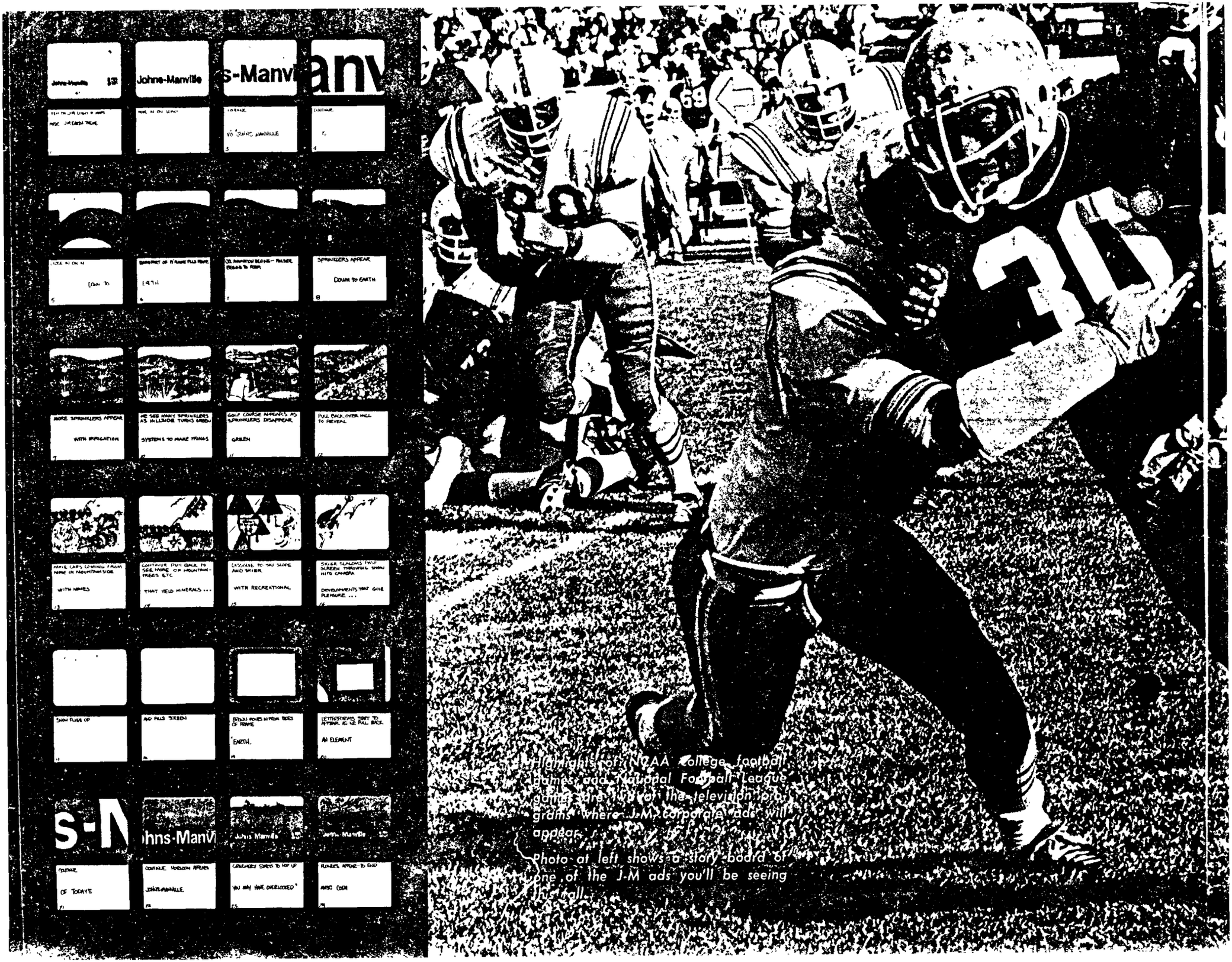


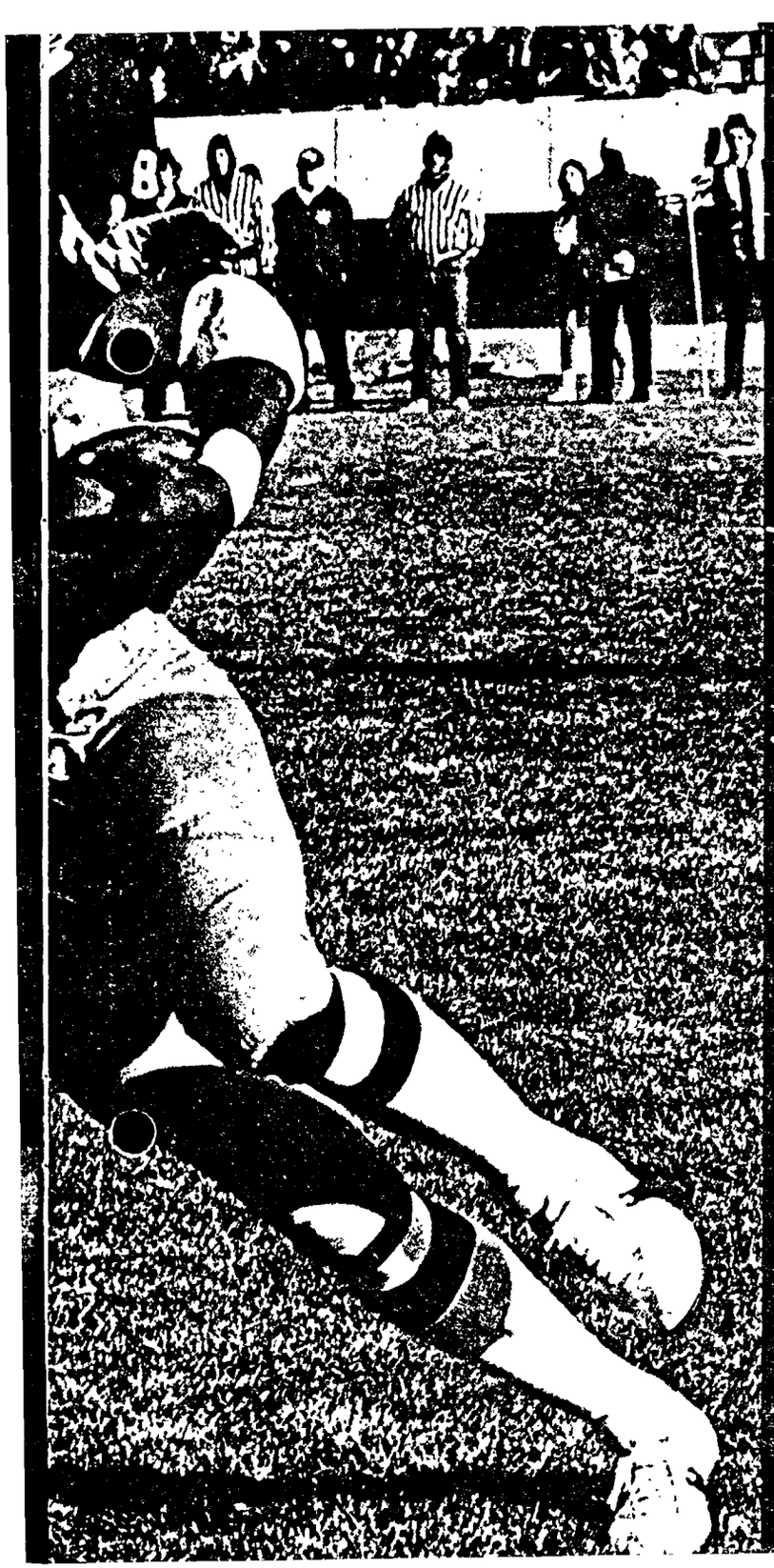
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Highlights of NCAA college football games and National Football League games are two of the television programs where J-M corporate ads will appear.

Photo at left shows a story-board of one of the J-M ads you'll be seeing this fall.

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OUR CHANGING IMAGE

YOU'RE DOING AN Archie Bunker routine... sitting in your favorite easy chair, sipping your favorite beverage and watching a sports program on "the tube." Maybe it's the Summer Olympics, college or professional football, or Wide World of Sports.

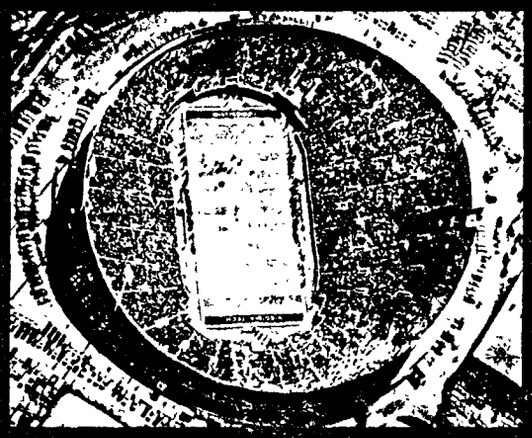
When "time out" comes along and the scene shifts to a commercial, you'll be in for a surprise. The music starts... catchy strains you haven't heard before. The voice begins "Johns-Manville is down to earth." The TV camera moves in close on the letter N of Manville and you'll see the colorful drawing of a hillside silhouetted against the sky. The earth will change from brown to green... green earth that can be used to grow things and to be developed into places to live and play.

The ads will go on to show through animation that J-M is a company that has the sprinkler systems to make barren land rich and fertile... and a company that also mines important minerals found deep in the heart of the earth... minerals used to make hundreds of manufactured products.

The voice finishes, "Earth, an element of today's Johns-Manville you may have overlooked."

You've just been introduced to one of a series of three J-M advertisements to appear on national television this Fall. The other advertisements will focus on J-M environmental efforts and our fire-retardant construction materials. After pinpointing one phase of our business, each ad will stress in conclusion the theme "it's an element of Johns-Manville you may have overlooked."

J-M joins the Liberty Bowl in Memphis, Tenn., pictured below, when that football classic is aired in December.



The keynote of this television ad series is to call more attention to the name Johns-Manville. It's all part of overall company efforts to show people our new profile... to reflect our new image, the image of a diversified and growing company... to help the public remember that Johns-Manville is a company involved in many facets of our daily lives.

To tell our story we went to television... undisputedly one of our culture's most effective image-makers.

Starting in September, and continuing through the remainder of the year, J-M corporate advertisements will be seen and heard on nationwide television.

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In all, J-M commercials will cover 175 markets. The lineup of programs where J-M ads will be seen is most impressive: the World Series pre-game show, Wide World of Sports, the Summer Olympics, the Liberty and Gator Bowls, NCAA Football Highlights and Highlights of the NFL Game of the Week.

These J-M ads will be colorful and animated; quick and to the point (30 seconds). The music is being provided by Lalo Schifrin whose Mission: Impossible TV program theme has gained widespread popularity.

This corporate advertising program is aimed at two types of audiences: those people important to the marketing of today's J-M products; and the decision-makers of tomorrow now in college or in the early stages of their business or professional careers.

For its first year back in TV, J-M will have reach—large audiences with frequency of exposure. This new ad program will refamiliarize and spell out more clearly for the audience that J-M is a diversified company and an important element in the industrial world.



Lalo Schifrin, shown at far left and below left, who produced the theme for the television program Mission: Impossible, has developed the theme music for the J-M advertising series.

Above, left, Cunningham & Walsh, San Francisco, is developing the TV ads for J-M. Here, the C & W staffers, Animation Director John Kimball, seated, and Art Director Rick Stroud, left, and writer Bruce Gale review a J-M film clip.

J-M operating divisions have always placed heavy emphasis on advertising, working closely with the J-M Corporate Advertising section.

J-M's advertising approaches have always been up to date. The company has used the newest medium—often being pioneers as it moved from print to radio to television.

In 1875, the magic mineral asbestos, from the fields of Staten Island, was the new eye-catcher that let the readers of the then top magazine Harper's Weekly know that there was an H. W. Johns Company doing new things.

Jumping to 1915, J-M used the National Geographic and the popular Saturday Evening Post to show itself as a top company in the roofing business. J-M was a consistent advertiser in the Post for many years.

J-M sold Industrial Products with a Runaway Horsepower theme and also promoted the colorful asphalt shingle line. The company dramatized how much money could be wasted by not insulating.

Then a vital new force in selling came into being. They called it the wireless. It was radio.

For 16 years, from 1941 to 1957, J-M was on a 5-minute nationwide news broadcast five nights a week.

From time to time, J-M did go back to the Post. And the company used newer magazines of the day, too, like Time, Life, Fortune, Newsweek and Business Week. But, the backbone of J-M's big image building during that period was radio.

Then, along came TV and again J-M stepped out and took a fling... first with a Sunday afternoon small town family type program called Fairmeadows, U.S.A., and after that by sponsoring Meet the Press.

From 1957 until now, the compar... has concentrated its Corporate Advertising budget on the printed media, mainly news weeklies and business-oriented publications such as Business Week, Forbes, Fortune, Newsweek, Time, U.S. News and World Report and the Wall Street Journal.

Now we're in 1972 and our whole corporate image has taken on a new, more dynamic look. So we had to find the best communications medium to tell the public about what we're doing. A thorough analysis was made where we'd been and where we ought to go. J-M looked primarily at target audiences by income, by age, by influence, by interest, and by sex.

The project was coordinated by the J-M Advertising section and carried out by a new agency team. For the past 12 years, J-M had corporate advertising at Cunningham & Walsh in New York. For the new ad program, J-M shifted to C & W, San Francisco which, the company feels, has a very alert and creative media team.

The conclusion reached was that Johns-Manville corporate advertising needed a new direction, a new dimension, a new approach; not a new medium but one which J-M had dipped its toe into briefly some years ago when it was brand-new... television.

This first series of TV ads is just the beginning. In the future, it is expected that J-M will become involved in partial or full sponsorship of selected television programs.

This new advertising concept will benefit salesmen, dealers and employees everywhere by creating a greater awareness of J-M and projecting its changing image as a new venture company. We have a good story to tell. We're telling it the best way we know how.

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SUCCESS OF A SALESMAN

"THAT'S GOING to be a lot of building—110 stories, you know."

As he probably does every day, the cab driver craned his neck out the window and peered toward a team of iron workers far above Adams Street in downtown Chicago.

"Heard yesterday they're at the 65th floor. Man, that's just over halfway and look how big it is."

The cabbie slammed his car into gear and shot around a huge trailer truck loaded with a portion of the 76,000 tons of steel that will be used to erect the tallest building in the world.

Sears Tower will stand 1,450 feet—more than a quarter-mile high—when topped out late this year. It's a beehive of activity as hundreds of construction workers, engineers, designers and sales representatives move about the massive building doing their special thing to make the steel and glass skyscraper reach like a giant arm above the Chicago skyline.

One of the men is Lee Swetman, a Johns-Manville sales representative who has more than a passing interest in the building. For him, Sears Tower represents the fruits of more than one year's labor. It was through his persistent sales efforts that J-M Temper-Tone and Acousti-Clad ceiling

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Opposite Page: Lee Swetman walks down LaSalle Street on his way to contact a customer.

Right: Construction of Sears Tower reaches the 65-story point.

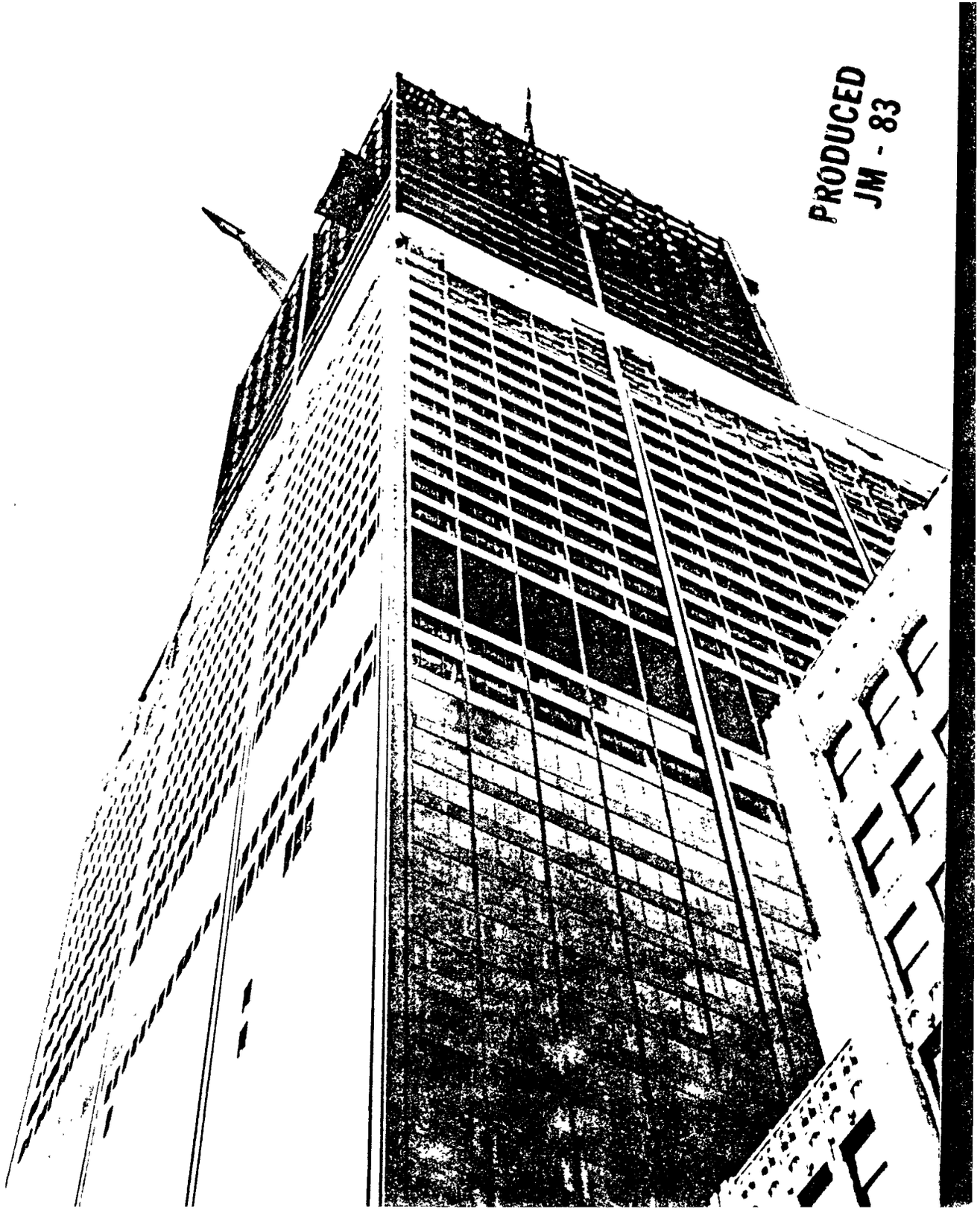
tiles will be used throughout the building. That's 3 million square feet of material, the largest single acoustical order ever handled by the company.

Lee, an 11-year employee, didn't just fall into the Sears job. He spent many months trying to convince designers and engineers that J-M ceiling products would best fulfill the acoustical requirements and aesthetic appearance of Sears Tower.

"The architect for the building agreed to specify Acousti-Clad for the restrooms," he recalls, "but he gave an emphatic 'no' on Temper-Tone for the rest of the building's ceilings. Try as I did, he wasn't convinced ours was the best product."

Along with the architect's curt refusal, Lee was up against another barrier. It was generally assumed that a J-M competitor, which has its world headquarters in the shadow of Sears Tower, would get the acoustical contract. It was assumed by everyone but Lee.

"With these barriers, I decided I had nothing more to lose if I contacted the project engineer for Sears." The Sears engineer listened to Lee's story and finally agreed to one point. He would let J-M participate in a mock-up of acoustical tiles, from which Sears would



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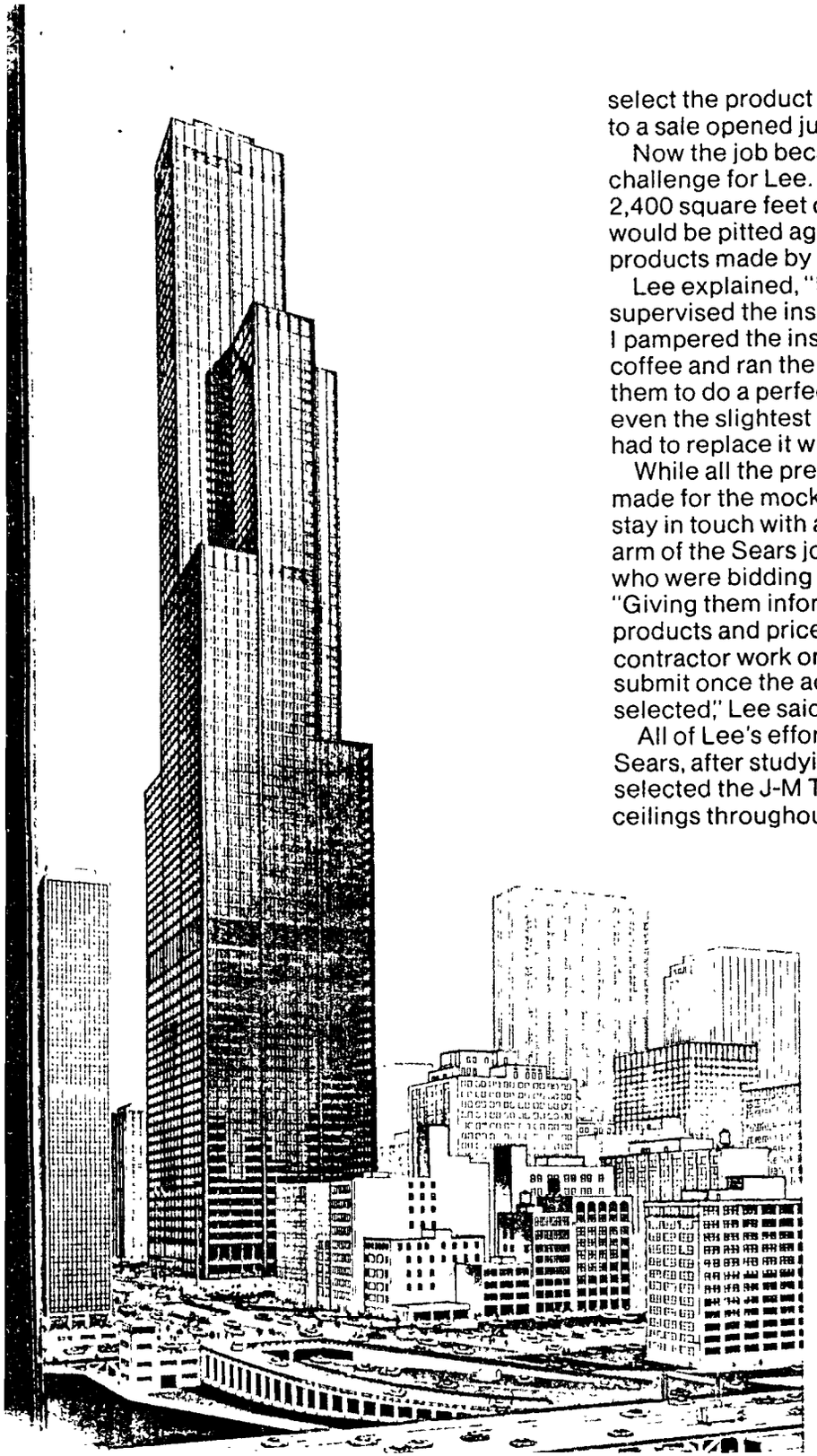
select the product to be used. The door to a sale opened just a crack.

Now the job became a deep personal challenge for Lee. The J-M mock-up of 2,400 square feet of Temper-Tone would be pitted against three other products made by two competitors.

Lee explained, "I personally supervised the installation of each tile. I pampered the installers, got their coffee and ran their errands. I wanted them to do a perfect job. If there was even the slightest chip in the tile, they had to replace it with a new one."

While all the preparations were being made for the mock-up, Lee continued to stay in touch with another important arm of the Sears job—the contractors who were bidding to install the tile. "Giving them information on our products and prices helped each contractor work on the bids he would submit once the acoustical tile was selected," Lee said.

All of Lee's efforts paid off in spades. Sears, after studying each mock-up, selected the J-M Temper-Tone for ceilings throughout the gigantic



Left: How Sears Tower will look when complete.

Right: Lee reads mail (above) and confers with Dean Walker, specifications writer for a Chicago architectural firm (below).





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Lee confers with Walter Mutter, foreman for Anning-Johnson, on installation of acoustical tile in Sears Tower.

building. Soon after that, Anning-Johnson, one of the acoustical contractors contacted by Lee, was awarded the installation job.

Now that the sale is signed and sealed, it still has to be delivered. Working closely with the J-M Alexandria, Ind., plant, Lee is coordinating the delivery of Temper-Tone and Acousti-Clad to the construction site. Anning-Johnson has a demanding schedule to install tile on two floors each week, so the product has to be on time.

The Sears sale is the largest in Lee's career, but no one can consider it a fluke. It followed some other Temper-Tone and Acousti-Clad sales to huge projects, including four Chicago skyscrapers: Gateway II (650,000 square feet), Gateway III (1 million square feet), 2 Illinois Center (1 million square feet), and the Metropolitan Structures Building (1 million square feet). Lee also obtained a contract for J-M to supply acoustical ceiling tiles (about 800,000 square feet) for the remodeling of Chicago's historic Board of Trade Building.

Last Winter, Lee sold the McDonald's fast foods chain on using Acousti-Clad in all new drive-ins (about 350 at 1,700 square feet each). Along with that order, McDonald's agreed to use the Acousti-Clad for all remodeling projects in 1972.

"We don't limit ourselves to the large sales," notes the 42-year-old sales representative who lives in suburban Arlington Heights, "even though they are obviously the most lucrative. If we can help with a smaller job, we're there with the same quality products and service."

Along with believing in a product, Lee says good salemanship is based on service and honesty. "We have to tell customers what our products can—and cannot—do. Once we've made the sale, we have to follow through on deliveries, quality and the like; in a word—service."

Part of good service is keeping in touch with the people who use J-M products. "They have to be informed of developments in the industry if they're going to be able to make decisions on which products to use," says Lee.

A specifications writer for one of Chicago's large architectural firms calls Lee "a top-flight sales representative. He keeps in touch with us by phone and personal visits, but he doesn't waste our time just talking. He's busy and we're busy. He does his job and lets us do ours."

Along with his sales ability, Lee has a strong technical background. He worked as a structural engineer before joining J-M. And while selling is an important part of his life, the Chicago native is devoted to his wife, Esther, and three children (Rick, 19, Cindy, 16 and Randy, 12), and plays an active role in his church.

On the go every day to keep in touch with architects and acoustical contractors, Lee rarely stops long enough to chat. If he takes the time, he'll probably ask if you want to see pictures of the two things he's most proud. One is a snapshot of his son Rick, a cadet at West Point. The other is a photo of Sears Tower.

The cabbie swung his car onto Wacker Drive, now deep under the shadow of Sears Tower. "You know, it really must be something to help put that building together."

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EXPLORING FOR MINERALS:

J-M Digs Into the Past in Search of Better Tomorrows



TWO MEN, heavily clothed in parkas and walking on snowshoes, approach a young birch tree. They examine the branches. One makes notes in his field book, the other begins snipping twigs and collecting the cuttings in a brown envelope. Are these foresters examining sick trees? No. They are Johns-Manville geologists, exploring the Canadian wilderness for mineral deposits.

Now, in a time when we seek opportunities for growth, J-M has broadened its exploration and evaluation programs to include metallic minerals. Although the data developed from metallic mineral discoveries have not been sufficient to date to confirm commercial value, it is appropriate to tell the fascinating story of our exploration teams; of men who try to pry from the earth the jealously guarded, timeless minerals which will help us survive tomorrow.

Geological exploration of Canada for Johns-Manville is headed by Keith Conn. As Exploration Manager, Keith operates a worldwide exploration program from his office in Asbestos, Quebec. It is in Canada that the greatest effort is being made to find mineral deposits, and where the greatest technical difficulties are encountered.

Eastern Canada contains the famous Canadian Shield, an area of millions of square miles containing the world's richest ore deposits. This vast region, circling Hudson Bay, sits on rocks of the Pre-Cambrian epochs. In that time, fluids, rich with valuable minerals,

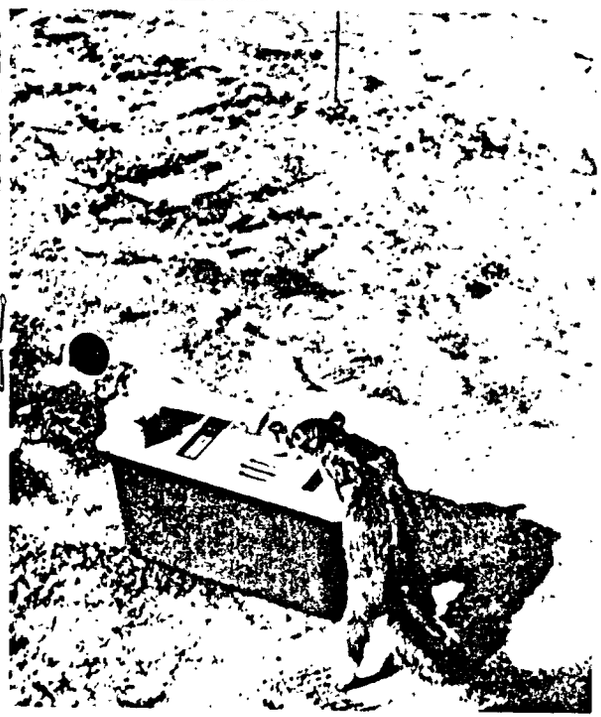
Above: Geologist s[illegible] ples an outcrop of rocks.

Right: Camp mascot examines scintillometer.

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oozed from the depths of the earth and saturated the rocks. These rich deposits are there for the finding, but the finding is not easy.

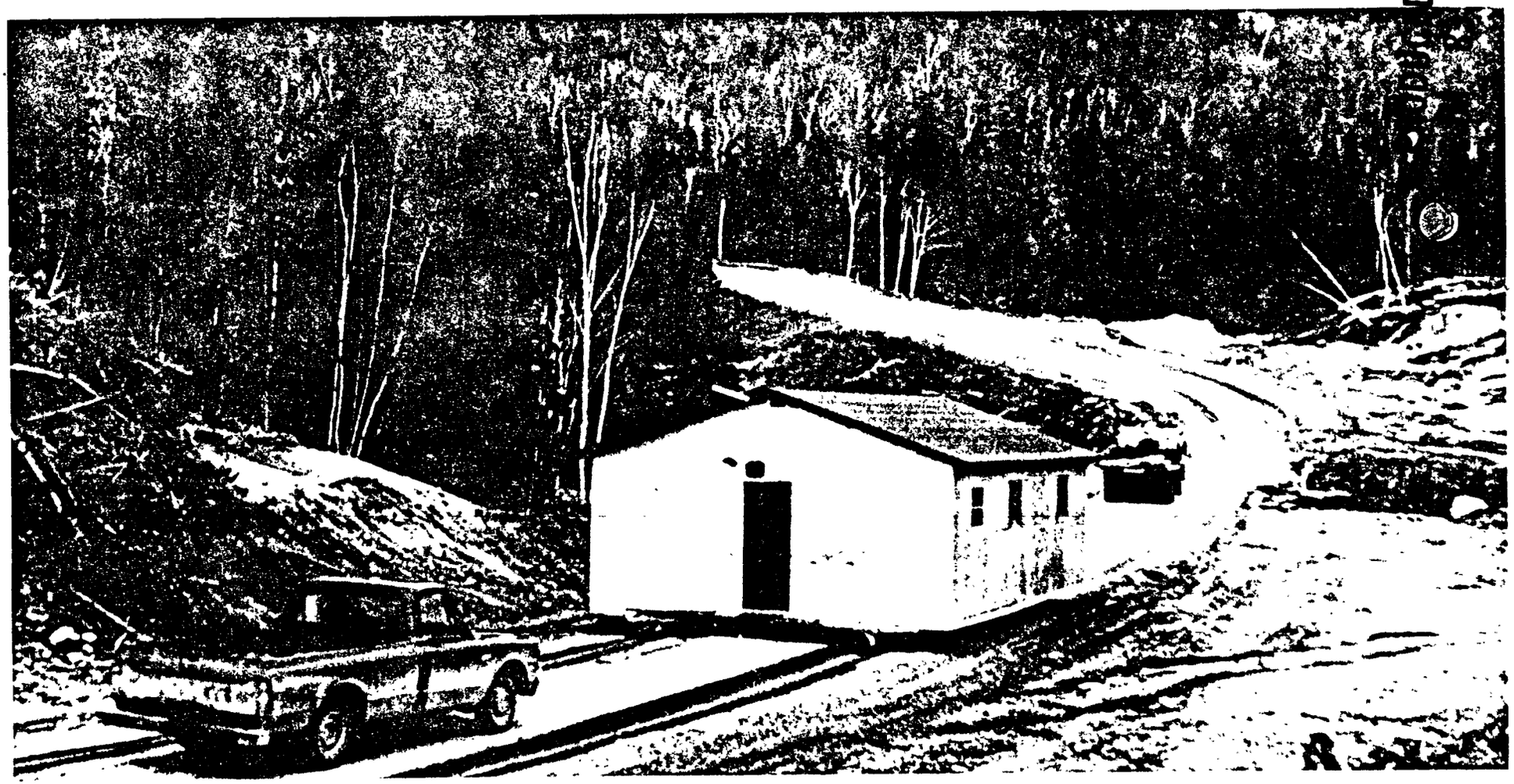
In the last Ice Age that ended about 12,000 years ago, great layers of sand, gravel and mud were deposited on the Pre-Cambrian rocks. In more recent times, great muskeg swamps formed over the glacial deposits to further mask the rocks below. In order to "see" through these barren layers, J-M scientists have developed some interesting techniques. They are operating in a field called geochemistry, the science of using trace elements in soils, water and vegetation to locate mineral deposits.

The technique works something like this: geologists carefully collect samples of trees, stream sediments, soils and other natural products that may have absorbed mineral-laden water from below the layers of the soil. Locations of these samples are recorded on maps and charts. Samples are sent to laboratories for analysis;

Above left: Lines are cut for a survey crew.

Above: Survey team checks area for mineral deposits.

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only trace amounts are expected in the samples.

Analysis is done with great care, measuring quantities as small as one part per million. The results of the tests are plotted along with sample locations and examined for patterns that indicate possible deposits of one or more minerals.

Consistent patterns send geologists back into the same area. If further evidence of mineral deposits is found, drilling and other developmental work are undertaken. The main advantage of the geochemical method is the speed with which a large area can be examined, and the consequent savings of money.

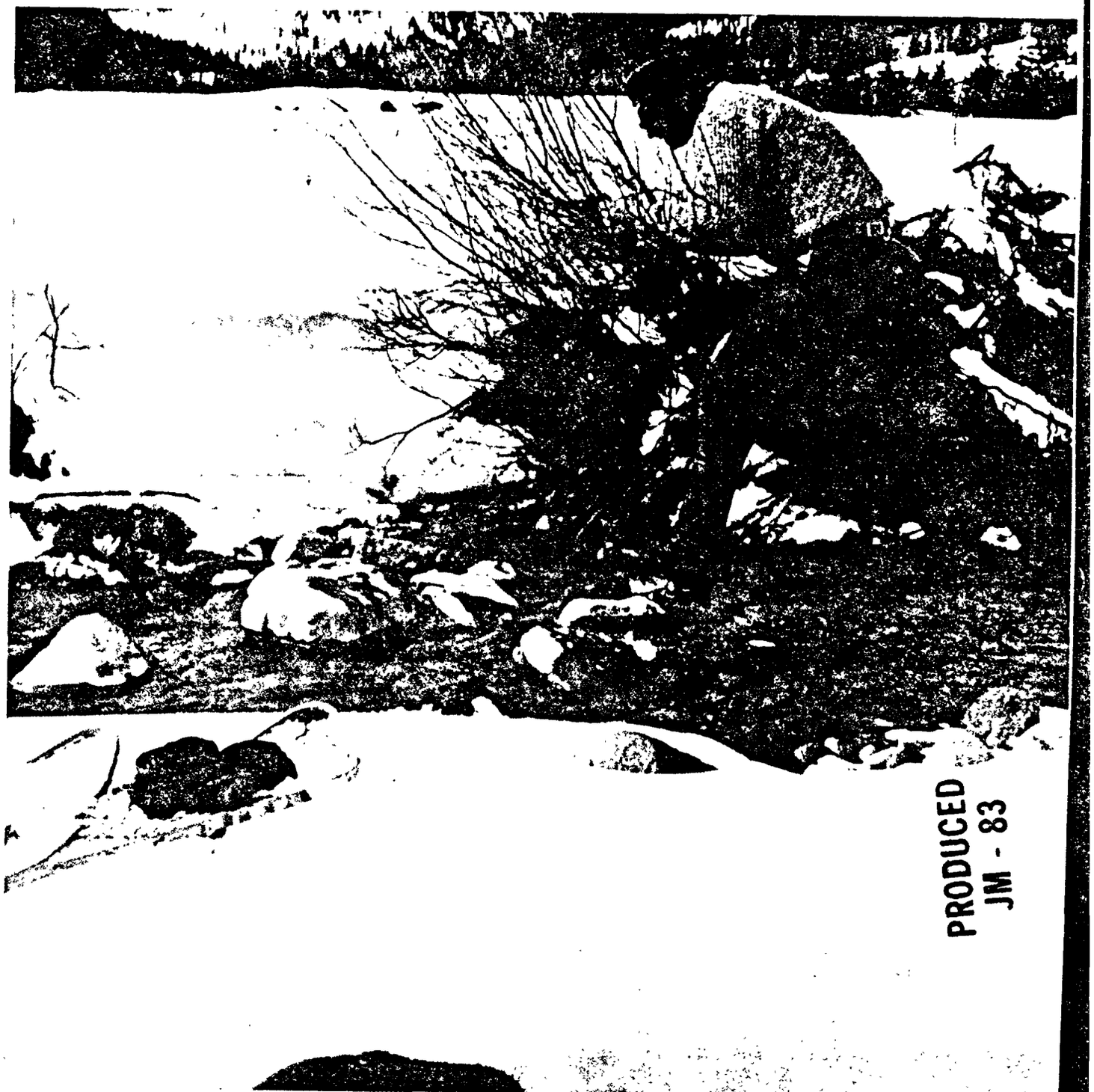
One of the most exciting J-M geochemistry field projects is in the Laurentian Mountains of Quebec. There, a large showing of uranium was found through the techniques of stream sampling. The uranium was discovered when a field crew became lost and sampled the wrong streams.

Getting lost is only one of the many problems of men operating in the woods. Last Summer, the shack which had been rented for the drill crews was repossessed without notice by the owner, an old beaver trapper. The camp was temporarily in chaos as a tractor towed the building out of sight. The geologist and all the men had to erect a new bunkhouse from materials rushed in that night to replace the shack. According to one report, the camp mascot, a gray squirrel, ran the scintillometer. This instrument is used to detect radioactivity in rock samples.

Most geochemical efforts are not as colorful as the one in Quebec, but they provide the possibility of great returns to Johns-Manville. In the Abitibi Region of Ontario, the sampling of birch and spruce trees recently indicated a promise for deposits of lead, zinc and copper.

In less than one week, a field crew sampled streams in the Gogama Region of Northern

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Left: The exploration team's cabin is repossessed by an old beaver trapper.

Right: Geologist cuts twigs for mineral sampling.

Ontario. A region of several thousand square miles was shown to be barren of mineral deposits. This saved money and allowed experienced exploration crews to move on to more promising areas.

And so the work goes on Winter and Summer as crews of geologists fly, canoe or backpack into remote, isolated areas. They are always alert for new ways to supply the raw materials for expanding J-M mining and manufacturing operations.

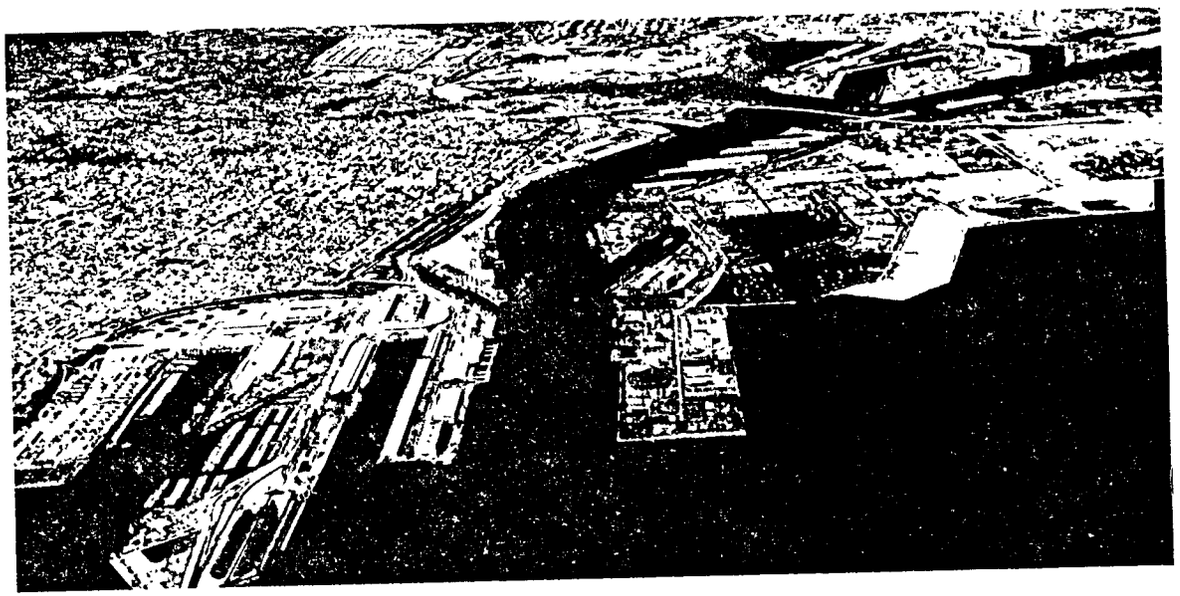
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HAPPENINGS

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YOU CAN GO NEAR THIS WATER



Johns-Manville and 13 other companies with plants along California's Dominguez Channel were commended recently for helping make the Port of Los Angeles "one of the cleanest harbors in the world."

The J-M Long Beach plant was recognized by the Los Angeles Board of Harbor Commissioners as making "major contributions to Los Angeles Harbor's successful anti-water pollution campaign." The Long Beach facility is situated on the Dominguez, which empties into the Los Angeles Harbor, pictured here.

Commission President John J. Royal, lauding the industries for their efforts, pointed out that the Harbor Department has waged an ongoing fight against water pollution with programs of refuse collection and waste disposal regulations for the past 25 years.

"The cooperative work and expenditures by the industries were highly instrumental in bringing harbor waters up to and past the required standards for oxygen content and environmental acceptability," said Mr. Royal in announcing the commendations.

He pointed out that the combined expenditure by industry in controlling liquid effluents was $54 million.

Congratulations for J-M's work at Long Beach were not limited to the Harbor Commission. A resident of the Los Angeles area said in a letter to J-M: "I read with great joy and renewed hope... that the Los Angeles Harbor passed the Cleanliness Test for Science and Fishing.

"I would like to personally add my thanks, as I am sure many other citizens do, for your effort on our behalf and that of our environment. May the fine results of your endeavors encourage you and others to continue to keep Mother Earth in good health, while she provides us with a livelihood.

"Thank you for responding to the call."

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WOULD YOU BELIEVE TWO?

When Bill Sinclair, retired President of Canadian Johns-Manville, does things, he does them in a big way.

Take, for example, the round of golf Bill played recently at the Hawthorne Valley Golf Club where he carded two... not one... but two holes-in-one. He watched with disbelief as his nine-iron shot on the 105-yard first hole dropped six feet from the pin and rolled into the hole.

Old number nine did it again on the 100-yard third hole when Bill's shot soared to within eight feet of the cup and plunked in on the roll.

What was Bill's reaction after the game? "Maybe I'm getting better," he chuckled modestly.

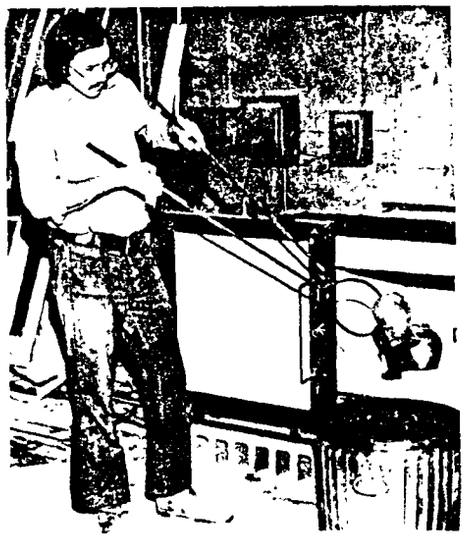


J-M SECRETARY NAMED YEAR'S BEST

Audrey Eisner has been named "Secretary of the Year" by the Plainfield-Somerville (N.J.) Chapter of the National Secretaries Association.

The award was presented to Audrey, shown here after relocating to Denver, for her participation in NSA and the community, and for her job performance. She is Administrative Secretary to Fred Pundsack, Corporate Vice-President for Research and Development.

Audrey, a J-Mer for 22 years, is a Certified Professional Secretary (CPS), a professional rating held by no more than 6,000 people throughout the country. In order to qualify as a CPS, a secretary must undergo two days of intense written and oral examinations.



RAKU REVIVED WITH J-M BRICK

Insulating bricks provided by the Johns-Manville Zelienople Plant have found their way into a Raku kiln, similar to the type used by Japanese potters 300 years ago. The bricks were given to Br. James Chaney, a student at St. Fidelis College in Butler, Pa., who is pictured here working at the kiln he designed and built. Ceramics made by Br. Chaney were on display at the 10th Annual St. Fidelis Art Show this Spring.

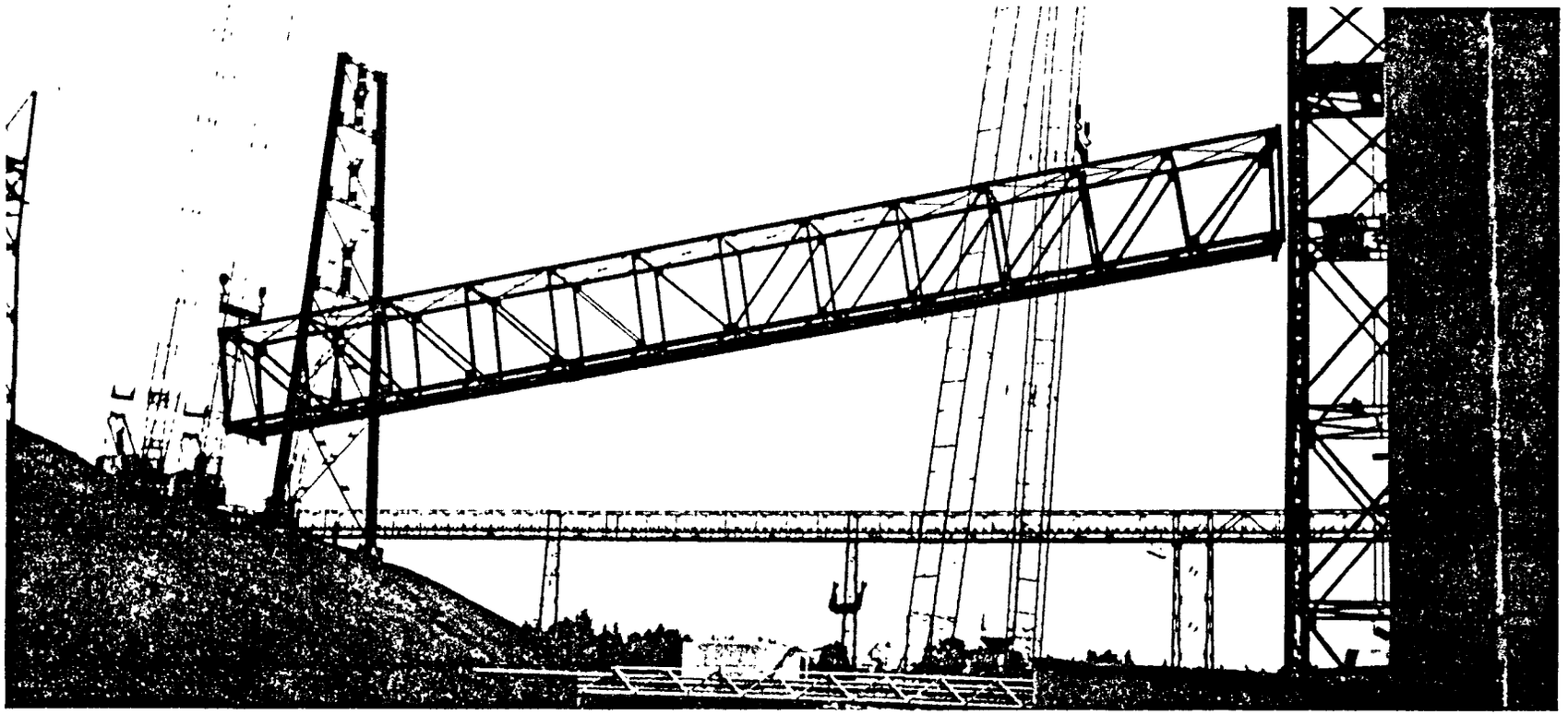
Raku firing is a process in which pottery is introduced directly into a kiln at 1,750 degrees to melt the glaze, then immediately removed and soaked in straw or wood shavings.

St. Fidelis is a four-year liberal arts college that trains young men for the Catholic seminary.

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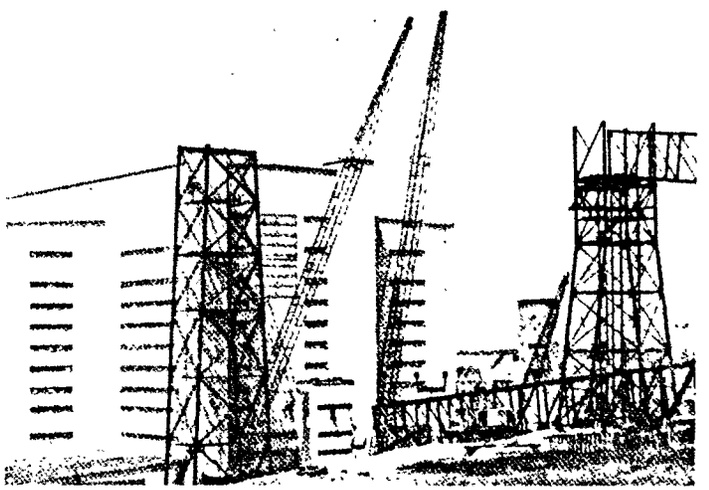
BIG LIFT AT JEFFREY

A120-ton steel truss was hoisted into place at the Jeffrey Mine in Asbestos, Quebec recently to complete one of the last major conveyor structures designed to carry ore from the new crusher-dryer complex to milling facilities.

Erection of the conveyor system is part of a $75 million project to move all milling surface facilities approximately 1,000 yards southeast of the Jeffrey open-pit asbestos mine. The job is scheduled to be completed in 1974 and is being supervised by the General Plant Engineering Department.

The truss, shown here as it is put into place, is 218 feet long. It took two days for construction crews to set the rigging to lift the immense span, but only an hour for the four cranes to put the truss in place.

J-M initiated the relocation of asbestos mining operations in 1970 in order to ensure greater flexibility in mining methods and to maintain a constant level of production in future years.



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GROWING LIKE PAUL BUNYAN

The Paul Bunyan-like growth of Lumber Distributors, Inc. (LDI) in Cleveland was paid tribute recently when Johns-Manville presented its business associate with a painting of the legendary woodsman. A plaque accompanying the painting read, "To Lumber Distributors, Inc. in recognition of its Paul Bunyan growth and our first 10 years of fine business relations." The painting was presented to Joseph Hardy, chairman of LDI, by Francis Dutcher, Vice-President for the Building Materials Divisions.



TOPS IN INTERNATIONAL SAFETY

Asbestos de Mexico, S.A., a Johns-Manville affiliate, was awarded a trophy recently for having the best safety record in 1971 among all J-M international facilities and affiliated operations participating in a safety contest.

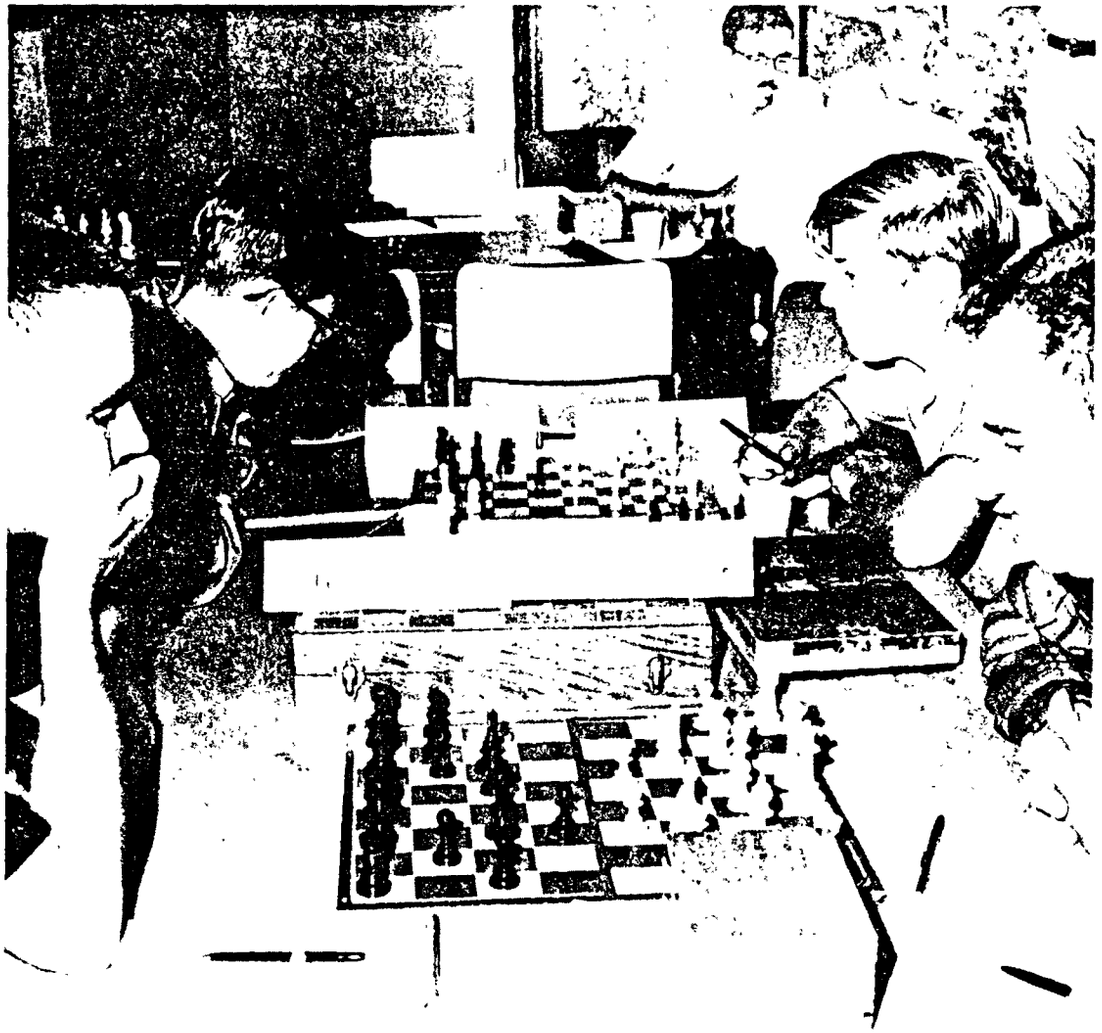
Paul Nikitovich (left), International Division General Manager for Latin America and the Far East, attended the ceremony at which Carlos Hank Gonzales (center), Governor of the State of Mexico, presented a trophy to members of the plant. Looking on is L. Lopez-Negrete, Chairman of Asbestos de Mexico, S.A.

The company, situated near Mexico City, produces pipe and building materials.

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BORIS AND BOBBY?

What's all the fuss about chess? Judging from the interest generated by the Fischer-Spassky world championship match, you'd think the game was just discovered.

Chess was "discovered" this summer and turned into what one writer terms "the with-it game of 1972." And while chess blossomed into a national fad, the game's old guard continued with its local tournaments—not because it's fashionable, but because these people like chess.

Take, for example, the Lompoc Valley Chess Club in California. This summer it hosted the fourth annual Johns-Manville Title Tournament. More than 20 local enthusiasts, some of whom are shown here, vied for a J-M – sponsored trophy.

Chess is nothing new to the Lompoc people or to thousands of people like them. They're the old faithfuls whose interest won't wane when the glamour is gone. They'll keep the game alive and well until it is "discovered" again.

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BENEFITS QUESTIONS & ANSWERS

Q—*We were recently told that Blue Shield instead of Health Service would handle our local doctor's claims. Does this mean we no longer have any connection with Health Service?*

A—No. J-M continues to pay its monthly premiums to Health Service The latter coordinates the program with local Blue Cross and Blue Shield plans and is also our contact when administrative problems and difficult claims problems arise

Q—*I am told that I must have 270 days of family contract coverage under hospitalization plan before I am eligible for maternity coverage. Doesn't my Blue Cross coverage with my previous employer count at all?*

A—Yes, it does count, as long as there is no break in continuity Since our plan covers you as of the first of the month following your being added to the GHQ or plant hourly payroll, you may have a period of a month during which you should arrange direct-pay coverage with local Blue Cross to protect your continuity.

Q—*Does our Major Medical insurance cover non-medical expenses if they are recommended by a doctor?*

A—No. As the name of the coverage implies, the Plan insures against major *medical* expenses not against other expenses such as transportation for special treatment, TV charges in a hospital room, etc., even though a doctor may have said they were desirable

Q—*Can a person name anyone as his Group Life Beneficiary or must it be a relative?*

A—He can name anyone

Q—*Are a dentist's services covered under our plans?*

A—There is no coverage for a dentist's services except in the unusual case of his treating a fracture or dislocated jaw or for surgical work in the mouth that does not involve teeth or gums However, if the dentist has his patient hospitalized for dental surgery of any kind, our Health Service plan will cover the hospital charges on the regular basis.

Q—*Are pension benefits paid at the beginning of the month or at the end?*

A—They are paid from the Fund at the end of the month. DPC mails the checks so that they will arrive by the last day of the month and usually provides a "cushion" of a day or two in case of possible delays in the mails The retiree's beneficiary receives the payment for the month in which he dies

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NEWS / PIC

Published for the 23,700 J-M employees, retirees and their families by Johns-Manville Corporation, Greenwood Plaza, Denver, Colorado 80217.

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