The J-M Circle

December, 1930



FOR AND ABOUT JOHNS-MANVILLE EMPLOYEES

Published by AsbestosClaims.Law
asbestosclaims.law/library/12777/1

Cheer up! Our best times are still ahead of us!

100 years ago Macaulay, the famous essayist, wrote as follows in the Edinburgh Review of January, 1830

"HISTORY is full of the signs of this natural progress of society. We see in almost every part of the annals of mankind how the industry of individuals, struggling up against wars, taxes, famines, conflagrations, mischievous prohibitions and more mischievous protections, creates faster than governments can squander, and repairs whatever invaders can destroy.

We see the capital of nations increasing and all the arts of life approaching nearer and nearer to perfection in spite of the grossest corruption and the wildest profusion on the part of rulers.

The present moment is one of great distress. But how small will that distress appear when we think over the history of the last forty years;—a war, compared with which, all other wars sink into insignificance;—taxation, such as the most heavily taxed people of former times could not have conceived;—a debt larger than all the public debts that ever existed in the world added together,—the food of the people studiously rendered dear;—the currency impudently debased, and improvidently restored.

Yet is the country poorer than in 1790? We fully believe that, in spite of all the misgovernment of her rulers she has been almost constantly becoming richer and richer. Now and then there has been a stoppage; now and then a short retrogression; but as to the general contingency there can be no doubt. A single breaker may recede; but the tide is evidently coming in.

If we were to prophesy that in the year 1930, a population of fifty millions, better fed, clad, and lodged than the English of our time, will cover these islands—that machines, constructed on principles, yet undiscovered, will be in every house,—that there will be no highways but railroads, no travelling but by steam,—that our debt, vast as it seems to us, will appear to our great-grandchildren a trifling encumbrance, which might easily be paid off in a year or two,—many people would think us insane.

We prophesy nothing; but this we say—if any person had told the Parliament which met in perplexity and terror after the crash of 1720 that in 1830 the wealth of England would surpass all the wildest dreams, that the annual revenue would equal the principal of that debt which they considered an intolerable burden—that for one man of £10,000 then living, there would be five men of £50,000; that London would be twice as large and twice as populous and that nevertheless the mortality would have diminished to one-half what it then was,—that the postoffice would bring more into the exchequer than the excise and customs had brought in together under Charles II,—that stage-coaches would run from London to York in twenty-four hours—that men would sail without wind, and would be beginning to ride without horses—our ancestors would have given as much credit to the prediction as they gave to Gulliver's Travels.

Yet the prediction would have been true; and they would have perceived that it was not altogether absurd, if they had considered that the country was then raising every year a sum which would have purchased the fee-simple of the revenue of the Plantagenets—ten times what supported the government of Elizabeth—three times what, in the time of Oliver Cromwell, had been thought intolerably oppressive. To almost all men the state of things in which they have been used to live seems to be the necessary state of things.

Hence it is, that though, in every age, everybody knows that up to his own time progressive improvement has been taking place, no body seems to reckon on any improvement during the next generation.

We cannot absolutely prove that those are in error who tell us that society has reached the turning point—that we have seen our best days. But so said all who came before us, and with just as much apparent reason.

On what principle is it, that when we see nothing but improvement behind us, we are to expect nothing but deterioration before us?

It is not by the intermeddling of Mr. Southey's idol—the omniscient and omnipotent State—but by the prudence and energy of the people, that England has hitherto been carried forward in civilization; and it is to the same prudence and the same energy that we now look with comfort and good hope.

Our rulers will best promote the improvement of the people by strictly confining themselves to their own legitimate duties—by leaving capital to find its most lucrative course, commodities their fair price, industry and intelligence their natural reward, idleness and folly their natural punishment—by maintaining peace, by defending property, by diminishing the price of law, and by observing strict economy in every department of the state.

Let the Government do this—the People will assuredly do the rest."

Reprinted from The Edinburgh Review, January, 1830—Pages 563-565.

Published by AsbestosClaims.Law
asbestosclaims.law/library/12777/2

THE J-M CIRCLE

:CEMBER 1930

The outlook for 1931

By LEWIS H. BROWN
President

r has not been possible for me to personally visit our mines, factories and sales offices this ar as I have previously, because of the added problems hich a year like 1930 has brought to us. For that reason, I)pe in this brief message, and in a very informal way, to lk over with each of you who is working with Johns-fanville, the essentials of the situation with which we are .ced as I view it.

Almost every man I talk to asks what I think of the busi-ess outlook for the next few months. My confidence in the ıture is expressed in the remarkable article reprinted on the pposite page. This was written by an eminent Englishman 00 years ago when his country faced a problem similar to he one we are faced with today. What we need in times like hese, more than anything else, is vision, perspective and ıalanced judgment.

I know that it is typical of these times to find certain indi-viduals predicting that the business world has gone to pot and :hat everything is wrong with our relationship to it. But it was also typical of the period of inflated prosperity to find certain individuals flying about in optimistic clouds predicting a new era that disregarded the old-fashioned fundamental principles.

My suggestion is that we disregard the extreme pessimist of today. We are going through a world wide business depression, but every month that we get behind us brings us that much closer to normal times.

Facts and figures indicate clearly that so far our company is coming through this business depression in a better way relatively than in either 1907, 1914, or in 1921. A return to normal buying power on the part of our customers will enable us to get back within a reasonable time, to our normal growth line.



Lewis H. Brown.

Lack of orders has caused curtailment of work in our factories, with resultant unemployment either in whole or in part among our factory employees. We are doing everything possible to spread what work we have among the heads of families in an effort to provide them some income until an increase in orders will enable us to get back to a normal schedule of production with resultant normal hours of work and income for them.

The reorganization that has taken place in our headquarters and sales organization during the past year is part of a broad general plan for increasing the effectiveness of our organization and would have been made irrespective of the business situation.

We are trying, within the limits of safety and even at the sacrifice of earnings to carry through this period an efficient and loyal organization with which to attack the future. Whatever changes are made will be those that are normally made looking towards the improvement of our organization as a whole.

As to the outlook for general business, it will soon be eighteen months since the decline started. Many indications have been developing recently indicating that the decline has about spent its force. We are faced with an uncertain Winter, but by Spring we expect a noticeable upward trend. Each month of 1931 thereafter should show an improving condition.

But at best, next year is going to require the hardest kind of work and strict economy on the part of every one of us if we are to regain part of the ground we have lost. And, we must recognize as I have said so many times in the past, that our first duty lies in improving the service to our customers and in building up the stability and profit earning possibilities of our company because it is only in that way that we can assure continuity of this period of economic readjustment. employment, opportunity, and prosperity to our employees.

The keynote of next year must be *increased sales volume* and to accomplish that we must have vision, courage, and enthusiastic cooperation. But most of all careful planning of our objectives, coupled with hard work.

I want to thank every one of you for your cooperation and sincere efforts in this period of economic readjustment. I am confident of the future and I want you to be. We have months of hard work ahead of us but I am confident of the ability of this organization to come through successfully. The worst is behind us. Let's forget about it, except for the lessons it has taught us, and with courageous vision set our eyes on the goal that lies ahead.

Published by AsbestosClaims.Law
asbestosclaims.law/library/12777/3

Catalogues of 1880's are interesting forerunners of present brochures regarding various products

A "THEN AND NOW" comparison of Johns-Manville literature is quite as interesting as comparison of the modest beginnings of the company with the present world-wide scope of a great organization.

In 1885 it was possible to present the company's lines in a small, 16-page folder. Now products are presented individually in elaborate brochures, profusely illustrated. During last year more than 150 different pieces were printed with a total of some ten million copies.

One of the most pretentious booklets of the early literature was published in 1886 under the title of "Hints on Modern House Painting, with a Brief Description of the Uses of Asbestos." In the present age of color-consciousness it is interesting to note the introduction to this booklet. "The present laudable tendency to the free use of color in the decoration of villas and cottages, as well as more pretentious structures, renders it more than ever necessary that the paint employed should be of the best possible quality."

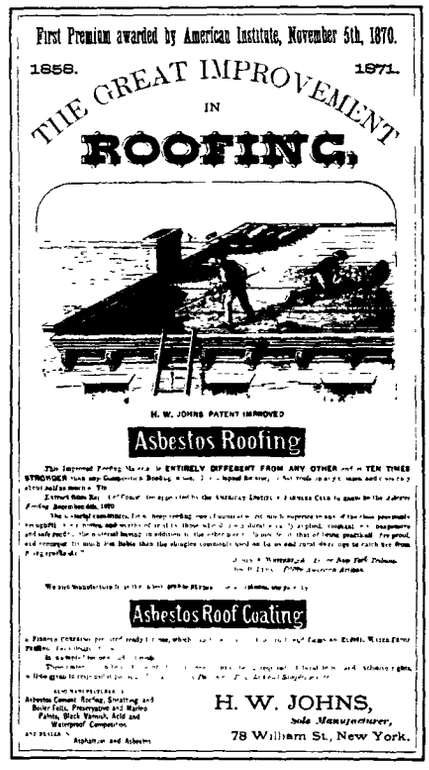
The booklet is decorated with ornately designed borders in colors and there are reproductions of several testimonial letters with lithographed letterheads in colors. Incorporated in one of the borders is a drawing of the United States Capitol at Washington with the information added "painted with H. W. Johns' Liquid White."

Part of the booklet is devoted to Asbestos Roofing, Asbestos Steam Pipe and Boiler Coverings, Asbestos Steam Packings, Asbestos Rope and Cloth, and Asbestos Plastic Stove Lining.

In 1868 an eight-page leaflet was issued covering "Asbestos Roof Coating and Cement." The manufacture of products of the highest quality has been an ideal of the company from the very beginning. In this leaflet Mr. Johns stated, "In 1858 we commenced the manufacture of materials for roofing purposes, and have since that time made use of every means in our power to produce the best articles of the kind made. During these ten years the sale of our manufactures has steadily increased from 33 to 50 per cent each year, and we have thereby been enabled to make such improvements in quality of materials and process of manufacture as we have found necessary to the attainment of our object."

Throughout all the early folders the idea of quality was emphasized. Attention was turned to awards at expositions, and state fairs. In a "Descriptive Price List," dated February 1, 1887, mention is made of First Premium awards of the American Institute annually from 1858 to 1881; Silver Medal, Amsterdam Exposition, 1883; Crystal Palace Medal, London, 1884; Inter-Colonial Exposition, Melbourne, Australia, 1880; and two Gold Medals, Matanzas Exposition, 1881.

Lewis H. Brown, President, is desirous of collecting all available copies of early literature to be made part of an exhibit of the early development of Johns-Manville. This material will be of particular interest during the celebration of the 75th anniversary of the company. Any readers having early catalogues are urged to send them to the Sales Promotion Department, General Headquarters.


First Premium awarded by American Institute, November 5th, 1870.

1858. 1871.

THE GREAT IMPROVEMENT IN ROOFING.

H. W. JOHNS PATENT IMPROVED

Asbestos Roofing

ENTIRELY DIFFERENT FROM ANY OTHER

TEN TIMES STRONGER

Asbestos Roof Coating

H. W. JOHNS,

Sole Manufacturer,

78 William St., New York.

Display on Asbestos Roofing in 1871.

"Behind the Scenes" at a J-M Fire Fighter broadcast

Impressions before a radio broadcast of the J-M program seen and heard in the studio.

A tense air of suppressed excitement . . . interesting mural decoration with a progress of transportation theme painted on sound proofing treatment . . . orchestra tuning up . . . performers trying unsuccessfully to look nonchalant . . . sound effects couple busy getting devices ready for action . . . genial-faced Smoky Dan moving about chatting with first one then another . . . Tiny Tim practicing his lines before a small mike . . . Eddie tuning his ukelele . . . group gathering around suspended mike ready to shout "Fire, fire, *fire,* FIRE!" . . . Harry Bonzell, announcer, looking more calm than the rest . . . the timer enters with watch in hand . . . a tune-in on the last minute of the preceding program . . . the timer raises his hand like the starter of a race—his hand comes down, the siren shrieks, Smoky Dan taps on a bell, the sound effects pair move quickly from one device to another . . . you shut your eyes and see fire engines tearing down the street . . . then "Ladies and gentlemen—Johns-Manville is on the air!"

President Brown heads group

Colonel Arthur Woods, chairman of President Hoover's Emergency Committee for Employment, has named Lewis H. Brown, President, as head of the group correlating the employment work of large industries.

A long-lived postal card

A postal card that is in line to break all records of longevity was received recently by the Milwaukee office. Nearly 16 years ago a circular letter was sent out on fire extinguishers. A return postal card was enclosed with each letter. One of these cards was apparently pigeonholed and has just now been sent in by the Lincoln Hotel, Aberdeen, South Dakota, with a request for information.

Published by AsbestosClaims.Law

asbestosclaims.law/library/12777/4

Winnipeg district is winner

WINNIPEG District wins the Harvest Mop-Up Cup! This district took the lead early in the contest, but was passed for a short time by Denver only to rush to the front again and lead down to the finish line. While Winnipeg was walking off with first honors for Canada, Montreal finished third and Toronto fifth. Competition was offered from the States by Denver coming in second, Los Angeles fourth and Metropolitan sixth.

As the Circle went to press it was announced that J. W. Oberholtzer, general salesman, Philadelphia district, had won the Gold Star award for the entire company for the month of November.

W. E. Hess, industrial building materials salesman in the Metropolitan district, was the October Gold Star prize winner with a very high percentage. B. C. Cobb of New York State, H. S. Thomas of Boston, T. C. Warner of Philadelphia, H. W. Farrington of Seattle, J. E. Plackmeyer of St. Louis, and W. E. Cuthbert of Denver led their respective districts in both months of September and October and J. E. Plackmeyer of the St. Louis district was leading all salesmen on November 15.

Considerable interest was shown in the sales results for November since prizes will be presented to winners of the several November Harvest Contests, and also to the winners of the largest number of points for the three months period of the contests.



W. E. Hess wins October Gold Star.

In Cleveland district five men were entertained recently by the district sales manager and the sales manager of the power products department. The five men were winners of prizes offered in a special contest within the Harvest Contest to the team obtaining the most points. The representatives were all power products men—F. D. Dougherty, Cleveland, F. E. Dreger, Erie, G. P. Decker, Toledo, C. T. Peterson, Akron, and J. K. Johnson, Columbus. A meeting was held in Cleveland office in the afternoon, followed by a dinner at the University Club and a theatre party.



Michigan Lumber Jacks and Detroit City Slickers in competition for tin masterpiece.

Considerable excitement was caused in Detroit district in a team competition for a special cup. The Michigan Lumber Jacks and the Detroit City Slickers were out to win the cup, which was made of tin and said to be well worth the $2.00 it cost—a masterpiece of roofer and tinsmith craftsmanship.

L. E. Jones arranged a contest between all the outlying approved roofers in the territory handled by Toledo office, with a turkey for Christmas as the prize. During the first month and a half of the contest twenty-six jobs were closed.

Out on the Pacific coast, added incentive was given during the contest in competition for the Franklin Shuey trophy.

All divisions have put forth best sales efforts to make the Harvest contest a real "mop-up."

Factory safety activities

The last shipment of safety shoes has been received at Gretna Factory and now all the members of the factory and office force are equipped with these shoes. It is hoped to eliminate all accidents to feet.

At the monthly safety meeting at Nashua Factory, only two accidents were reported, one minor and one lost time. Employees at Nashua are deeply interested in safety and every effort is being made to maintain a record of no accidents for a month.

The Statewide Interplant Safety Contest being conducted at present by the New Jersey State Department of Labor is under way. "A" Building and "B" Building at Manville so far have a perfect record.

During the month of October, the following departments at Manville Factory had no "lost time" accidents: clutch facings, textiles, packings, pipe coverings and cements, and magnesia. The total average number employed in these departments for the month was 814 employees.

Southern Division awards

Special prizes during the re-roofing campaign were awarded in the Southern Division by J. M. Taylor, manager, R. S. Hammond, building materials manager, and C. J. Flanagan, New Orleans district manager.

A. Monlezun, New Orleans district order department, was awarded the $10 prize for turning in the prospect resulting in the first sale. Mrs. L. Mazurette, automotive department, was awarded a $5 prize for turning in the prospect resulting in the second sale.

Fifty-six carloads shipped

In two days, October 22 and 23, Manville Factory shipped a total of fifty-six carloads of roofing materials. The minimum carload is 40,000 pounds.

On the front cover

A modern expression of the Christmas Spirit is reflected in this photograph by William M. Rittase, who is well known for his artistic reproductions of industrial subjects.

"What does that word 'asbestos' on the curtain mean?" whispered Pat's wife, who was at the theatre for the first time. "Be quiet and don't be showing your ignorance," said Pat. "That's Latin for 'welcome'."

Published by AsbestosClaims.Law
asbestosclaims.law/library/12777/5

Eastern Division's educational plan

A GREAT deal of interest has been shown in the Eastern Division educational plan during the three months it has been in effect. Beside the meetings in New York for the personnel of Eastern Division, Metropolitan district, and General Headquarters, the course has been given at district offices in Boston, Syracuse, and Philadelphia and in sales offices at Providence, Buffalo, Rochester, Albany, Wilkes-Barre, Baltimore, Harrisburg, Richmond and Charlotte.

The meetings in New York, with an average attendance of 175, are necessarily more formal than the district headquarters and sales office meetings where the attendance ranges from three or four to thirty-five or forty.

The purpose of this course of instruction was outlined by T. K. Mial, Eastern Division manager, in his original bulletin on the educational plan.

"(1) As a means of benefiting our men and increasing their earning capacity by helping them to handle their present work better and by preparing them to assume more responsibility and important positions when the opportunity presents itself.

"(2) As a means of benefiting the company by having an organization of well trained and capable men who handle their present work efficiently and with a minimum of costly mistakes; and who are qualified to step into more important positions which are open and handle this work as well or better than their predecessor."

Insulation theory and policy, industrial building materials, and power specialties are general subjects that have been covered, each of these main divisions being broken down into four or five parts. District meetings are led by managers, their assistants, and frequently salesmen and office men.

Some of the speakers at the New York meetings up to the present have been: M. Craighead, R. C. Parlett, J. C. Crawford, H. A. Kieselbach, J. F. Stone, L. C. Hart, H. H. Heckroth, C. J. Beckwith, J. M. Berdan, A. V. Cambria, J. L. Williams, F. J. Wakem, and C. K. Dillingham.

Asbestos adopts novel plan

Asbestos Factory has adopted a novel method of teaching safety to the employees. A blackboard and a box of chalk are placed inside the main entrance to the factory. Workers think up safety messages and each in turn has the privilege of advertising his message for one day.

A name is chosen at random from the list of employees daily, and this is written on a corner of the blackboard with the due date of a message. There is a constant lookout kept for the next "turn" and all are keyed up with expectancy.

The Factory safety committee is composed of Albert D. Tector, chairman, N. P. de Valois, vice chairman, E. J. Connolly, secretary, and members as follows: Messrs. Wilson, Turgeon, Beaudoin, Clapp, Lefebvre and Labonté.

The members serve for a term of three months and are then replaced by others. Each one of the operating departments is represented. The vice chairman is a foreman and serves for three months also.

By this method all employees will eventually have served on the committee and will appreciate and understand the policies of the company in this respect, and will be better qualified to help out on community safety work.

Mr. Williams guest at meeting

S. A. Williams, vice president, was the guest of the evening at Manville's first monthly staff meeting of the season. Following a talk by Mr. Williams, Frank Ryan who presided, called upon A. R. Fisher, manager, and several others who responded with brief remarks.

A series of meetings is planned and it is hoped to have other J-M executives as speakers from time to time.

Mr. Walter elected as director

W. B. Walter, sales manager, Central Division building materials department, has been elected as a director of the Cleveland Builders Exchange.



Educational meeting in New York on November 7 at Engineering Societies Building.

Published by AsbestosClaims.Law
asbestosclaims.law/library/12777/6



Scenic view painted on Asbestos Wall Board partitions in large, indoor golf course.

Large indoor golf course in Grand Central Palace has interesting scenic effect

IN fair weather or foul the sun shines just as brightly, the trees are just as green and the countryside is just as inviting, at the golf course in Grand Central Palace, New York. The artist caught a bright, Spring day and held it from passing on to the land of forgotten days by reproducing it on the walls surrounding the course, so that the more imaginative golfer believes himself out-of-doors, swinging down a grassy fairway.

When the course was laid out by the American Golfer Magazine, Asbestos Wall Board was used for partitions and the installation was one of the few in which the Board was painted. A coat of special primer was applied, over which the stretch of rolling countryside was reproduced in oil paints.

The course is being enlarged to cover an acre of floor space, which will make it one of the largest and most elaborate indoor courses in America.

Grantland Rice, editor of American Golfer, is director and the teaching personnel is headed by Jim Barnes, who has held the open golf championship of the United States and Great Britain.

Reaching jobbers' salesmen

An effective way of reaching all jobbers' salesmen in his territory has been worked out by T. L. Bonroe, automotive equipment salesman, St. Louis.

Each week Mr. Bonroe sends out a one-page letter treating some definite automotive subject. He ends each letter with a question such as "Some one is getting this business; are you the one?"

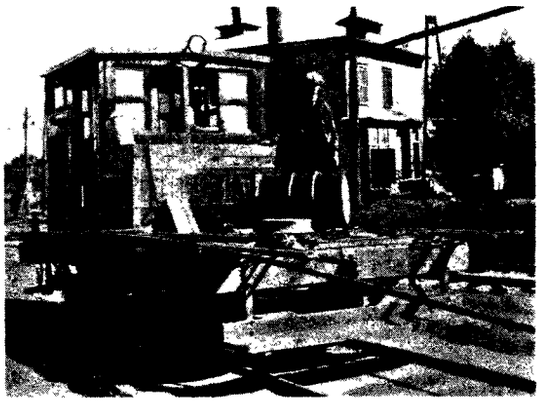
After sending out letters for some time, Mr. Bonroe discontinued them for three weeks and learned that sales managers were eager to have them continued.

Mary Lou's activities at Mines

A familiar sight at Asbestos, Quebec, is the activity of Mary Lou—carrying supplies of all kinds from the stores to the different operations in the pit, picking up drill steels to be sharpened at the machine shop, collecting crude fibre from the cobbers, and even carrying dynamite to points near the blasts. A daily duty is transporting lubricants for the many units operating in the pit, gasoline for the gas shovels, and fresh steels for the drillers.

Although she is known as Mary Lou all over the mine, her official title is "Gas Locomotive No. 4." She is powered by a Big Six Studebaker engine, carries an operator and brakeman, and runs under train orders from the dispatcher, the same as her big steam and electric relatives.

Her operator, Stanley Sears, is proud of a record of two years without missing a trip and Mary Lou runs all the year 'round, even in "sub-zero" weather.



Mary Lou, well known at the Asbestos, Quebec, Mines

New Uses News

Since the coming of the closed automobile, the Francisco Auto Heater Company of Columbus, Ohio, have manufactured a manifold type heater. Warmed air from the manifold is conducted to the inside of the car. Three hundred thousand heaters a year are manufactured by this company for Ford cars alone, in addition to the other heaters they make for other types.

Differential vibration of motor and body cause a tendency to break down the duct at the register. Metallic collars were tried without success. J. K. Johnson of the Columbus office had them try a piece of tightly woven wire-inserted Asbestos Tubing at this connecting link between the heater duct and the register. It has worked out splendidly and during the past two months J-M has received orders for 16,000 lineal feet of tubing. Since one heater required only 2 inches, the large number manufactured can be realized.

Transite has an unusual use at the St. Johns Cemetery in Brooklyn. The material is cut in panels and is utilized for sealing vaults.

New York Metropolitan district has another installation of this type pending for the Cypress Hills Cemetery, Brooklyn, using Transite or Asbestos Wall Tile.

Plans are now underway to use Transite instead of slate for lining the vaults.

Published by AsbestosClaims.Law
ACL Doc 12777 · Page 7 of 24
asbestosclaims.law/library/12777/7

THE J-M CIRCLE

VOL. 3 December, 1930 No. 6

We announce with regret

—that publication of the Circle is to be temporarily suspended.

The enthusiasm with which the employees have accepted the Circle has been appreciated and much credit is due to the associate editors and reporters throughout the organization, who have shown splendid cooperation in sending in news.

J-M employees are requested to write in suggestions for improvements and features desired when publication is resumed.

JOHNS-MANVILLE
292 Madison Avenue, New York City

"Please tell me the truth, —is there a *Santa Claus?*"

As holiday time draws near we are again reminded of that widely quoted expression of the Christmas spirit—the editorial in response to a question of a child who wrote the following to the New York Sun in September, 1897:

"Dear Editor — I am 8 years old. Some of my little friends say there is no Santa Claus. Papa says 'If you see it in The Sun it's so.' Please tell me the truth, is there a Santa Claus?

"Virginia O'Hanlon, 115 West Ninety-fifth Street."

During the last two decades the answer to this letter has been reprinted more times than any article ever written by a newspaper man. The editorial, written by Francis Pharcellus Church, follows:

"Virginia, your little friends are wrong. They have been affected by the skepticism of a skeptical age. They do not believe except they see. They think that nothing can be which is not comprehensible by their little minds. All minds, Virginia, whether they be men's or children's, are little. In this great universe of ours man is a mere insect, an ant, in his intellect, as compared with the boundless world about him, as measured by the intelligence capable of grasping the whole truth and knowledge.

"Yes, Virginia, there is a Santa Claus. He exists as certainly as love and generosity and devotion exist, and you know that they abound and give to your life its highest beauty and joy. Alas! how dreary would be the world if there were no Santa Claus! It would be as dreary as if there were no Virginias. There would be no childlike faith then, no poetry, no romance to make tolerable this existence. We should have no enjoyment, except in sense and sight. The eternal light with which childhood fills the world would be extinguished.

"Not believe in Santa Claus! You might as well not believe in fairies! You might get your papa to hire men to watch in all the chimneys on Christmas eve to catch Santa Claus, but even if they did not see Santa Claus coming down, what would that prove? Nobody sees Santa Claus, but that is no sign that there is no Santa Claus. The most real things in the world are those that neither children nor men can see. Did you ever see fairies dancing on the lawn? Of course not, but that's no proof that they are not there. Nobody can conceive or imagine all the wonders there are unseen and unseeable in the world.

"You tear apart the baby's rattle and see what makes the noise inside, but there is a veil covering the unseen world which not the strongest man, nor even the united strength of all the strongest men that ever lived, could tear apart. Only faith, fancy, poetry, love, romance, can push aside that curtain and view and picture that supernal beauty and glory beyond. Is it all real? Ah, Virginia, in all this world there is nothing else real and abiding.

"No Santa Claus! Thank God! he lives, and he lives forever. A thousand years from now, Virginia, nay, ten times ten thousand years from now, he will continue to make glad the heart of childhood."

Check Yourself!

This concludes the series of checking points for salesmen.

81. How can you crack a "hard nut"? A famous "hard nut cracker" said it was his invariable rule to study the man, find out his strong hobby and in a natural manner approach him from that strategic point.

82. It is bad practice to present offhand schemes, guaranteed to cure (provided you get the order) troubles that have been worrying the customer ever since he went into business.

83. Do you know enough about production so that if there is a kick you can talk about the trouble naturally and with evident knowledge?

84. Don't become a "floater." It takes time to accomplish anything in selling.

85. If the situation is first to be made ideal before you can successfully operate, you had better get into some business other than selling.

86. Be careful that you do not force the buyer into a position where he must justify the purchase of competitors' products. He'll probably marshall their strong points against you.

87. Was that golf day a real expense item or did you make a desire to have a pleasant outing with a friend an excuse to translate that friend into a possible customer?

88. The selling profession has one pronounced weakness—*gossip*. Don't waste your time spreading gossip whether it is true or not.

89. Every time you have to be nursed, it costs your house real money. Never making a move without getting help will not only hold back your development, but throw you farther and farther in the red.

90. You are probably working on the same proposition this year as you worked on last year. Are you trying all the time to improve your thinking, to improve your working methods, to cut down your waste time? Are you growing in your work? Take yourself aside once in a while and through searching introspection find out.

—Adapted from Printers' Ink

What do you know about this business?

(*For the answers turn to page* 22)

111. When Rigid Asbestos Shingles are used for re-roofing what prevents the old wood shingles underneath from rotting?

112. What is Type "A" Tile Cement and what are its characteristics?

113. How many different kinds of automotive brake lining does J-M manufacture?

114. What two J-M products are manufactured exclusively at Nashua Factory?

115. What is Asbestoment?

116. How many factories manufacture Rock Wool?

117. How is Thermo Rod Packing made?

118. Where is J-M's European plant located?

119. What is White Top Roofing?

120. How many motion picture films are available for use by J-M representatives?

Published by AsbestosClaims.Law
asbestosclaims.law/library/12777/8

Your letters are *advertisements*

By J. L. Wood
General Credit Manager

Every business letter written is an advertisement and, dependent upon its phraseology, it is good or bad advertising for an organization.



J. L. Wood

Every business letter is a sales effort. It is not necessarily an attempt to sell merchandise. If it is a collection letter, it endeavors to tell the customer that he should remit. If it is an answer to a complaint, it is an attempt to sell the customer satisfaction; even if it is merely an acknowledgment of an order, it is an attempt to sell goodwill.

A letter can and should be built upon the four cardinal principles of a good advertisement:

1. Attract attention
2. Arouse interest
3. Create desire
4. Impel action.

Now, how can the four primary rules of a good letter be applied? Let's take an example and suppose the customer has asked for a copy of our latest catalog. We begin our letter by departing from the obvious acknowledgment of the inquiry by saying something like this:

"Your catalog is on its way."

Now, to arouse interest:

"You will be particularly interested, we feel, in the illustrations on pages 15 and 16 of the new modernistic fixtures you asked about."

We will now create desire:

"These fixtures are so designed as to harmonize with almost any scheme of interior decoration and to add an item of interesting beauty to the home."

Impel action:

"You can have prompt shipment, express prepaid and securely packed, from our office at Detroit, Michigan."

A letter needs additional characteristics that may be summed up as the "8 C's" a good letter should be—concise, clear, correct, courteous, convincing, concrete, complete, and conversational.

Above all things else, remember that a letter is merely one side of a conversation. In other words, "Do not *dictate* letters—*talk* them."

Talks for Community Chest

C. J. Flanagan, New Orleans district manager, as a member of the speakers bureau of the New Orleans Community Chest, recently addressed 300 employees of the Southern Pacific.

Two orders from the North

A salesman encounters many difficulties in making his calls away up North where it gets as hot as the Sahara in summer and Arctic cold in winter—where roads are made impassable by snowdrifts in the winter at around 30 degrees below and when the melting snows and warm rains of Spring make the whole country a vast quagmire.

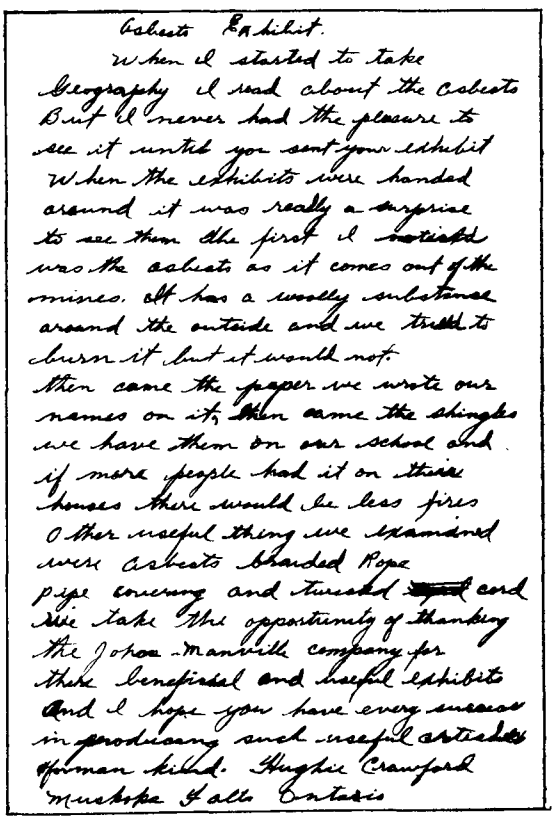
From this North country Harry Barter of the Toronto sales force has recently brought home two orders of interest—both from mines. The Dome Mines Ltd. at Timmins, Ontario, had a thousand foot outdoor run of four-inch high pressure steam line running from one mine building to another. The company wanted to maintain an operating efficiency of about 92 per cent at all times, with an atmospheric temperature ranging from 90 degrees above in summer to 55 degrees below in winter.

With the assistance of G. H. Munro of Toronto office, Mr. Barter solved the problem by applying three-inch thick Asbesto-Sponge Felted next to the pipe, covering this with a two-inch thick layer of Hairfelt, covering the whole with a wooden box framework to protect it from the severe storms—and it has done the job.

Mr. Barter was able to solve a problem for the McIntyre Porcupine Mines at Schumacher, Ontario, with a Johns-Manville Insulated roof on one of the mine buildings. Here again climatic conditions made it imperative that the roof job be right. Inside the building humid conditions prevailed. In winter this humid air condensed on the roof and descended in the form of a fine rain or mist, very detrimental to the efficiency of plant operation and to the workmen. By applying 430 squares of J-M Rot-proof Roof on the main mill building, this condition has been overcome. Fire hazard has been eliminated, the temperature level can be more readily maintained, and roof-drip dispensed with.

It is interesting to note that this roof construction uses two layers of ½-inch J-M Insulating Board with broken joint construction, the first used in the territory, and 70 tons of cork mastic went into its construction. The job was applied under the supervision of the Toronto office engineering department.

Your job is not a merry-go-round—it's a straightaway.



Asbesto Exhibit.
When I started to take Geography I read about the Asbesto But I never had the pleasure to see it until you sent your exhibit When the exhibits were handed around it was really a surprise to see them the first I noticed was the asbesto as it comes out of the mines. It has a woolly substance around the outside and we tried to burn it but it would not.
Then came the paper we wrote our names on it, then came the shingles we have them on our school and if more people had it on their houses there would be less fires
Other useful thing we examined were asbesto branded Rope pipe covering and twisted [redacted] cord We take the opportunity of thanking the Johns-Manville company for their beneficial and useful exhibits And I hope you have every success in producing such useful articles
Yours truly Hughie Crawford
Muskoka Falls Ontario

A composition on asbestos written by a schoolboy after he had seen the exhibit sent to his school by C. H. Shoemaker, vice president, Canadian Johns-Manville.

Published by AsbestosClaims.Law
ACL Doc 12777 · Page 9 of 24
asbestosclaims.law/library/12777/9

Johns-Manville Abroad

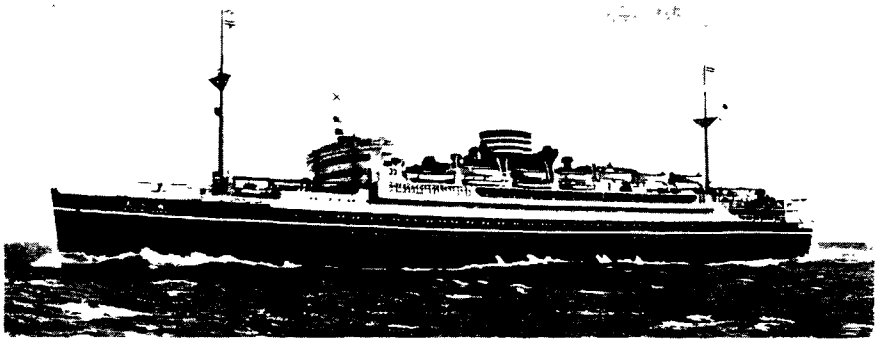
J-M Insulation used on steamer built in Japan for Nippon Yusen Kaisha line

WHEN the Yokohama Dock Company of Yokohama, Japan, built the steamer "Chichibu Maru" for the Nippon Yusen Kaisha line, all exhaust pipes were insulated with a combination of Superex Blocks, Sponge Felt Blocks, No. 302 Insulating Cement and No. 450 Insulating Cement.

The "Chichibu Maru" is Diesel Engine equipped. It is 583 feet long, 74 feet wide and has a displacement tonnage of 22,200 tons and a shaft horse power rating of 25,500 which gives it a maximum speed of 21½ knots.

The order for J-M products used was cabled by the Chitose Trading Company, J-M representatives at Tokio. The materials were shipped within three days and the prompt service enabled the representatives to complete their contract within a very short time limit.

The building of the ship was under the supervision of F. Tsuchiya and S. Tsunematsu.



"Chichibu Maru," on which all exhaust pipes are covered with J-M insulation.

Mr. Windsor in Buenos Aires

A. C. Windsor, sales representative for the West Coast of South America, left New York for Buenos Aires on October 10, after two months' vacation in the United States. Mr. Windsor has covered the West Coast territory as well as Argentina, Paraguay and Uruguay since 1926, having been transferred from the Eastern Division, where he was first employed in 1923.

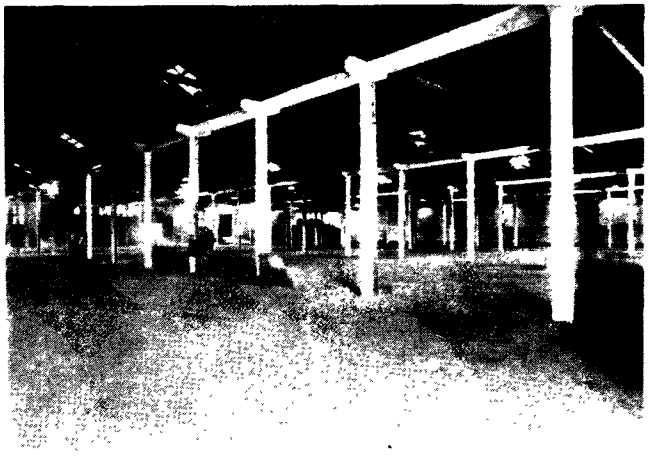
His headquarters are with the distributor, Max W. Boley, Alsina 743, Buenos Aires, Argentina.

Fast work in Sao Paulo

The Sao Paulo Coffee Institute of Sao Paulo, Brazil, specified in a contract with E. Kemnitz and Company, engineers and contractors, that a coffee warehouse was to be completed within a month from the date of the contract.

It was necessary to rush the warehouse to completion because storing facilities would be needed for coffee that would begin to accumulate by that time.

Johns-Manville's part was to furnish as quickly as possible, 40,000 square feet of Industrial Flooring. The contract for the flooring was let on a Thursday afternoon and on Friday morning delivery of equipment and materials was started. The laying of the floor was commenced on Saturday morning and the entire 40,000 square feet had been laid by the following Saturday morning — in forty-eight hours less time than specified in the agreement.



Coffee warehouse in Sao Paulo in which 40,000 square feet of Industrial Flooring were laid in six working days.

Banroc in Paris theatre

The following is a translation of a clipping from "L'Intransigeant," a Parisian publication.

"The public start to make a distinction between good and bad sound films. People are getting more exacting every day.

"Recently after having attended the presentation of 'A Lady Lies' the movie fans left the theatre with a feeling of satisfaction—without effort or nervous strain they had listened to remarkably clear and distinct dialogues.

"Only a few people knew that this comfort had been obtained particularly by the installation of the Sound Stages with Johns-Manville Banroc which is at present adopted by the most important picture producers."

Superex adopted as standard

The Kobe Shipyard and Engine Works of Kobe, Japan, has adopted Superex as standard equipment on the manifolds and also the exhaust piping of Mitsubishi Vickers Diesel Auxiliary Engines. The insulation is standard Superex covered with Asbestos Cloth, the fittings being covered with No. 450 Cement. The specification calls for a two-inch thickness of Superex.

Published by AsbestosClaims.Law
ACL Doc 12777 · Page 10 of 24
asbestosclaims.law/library/12777/10

Educational series begun

Cleveland district started its educational series on October 18. A meeting was attended by 52 men, including Cleveland city salesmen, the Cleveland district office force, and the Central Division office force. The first talk on "Insulation" was given by Eugene Dowling, Cleveland district manager. At the close of the meeting, G. R. Lewis, division manager, gave a talk.

Asbestos Ebony clock panel

R. W. Paul, Indiana salesman, recently sold the General Electric Company, Fort Wayne, Indiana, works, Asbestos Ebony for a panel to accommodate a Sangamor electrically wound wall clock, to be mounted on a switchboard for a large utility company.

J-M represented at meeting

When the Eastern Ice Association held the 24th annual meeting at Atlantic City the latter part of October, Johns-Manville was represented by C. G. Dandrow, H. Heckroth and W. V. McKay in the interest of J-M Low Temperature Insulating Products. It developed that a large volume of work in this line is in immediate prospect. One job which will come up in the near future for the Central State Supply Company will involve approximately $30,000 worth of Rock Cork.



On Atlantic City boardwalk during 24th annual meeting of Eastern Ice Association: A. Oler, general manager, Baltimore Plant, American Ice Co., H. Bailey, president, Riverside Ice Co.; C. G. Dandrow, sales manager, power products department, J-M Metropolitan district; C. C. Small, president, American Ice Co.



Interior of new Shingle Plant at Manville Factory.

Manville's new Shingle Plant now operating in full swing

Since October the new Shingle Plant at Manville Factory has been in full swing. The last of the temporary hook-ups on equipment has disappeared and men and machines have settled down into a smoothly running organization.

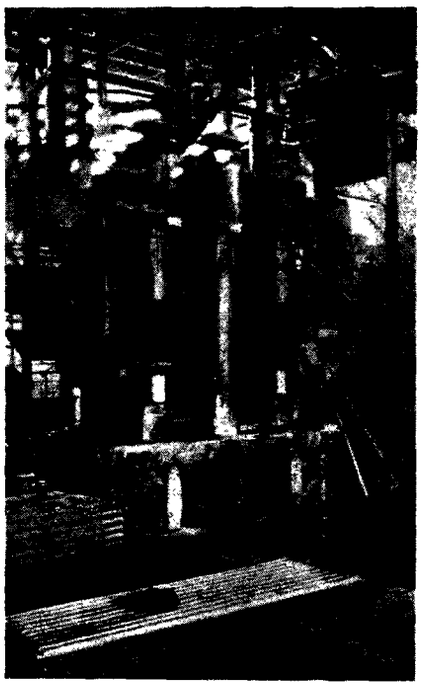
W. T. Kelty, superintendent of the new plant, is to be congratulated, along with his staff, on the excellent performance during the period of moving and getting under way.

When the press used in manufacturing Transite Corrugated was brought to Manville, nine freight cars were required. The press, which weighs 375 tons, turned out its first sheets on September 16.

John Belcourt, in charge of maintenance and repair for the new plant, is very proud of the completely equipped machine shop. His special "pet" is a 20-inch by 12-feet American Engine Lathe capable of handling anything from fine chuck work to large shafting. There is also a new shaper and radial drill.

A new double-width runway has been built between Building "H" (the new Shingle Plant) and Building "G".

Three carloads of Transite Corrugated consigned to the United States Metal Refining Company, at Carteret, New Jersey, were shipped in November.



375-ton press in Manville Shingle Plant.

Published by AsbestosClaims.Law
asbestosclaims.law/library/12777/11

Here and *There* in the Field

New roof for 135-year-old home—

R. E. Barnes, New Orleans district salesman, recently sold No. 60 Asbestos Shingles to be used in re-roofing a home in Dayton, Alabama, which is 135 years old. It has been remarked that it is a shame J-M wasn't making Asbestos Shingles 135 years ago, because, if they had put them on, they would not have to re-roof now.

Insulating Standard Oil tanks—

The Standard Oil Company of Ohio, is exceedingly well pleased with an insulation specification that is used almost exclusively on their tanks. One carload of Rock Wool and one-half carload of Transite is required for each tank. Using the specification of 6 inches of Rock Wool next to the tank and Transite on the outside with the roof uninsulated, the company now has four such installations at No. 1 Works, Cleveland, 17 at No. 2 Works, Cleveland, and three at their Latonia refinery.

John Pennington is responsible for this company's adoption of the specification.

Four carloads of Celite—

Boyd and Schaefer, service distributors in Erie, Pennsylvania, have sold four carloads of Celite-for-concrete this year. Most of this material was used in the new Erie Filtration Plant.

Combined efforts sell roof—

Through the combined efforts of J. L. McCullough, Columbus office, the transportation and government department, and the Forshee Company, approved contractors of Columbus, an order was secured for the application of 970 squares of combination roofing to be applied at the Union Depot in that city.

J-M roof at 101 Ranch—

Good judgment and an eye for the future have played an important part in the advancement of the 101 Ranch in Kay County, Oklahoma.

The "White House" of the ranch was built in 1904 and the founder of this present largest diversified farm of its kind in the world chose a roof of J-M Rigid Asbestos Shingles. For 26 years these sturdy shingles have withstood the winds, rain and sunshine of Oklahoma weather and at the present time are giving the same satisfactory service as they gave when they were applied in 1904.

Ingenuity to the rescue—

When Paul Shuey, industrial salesman in Portland, Oregon, was transferred to the building materials department he signalized his entry into the latter field by getting an order in the first month for 30,000 square feet of Plaster Lath. Then came a difficulty. Owing to limited time, the material had to be delivered from Pacific Coast stocks, and there was not that much available on the Coast. To save the day he had Plaster Lath cut from full size sheets of Insulating Board, thereby giving service to his customer and keeping a good order for his distributor—and Johns-Manville.

Super-Cel in cider campaign—

The W. W. Farnsworth Company of Waterville, Ohio, used ¼ of one per cent Hyflo Super-Cel based on weight of liquid filtered, in this year's cider campaign.

Standardizing on Firecrete—

The Cleveland Steel Products Company, Cleveland, Ohio, after exhaustive tests, have standardized on J-M Firecrete as the hearth cement for the oil burners which they manufacture.

Bags for smelting company—

Harry Hammill was successful in securing an order from the United States Stores Company recently for 30 asbestos bags 18 inches in diameter by 33 feet 6 inches long for the United States Smelting Company at Midvale, Utah.

Insulation for heating mains—

For a long time L. L. Smith, industrial representative in Seattle, has been trying to convince the Puget Sound Power and Light Company that insulation of their underground heating mains with Magnesia was not economical. Recently he sold the company 2-inch thick Asbesto-Sponge Felted Covering, waterproofed, for 1,900 feet of 12-inch pipe.

Tile Flooring for billiard hall—

The G. Seestedt Company, approved contractors on Tile Flooring Type "A", has installed 10,000 square feet of tile in the St. Francis Hotel, St. Paul, Minnesota, which has the largest billiard hall in the city.

The tile, which replaced linoleum, was laid in panel form.



For 26 years J-M Rigid Asbestos Shingles have protected the "White House" of the 101 *Ranch in Kay County, Oklahoma.*

Mottled gray roof for school—

A. J. Fitzsimmons, salesman, with R. H. Slater, recently "landed" a nice order of 182 squares of No. 70 Mottled Gray Shingles to be used on the Verona School, Verona, Mississippi. This order was secured in the face of very keen competition.

Plant addition J-M roofed—

The Ford Motor Company recently selected J-M Transite Corrugated for roofing and siding as well as Asbestos Built-up Roofing for the new addition to their Long Beach, California, plant.

The specification and final selection of Johns-Manville materials was largely due to good cooperative effort between the Pacific Division and R. E. Shoens, Detroit industrial salesman, E. E. Clapsadel, architectural representative, and R. S. Hemmingsen, district engineer.

A carload of Tile Flooring—

The D. M. Baker Company of Boston, a new J-M Tile Flooring contractor, recently telephoned the Boston office and gave an order for a full carload of J-M Tile Flooring Type "A", and asked that the order be telegraphed to the factory, shipment to be made at once.

The order is one that Roland S. Hughes, special Tile Flooring representative, had been following, and which was at first slated to go to a competitive tile company. George W. Esler, Jr., Boston district manager, cooperated in getting the order.

Transite for bus cell doors—

All of the bus cell doors at the new Cleveland Electric Illuminating super power plant at Ashtabula, Ohio, and at the Chase Brass and Copper Company, Euclid, Ohio, are made from Johns-Manville Transite. F. R. Green and Company of New York fabricated the material for both installations.

White Top stands the test—

At the Belmont Stamping and Enameling Company, New Philadelphia, Ohio, a section of White Top Roofing withstood a very severe hailstorm in much better shape than did any of the other roofing material on the plant. In commenting on the hailstorm C. T. Peterson, Akron territory, remarked, "without any attempt to exaggerate," that hail stones as large as hen's eggs fell in large numbers.

A considerable section of the roofs of the plant was punched full of holes and required very extensive repairs after this storm. The White Top, however, which has been on the shipping building since 1909 required only minor repairs, an occasional hole being punched in it and some evidence of breaking around nails. The re-

ACL Doc 12777 · Page 12 of 24

Published by AsbestosClaims.Law

asbestosclaims.law/library/12777/12

pairs were very minor in comparison with those on the other buildings.

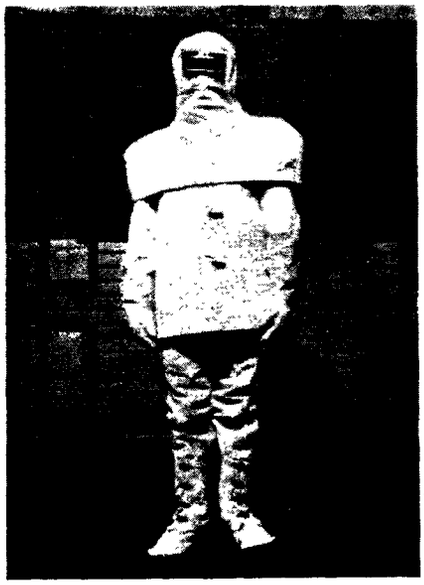
Confidence is shown—

The sale of 41 squares of No. 5 Rough Surface Colorblende Shingles in itself is not so much of a story. However, when the purchaser put complete confidence in the salesman selling them to him, even to the choice of the color combination and the contractor by whom they are to be applied, there is certainly an indication of a great confidence placed in Johns-Manville and its representatives.

Such was the case with a recent sale made by C. D. Harris of Columbus territory, to the vice president and general manager of the Hope Engineering Company, large pipe line contractors and manufacturers of oil field equipment, located at Mt. Vernon, Ohio. Mr. Harris chose the blend and brought his best roofer on to Mt. Vernon to apply the roof.

Asbestos fibre in paint—

The Sherwin-Williams Company of Cleveland is using J-M No. L-412 and No. 323 Asbestos Fibre in carload lots for mixing in asphalt paint.



Asbestos suit made by Pittsburg Factory for use by various oil companies on the Pacific Coast in refineries and oil fields. Complete suit consists of hood, coat, gloves, trousers, leggings, and shoes.

Refractory Cement distributor—

When Fred Dreger, power products representative, learned that fire brick, fire clay, and similar materials were being sold by Boyd and Schaefer Co., J-M service distributor for commercial building materials at Erie, Pennsylvania, he decided they should distribute Refractory Cements.

Mr. Dreger and J. R. East, sales manager, power products department, Cleveland district, were successful in lining up this account which shows possibilities of becoming one of the best sources of this type of distribution in Cleveland district.



(In circle) Pile of Asbestos Shingles unharmed in warehouse fire.

Shingles pass fire test—

Twenty-seven squares of No. 5 Mottled Green Asbestos Shingles went through the fire test and a few days later were sold and applied on a house in Kalamazoo.

The pile of Asbestos Shingles remained unharmed while fire completely destroyed the warehouse of the Lumbermen's Credit and Warehouse Company, J-M distributor at Kalamazoo.

Solving an acoustical problem—

The Jaffa Amusement Association of Altoona, Pennsylvania, was confronted with an acoustical problem in the auditorium of the Jaffa Mosque. A meeting of the directors was called late in October to consider the problem and a request was made to Johns-Manville for an acoustical engineer to be present.

C. O. Bruning, Pittsburgh district acoustical representative, attended the meeting and presented a plan for an acoustical treatment in the auditorium. His presentation was so well received that J. C. Scholl, president of the association wrote in a letter to Johns-Manville, "We can assure you that the manner in which this proposition was presented by Mr. Bruning, we believe will result in the committees taking action towards installation of the proper acoustical equipment."

Soon afterwards this letter was followed by a contract for acoustical treatment amounting to approximately $13,000.

Thompson Spa uses Rock Cork—

The Thompson Spa, nationally-known restaurant chain, located in Boston, has been sold on J-M Rock Cork, and has purchased the first lot sold in Boston, through approved contractors, the P. S. Thorsen Company of Boston.

This order of Rock Cork will replace a vegetable cork installation.

Coyne Terrace houses J-M roofed—

Through the efforts of W. L. Garrett, building materials salesman, Pittsburgh district, a street in the Greenfield district of Pittsburgh, known as Coyne Terrace, has every house covered with J-M Asbestos Shingles, consisting of Dutch Lap in all the colors as well as No. 70 Hexagonal Shingles, while the porches and breakfast nooks are covered entirely with Asphalt Shingles in various combinations of colors.

Mr. Garrett in collaboration with T. J. McGowan, approved roofer, has been successful in securing the roofing materials for every house erected to date, and there are approximately 30 houses that have been completed, with the possibility of 10 more.

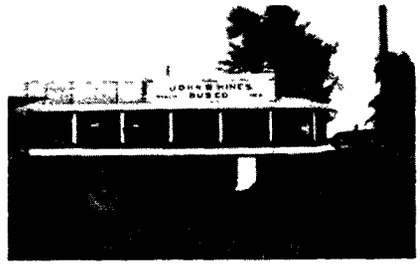
University buys Tile Flooring—

L. M. Osborn, Oakland industrial salesman, secured a J-M Tile Flooring Type "A" job of approximately 14,000 square feet in Giannini Hall on the University of California campus. This floor was installed by the Hardwood Floor Company of Oakland, a J-M approved flooring applicator. The sale was made in the face of the keenest competition.

The university officials have commented very favorably about the finished floor.

Large order for Wall Tile—

Within one week, orders totalling 810 sheets of Asbestos Wall Tile and accessories were received by the New York Metropolitan district from the Blue Seal Asbestos Corporation of Brooklyn, New York. For the most part, the Wall Tile will be used for installation in bathrooms and kitchens of residences.



In Muncie, Indiana, the eleven buses of the Hines line are equipped with J-M Moulded Brake Lining through efforts of R. A. Long, automotive equipment salesman, Chicago.

Published by AsbestosClaims.Law
asbestosclaims.law/library/12777/13



Ceiling and side wall panels of Sanacoustic Tile in Minneapolis Council Chamber.

Sanacoustic for council chambers—

E. Fuller of the Twin City Pipe Covering Company, acoustical contractors, and R. A. Messner, Minneapolis office salesman, closed an order for the correction of two council chambers in the Minneapolis City Hall. This is the second acoustical order secured for the City Hall, the first one having been secured last January.

The same day the men closed an acoustical order, including the J-M Sound Isolation System, to be installed in the Cyrus Northrup Collegiate College, Minneapolis, also an order for acoustical materials to be used in the Administration Building at the Lakewood Cemetery, Minneapolis.

Carload of Refractory Cements—

W. H. Hall and F. A. Refert, Philadelphia district, recently sold the Pennsylvania Building Supply Company of Washington, D. C., a carload of mixed Refractory Cements and a month later repeated the order. This is considered a real accomplishment inasmuch as Washington is not an industrial city.

Roof has 26-year record—

In 1904 a thousand squares of 4-ply J-M Built-up Roofing were applied on the train shed of the Union Depot at Columbus, Ohio. After giving 26 years of excellent service this roofing was removed during the remodeling of the building.

The service was a great factor in securing a new order for 1,000 squares of J-M Built-up Roofing by the Forshee Company, approved roofers at Columbus.

Contacting the architect—

The desirability of closely contacting the architect is demonstrated in an order recently received by Philadelphia district for Fibre Conduit, through the office of L. T. Klauder, architect, Philadelphia. The order amounted to approximately $7,000 and was for the city of Jamestown, New York. Tile duct was originally specified, but due to the good work of K. M. Eden, architectural service representative, Philadelphia district, J-M materials were used.

Doubly sure of dryness—

The Anti-Saloon League at Westerville, Ohio, recently purchased 39 squares of No. 5 Asbestos Shingles in a mixture of three shades of green, one shade of brown and mulberry. These shingles were sold by C. D. Harris of the Columbus office. It is now doubly sure that the occupants of this building in Westerville will be dry.

Large order for power plants—

From out of the smoke created by hot competition comes a large order from the American Gas and Electric Co., New York.

The order, secured by John H. McManus of the New York Metropolitan district, involves quantities of Superex, 85% Magnesia, 302 Cement and 450 Cement and the applied job will amount to approximately $55,000. These materials will be used for covering the pipes in central stations of the Appalachian Electric Power and Light Company at Logan and Cabin Creek, West Virginia; and Glen Lyn, Virginia; and in the Ohio Power Company station at Philo, Ohio.

Ohio and West Virginia installations will be made by the Rankin-Dutney Corporation of Cleveland and the Glen Lyn, Virginia, job will be applied by W. Reid Hayden division of the H. W. Porter Company of Newark, New Jersey. Both of these companies are approved J-M insulation contractors.

Installation at Y. M. H. A.—

A Sanacoustic Tile installation was recently completed at the Y. M. H. A. at Baltimore. C. E. Roxbrough, architectural service representative, Philadelphia district, was the one who convinced the architect that Sanacoustic Tile would solve the acoustical problem.

Without solicitation, the following letter was received from this architect: "I am more than pleased and really surprised with the accomplishments of Sanacoustic Tile in the Y. M. H. A. You have not only accomplished what you set out to accomplish, but you may have a letter from this office testifying to the merits of J-M Sanacoustic Tile."

Kansas salesman active—

Although Ulysses, Kansas, has a population of 103 persons, three new buildings were recently opened there in one day—a new courthouse, church, and hotel.

Through the efforts of Walter Bizot, Wichita, Kansas, salesman, all three buildings have J-M roofs. The courthouse has a Super Class "A" Built-up Roof, the hotel a Class "A" Built-up Roof, and the church, which has a steep roof, is covered with a combination of Cotswold and Cornwall Blend Rigid Asbestos Shingles.

J-M Asbestos Rope wins in test—

When S. E. Hazard, power products representative, Boston district, learned that competitors had offered Asbestos Rope at a price about half that of the J-M product, he did not file the matter in the lost order folder.

Realizing that no manufacturer could sell a pure Asbestos Rope at that price, he procured a good-sized sample of the J-M No. 4200 Asbestos Rope and took it to the customer for a fire test. A sample of the competitive material was procured and put through the same fire test, which it failed.



Kalarie Levi, Hawaiian custodian of J-M Shingles, Roofing and Coatings, Aertite, and all heavy stocks at Hilo Iron Works, Hilo, Hawaii, has never worn a pair of shoes.

Published by AsbestosClaims.Law
asbestosclaims.law/library/12777/14

The sequel to the story is that Mr. Haz- was given the order for J-M Rope, ounting to approximately $1,000.

ıicago district has big order—

Walter C. Lee, J-M salesman in the Chi-go district of the Western Division, as-ted by E. H. Younglove, staff manager on and steel section, general industrial de-rtment, recently secured orders from the ternational Harvester Company for The /isconsin Steel Works at South Chicago, r Superex Blocks, Sil-O-Cel C-22 Brick, ıd Sil-O-Cel C-3 concrete, amounting to oproximately $29,000, for two new open earth furnaces.

The furnaces are the result of about two ears experience, burning a mixture of coke ven and blast furnace gas. It is expected hat they will melt steel at a very low fuel onsumption. With this low production cost n mind, Mr. Lee and Mr. Younglove sold he customer on the idea that thicker insula-ion should be used. Consequently, the walls of the regenerators and slag pockets will be insulated seven inches thick instead of four inches as in the past.

Order from generating plant—

The Acoustical Engineering Corporation of Chicago, recently secured an order for installing the sound isolation system in the new State Line Generating plant at Hammond, Indiana. This order was secured through the efforts of H. M. Frantz.

The contract calls for the installation of J-M No. 20 Anti-vibration chairs on one-foot centers, supporting 4 inch H beams in double layer construction with a concrete floor which will take care of an allowable live load of 200 pounds per square foot. This floor will cover an area of about 4,300 square feet and will be entirely disconnected from all surrounding surfaces.

The sound proof walls will be of the usual type with No. 14 wall isolators, felt, lath and plaster.

A tale of two stickers—

This is a tale of two stickers. One is the effective little label which brings increased sales and greater profits to all purveyors of J-M Keystone Range Boiler Covers and the other is R. W. Hoffman, J-M salesman in St. Louis.

Those three cars of competitive materials which the Central Hardware Company, one of the best-known plumbing and heating supply houses of St. Louis, bought last year didn't suit Hoffman at all and he determined to switch them from "any manufacturer" to J-M.

It was a long and uphill fight and at first he didn't seem to make much headway. In going over sales promotion material, he became impressed with the J-M Keystone Range Boiler Cover sticker and on his next call, he took a few stickers along and casually displayed them to the sales manager who became quite interested. This led to several discussions of J-M merchandising and sales promotion plans and eventually culminated in a couple of pick-up orders.

To make a long story short, the Central Hardware and Supply Company is no longer an "any manufacturer" buyer but a J-M distributor and has sealed the compact with a two carload order for Improved Asbestocel and Wool Felt Covering, Asbestos Paper, Millboard and Asbestos Cement, and is buying right along at a most gratifying rate.

Nine million dollar courthouse—

The combined sales efforts of R. H. Mistele, H. F. Luedtke, A. L. Klug, and F. F. Mohr all of the Milwaukee office resulted in the Milwaukee Insulation Company, new approved contractor, securing the insulation contract for the new nine million dollar courthouse in Milwaukee.

A fourth carload—

George H. Fohey, J-M salesman in Milwaukee, recently sold the Westinghouse Electric Supply Company of Milwaukee their fourth carload of Asbestos Ebony.

Single boiler ninety feet high—

Enough heat to supply a city of 20,000 is produced by a single boiler more than ninety feet high that has been installed by the New York Steam Corporation in preparation for the additional load on the system when heat is supplied for the Empire State, which upon completion will be the world's tallest building.

The boiler drums and drum heads, together with hot water and steam lines, and auxiliary equipment, will be insulated with J-M 85% Magnesia and 302 and 352 Cement. The contract for the materials and their application, amounting to approximately $55,000, was awarded to the Asbestos Construction Company, J-M approved contractors. The boiler will be fired with pulverized coal and will operate at 350 pound pressure, the steam passing to the main through a reducing valve which cuts the pressure to 150 pounds.



Fifty squares of J-M roof on spray deck of Moerschel Products Co., Jefferson City, Missouri, constantly under water.



COURTESY MUSEUMS OF THE PEACEFUL ARTS

Display in front of Transite partition at Museums of Peaceful Arts, New York City, where 4,760 squares are installed.

Transite partitions in museum—

In the Museums of the Peaceful Arts located in the News Building, New York City, there are 4,760 square feet of Transite installed as partitions. Rough-cast Transite was used, coated with Solidon and finished with ivory-colored paint.

Half-inch Transite was installed as a baseboard around the entire partition.

Transite for gas holders—

The Northern States Power Company, has used Transite Corrugated as the outer shell for the gas holders at Mankato, Fargo and Brainerd, and Flat Transite for the ones at La Crosse. Each holder required nearly a carload of material.

This account which is handled by J. E. Bowell, Minneapolis salesman, also recently purchased 72 squares of Transite Corrugated for re-roofing two buildings.

Roof constantly under water—

On the spray deck of the Ice Plant of Moerschel Products Company, Jefferson City, Missouri, fifty squares of Built-up Roofing are under water continually. The entire roof area of 84 squares was applied in June, 1929, by Jake Balkenhol, approved roofer in Jefferson City. The roof has given excellent service, standing up under most unusual conditions.

Sanacoustic Tile for Macy's—

The busyness of department stores usually creates a confusion of sounds that is distracting both to customers and clerks. R. H. Macy and Company, New York City, will use Sanacoustic Tile to overcome this condition in the twenty-story addition to the present building which will be completed next May.

The installation is to be made by the Acoustical Construction Company and an order approximating $33,000 for Sanacoustic Tile has been placed with the New York Metropolitan district.

"The Asbestos Shingle Town"—

Wildwood, New Jersey, has become known as "The Asbestos Shingle Town,"

(*Continued on page* 19)

Published by AsbestosClaims.Law
asbestosclaims.law/library/12777/15

Within the Circle

General Headquarters

JEWEL BELLUS, *Reporter*

Sympathy is extended to Miss Helen Hedeman, advertising literature section, sales promotion department, upon the death of her sister.

Twin boys were born to Mr. and Mrs. R. J. Newberry on October 28. Mr. Newberry is assistant traffic manager.

For T. A. O'Brien of the general accounting department, the graduation exercises of the Pace Institute on November 17 marked the end of a rigorous course of evening study pursued by him at that institution for the required period of three and one-half years. With the "sheepskin" Mr. O'Brien received honorable mention for his thesis "Form Control as an Aid to Management" and for his commendable record of class attendance. During the entire period of three and one-half years, only one absence was charged against his record. He has enrolled at Columbia University to take up further study.

Sympathy is extended to A. J. Haley, general traffic department, in the loss of his father, whose death occurred after he was struck by an automobile.

R. V. Parsons, consulting acoustical engineer, is spending a month on the Pacific Coast during which he will attend the Acoustical Society of America convention at Los Angeles.

J. S. Parkinson, staff engineer, general acoustical department, discussed acoustical treatment of theatres, at the meeting of Motion Picture Theatre Owners held in Philadelphia early in November.

F. A. Sanders, state representative for Johns-Manville in Texas, visited the New York office November 25.

F. W. Schlenk was very down-hearted when he arrived at General Headquarters one Wednesday morning. While on the subway he had lost the watch that had been presented to him as a member of the Quarter-Century Club. He prized the watch very highly, of course, and having lost it in a city populated by millions he didn't entertain hopes of recovering it. The following morning he received a telephone call from a young man who had found the watch and was able to trace the owner by the inscription "Presented to F. W. Schlenk. Johns-Manville Corporation in appreciation of 28 years of loyal service. September, 1929." Later that day the watch was again in his possession.



At the annual picnic of Detroit district.

Eastern Division

R. B. ADAMS, *Associate Editor*

T. K. Mial, manager of Eastern Division, and J. O. Boylan, manager Philadelphia district, recently visited the southern part of the Philadelphia district territory, contacting the salesmen and sales offices, and also calling on distributors in the cities of Baltimore, Washington, Richmond, Norfolk, Durham, Charlotte, Raleigh, and Greensboro.

Due to illness, Miss Helen Stanton, Dictaphone operator of the Philadelphia district, and Miss Iris K. Armour, sales office clerk of the Richmond office, have been granted leaves of absence.

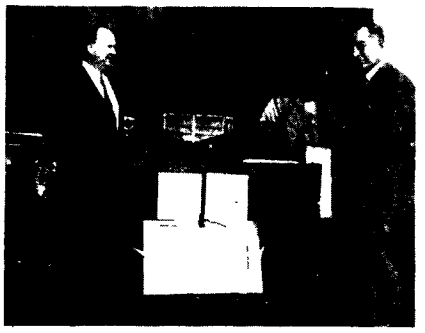
H. P. Robinson, New York Metropolitan district, and Miss Helen M. Dean of New York, were married on October 31.



Bill Schardt, J-M's youngest Fire Fighter. His father, P. B. Schardt, commercial building materials representative, Dayton territory, won the "Red Derby" twice in succession having secured the greatest volume in Rigid Shingles during two different weeks.

B. P. Moore, Boston automotive representative, spent a day recently at Manville Factory with M. K. Cumming, Eastern Division automotive manager. Mr. Moore went through the automotive research and development department where he viewed the various activities of Johns-Manville in the perfection of present products and development of new materials to meet changing conditions. Mr. Moore also viewed the various steps in the manufacture of automotive commodities.

Boyd C. Courim, formerly of the J. S. McCullough Company at Philadelphia, has been employed as an automotive salesman in the Buffalo and Rochester area. Before going into his territory, Mr. Courim spent a few days with M. J. Lennon, canvassing the automotive trade in Philadelphia and also going through the Manville Factory where he viewed the manufacture of various automotive commodities.



L. V. Bohannon and J. S. Polcar, both of Central Division, examining a piece of the latter's handiwork for straightening Sanacoustic Tile that had become bent.

A baby boy was born to Mr. and Mrs. S. H. McVicar on November 16. He has been named William Scrivener. Mr. McVicar is office manager, Eastern Division.

On October 24, a baby boy was born to Mr. and Mrs. F. C. Worden. Mr. Worden is connected with the sales department, Metropolitan district.

Central Division

M. C. MALHAM, *Associate Editor*

D. W. Very, steel industry salesman, Pittsburgh district, is a leading football official, inasmuch, as he has handled some of the most important games to date and has been commended by some of the recognized authorities for the manner in which he has officiated, particularly in the games between Carnegie Tech and Notre Dame at South Bend.

Miss Maude Richards, has been employed as secretary to E. F. Boyle, manager Detroit district.

Miss Ethel M. Ritter, secretary to Eugene Dowling, sales manager, Cleveland district, has announced her engagement to Henry Emmerling.

Mr. and Mrs. Fred Dreger of Erie, are the parents of a baby daughter.

H. L. Steiner, manager, Cincinnati district, was pleasantly surprised with a dinner at the Cincinnati Club, given in honor of his fiftieth birthday anniversary, October 24. In addition to Cincinnati office employees, G. R. Lewis and G. E. Grimshaw of Cleveland, and Campbell Ryan of New York, were present.

Miss Alma Hudepohl, secretary to H. L. Steiner, manager of the Cincinnati district, resigned from her position and was married to Walter Heidecker, on November 8.

J. S. Means, Cleveland district, announces the arrival of a new daughter.

F. P. Byington of New York stopped in Cleveland for a day on his return East from the Pacific Coast.

G. D. Kellogg, architectural representative,

Published by AsbestosClaims.Law

ACL Doc 12777 · Page 16 of 24

asbestosclaims.law/library/12777/16

Cleveland district, has returned from a trip to the Pacific Division. At the request of General Headquarters, Mr. Kellogg went to the Coast to assist in handling a very large acoustical proposition.

Mrs. Decker, wife of G. P. Decker, Power Products representative in the Toledo territory, has returned from the hospital where she had been for more than 10 weeks. During the early Fall, Mrs. Decker ran a thorn in her thumb which resulted in blood poisoning. Additional complications set in followed by pneumonia, and for several days she was in a very grave condition.

Harold Freeman, former credit manager of Central Division, who was recently appointed to the position of assistant to the general credit manager, General Headquarters, visited the Cleveland office recently to assist the Cleveland district credit department in ironing out a number of matters.

The Cleveland Builder Exchange annual dinnner was held in Cleveland, on November 13. Johns-Manville, Rankin-Dutney Corp., approved insulation contractors, and the Industrial Asebstos Products Co., approved roofing contractors, reserved a table at this dinner. H. P. Rankin, G. V. Dutney, W. B. Walter, Eugene Dowling, J. S. Means, D. A. Noville, T. H. Russell and Perry Miller attended the dinner.

Miss Vera J. Schilling is a new employee in the Dictaphone department at Cincinnati.

Miss Carlyne L. Boyle is a new employee at Grand Rapids.

The Detroit district employees held their annual picnic on September 20 at Ford Park, Dearborn, Michigan, with 112 in attendance. Guests included the Rankin-Dutney sales and office forces. The single men took to task the married men in a hard fought baseball game, after which everyone gathered around the tables for lunch. After lunch contests were run off. Winners of contests were: F. W. Clise, and daughter, Martha, egg contest; Mrs. E. F. Boyle and J. W. Eby, duck walk; Edward O'Connell, paper bag contest; L. P. Schick, crab race; Mrs. C. F. Baker, bean contest; Betty Baker, shoe race; F. W. Scott and L. D. Royer, three legged race.

Western Division

E. NELSON, *Associate Editor*

Ralph C. Harden, manager, was the recipient of numerous letters and telegrams from all over the Division on December 1, the anniversary of his birth.

The address of the Milwaukee, Wisconsin, office has been changed to 229 East Wisconsin Avenue.

H. F. Luedtke, Milwaukee salesman, and J. Watson of the same office, recently showed the film, "Asbestos—The Magic Fibre", at an N. A. S. E. meeting in Kenosha.

R. W. Sanders, salesman in Illinois, recently gave talks on asbestos products, home insulation and acoustics before the Rotary Club at Pontiac, Illinois, and the Kiwanis Club at Mason City, Illinois.

R. H. Mistele, Northwest district salesman, was married on October 25, to Miss Dorthy Dalton, of Milwaukee.

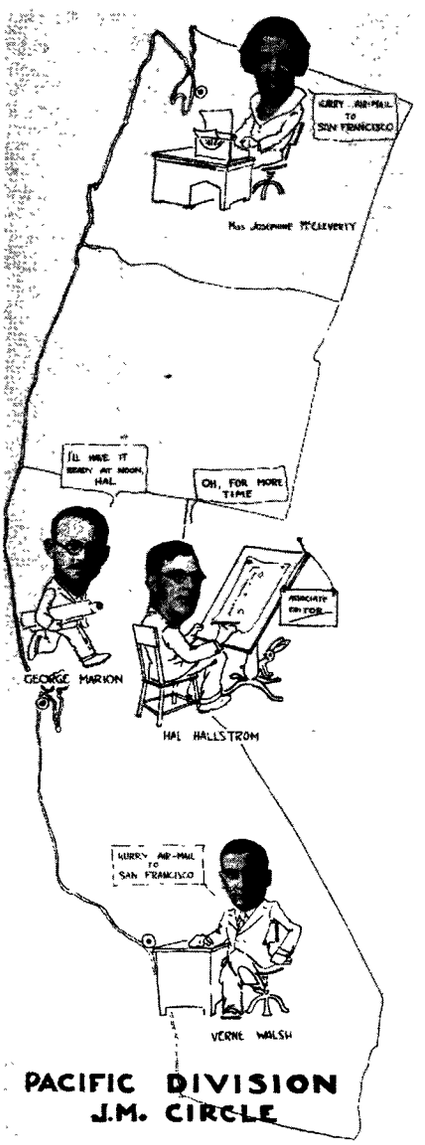
On Thanksgiving eve, Miss Marie Kasik, Northwest district cashier, became the bride of Raymond Zeally of Milwaukee. The Northwest district employees presented her with a silver coffee set and waffle iron, and as an added surprise, decorated her desk.

Walter Finch and Walter G. Wendland, of Northwest district recently showed the film "Asbestos—The Magic Fibre" before the Rotarians and Kiwanians of Neenah, Wisconsin.

T. H. Crampton and young George Gary have a highly developed case of Celiteitis (diatomaceous hysteria). No less than twenty helpless Mason Contractors have been smitten.

Ralph C. Harden, manager, and Herbert N. Haberstroh of the Chicago district, accomplished a splendid piece of work for Western Division in general and the Northwest district in particular during a recent trip to Minneapolis.

Erwin Nelson, sales promotion manager, has made a number of trips into the territory, contacting with distributors, dealers, and salesmen, and rendering them helpful service along sales promotion lines.



Sympathies are extended to P. Baumgaertner and C. E. Vance, both of Chicago district, who recently lost their mothers.

Erwin Nelson, sales promotion manager and airplane fan, is elated now that direct air passenger service between New York and Chicago in six-and-one-half hours has become an accomplished fact. He is hoping that annual conferences will be held in New York at least once a month.

The Northwest district office at Milwaukee again displayed the usual commendable spirit in the recent drive for Community Charity Funds.

The Associate Editor of Western Division recently challenged Ed Bowell, J-M salesman in the Minneapolis territory, to a duel. "Ed," being the challenged party, had the choice of weapons, and promptly chose knife and fork. The duel will be fought during the associate editor's next visit to Minneapolis, in some convenient Rathskeller.

The Y. W. C. A. Swimming Pool Acoustical Treatment installation in Milwaukee continues to be popular with the salesmen of the Milwaukee office and their prospects. Webster Smith, J-M salesman, Milwaukee, recently took a number of members of the Milwaukee school board and several architects to view the installation.

R. L. Singley, Chicago district, recently showed the film "Asbestos—The Magic Fibre" before the Men's Brotherhood of the Fifth United Presbyterian Church, Chicago, with fifty men present. An order for Home Insulation resulted from the meeting.

Southern Division

BRUCE K. OWEN, *Associate Editor*

Miss Elsa Storck and Frank Mackey Taylor were married on November 11, at the St. Charles Avenue Presbyterian Church, New Orleans. Mr. Taylor is a salesman in the New Orleans district.

Pacific Division

HAL HALLSTROM, *Associate Editor*

While on her vacation, Miss Margarethe Ammon, secretary to H. B. Heyn, manager of the Los Angeles district, dropped off long enough in San Francisco to have a visit with the girls in the headquarters office.

J-M International

W. HANCOCK, *Associate Editor*

In a recent letter from W. E. Haines, sales engineer, regarding conditions in Havana, he remarked "While uptown in the Prado yesterday it was necessary for me to duck for a dugout on account of the barking of the police 45's—not that I was frightened, *but just careful.*"

Research and Development Department, Manville

T. J. O'NEIL, *Reporter*

Robert C. McMinn, formerly student at the Massachusetts Institute of Technology, has recently been engaged to assist in the physical department, principally on high temperature insulation work.

R. H. Soulis spent the week of November 17 in the laboratories in connection with his

Published by AsbestosClaims.Law
asbestosclaims.law/library/12777/17

added responsibility of general direction of developmental work on friction materials.

The laboratories had the appearance of a Hollywood studio for a few days while motion pictures were being taken of testing apparatus for use in a Johns-Manville film on brake lining.

Delegations of roofing contractors and divisional automotive sales managers have visited the department during the past month.

Asbestos Factory and Mines

GEORGE L. FULLER, *Associate Editor*

E. Bolduc, F. Bobo, and A. D. Boisvert have been transferred to the milling department from the machine shop, as millwrights on new experimental work.

The shovel repair crew has started field repairs on E. S. No. 91.

Mr. Underwood has been engaged as stenographer in the milling and engineering departments to replace E. Hoffman who was called away due to the illness of his mother.

S. Copeland has been engaged as stock clerk in the stores department.

The sympathy of the community goes out to A. C. Whitney and his family for their recent bereavement in the loss of little Arlene Whitney. Mr. Whitney is a foreman in the milling department.

A. D. Tector, assistant factory superintendent, has been admitted to the American Society of Mechanical Engineers as an associate member.

When A. R. Watterson, chief of tabulation and timekeeping departments left to take up a position in Montreal, he was presented with a desk pen and pencil set and cigarette case by members of the office staff.

Sympathy is extended to the parents of Eugene Carignan, formerly winder in the Pipe Covering department, who died on November 4 from injuries received on November 2 when his car overturned between Three Rivers and Victoriaville. There were three others in the car at the time, including the deceased's brother, A. Carignan, and they all escaped with cuts and bruises. The funeral was attended by all the Pipe Covering employees.

William McCullough, assistant foreman of the Pipe Covering department, was presented with a leather portmanteau, when he left to go into business with his father at Sherbrooke.

The sympathy of the members of the Pipe Covering department is extended to E. Beaudoin, sawman, for the recent death of his little daughter.

Chrysotile Mine

H. W. SHULTS, *Associate Editor*

H. L. Mende of Phoenix, Arizona, has been added to the accounting department as office manager.

Lincoln A. Stewart has taken over the duties of mine foreman and Policarpo Corral has been appointed shift boss

Gretna Factory

EDGAR L. BELSOM, *Associate Editor*

Gretna Factory expresses sympathy to S. Trombatore, truck driver of the punch department, upon the death of his father.

The honor for the first sale of a roof in the re-roofing campaign went to Ted Schleuter, master mechanic and second honors to L. Gros, die operator of the punch department.

S. A. Williams, vice president, was a visitor at Gretna during the early part of November.

Sympathy is extended to W. E. Hunter, accountant at Gretna, on the death of his father.

Lompoc Factory

J. H. MERRIAM, *Associate Editor*

Ross Germond, factory accountant, was married in Los Angeles, October 22, to Miss Beatrice Wilder.

Recent visitors at the Lompoc plant include S. A. Williams, vice president, General Headquarters, L. R. Hoff, vice president in charge of sales, General Headquarters, and T. W. Fletcher, manager, Weaver-Henry Corporation, Los Angeles.

Manville Factory

A. J. AYRES, *Associate Editor*

Raymond Soriano of the roofing department office and Miss Mary Stabile were married on October 9. The young couple reside in Raritan.

Miss Nettie Applebaum, formerly stenographer in the roofing department, has left Johns-Manville to be married.

Miss Mabel Carlson, the plant nurse, attended a New Jersey convention of industrial nurses at Camden, New Jersey, on November 8.

E. Fluett was married to Miss Albina Gagnon at Nashua, New Hampshire, on October 13. Mr. Fluett is employed in the punch press department of the shingle plant.

K. W. Huffine, general superintendent, and E. R. Powell, chemist, both of the Banner Rock plant at Alexandria, visited Manville Factory during the last week of October.

William Alleson, an employee in the shingle plant, was married to Miss Alice Bigos on September 13. The wedding took place at the bride's home in Lowell, Massachusetts.

D. C. Renton made a trip to Waukegan Factory and to the Mines at Asbestos, Quebec, in the early part of October.

O. W. Tuckwood, traffic manager, of J-M International Corporation, was a visitor at Manville Factory on October 23.

G. Ellwood Houghton and Miss Florence Sloat were married on October 18. The wedding took place in the First Methodist Church of Somerville, the bride's father officiating Mr. and Mrs. Houghton took a trip through the Shenandoah Valley and the mountains of North Carolina.

D. C. Renton, chief engineer, has been a resident of Bound Brook since November 1. Until recently Mr. Renton's family were at their former home in Waukegan.

A daughter, Betty Ann, was born to Mr. and Mrs. E. C. Lindstrom on October 23. Mr. Lindstrom is a member of the inspection and control department.

Employees of the Manville office extend sympathy to Miss Agnes Cain of the tabulating department for the recent death of her father.

The box factory has improved its delivery service to the various manufacturing departments by the purchase of a new Ford truck

Vincent Hunt of the inspection and control department, has recovered nicely after a tonsil operation.

Dan Body of the millboard department, is the father of a son born November 2.



P. B. Geitz, manager automotive department, Central Division. W. B. Walter, sales manager, building materials department, Perry E. Miller, vice president and treasurer of Industrial Asbestos Products Company, approved roofing contractors in Cleveland, and C. E. Murphy, transportation and government representative, Central Division, with one day's catch at San Souci, Ontario, Canada.

Nashua Factory

J. J. FARRELL, *Associate Editor*

Ray Little of the office staff, is receiving sympathy of employees on the death of his father.

Edward Parent of the mechanical department, is the father of a baby girl, born October 27.

Andrew H. Drumm, Jr., of the purchasing department, had charge of arrangements for the sham battle held the morning of Armistice Day.

Julian J. Vigneault of the maintenance department, returned to work recently after an illness of six weeks.

Sympathy of Nashua employees is extended to Arthur Genest, on the death of his wife, following an operation.

Edgar Fluett, employed at Manville, formerly of Nashua, and Miss Albina Gagnon of Nashua, were recently married.

John Lemery of the billing department, John A. Sullivan and Stephen Bohan, foremen in the press department, motored to New Haven to attend the Dartmouth-Yale game.

John E. Donnelly of the accounting department, had his car stolen from in front of office. It was found three days later at Saugus, Massachusetts, about ninety miles from Nashua, stripped of all movable parts.

Blowing unit is parade feature

The Home Insulation Company of Wichita, Kansas, started off last June by Walter D. Bizot, J-M salesman of the St. Louis district, and E. Nelson, sales promotion man-

Published by AsbestosClaims.Law
asbestosclaims.law/library/12777/18

ger, Western Division, celebrated the opening of the new Santa Fe station in Newton, Kansas, in an ingenious manner. They used the Home Insulation blowing unit for blowing confetti as an outstanding feature of the parade.

L. E. Cushman gives talk

At the request of Nashua Factory, L. E. Cushman, of the Boston office, went to Nashua recently to give a talk on the asbestos industry products, before the employees of the Public Service Company of New Hampshire. The film "Asbestos—The Magic Fibre" was shown.

While at Nashua Mr. Cushman showed the film on Asbestos Wall Tile to the officials and employees of Nashua Factory who were interested in seeing the sales and application story as shown by the film, of a product which they manufacture.

Exhibit arranged in Milwaukee

Johns-Manville had a most attractive exhibit at the thirteenth annual convention of the National Association of Ice Industries recently held in Milwaukee. V. S. Miller and R. L. Singley, both of Chicago, assisted by E. Steck of the Milwaukee office, were in constant attendance.

Here and There

(*Continued from page* 15)

due to the progressive salesmanship of T. S. Goslin Lumber Company of Wildwood, one of the first companies in Philadelphia district to take over the distribution of J-M Shingles.

One of their recent orders was for 300 squares of Rigid Asbestos Shingles to be used on twenty houses in West Wildwood.

J-M Insulation in Sav-Mor boilers—

J-M Insulation is used throughout in the Sav-Mor boilers manufactured by the Bastian-Morley Company, La Porte, Indiana, due to the efforts of W. W. Jones, engineer, insulation department, Chicago.

The company also uses No. 103 Millboard, cut to size, to act as a cushion in the inspection doors to hold the Pyrex glass in place; and Transite to fill a space in the joint between the housing and base of the boilers.

Again persistence pays—

Two months and a half of close contact finally resulted in changing a specification for a competitive product to Tile Flooring Type "A".

L. J. MacMahon, Milwaukee office, with a display of stick-to-itiveness convinced the Franciscan Fathers that J-M Tile Flooring should be used in their new monastery at Burlington, Wisconsin. According to Mr. MacMahon it was a "show me" proposition from the first. The order was for 25,000 square feet.

Inquiry results in carload order—

In response to a postal card inquiry for 8 by 16 Asbestos Shingles, J. Harrison White, J-M salesman in Iowa, recently called on the Wadena Lumber Company, a new account, and came away with a carload order.



Baltimore Trust Building in which the Baltimore office is now located.

"Its an ill wind"—

"It's an ill wind that doesn't blow somebody good," opines Paul T. Phillips, J-M salesman in southern Illinois for the St. Louis district. Scarcely had the hurricane subsided which recently did heavy damage in and about Mount Vernon, Illinois, when Mr. Phillips and his approved roofer, Walter N. Atkinson, got busy and worked to such good purpose that they promptly secured orders for three twenty-year bonded roofs, three fifteen-year bonded roofs, two ten-year bonded roofs, and a lot of other miscellaneous work totaling some 400 squares of Built-up Roofing, and 150 squares of Cap Sheeting.

Another Ford Plant J-M roofed—

Added to the already impressive list of Asbestos Built-up Roofing jobs for the Ford Motor Company is the new Buffalo Plant now under construction. This job, involving approximately 3,000 squares of fifteen-year Bonded Asbestos Built-up Roofing, was recently awarded to Joseph Sanders Company, J-M approved roofing contractor, of Buffalo, New York. This account is handled by R. E. Shoens, Detroit district industrial salesman.

Toll room acoustically treated—

Paul J. Washburn, acoustical salesman, Northwest district, Western Division, recently sold approximately 6,000 square feet of Sanacoustic Tile for installation in the toll room of the Northwestern Bell Telephone Company, at Minneapolis.

This room was in their old building which is to be a part of their new 32-story building, now under construction.

The acoustical treatment had to be very clean, inasmuch as the equipment in this room costs one half million dollars and is very delicate and excess dust would be injurious.

Nashkote in vaulted ceiling—

Rough Nashkote "A" has been installed in the vaulted ceiling of the Erie, Pennsylvania Trust Building to imitate exactly an old Spanish plaster. The Nashkote was tapered off to retain the frescoes, reveals, and decorative plaster of the original ceiling.

Expansion Joint distributors—

Northwest district, Western Division, is strengthening its distribution on Expansion Joint with the following accounts in Wisconsin: Cook and Brown Lime Company, Oshkosh; Tews Lime and Cement Company and W. H. Pipkorn Company at Milwaukee; Cowin and Company, Minneapolis; and Hamar-Quandt Company, Houghton, Michigan. Orders from these companies totaling 28 carloads have been received for shipment in 1931.

Tile Flooring in new building—

An interesting order recently closed in the Philadelphia district was sent in by T. B. Stein and J. W. Bohnel. Between them they persuaded the Hercules Powder Company to use 20,000 square feet of Tile Flooring Type "A" in a new office building, which resulted not only in a very nice order, but also a new Tile Flooring distributor.

Sanacoustic corrects condition—

J. A. Fell, South Bend, Indiana, salesman, Chicago district, points with pride to the acoustical installation in the office of W. J. Steinmetz of the General Asbestos and Supply Company, South Bend. This distributor and contractor moved into his present location about a year ago and found the office extremely noisy. As business increased, this condition grew worse and worse until it became almost intolerable.

Through the efforts of Mr. Fell, J-M Sanacoustic Tile was installed, and now the office is quiet and comfortable, regardless of the noisy sheet metal department right next to it.

Re-Roofing Two Buildings—

J. M. Watt of the Philadelphia district, was successful in closing an order recently for 1,500 squares of Class "A" Built-up Roofing for the Worth Steel Company. This order was secured in face of severe competition. After closing the 1,500 square order, Mr. Watt induced the Worth Steel Company to re-roof two buildings instead of one—making the order total 1,608 squares.

Institute tests Tile Flooring—

W. H. Hall and F. A. Refert of Philadelphia district, recently secured an order for 6,000 square feet of Tile Flooring Type "A" for Brookings Institute, Washington. The Institute is endowed by Mr. Brookings for scientific research of all new material, after which announcement is made public of the findings. Several different samples of Asphalt Tile were tested and J-M was finally accepted as the best for floor use.

Published by AsbestosClaims.Law
ACL Doc 12777 · Page 19 of 24
asbestosclaims.law/library/12777/19

Promotions *and* Transfers

GEORGE F. BROWN: building material salesman, transferred from Camden territory to Philadelphia Metropolitan territory.

D. M. CLAY: promoted from issue clerk, purchasing and stores to chief issue clerk, Lompoc Factory.

MISS AUGUSTA ELLEBRECHT: promoted from Dictaphone operator, Cincinnati district, to secretary to H. L. Steiner, district manager.

J. W. GEORGE: transferred to the Eau Claire sales territory, from the Chicago district.

ROY HERRON: promoted from painter to painter foreman, Manville Factory.

WILLIAM KELLER: transportation and government department, transferred from Metropolitan district, to Philadelphia district.

MISS HELEN J. MOORE: transferred from service department, General Headquarters, to handling suggestions.

W. L. QUIN: transferred from Minneapolis city territory to Madison, Wisconsin.

W. C. WEIGLE, transferred to power plant specialties, covering a large portion of Wisconsin.

"Thermos-Kit" for hot lead made from Magnesia Blocks

On one of the regular calls of E. H. Cunningham, Montreal district, at Springhill, Nova Scotia, J. H. Mann the master mechanic of the Dominion Coal Company, told him that they had hit upon a new use for 85% Magnesia Blocks which helped them out of a difficult situation.

The end of the big haulage cable which runs into the mine about a mile, had to be fastened into a socket with molten lead and the question to be solved was how to get the hot lead into the mine a distance of a mile from the pit mouth and to keep it hot until they were ready to use it. The lead could not be melted in the mine so Mr. Mann and one of his assistants, hit upon an idea. A box 14 inches square was lined with 85% Magnesia Blocks 2 inches thick with a round opening left in the center. The lead was melted at the blacksmith shop and the container placed in the box and covered over with another piece of magnesia. It was then taken to the pit mouth half a mile away and then carried another mile where repairs had to be made When the "Thermos-Kit" was opened up three hours later the lead was quite hot and the experiment proved a great success.



Suggestion award winners, Asbestos Factory: David Kyle, Grant Monahan, Eddie Connolly, Simeon Goudreault, Hervé Côte, Josephat Côte, Sylvio St. Louis, Napoleon Lefebvre.

"Pep and Kick Club" meets

The "Pep and Kick Club" of the T. S. Goslin Lumber Company, Wildwood, New Jersey, building material distributor, met recently at the Wildwood Golf Club. Eighteen visitors, representing the companies whose products are sold at Goslin's, were the guests of the club for the special Johns-Manville program.

Those attending from J-M were J. O. Boylan, Frank Crow, A. S. Royal, R. H. Worrall, Arthur Hess, Frank Brennan, William Kelty, and C. L. Hitchner. The J-M quartet, including Mr. Hitchner, Mr. Brennan, Mr. Crow, and Mr. Hess gave their idea of how "Sweet Adeline" should be sung.

An individual re-roofing campaign

J. L. McCullough of Columbus territory held his own re-roofing campaign by lining up all of his approved contractors. The results were satisfactory with six jobs closed by the first of November.

Asbestos Shingles for Indian homes

B. B. Howard, J-M roofer at Ada, Oklahoma, is one of the few who enjoys the confidence of Oklahoma Indians. During three weeks in November he sold more than 100 squares of No. 70 Shingles for three Indian homes.

Gordon Lumber Co. contest

Taking advantage of the Johns-Manville Fall Radio Re-roofing Campaign, The Gordon Lumber Company, service distributor of Oak Harbor, Ohio, staged a roofing contest between their eleven Northwestern Ohio yards which resulted in a real roofing "mop-up," for this Cleveland district distributor.

Slabs of J-M Asbestos and Asphalt Shingles, inscribed with cheers and advice from the "Five Gordon Chocolate Eaters," Oak Harbor office force, stimulated the men in their efforts and played no small part in the success of this campaign. A five pound box of chocolates rewarded the chocolate eaters efforts.

The Gordon Lumber Company, established since 1868, is today one of the leading factors in the roofing business in Northwestern Ohio.

Manville employee on Council

Alex Batcho, an employee of the roofing department at Manville was elected to the Borough Council of Manville at the general election on November 4. Mr. Batcho, who is twenty-four years old, has lived in Manville for seventeen years and for the past nine years has been an employee of Johns-Manville. He is already district clerk for the Board of Education but this is the first time he has been a candidate for an elective office.



ALEX BATCHO

D. W. Jones heads committee

D. W. Jones, besides being the whole J-M organization in the Hawaiian Islands, is chairman of the exhibits committee of the Trade Committee of the Honolulu Chamber of Commerce. He recently worked on a trade show held in the armory during Hawaiian Products Week.

Winnipeg office has large order

The Winnipeg office is just delivering the last of 18 carloads of Sponge Felted Sectional Insulation with Waterproof Jackets ordered by the Northern Public Service Corporation, Ltd., for their central heating development now being installed in a portion of the residential area of Winnipeg.

This is the largest single order for Sponge Felted Pipe Covering received at the Winnipeg office and runs into approximately 150,000 feet or about 28 miles of Sponge Felted Insulation, a considerable proportion of which was 1½ inch thick.

Salem Gray Shingles introduced

Salem Gray Shingles were introduced to architects of Cleveland recently by Walter McQuade, architectural service department, General Headquarters. The architects received these new J-M Asbestos Shingles with enthusiasm.

Asbestos

In age remote, ere Earth awoke,
Deep in her breast the minerals spoke.
Silver and gold, in time primeval,
Vaunted their power—good and evil.
The metals base, a host of brothers,
Promised to aid and serve the others.
Asbestos spoke; in accents kind,
They heard him say, "I serve mankind."

T. W. Heron,
Mine Office, Asbestos, Quebec.

Published by AsbestosClaims.Law
asbestosclaims.law/library/12777/20



While holding meetings at Globe, Arizona, Hal Hallstrom and L. A. Whitney visited Roosevelt Dam and Apache Trail.

AT J-M MEETINGS

W. B. Walters, sales manager, building materials department, Central Division, T. H. Russell, sales manager, building materials department, Cleveland district, and Eugene Dowling, Cleveland district manager, recently attended a meeting of all yard superintendents of the Gordon Lumber Company at Oak Harbor, Ohio. The Gordon Lumber Company conducted a Harvest Contest of their own and during the months of October sold $7,700 worth of J-M roofing materials.

The three J-M men addressed this meeting and congratulated the salesmen of this company on their successful activity in connection with the sale of roofing materials.

Twelve "performance report meetings" have been held in various district offices during the past three months, at which principles back of the performance report idea, and performance report plans were reviewed. The best methods of employing these reports in personal sales work, as well as the ways in which they have been used by J-M men, were discussed by Hugo L. Rusch, supervisor, performance report section.

Meetings have been held at district offices in Boston, Metropolitan New York, Philadelphia, Syracuse, Pittsburgh, Cleveland, Cincinnati, Detroit, Chicago, Milwaukee, St. Louis and Indianapolis.

R. W. Hoffman, salesman in St. Louis, has been holding meetings with the salesmen of Capen Belting and Rubber Company of that city, distributors of packings, refractory cements, and other J-M power products, every Monday morning. At each meeting one subject, always a different one from that discussed on the previous Monday, is taken up and when the salesmen leave the office they are conversant with the product discussed, its talking and selling points and where and how to sell it.

A meeting was held recently by the Home Insulation Company of York and Harrisburg. Eighteen employees were present in addition to F. R. Ebersole, sales representative, in the Harrisburg territory of Philadelphia district. Future plans were outlined by W. A. Riple. It has been arranged that any employee of the Home Insulation Company who turns in a prospect which develops into an order will be given $5.00 if the order amounts to less than $250 and $10 will be paid for orders amounting to more than $250. Three salesmen are now actively engaged in promoting the sale of Home Insulation in this territory. The Home Insulation Company of York recently celebrated its first birthday.

Hal Hallstrom, Pacific Division sales promotion manager, and L. A. Whitney, salesman in the Arizona territory, conducted carpenter-contractor meetings recently in Globe, Arizona. At these meetings there was an attendance of 28 carpenters, contractors, architects, newspaper men and prospective customers.

F. D. Maunder, sales representative, Akron territory, and W. S. Gordon, Jr., sales promotion department, Central Division, recently held a very interesting "goodwill" meeting with approximately 40 employees of the Ohio Cultivator Company, Bellevue, Ohio, in conjunction with the latter's regular weekly meeting.

During one week, J. E. Plackmeyer, St. Louis district salesman, held a series of meetings showing J-M films for Holecamp's Old Orchard yard, Maplewood Rotary Club, Grays Summit High School, Grays Summit carpenters and contractors, Webster Groves Lion's Club, and Webster Groves High School.

G. W. Goodall, manager of the Auburn Lumber Company, and Paul L. Snyder, manager of the Garrett Lumber Company, held a joint carpenter-contractor meeting recently in Auburn at which 34 men were present. R. D. Bonnell, Chicago district salesman, and his associate, R. W. Paul, conducted the meeting and showed several J-M films which were received with keen interest.

D. C. Goff, New Orleans district salesman, has recently held several very good carpenter-contractor meetings with his distributors and prospective distributors.

A meeting was held recently at the office of the Weitzel Lumber Company, Philadelphia, which was attended by executives of the company, and the forces of the home improvement department. George F. Brown, sales representative, Philadelphia district, showed the moving pictures, "Asbestos—the Magic Fibre," "New Roofs for Old," "Dutch Lap Shingles," and "Asbestos Wall Tile."

Moylan Chew of the Chew-Bittel Company, dealers in Philadelphia, talked about Rigid Shingles and displayed samples. E. R. De Brava representing the Home Insulation Company of Philadelphia gave a talk and showed a movie of insulating a home.

Campbell Ryan, staff manager, Insulating Board and Wall Tile section, General Headquarters, recently spent a week in Cleveland district. A very interesting educational meeting was held with the city salesmen in Cleveland. Evening meetings were held in Erie, Akron, Columbus and Toledo offices. The evening meetings made it possible to contact practically every service distributor in the district. T. H. Russell, building materials sales manager, Cleveland district, accompanied Mr. Ryan on this trip.

M. P. Berney, St. Louis district, has gone "one better" with carpenter-contractor meetings by holding them right on the roof, which he contends is the logical place for such meetings. In this way the men can hear about and see J-M roofs simultaneously.

Three meetings were held with distributors in Toronto district during the radio reroofing campaign. Meetings were arranged by A. R. Burrows with Building Repairs and Alterations, Ltd., Boake Manufacturing Company, and Asbestos Roofing and Supply Company.

J-M films were shown and talks were made by G. H. Meredith, A. J. Masson, Mr. Burrows and Mr. Sherry and by members of the distributor organizations.

"Stalking the elusive moose"

A party from Asbestos Factory and Mines added a new chapter to "Stalking the Elusive Moose" on a recent hunting trip in the "northern wilds" of Quebec.

In the party were R. S. Gardner, assistant general manager, H. K. Sherry, mine superintendent, N. A. Nelson, mill superintendent, Rodger Shoemaker and Ed Townes.

The trip was rather a strenuous one—being a hike of thirty-two miles. All members of the hunting party were successful in shooting a moose. Mr. Sherry had the good fortune to catch a 20 pound pike, while the rest all caught their share of trout, pike and pickerel. The party saw eleven moose, three deer and five bears.



At the camp of the Asbestos, Quebec, moose hunters: R. S. Gardner, N. A. Nelson, E. Townes, Rodger Shoemaker, guide, H. K. Sherry.

Published by AsbestosClaims.Law
asbestosclaims.law/library/12777/21

J-M SPORTS

A bowling league has been formed in Philadelphia district with matches scheduled every Friday evening following the meeting of the Progressive Club, which was formed in connection with the educational plan. The office employees have J. O. Boylan, manager, as captain, and the sales representatives have George F. Brown as captain. Mr. Boylan's team won the first match held November 7.

The Nashua Factory bowling team led during the first four weeks of the city league series.

John Spence, member of the Factory team, was leading the league in individual scores for the first two weeks of November.

A golf tournament is being held in Philadelphia district by members of Nicely and Company, Inc., approved insulation contractors, and representatives of Johns-Manville The "Manville-Nicely" Cup will be awarded to the winner Members of the Nicely organization who are participating include T. J. S. Nicely, Walt Benner, Joe Nash, Fred Hemberger, Dave Oberholtzer, John Schmidt, and Tom Nicely. Those from Johns-Manville are J. O. Boylan, Chuck Charles, Ken Dickson, and Jim Watt.

The following sports activities have been organized for the winter months under the auspices of the Asbestos Amateur Athletic Association. Bowling (inter-departmental league), basketball (boy's team and girl's team), badminton, boxing and wrestling

G. Kerr and Dr. B. Townshend, research and development department, at Manville, New Jersey, first and second ranking players of Somerset County, had a friendly match with one of the representative teams of Middlesex County. G. Kerr played T. Ernst, who has held the Middlesex County championship for three seasons. Mr. Kerr suffered his most decisive defeat of the season, losing to Ernst 6-2, 6-1 Dr Townshend lost to Ernst's partner, Otto Moser, a noted Swiss player, 6-1, 6-0. The doubles match was won by the Middlesex County team 6-2, 6-4, 6-3.

The annual meeting and supper of the Asbestos Amateur Athletic Association was held in Asbestos on November 19, when the officers and club managers for the year 1930-31 were elected.

An excellent band program was provided by the A.A.A.A. band, under the leadership of Mr. Precourt, and a two-round exhibition of boxing was given by the boxing coach, Tommy Dalton and young Andy'.

There is keen rivalry among the Manville Factory paper mill hunters. "Champion" Jim Dooley has made a large wager that he will bag more game during the coming season than either H. Larison or H. Parks, the two most formidable runners-up.

The bowling season is about to open with a bang at Manville. The accounting department, billing department, and factory superintendents teams are already being whipped into shape, and the girls, not to be left behind, are enthusiastically organizing their team The girls also have one jump on the men at Manville factory in that they have already started their basketball practice.

The Cleveland district bowling season has opened with four teams and their captains as follows: Harvesters, A F Blankmeyer, Firefighters, J. F. Meyers; Smoky Dans, G. I. Schaefer; City Slickers, H. Wirth Mr. Meyers has been elected manager and Miss E. M. Ritter, secretary-treasurer.

A basketball team composed of members of the New Orleans district and Southern Division offices has entered the commercial league of New Orleans.

A schedule of two games a week has been worked out to December 22 with the following teams participating: Southern Bell, United Fruit, Woodward-Wight, Standard Fruit, Public Service and Johns-Manville.

The Johns-Manville team includes: W. Sengstock, Division accounting department, L. Meilleur, stockroom, A. Monlezun, New Orleans district order department, R. Schmitt, New Orleans order department, E. Stein, mail department, A. Steeves, Division accounting department, W. Erickson (Taylor-Seidenbach), and A. Graning (Taylor-Seidenbach).



J-M team in New Orleans league. Sengstock, Meilleur, Monlezun, Schmitt, Stein, Steeves, Erickson, Graning.

The girls of the Detroit office have recently organized two bowling teams. One team is captained by Elsie Kretschmar, with Evelyn Green (Rankin-Dutney employee), Ellen Carlson and Constance Faucher as members. The other team is comprised of Edna Bosanko (Rankin-Dutney employee), and Marie Gramzow, Katherine Dawson (not an employee), with Julia Dawson, captain. The teams meet every Monday evening.

The fact that prizes are being offered for the highest individual score and the highest average for the season, makes the interest keener and the competition more earnest.

The miniature golf season at Manville Factory has just ended, with the accounting department claiming the championship of the season at "The Hedges." They have successfully defeated the factory superintendents, the order and billing department, and Arch Hughes' special hand picked team.

October 4 will stand out as a red letter day in the golfing career of A. Grant Barrett, chief engineer at Asbestos Factory and Mines, as on that day he accomplished a feat which is the ambition of all golfers—a hole in one.

For five seasons in fair weather and foul every club member has teed up at the 145-yard eighth hole with a silent prayer that he might make course history by sinking his tee shot, but it has been left to a comparative youngster at the game to attain the desired result.

Answers to Questions on page 8

111. The circulation of air between the old and new roofs.

112. An asphalt emulsion used for holding Tile Flooring Type "A" in place. It retains its tacky nature for an indefinite period; does not soften the tile; and does not bleed through the joints.

113. Six. Standard Woven; Heavy Duty Woven; Folded and Compressed, Moulded in sets and coils; Die-formed, Automotive Brake Blocks.

114. Asbestos Wall Tile and Asbestos Ebony.

115. A chemically neutral powder mixed with water to impregnate Niagrite asbestos tape for fireproofing electrical cables. Also used as a coating over the Niagrite.

116. Two—Alexandria and Waukegan.

117. Pure asbestos yarn is braided over a core of twisted asbestos and annealed iron wire. Then it is sealed with a special compound that defies heat in industrial pumps.

118. At Moll, Belgium.

119. Asphalt-impregnated asbestos felt plied together with a top sheet of white asbestos. Used particularly where light reflection is important.

120. Ten: Asbestos—The Magic Fibre, Story of Celite; Dutch Lap Shingles; New Roofs for Old, Asbestos Wall Tile; Asphalt Plank; Built-up Roofs; Creating the Invisible Home; Back of the Brakes; Underground Pipe Protection.

Published by AsbestosClaims.Law

asbestosclaims.law/library/12777/22

Meet the Chief Line *and* Staff Executives *of* Southern Division



JOHN M. TAYLOR
Division Manager



R. S. HAMMOND
Sales Manager
Building Materials



DOUGLAS BROOKS
Sales Manager
Automotive Dept.



BRUCE K. OWEN
Sales Promotion
Dept. Manager



F. W. BRAINARD
Manager
Division Office



J. H. OLDEN
Manager
Atlanta District



F. C. ALEXANDER
Sales Manager
Atlanta District



C. J. FLANAGAN
District Manager
New Orleans



R. H. SLATER
District Sales Mgr.
Building Materials
New Orleans



JOHN REINHARD
District Sales Mgr.
Power Products
New Orleans

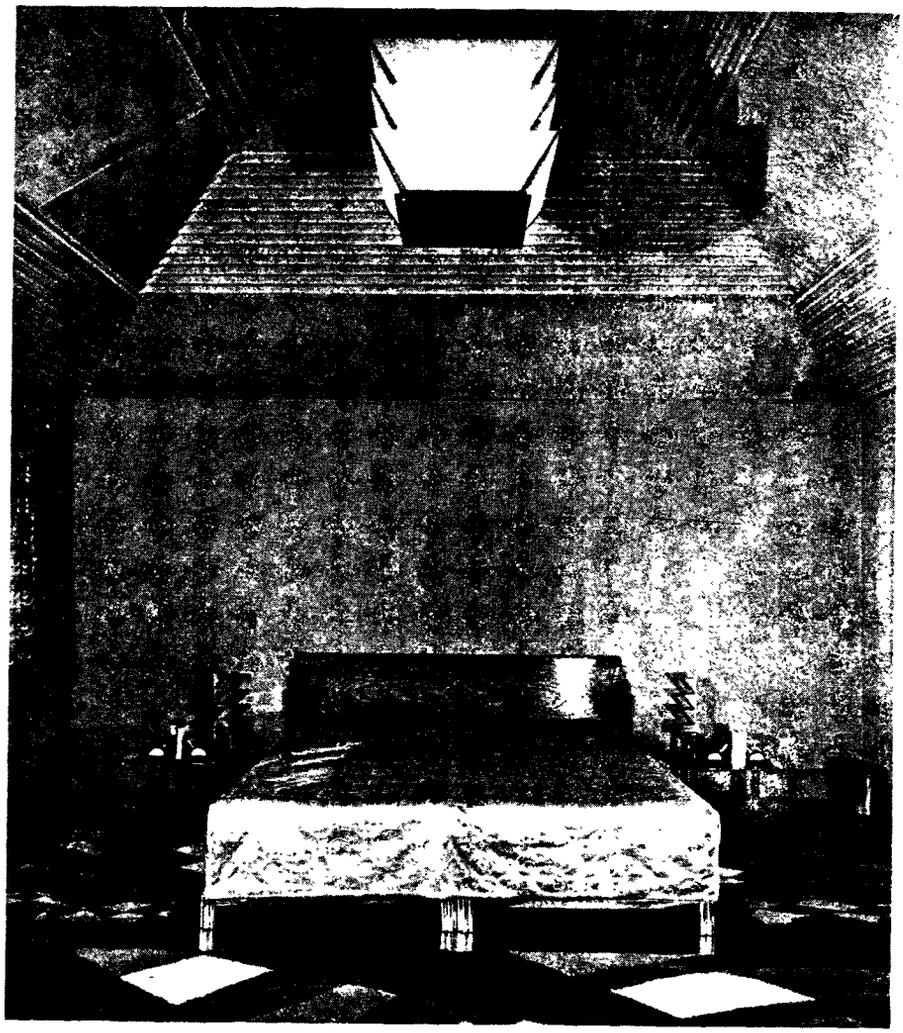


T. E. GOSSETT
Manager
Houston District



E. M. NAYLOR
Assistant Manager
Houston District

Published by AsbestosClaims.Law
asbestosclaims.law/library/12777/23



TRANSITE CORRUGATED IN MODERN DESIGN ▲ ▲ ▲

IN the field of modern decoration, Transite Corrugated has a wide adaptability. This sturdy building material of countless uses in industrial construction has been utilized in interesting fashion to conform to the trend in the modern movement to secure effects with materials in their natural form.

It is used effectively as backgrounds for window displays of department stores and for decorative wall treatments in modernistic interiors of both stores and homes.

Transite is distinguished by an attractive texture and its soft gray tone blends artistically with other decorative treatments.

Transite is composed of asbestos fibres and Portland cement united under tremendous pressure into dense, unlaminated sheets of great structural strength—made in both corrugated and flat form.

Pictured above—A pyramidal ceiling of Transite Corrugated and Flat Transite in a room in the home of James L. Breese at Southampton, L. I., designed by Frances T Miller, Inc.

JOHNS-MANVILLE JM PRODUCTS

TRANSITE CORRUGATED ~A QUALITY PRODUCT

PRINTED IN U S.A.

Published by AsbestosClaims.Law
asbestosclaims.law/library/12777/24