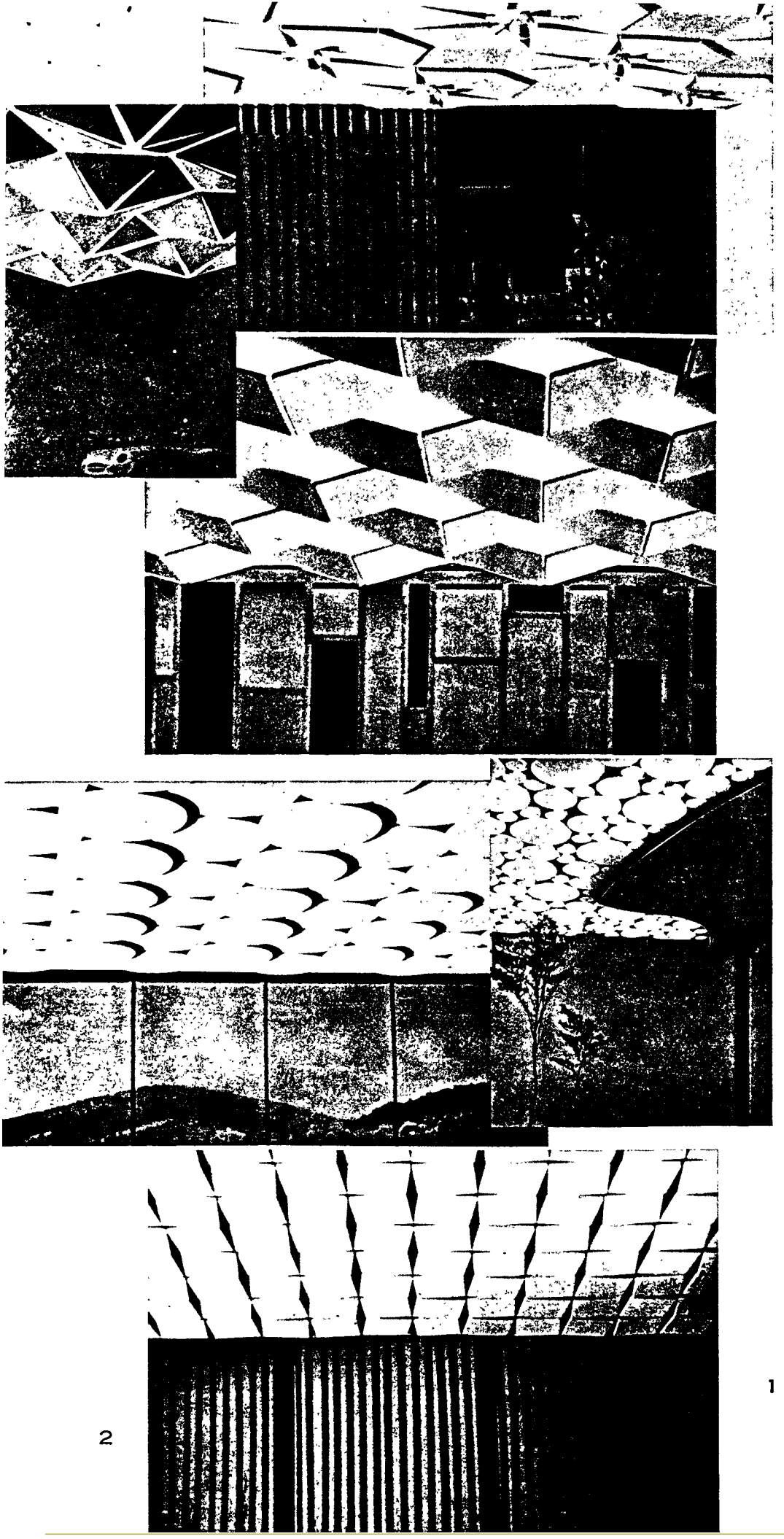
NEWS/PIC

SEPTEMBER 1969

For the nearly 23,500 Johns-Manville employees, retirees and other families



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THE "NOW" LOOK

J-M DESIGN CENTER HELPS KEEP CONSUMER "TURNED ON"

EXOTIC! IMAGINATIVE! YOUNG! It must perform and have dimension, that is, look better and last longer. It must be authentic and sophisticated, yet easy and practical to use.

These are the criteria by which many of today's consumers measure the worth of a product. These are the requirements of the now generation—the war babies grown up. Their unique tastes—the more imaginative and mature characteristics of the psychedelic era—filter into every aspect of American life. It's evident everywhere, in the lives we lead, the clothing we buy, the homes and apartments where we live.

The challenge to industry to anticipate and then satisfy consumer demands is by no means a small one. This new breed of shoppers has to be kept "turned on," and to do that industry must not only turn out top quality products but must satisfy the demand for appearance and performance.

In the building products industry,

1

Left, some "now" look ceiling ideas which exemplify the types of creations produced by the J-M Design Center staff.

2

(Right) Bob Green, Manager of Design, discusses ceiling design patterns with Lew Haskins (center) Coordinator of Administration and Product Design and Senior Designer Fletch Sliker.

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J-M is leading the way in creating a whole new vocabulary of building materials, from roofing to flooring and everything in between, for the non-residential and residential markets.

J-M began by establishing the Building Products Design Center four years ago at Mountainside, N. J., for the purpose of "dressing up" J-M basic products—an idea factory where new consumer demands would be anticipated and studied in depth, then translated into new products, old products with new looks and total building products packages, all aimed at reducing building costs whenever possible.

Heading the Design Center team is Bob Green, a man with a long, outstanding record in the architectural and design fields. His staff consists of young, but seasoned men with strong credentials in the field of design. They are: Senior Designers Akio Ishida, Bob Koch and Fletcher Sliker, Designers Leo Middleman, Mark Weitzman and Alan Wester. Will Van Blargom is Senior Model Maker and Bob Schwartz is a Model Maker. Lew Haskins is Coordinator, Administration and Product Design.

In molding his staff, Bob was anxious to have a team of men who weren't bound by the conventions or traditions of the industry, selecting those designers who had not worked with building materials in the past. He wanted a team which would be able

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to keep several steps ahead of the consumer; designers who would set the pace, not follow, and who would be idea generators of the industry.

In keeping with these objectives, Bob keeps the designers sharp by alternating the products with which they work. They may design ceilings for a while, then try their hand at flooring tiles. As Bob explains it, they work as a team toward the total room or interior concept; for example they produce designs for walls and flooring materials which will be complimentary.

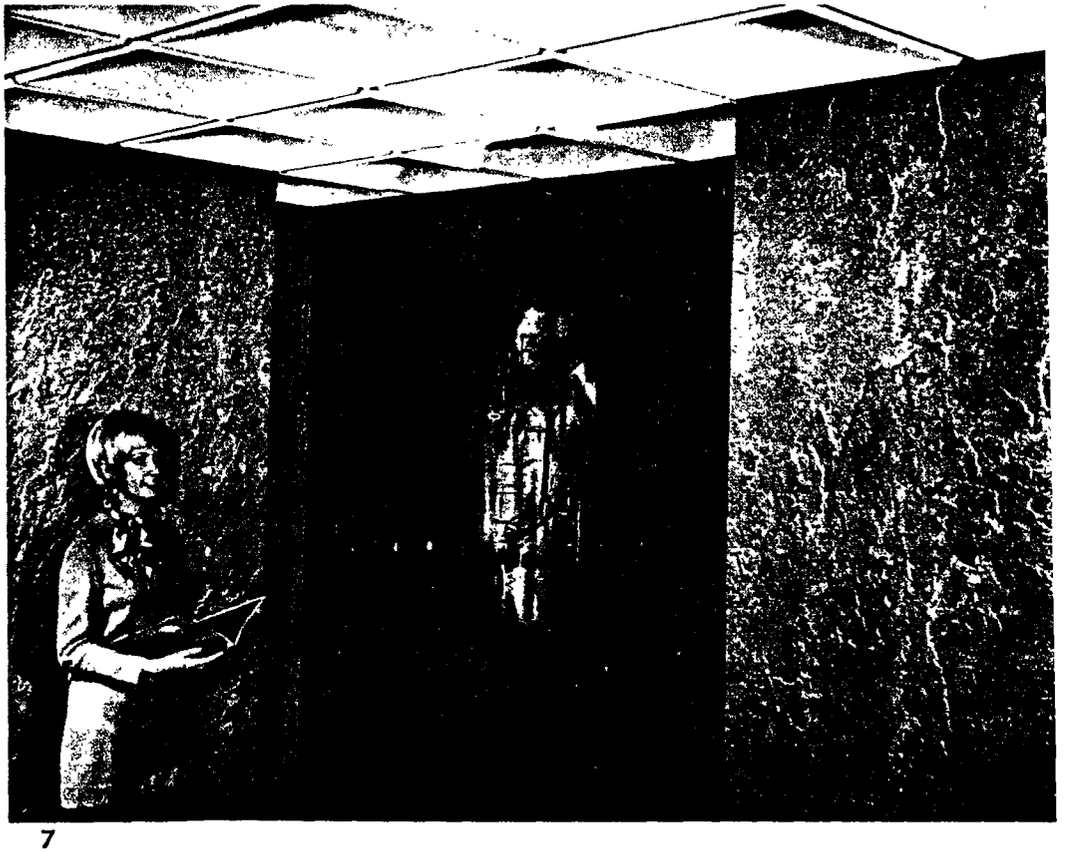
The staff is kept in constant touch with the pulse of the industry. They work side by side with architects, showing them how J-M ceilings, walls or floors enhance a new building. For example, the Design Center came up with the Stonehenge interior in the elevator lobby of Tishman's New York City Downtown Center.

It was the basic philosophy of not accepting things as they are that gave birth to the idea of textured asbestos-cement wall panels. A joint effort by the Design Center and the J-M Research Center at Finderne made it a reality. The possibility of special surface design in asbestos-cement panels was intriguing, but somehow the fibers had to be removed from sight. The Research Center solved that problem and the Design Center came up with textures and colors which satisfy the modern palate. The addition of these exterior panels gives J-M a total wall package since we already market colorful Permatone "S" Panels.

Asphalt roofing shingles, a steady high volume performer for years, was put back on the drawing board for an overhaul. The Design Center team came up with a new array of exciting and unusual color combinations, called Earthstones, which created a new dramatic look in roofing. Furthermore, they also created better looking and unusual shapes for the asphalt shingles and more effective ways of joining the roofing shingles together.

The entire Design team collaborated to produce a J-M designed printed carpet line. Called Design 70, this new line is marked by abstract patterns and vibrant colors, a trend, Bob tells us, which will definitely continue into the next decade, particularly in the residential markets.

This trend toward rather exotic building materials seems to be gathering momentum and one might wonder where it will all end. The quest for improved materials and attractive designs will continue, but does this mean that tomorrow's buildings and houses will be strictly showcases for dazzling building materials? Bob doesn't think so. He puts it in its proper perspective. While these new materials at first seem radically different, the intended effects are what they've always been. We just want to keep making people more comfortable in their own homes. And this can be accomplished only by anticipating and interpreting the mood of each generation.



7

ON OUR COVER: The cover illustrates one of the experimental, ultra modern wallboard designs created by the J-M Design Center as it seeks to capture the mood of a generation.

3

Senior Designer Bob Koch discusses one of the asbestos-cement walls for which he designed the face.

4

Senior Designer Akio Ishida works on new design for acoustical ceilings.

5

Product Designer Mark Weitzman had a hand in creating Design 70 patterns for the new J-M carpet line.

6

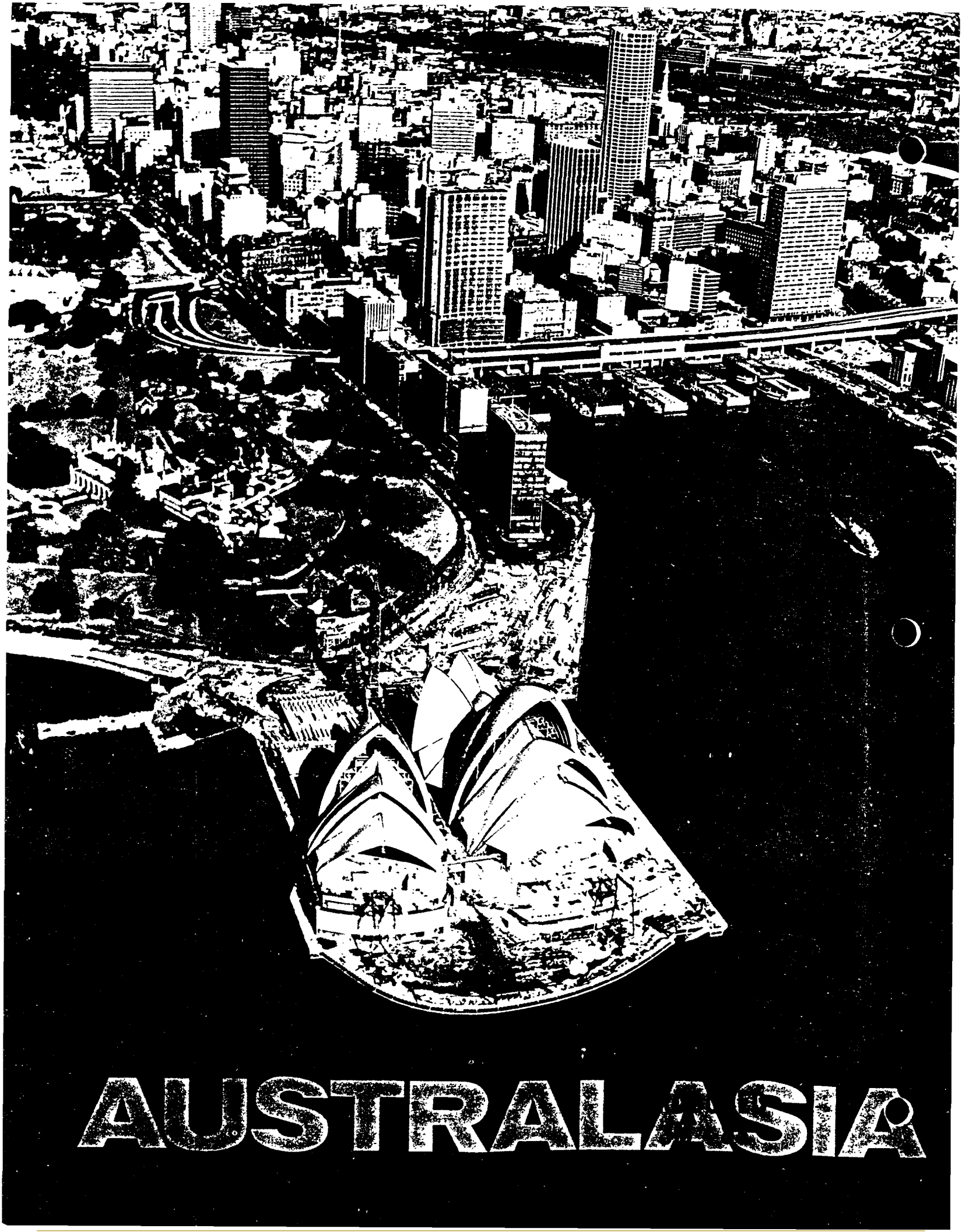
Bob Green shows architects on their building model how "now" look J-M materials will enhance its appearance.

7

1968 J-M Annual Report cover girl, Grace Laird, shows off new Stonehenge, an asbestos-cement wallboard designed at the Center.

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Left: The stunning view when approaching Sydney, Australia from the air.

Right: The Ampol Building in Sydney which houses the new J-M office.





IT'S EASY to pick out on a map the island continent at the bottom of the world, make mention of kangaroos and koala bears, whistle a few bars of "Waltzing Matilda" and say, "that's Australia."

But, that simply won't do. Australia is more, much more: a big, bold, vibrant, color-splashed land of dramatic contrasts, geographically running the gamut from untarnished vacationland along its coasts, overlooked by proud cities blooming with 20th century modernity, to the finest grazing lands in the world, to a barren, prohibitive hinterland. It's a land whose greatest commodity has been time; a land which rose up from the South Pacific an untold number of centuries ago and quietly waited for civilization to discover its uncommon beauty and bevy of resources.

Australia echoes to the continents a half a world away the economic and cultural quivering of the lands "down under," (Australia, New Zealand and the South Pacific islands). The modern world is now taking a second look at this union of Southern Hemisphere land masses it now calls Australasia. Johns-Manville, for example, has opened a sales office in Sydney to step up its efforts in providing quality products and technical know-how to a land plotting a swift course of progress.



Operating under the name of Johns-Manville Australasia Pty. Ltd., J-M now is able to offer to Australia, New Zealand and the South Pacific islands, a wide variety of products ranging from Building Materials, Industrial Insulations, Packings and Friction

NEW OFFICE IN SYDNEY PUTS J-M SOLIDLY IN THE SOUTH PACIFIC

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Richard S. Werner



Howard G. Oldfield



Distributor H. A. Tuck is J-M's in-residence representation in New Zealand. In front of their new quarters are (from left) J. F. Tregerthan, Marketing Manager; W. G. Whyte, Secretary; J. A. Horrocks, Director & General Manager; and T. E. Young, Warehouse Manager.

Materials, Celite®, Fiber Glass and Dutch Brand products which will help them continue to build for tomorrow.

Gordon Read, Vice President and Director for Far Eastern Operations, J-M International, says: "The next five years will show dramatic business growth in Australasia. Our sales have doubled in the past six years, and we expect them to double again in less than half that time.

"One reason for our optimism," said Mr. Read, "is that Australian business men are receptive to innovation. They are willing to try new materials."

The new office is located in the Ampol Building, 84 Pacific Highway, North Sydney. Sydney is an urban gem. It has become the center of Australian industry and culture while never losing its natural beauty. The harbor teams with the traffic of ocean liners and freighters. The heart of the city is a showcase of architecturally stunning skyscrapers, and streets that hum with autos and pedestrians.

The new Sydney Office Manager—the Resident Area Manager for Australasia—is Richard S. Werner, a native of Jersey City, New Jersey, and a graduate of Lafayette College in Easton, Pennsylvania.

Mr. Werner began his career with Johns-Manville in 1955 in the Celite Division in New York. He later transferred to the International Division to become Resident Sales Engineer for Australia.



Howard G. Oldfield has been named as Resident Sales Engineer. Howard is a graduate of Harrow Technical College, Harrow, England. He comes to J-M International after four years with Canadian Johns-Manville.

Also joining the J-M staff in the Sydney office are Gillian D. Coulter, Secretary, and Kerrie Burgess, Sales Clerk.

Supplementing this J-M force is a network of distributors which help channel the extensive range of J-M products and technical assistance to the industrial and residential markets in Australia, New Zealand and the Pacific islands.

The distributors in Australasia are: Eliza Tinsley with offices in Melbourne, Sydney and Brisbane, Australia (the Brisbane Office is the Tinsley sub-distributor, Hoey Fry); H. A. Tuck, of Auckland, Christchurch and Wellington, New Zealand; Seismic Supply of Brisbane, Australia; Payen, Byrne and Blackford of Brisbane, Collingwood and Marrickville, Australia; and Bradford Insulation of North Fremantle, Rosewater, Clayton, Auburn and Salisbury North, Australia.

The establishment of the J-M office to serve Australasia is an example of how J-M continues to meet its commitment to people around the world—to provide quality materials for nations building their rightful places in the world. And in few places is such a trend more emphatic than in Australasia.

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FLEXTRAN HITS THE MARKET

THE FIRST LOAD of new "space age" FLEXTRAN® pipe to be produced and sold at Denison left the plant Thursday, July 10, bound for the City of Port Arthur, Tex., over 300 miles to the southwest at the Louisiana border.

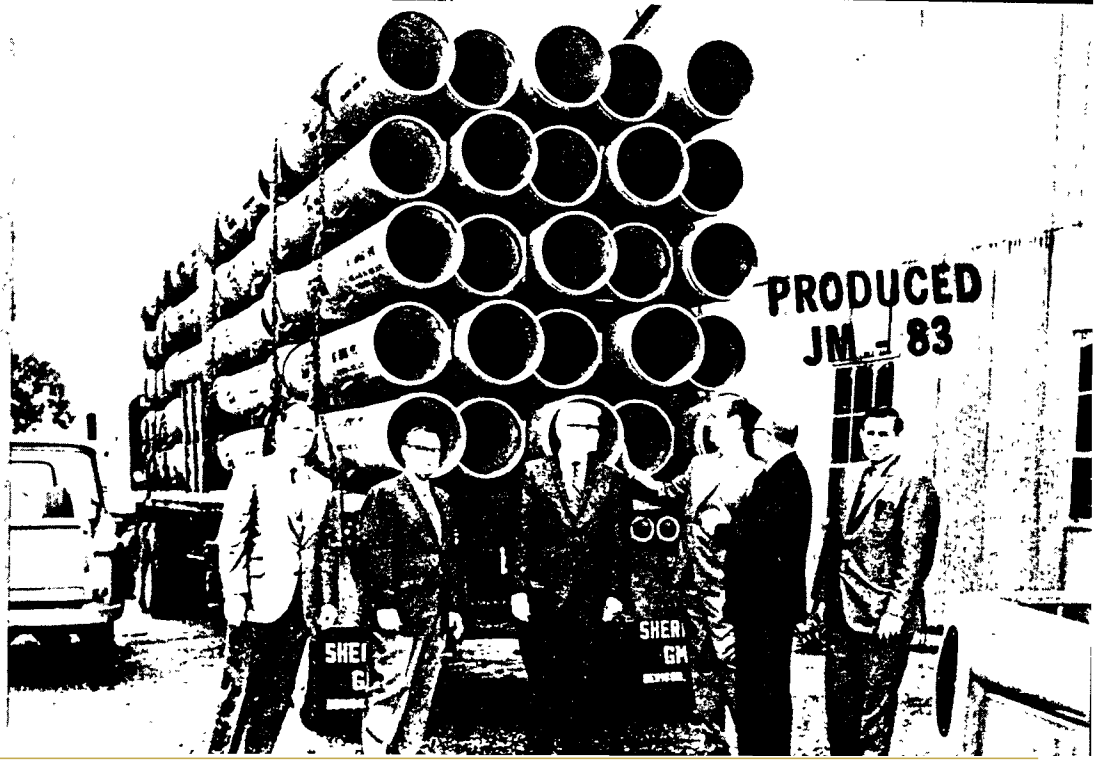
TOP PHOTO: On hand to wish the first load a bon voyage were (from left) Gene Derichsweiler, Flextran Production Superintendent; John Belzer, District Sales Manager; and [illegible] Eggleston, Denison Plant Manager.

BOTTOM PHOTO: On hand in Port Arthur to welcome the truck load were J-M sales personnel and city officials. From left are C. J. Mahaffey, J-M Salesman; Maurice Conerly, City Council President; Bernis Sadler, Mayor; Leon Holtzclaw, Water & Sewer Superintendent; E. Jack Walton, head of the trucking firm; and Carroll Sanders, J-M Salesman.

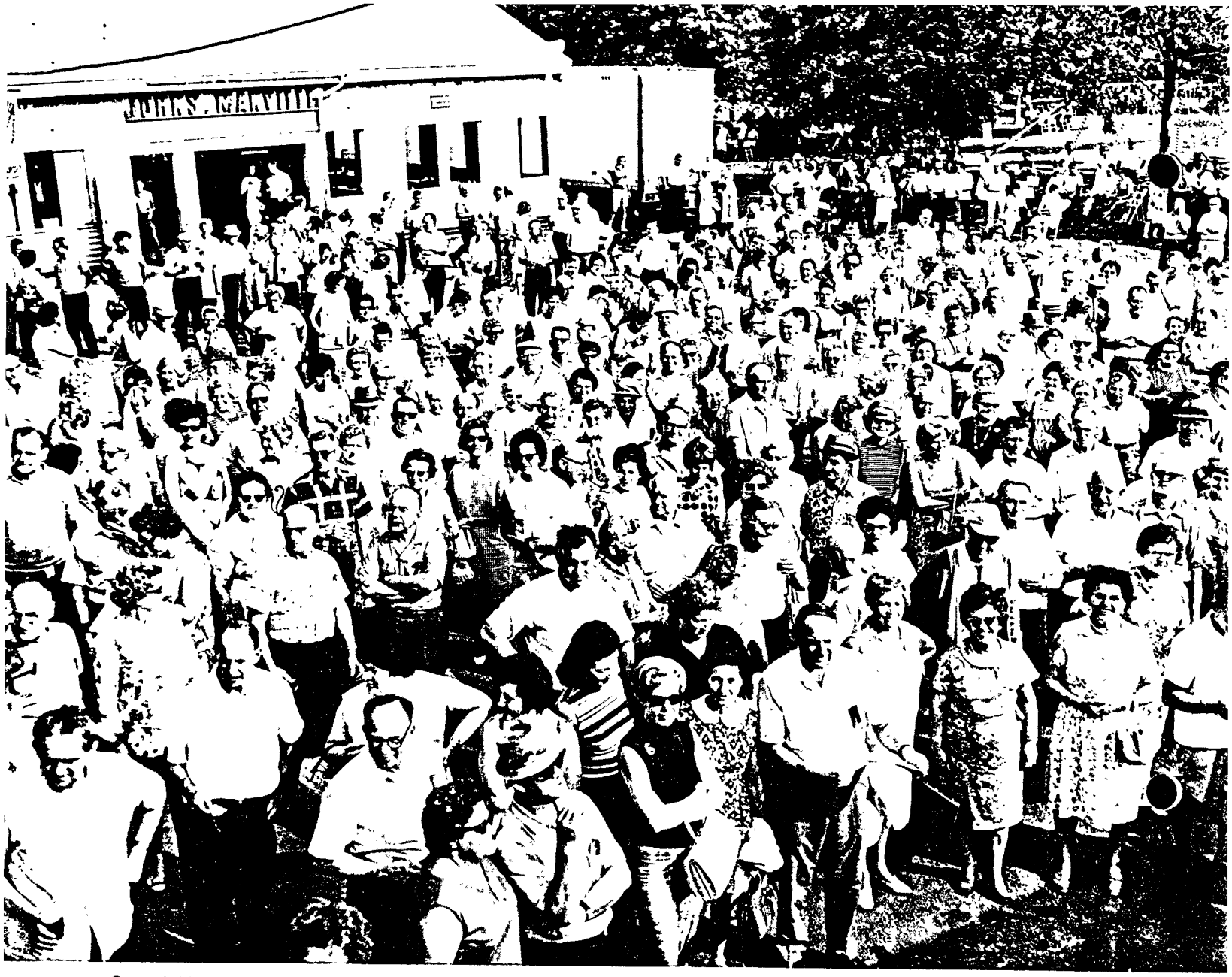
Flextran is a completely new product in the J-M pipe lines and is produced only at Denison where facilities were installed in 1968 for its manufacture. The pipe, produced in diameters up to 48 inches, was developed through the application of space age technology and materials. It combines the corrosion resistance, strength and flexibility of fiber glass, polyester resin and natural sand and is being marketed initially for gravity transmission of potable and waste water.

Denison has been making preparations for and starting up production during the past year and can be justifiably proud of this first sale.





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Over 1,100 members of the Manville Quarter Century Club Chapter picnicked at the Finderne J-M Recreation Field. The 35 men and women being initiated in 1969 were guests. These 35 bring the membership of the Manville Chapter to 1,310, the largest chapter in the Company.

NEWSMAKERS • NEWSMAKERS • JM

NEWSMAKERS

Detroit Office employees and families attended their annual picnic at Edward Hines Park.



PICNIC TIME IN J-M

The summer picnic at J-M locations is almost as traditional as Quarter Century Club inductions. By now most locations have held their picnics in nearby parks and recreation areas. Here are scenes from a few of these outings.

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TOP RIGHT:

One of the more popular events for the children at the Denison Plant picnic was the hay ride. At right, Charlie Linder, Shift Mechanic, serves one of the several hundred snow cones given out to the children at the picnic.



Some very active J-Mers visit with two retirees at the GHQ picnic. From left are Corporate Vice President for Marketing and QCC President George H. Martens, Jr. (kneeling); Retirees Tom Burns and Bill McBurnie; Corporate Vice President and General Manager of International Division D. T. Colton, Sr.; Picnic Chairman Emil Thies (kneeling); and Manager for Government & Trade Relations L. A. (Gus) Fowler.



Some of the 825 General Headquarters J-Mers who attended the GHQ picnic relax in the shade at the J-M Recreation Field.



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Emmet Stephenson (right) is another J-Mer who has taken advantage of the J-M Tuition Plan to obtain a college degree this year. Emmett joined J-M in 1963 as a laborer at Rockdale Plant and, at that time, had completed a year of study at the University of Illinois and a year at Joliet Junior College. In 1965 he entered the J-M Plan and resumed studies at Lewis College in Joliet. He worked nights and became a Lab Technician, then Acting Inspection Supervisor and since 1968 has been an Industrial Engineer. He received his B.S. in Industrial Management on May 25, 1969. Rockdale Plant Manager Edward Luczycki (left) congratulates Emmett.



William Charest is the President of the J-M Employees Federal Credit Union at Manville Plants this year. A member for over 30 years, he took over from 12-year president Vincent J. Liotta. He is also Mid-State Chapter President and Alternate Director of the State Credit Union of New Jersey. Serving with him are Steve Sargent, Vice President; Henry Gotard, Second Vice President; John Leasher, Secretary; and George M. Gould, Treasurer and General Manager.



Three years ago, the Johnson administration urged industry to make jobs available to young people to the fullest extent possible. As a result, J-M in 1966 increased its employment of young people by a good 10 per cent over the previous year. In 1967, 38 locations hired 1,047 summer employees, and in 1968, 39 locations employed 1,105. This year, there were 1,085 students working for J-M at 42 locations. The Nixon administration continues the federal emphasis on such programs. Two of the summer employees at General Headquarters this year were Charles (Chick) Coate (left) and Steve Raney. Chick is a senior advertising and public relations major at the University of Georgia and worked in the Advertising and Public Relations Dept. this summer. Steve is a sophomore at Brown University majoring in engineering. He worked in the New York District Office of the Industrial Insulations Dept. Chick's home is in Westfield, N. J. Steve, a native of New York City, is the son of the late Bates Raney, former Manager of J-M Public Relations.



Long Beach Plant's Fred Gain has been receiving tuition reimbursement from J-M since 1964. Fred began as a Curer in the Forming Dept. of the Pipe Plant in 1954. In 1963 he was promoted to Shift Foreman in Pipe Finishing, in 1965 to Supervisor, Inside Sales, and in 1968 to Supervisor—Employment, Safety and Training. Fred began his college education at Long Beach City College. He attended both night and day classes depending upon the shift he was working. He graduated from the junior college in 1963 with an A.A. degree in Business Administration. He is now a senior at California State College at Long Beach where he is majoring in Industrial Relations. He hopes to graduate in 1970 with a Bachelor of Science Degree.

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ANNOUNCEMENTS



GEORGE C. DILLON ELECTED TO J-M BOARD OF DIRECTORS

George C. Dillon, president of Butler Manufacturing Company, has been elected to the Board of Directors of Johns-Manville Corporation. Butler, a Kansas City-based company, manufactures pre-engineered building systems, non-field agriculture equipment, and transportation and storage equipment for liquid and dry bulk materials.

Mr. Dillon, who is 46, received his B.S. and M.B.A. degrees from Harvard University. During World War II, he served as a U. S. Naval officer.

He joined Butler Manufacturing Company in 1951 and was named treasurer of the company in 1960, later becoming a vice president. He was named executive vice president in 1963 and president in 1967 and is a director of the company.

Mr. Dillon also is a director of the Commerce Trust Company of Kansas City, a member of the Liberty Mutual Insurance Company's Midwest Advisory Board, a director of the Midwest Research Institute, the Kansas City Area Council of Boy Scouts, and the Institute for Community Studies.

RETIREMENTS—October 1, 1969

VIRGIL ATKINS, Lompoc Plant
ANTHONY AULIGINO, Manville Plant
JOHN BAJZA, Manville Plant
GEORGES DUBUC, Jeffrey Mine
JOHN DUFFHUES, Toronto Plant
THOMAS H. EATON, GHQ
CLARE H. HARSHAW, Pittsburgh Dist.
WILLIAM PIERCE, Houston Plant
ALBERT RONDEAU, Nashua Plant
MIKE SHULACK, Manville Plant
JOHN T. SMITH, Jarratt Plant
HELEN SMITH, GHQ

RETIREMENTS—November 1, 1969

LOUIS E. BEDARD, Jeffrey Mine
OTTO L. BINDER, Rockdale Plant
WILFRID BOILARD, Jeffrey Mine
PATRICK CONWAY, Manville Plant
WILLIAM ERRO, Long Beach Plant
EATHER KERR, Waukegan Plant
ALBERT L. LAIN, Ft. Worth Dist.
ROBERT McGOVERN, Manville Plant
SYLVIO ST. LOUIS, Asbestos Plant
MARION C. SCHAADT, Defiance Plant
RICHARD SMITH, Cleveland Office

OTHER RETIREMENTS

ANICET BORNE, New Orleans Plant
CHARLES E. BOUCHARD, Nashua Plant
HERBERT BOWN, Waukegan Plant
RALPH DEBOW, Waukegan Plant
WILLIAM L. DONNELLY, GHQ
CHALMERS D. FISHER, Richmond Plant
FRANK LA FOND, Long Beach Plant
MERTON HEISNER, Waukegan Plant
IRMA HILL, Richmond Plant
JAMES HILLMAN, Defiance Plant
WOODROW HILLSMAN, Manville Plant
SALLY JACOBSEN, GHQ
TORREY LANGREHR, Dutch Brand, Chicago Plant
KATHRYN LIVENGOOD, Chicago Dist.
STEPHEN LYON, North Brunswick Plant
KENNETH H. MAIN, Lompoc Plant
BUSTER MORRIS, Lompoc Plant
MARY PALECKI, Manville Plant
JACOB REGIEC, Research Plant
EMILE RICHARD, Jeffrey Mine
RUDOLPH ROSENTHAL, Waukegan Plant
JOHN E. SPOCK, Finderne
ROMA TINGLER, Parkersburg Plant
ALBERT ULRICH, Waukegan Plant
WILLIAM YEARBY, Natchez Plant

IN MEMORIAM (QCC and Retired)

ANNA WORBETZ, Manville Plant, June 22
CHARLES BRANDT, Waukegan Plant, July 24
KENNETH ANDRESS, Pittsburg Plant, July, 29
XAVIER GAGNON, Nashua Plant, July 29
RALPH JOHNSON, Waukegan Plant, August 6
IRMAN ATKINSON, Jeffrey Mine, August 7
PAUL NEWMAN, Finderne, August 7
THEODORE KOWALSKI, Finderne, August 8
ANTHONY MASTRULL, Manville Plant, August 8
THOMAS CANGLY, Asbestos Plant, August 9
CHARLES M. STUVE, New York Dist., August 9
ROBERT KALLMANN, GHQ, August 13
PAUL BOURG, Marrero Plant, August 14

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BENEFITS

Question: I'm enrolled in the Health Service Plan. I recently received an identification card for Blue Cross but I didn't get one to cover Doctor's services.

Answer: You are at a location where surgical, medical and diagnostic claims are handled by Health Service, Inc., Chicago. No I. D. card is necessary for this coverage. If you have a claim you should get a Health Service claim form from your Industrial Relations Manager or Manager of Office Service, complete your portion of it, including entering your Social Security Number, have your doctor complete his portion and send the form to Health Service at the address shown at the top of the form.

At other locations, employees receive a Blue Shield I. D. card and the instructions on the card will indicate the procedure for submitting claims.

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ASSIGNMENTS



ASBESTOS FIBRE DIVISION
Jeffrey Mine
RALPH B. GRESHAM to Production Superintendent.



CANADIAN PRODUCTS DIVISION
Peace River Plant
J. G. (GORD) HOOD to Acting Plant Manager.



BUILDING & FLOORING MATERIALS DIVISION
Division Headquarters
DAVID J. KLOEPFER to Product Group Manager, Industrial Roofing Systems.



THOMAS J. MADDEN to Product Group Manager, Acoustical & Asbestos Panel Systems.



G. W. CONSTANTIN to District Engineer, New York District.



J. V. MAGEE to Product Manager, Industrial Asbestos-Cement Products.



B. A. HANCOCK to Product Manager, Acoustical Ceiling Systems.



DUDLEY T. COLTON, JR., to Product Group Manager, Fiber Glass Building Insulations.



BERRY C. SMITH to Product Manager, Fiber Glass Building Insulation (Dealer).



JOSEPH NORTH, JR., to Product Manager, Asbestos Panel Systems.



Alexandria Plant
ROBERT D. MANNING to Manager of Services.



Manville Plant
PETER J. CARLINO to Planning & Scheduling Supervisor.



Pittsburg Plant
RAYMOND J. OLLILA to Production Superintendent—Flexboard & Asbestos Shingles.



Cleveland Office
F. J. HOGARTY to Assistant District Manager.



Detroit Office
C. R. RAINING to District Sales Manager.



FIBER GLASS DIVISION
Defiance Plants
GARRY R. BREESE to Industrial Engineering Supervisor, G-26 Plant.



GEORGE A. ENSIGN to Plant Superintendent, G-30 Plant.



CHARLES L. FARR to head of Order Handling, Traffic, Finance & Purchasing, all three plants, in addition to Plant Manager, G-26.



BERNARD L. SCHOOLCRAFT to Plant Manager, G-28, in addition to G-30 and Industrial Relations, all three plants.



GEORGE J. ZURKAN to Plant Superintendent, G-28 Plant.



FINANCE DEPARTMENT
General Headquarters
F. W. WHITE to Manager for Profit Planning, Controller's Office.

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Finderne—DPC
J. F. HANNAN to Systems Analyst.



LOUIS HEMERDA, JR., to Systems Analyst.



JAMES J. HOLLAND to Systems Analyst.



WALTER MACKIEWICZ, JR., to Senior Programmer-Analyst.



FRANCIS MAGUIRE to Manager, EDP Training.



WALTER P. NEGVESKY, JR., to Financial Data Control Specialist.



JOHN J. PETRAS to Supervising Senior Accountant, Classification Section.



HAROLD V. SCHECK to Senior Programmer-Analyst.



DOUGLAS F. WOOLSTON to Manager, EDP Planning.



INDUSTRIAL INSULATIONS DIVISION
Division Headquarters
E. R. BETTINARDI to Product Manager—Gen. Equip. Insul. including refractory fiber products for Equip. Dept.



Zelienople Plant
ROBERT G. FREDERICK to Manager in Training.



INTERNATIONAL DIVISION
Division Headquarters
FRANK R. EGAN to Manager, International Marketing Services.



Sydney (Australia) Office
RICHARD S. WERNER to Area Manager, Australasia.



PACKINGS & FRICTION MATERIALS DIVISION
Division Headquarters
B. J. (BUD) CHERNACK to Manager Division Planning, P&FM and Dutch Brand.



Los Angeles Office
PAUL D. MORRELL to Western District Manager.



Marshville Plant
JOSEPH W. GIBSON to Senior Industrial Engineer.



NORMAN W. JEREMIAH, JR., to Senior Cost Accountant.



JOHN J. McCARTHY to Senior Industrial Engineer.



New York Office
RICHARD V. THOMPSON to North Atlantic District Manager.



RESEARCH & ENGINEERING DEPT.
Finderne
EDWIN E. HIBBING to Supervisor of Process Shop, Plant Engineering.



SIMON J. PROKOPOWICH, JR., to Senior Engineer—Production Inventory Methods, General Industrial Engineering.

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