother, followed one week later by the death of his mother-in-law.

Paul Poitras of the repair department has resumed work after an illness of four months.

Mrs. Saunders, wife of Arthur B. Saunders, chemist, is recovering from a recent operation.

John Rousseau, employed in the Ebony department, and Miss Blanche Bergeron were recently married and have returned from their honeymoon.

Norman Boisvert of the Ebony department and the former Miss Lena Girouard have returned from their honeymoon and have taken an apartment on Fulton Street.

Peter G. Petroski has re-entered the employ of the company in the press department.

Frederick Prunier, Jr., son of Frederick Prunier, master mechanic, has given up his position as clerk to enter Bentley School of Accountancy at Boston, Massachusetts.

Robert Hoitt, son of William B. Hoitt, foreman of the tank house, has left his position at Nashua Factory to enter New Hampshire University.

Valmon Poulin of the electrical department has purchased a new home on Balcom Street.

S. A. Williams, vice president, and J. P. Kottcamp, manager of Waukegan Factory, were Nashua visitors September 13.

Edmund P. Sweeney is present city champion on the miniature golf courses.

Mr. and Mrs. Elwyn C. Hopkins, on their return from their honeymoon, were presented with a silver service by the employees of the office and factory.

Pittsburg Factory

E. L. ADAMS, *Associate Editor*

O. K. Warnecke, planning manager, reported back to work on September 26 after having spent four weeks in Letterman General Hospital in San Francisco where he underwent a major operation.

A baby girl, Shirley Jean, was born to Mr. and Mrs. H. E. Miller on August 20. Mr. Miller is plant engineer.

C. N. Whittier, winderman in the paper mill, and Miss Dorothy Gillespie were married September 6. Mrs. Whittier is the daughter of R. Gillespie, night foreman of the paper mill and formerly of Manville Factory.

Waukegan Factory

E. J. HAMPSON, *Associate Editor*

Miss Margaret Carlson of the stenographic department resigned on September 15 to be married. The office staff presented her with a remembrance.

August Schilling of the shingle plant and Miss Vivian McGrain were married on September 27.

N. O. Aeby, purchasing agent, left on his vacation September 20 and soon after reports came in to the effect that he had been married to Miss Norma Year of Milwaukee.

Robert Haskins of the roofing plant shipping department was married on August 30 to Miss Mary Hodnik.

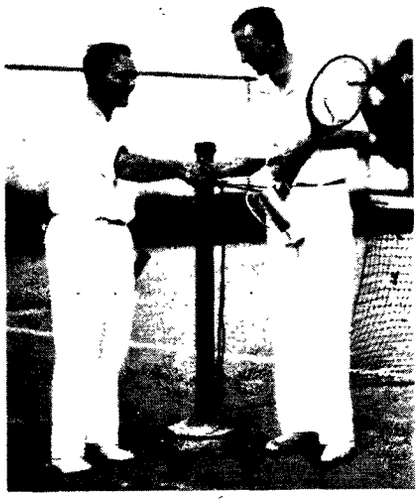
Weaver-Henry Corporation

C. E. MANGRUM, *Associate Editor*

W. B. Koehler, sales manager, visited the Seattle and Portland territory for two weeks during September.

Walter Olson, assistant shipping clerk, reports the arrival of a son, born September 19.

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Dr. B. Townshend and G. Kerr in tennis finals at Somerville, New Jersey.

J-M SPORTS

Gerald Kerr successfully defended his title of Somerset County tennis champion by defeating Dr. Bailey Townshend in the annual tennis tournament held at Somerville, New Jersey. Both men, who are members of the Research Department at Manville, New Jersey, were finalists in last year's tournament, and the scores were identical in both instances, being 8-6, 6-2, 6-2.

A basketball team is being formed from members of the New Orleans district and Southern Division headquarters to take part in the local Commercial League. At the first meeting of candidates Albert Monlezun, order department, New Orleans district, was elected captain, and Austin Steeves, Division accounting department, was elected manager. Candidates for the team are practicing three times a week.

The seventh season of the Waukegan Factory Bowling League has opened with eight teams. The first match of the season was held on September 26 and matches are scheduled for every week up to April 3.

The teams and their captains include: magnesia, J. Merlock; shingle, L. Wendt; packing, A. Butkus; office, E. Hampson; paper mill and pipe covering (No. 1), W. J. Heiting; paper mill and pipe covering (No. 2), W. Hacker; roofing, F. Adamski; and erection and repair, R. Brown.

A bowling dinner was held at the factory September 25 at which one hundred and five employees were present.

Entertainment consisted of singing by the guests, musical numbers by the "Darky Town Quartette", whistling solos by Sam Wilson, duets by the "Washboard Artist" and piano.

Short talks were given by H. Deibler and J. A. Carey. J. P. Kottcamp completed the program with a talk in which he complimented the group on their splendid showing at the dinner and their cooperation with the league in making the affair a success.

In addition to the regular league of eight teams the office and factory heads have a bowling club that occupies two alleys on the same night the regular factory league bowls.

Cincinnati office salesmen and office men won an indoor baseball game from the Cincinnati Factory, score 6 to 5, on the factory ball field on September 3.

The office team battery consisted of C. G. Brunn, pitcher, and F. W. Westhoff, catcher; and the factory battery consisted of R. R. Fey, pitcher, and H. Wethington, catcher. Both Brunn and Fey pitched a fast game, and the Cincinnati office team was helped by good left fielding on the part of E. B. Kincaid.

The office team had fourteen hits, while the factory scored fifteen hits. The umpire was E. J. MacNamara, auditor from New York, and J. L. Schildmeyer of Cincinnati office refereed bases.

The line up was as follows:

Office		*Factory*
C. G. Brunn	pitcher	R. R. Fey
F. W. Westhoff	catcher	H. Wethington
W. G. Grupenhoff	1 B	L. J. Spangler
E. L. Hoffmann	2 B	Elvis Rog
E. B. Gerwin	3 B	A. C. Lucas
P. L. Drews	S S	W. Ammann
E. B. Kincaid	L F	E. N. Frost
J. V. Castle	R F	W. Fisher
B. Stickney	C F	J. Cooper

Down in Sao Paulo, Brazil, the J-M office has a basketball team that practices three nights each week. The team has been successful, having won a large number of games played.

Games are played with the first and second teams of the Y. M. C. A., National City Bank, General Motors, Electric Bond and Share, and other representative American concerns.

Uniforms and equipment were furnished by donations from P. A. Andrews, C. A. Girvin, and several members of the Sao Paulo office staff.



Sao Paulo, Brazil, office team: Xisto A. Paraizo, Decio Aldred, Augusto B. Pingo, Archimedes d'Espindola, Joares O. Villila, and Henrique de Camillis.

The Jomanco Bowling League of the Northwest district is again in operation, being increased from four to six teams for the 1930-1931 season. The league started bowling on September 25.

The Cincinnati office and sales force indoor baseball team was defeated on September 9 by the repair and maintenance department of the Proctor and Gamble Company Ivorydale plant team in a four inning game. The score was 4 to 2. The game was called on acount of darkness.

Two teams have been entered by Waukegan Factory in the Waukegan Industrial Bowling League that is made up of teams from the various industries of the city.

Nashua Factory bowling team of the Industrial League has won the first two games bowled. John Donnelley and Edgar Lemire of the office staff are leading the league as high scorers.

A schedule for the winter bowling tournament between the factory and office teams is being drawn up. Some great battles may be expected.

Waukegan Factory will again enter a girls basketball team in the Industrial League. The office girls have also organized a bowling club.

During the week of September 22 a Miniature Golf Tournament was held by the Research Department at Manville to pick a representative team for any future challenges. Twenty men were entered, each playing 54 holes on G. E. Halladay's new golf course "The Hedges."

E. M. Jenkins won the prize cup while G. B. Brown, only two strokes behind, was able to take the "runner-up" cup away from the rest of the field. In addition to these two men the following earned the right to represent the Research Department in miniature golf: H. T. Coss, L. E. Williams, R. Harding, and E. Poltorak.

The Asbestos Soccer Club has just completed an eventful season. The outstanding feature was the club's success in the Montreal Cup Competition. Journeying 250 miles each trip, the Asbestos team eliminated from the competition two of Montreal's best teams (including last year's cup winner's). The Asbestos team was finally eliminated in the third round by Verdun Park, a strong national league team, by the score of 3—0.

In the Eastern Townships Cup Com-

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petition, the Asbestos team disposed of two Sherbrooke teams before succumbing in the final round to Drummondville, by the score of 2—1. The team finished in fourth place in the league. This concludes Asbestos' second year in organized Soccer.

The first annual Banner Rock Golf Tournament was held at the Elwood Country Club on October 4 and 5. This was a handicap tournament with sixteen entries. Eighteen holes were played each day with prizes awarded the winners. Net scores were K. W. Huffine, 148; A. L. Jones, 149; E. R. Stevens, 153; J. E. Begert, 154; C. H. Kirkman, 161; E. R. Powell, 162; W. R. Kaufman, 164; G. E. Stahlhuth, 167; G. U. Houk, 168; G. B. Brown, 169; J. E. Coleman, 169; H. J. O'Brien, 174; H. Cripe, 179; A. J. Kroll, 183; S. R. Edwards, 184; and W. Harris, 197.

Promotions and *Transfers*

ALAN L. BLOCKER: transferred from stenographer, excavation department, to assistant bookkeeper, accounting department, Lompoc Factory.

T. BOHAN: transferred from supervisor of the order and billing department, Eastern Division, to office manager, Philadelphia.

H. S. BROWN: transferred from mill 4-A to millwright, milling department, Asbestos.

OTTO BUSCH: transferred from power products department, Eastern Division, to sales clerk, Philadelphia.

MISS P. G. CLARK: transferred from secretary and comptometer operator, timekeeping and tabulation department, to utility stenographer, main office, Asbestos.

W. H. CROW: promoted from chief clerk, Central Division automotive department, to automotive salesman, Cleveland district.

H. B. FREEMAN: promoted from district credit supervisor at Chicago to assistant general credit manager, with headquarters in New York.

L. V. FREILEY: transferred from chainman, civil engineers, to laboratory assistant, control department, Lompoc Factory.

J. HOULE: transferred from Nashua Factory to Asbestos Factory to work on the processing of Ebony and Transite.

E. L. MOUMBLOW: transferred from mining department to milling department as mill maintenance engineer, Asbestos.

FRED NORWOOD: transferred from plumber, erection and repair department, to the Transite and Pipe Laboratory, Manville Factory.

MISS JANE REAGAN: transferred from credit department to be in charge of the filing department and customers' service records, Boston office.

W. N. REAKES: transferred from senior foreman, mill No. 3, to assistant mill research engineer, Asbestos.

G. I. SCHAEFER: promoted from clerk, Cleveland district, to chief clerk, Central Division transportation and government department.

R. J. SIMMERER: promoted from Central Division office service section to office manager, Cleveland district.

N. F. WEBER: transferred from Central Division office service section to chief clerk, Central Division automotive department.

A. C. WHITNEY: transferred from millwright department to foreman, mill 4-A, Asbestos.

CHARLES YOUNG: transferred from the locomotive department of the machine shop to the Valley locomotive house, Asbestos.

Answers to Questions on page 8

101. Because they resemble the hand-hewn wood shingles used in Colonial days and also have a weathered appearance. Besides these features they are fireproof and permanent.

102. Thirty-three.

103. Gretna Factory.

104. A tubular duct made of wood pulp formed on a mandrel, dried and densely saturated with pitch. It is used extensively as an underground ductway for power cables, telephone and signal lines.

105. Asphalt Plank.

106. Blue, green, ivory, white and black.

107. No. 10 Jewett Ring.

108. Eleven—No. 20, No. 26, No. 29, No. 30, No. 31, No. 32, No. 33, No. 34, No. 35, Plastic Fire Brick Material, and Firecrete.

109. The open pit method is used at Asbestos; and the tunneling method is used at Chrysotile.

110. Free alongside steamer, New York; Cost and Freight; Cost, insurance and freight.

At J-M Meetings

(*Continued from page* 17)

Wheeling, West Virginia territory, conducted a meeting on September 25 at the Scott Lumber Company, Wheeling, attended by the officers, yard managers and employees. Mr. Rosenberger thoroughy discussed the Fall Re-roofing Campaign.

A meeting, arranged by R. S. Hammond, manager Southern Division building materials department, of all New Orleans district salesmen and manager, and of Division staff managers, was recently held in New Orleans for the purpose of announcing and discussing the present Re-roofing Drive.

So keen was the enthusiasm among the New Orleans district salesmen that they unanimously requested a wire to be sent to E. D. Pakenham, offering to bet any district fifty dollars that New Orleans district would sell more Asbestos Shingles during the drive than any other district in the United States or Canada.

As a token of appreciation for the Re-roofing Drive, the Hope Lumber Company, J-M building materials distributors for Hope, Arkansas, sent to the Southern Division and New Orleans district headquarters a monster watermelon, weighing 110 pounds.

This watermelon was displayed in a prominent window in the business district, together with a suitable placard until the appetite of the local J-M personnel got the better of them, and the gargantuan watermelon was taken from the window, chopped to pieces in the J-M office and was promptly devoured.

Central Division's invitation

In Central Division the salesmen have an added incentive in the Harvest Contest.

A very attractive invitation has been sent out to all salesmen. Each invitation is made personal by having the name of the salesman and his wife written in and the invitation reads, "The Central Division Staff of Johns-Manville Sales Corporation requests the presence of Mr. and Mrs. Blank at a banquet and theatre party to be given in their honor early in December in Cleveland—provided Mr. Blank secures the largest number of points in his District during the three months of the J-M Harvest Contest."

Mr. Royal host on fishing trip

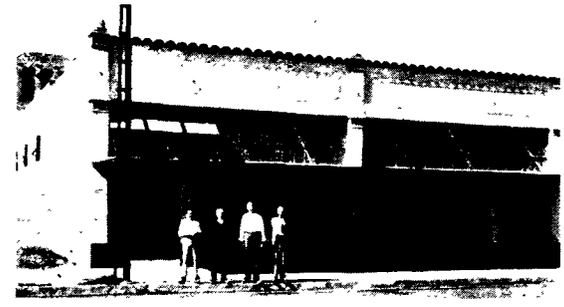
A. S. Royal of the Philadelphia district recently entertained the following branch managers of insulation distributors on a fishing trip in his motor craft: Mr. Ryan of Hajoca Corporation, Mr. Schnargle of J. D. Johnson Company, Mr. Becker of Fleck Company, Mr. Margerum of Crane Company, and Mr. Muhley, a steamfitter. "Bert" Ryan carried off the honors by landing a 45-pound Channel Bass after a hard fight lasting forty minutes.

Distributors build warehouse

The Southwestern Machinery and Supply Co., Phoenix, Arizona, J-M packing and power specialties distributors, have built a warehouse that represents an investment of $40,000.

This building has a J-M Asbestos roof and the floor of the office is covered with J-M Tile Flooring Type "A".

The company has been in business for the past ten years in Phoenix and ever since its organization has handled J-M packings, power specialties and refractory cements.

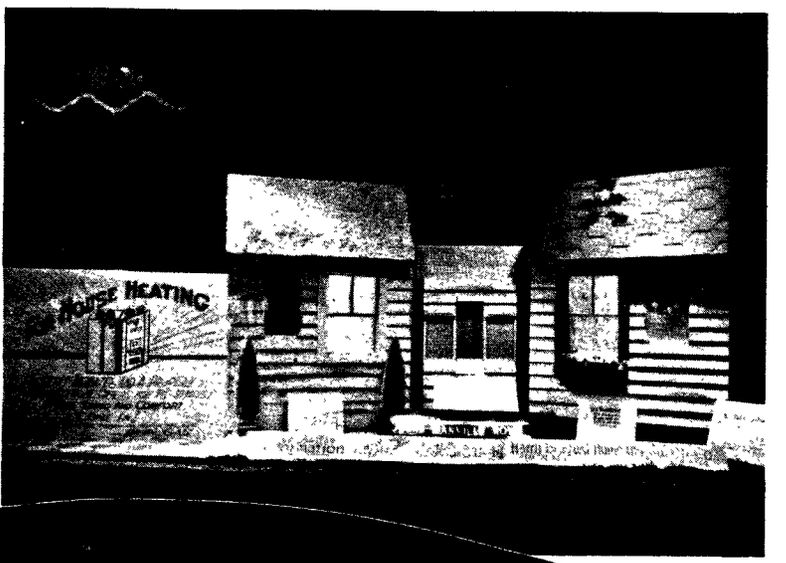


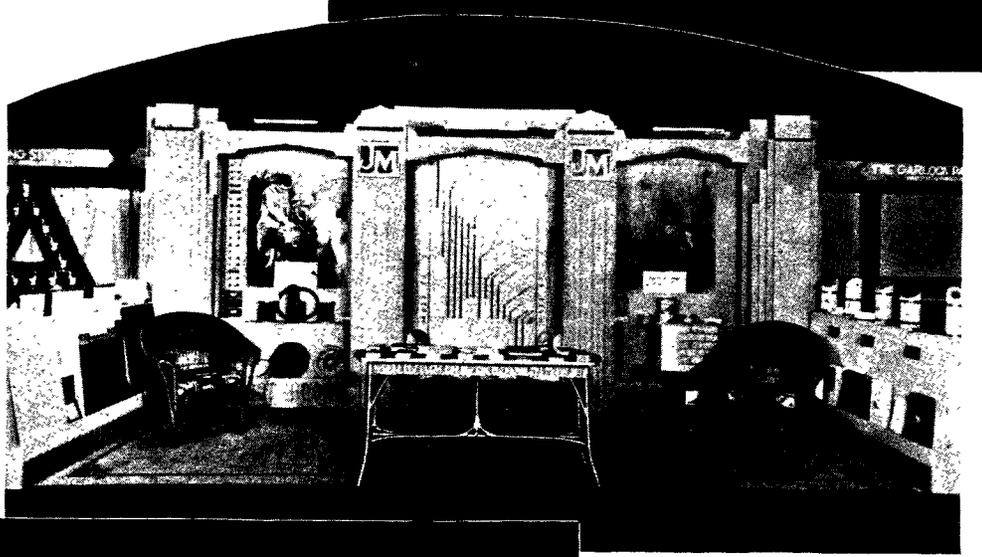
Recently completed warehouse of Southwestern Machinery & Supply Co., packing and power specialties distributors in Phoenix, Arizona.

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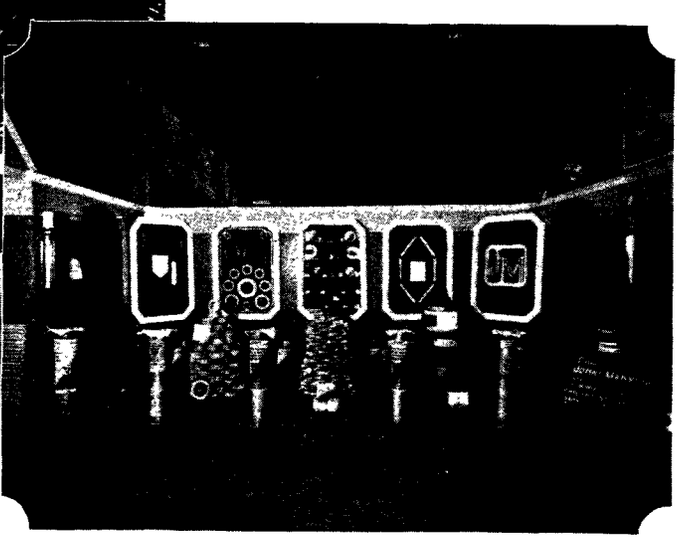
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Telling the *J-M Story* with attractive displays









(Upper right) An effective window display arranged by the Home Insulation Company of Wichita, Kansas. (center) Display arranged by C. Bittner of General Headquarters at a recent Power Show in Cleveland. (above) Front of J-M booth at the Third Industrial Fair held in Sao Paulo, Brazil. (right) One side of exhibit at Sao Paulo fair.

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"BLOWING COMFORT" INTO YOUR HOME ▲ ▲ ▲



Every type of home—old as well as new—can be "blown comfortable" with J-M Home Insulation. The hose through which an "invisible home" was blown appears on the roof of the beautiful residence of David S. Ingalls, at Gates Mills, Ohio. Mr. Ingalls is Assistant Secretary of the Navy.

THE "invisible home" created by J-M Home Insulation keeps heat where it belongs—*inside* in winter and *outside* in summer.

Insulation means the use of a material that resists the passage of heat. This heat-resisting element in the material is the "dead air" cells it holds. J-M Home Insulation is a *thick* insulation containing millions and millions of tiny dead air cells, each of which firmly resists the circulation of air. Besides, the material itself — Rock Wool — resists the passage of heat and noise.

J-M Home Insulation is made from rock that is melted and blown into shreds resembling sheep's wool. Since it is made of rock, it is everlasting and fireproof.

J-M Home Insulation is installed into the home in a most unusual manner. It is blown in through a hose with compressed air—in an ingenious way. This is the *only* practical method of insulating the walls of homes already constructed. And it can be used in homes under construction.

All the work is done on the outside. Nothing is disturbed inside the house, and the usual home activities continue without interruption. There is no litter or dust.

Simple equipment is used for the installation. Pneumatic machinery for "blowing" the Rock Wool is transported in a trailer behind a truck in which bags of Rock Wool are placed in readiness for the blowing process.

JOHNS-MANVILLE JM PRODUCTS

J-M HOME INSULATION ~A QUALITY PRODUCT

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