Sales Promotion Committee Report
Asbestos Textile Institute Meeting
New York City
Sept. 7, 1961

In Attendance:

J. A. Bettes - Raybestos-Manhattan, Inc.
A. E. Whitfield - Keasbey & Mattison Co.
B. C. Bond - Keasbey & Mattison Co.
W. H. Deckman - Keasbey & Mattison Co.
J. T. Griffis - H. K. Porter Co., Inc.
J. W. Weber - American Asbestos Textile Corp.
S. J. Peele - U. S. Rubber Co.
H. E. Sunbury - U. S. Rubber Co.
T. C. McCluskey- Tallman-McCluskey Fabrics Co.
G. Perry Wiess - Garlock Packing Co.
W. S. Hough - Johns-Manville Corp.
E. A. Schuman - Johns-Manville Corp.

The 4 sectional display cabinet has been renovated by the Art Guild Company of Philadelphia and will now be sent to the West Coast for exhibit at the University of California at Los Angeles from October, 1961 to January 1962. From there it will be sent to the University of California at Berkley for the Spring semester of 1962.

The second edition of the Handbook of Asbestos Textiles was completed on schedule and the books have been distributed. 15,125 copies were printed at a cost of $.72.8 each. We are pleased with the responses the handbook has been receiving from the field to date. The Handbook Committee suggests the A.T.I. invite Mr. Howard Bain to our next meeting to thank him for his trememdous help in revising the Handbook and also give him a small token of appreciation.

The Committee agreed that the Chairman is responsible for seeing that the market conditions report in the Asbestos Magazine does not reflect anything detrimental to our industry. He should compile from member companies a monthly statement of business conditions and reflect a summary of these reports to the Magazine for publication.

Again another manufacturer is misusing "Asbestos" in his effort to sell ironing board covers. The product was a cotton duck fabric, but was labeled with words such as "Spun Asbestos" and "Johns-Manville Asbestos". The President of the A.T.I. has taken action by writing the manufacturer:

Walker Products
1139 S. Prospect St.
Nauticoke, Pa.

Mr. Deckman submitted a comprehensive report compiled by their advertising agency (Erwin Wasey Ruthrauff and Ryan Inc) as to how the A.T.I. could stimulate more interest and obtain more sales of Asbestos Textiles through the use of a planned Public Relations Program. The cost for this suggested program was approximately $22,000 per year. Committee members will discuss this program with their own company advertising and public relations men and report suggestions at the next meeting. The committee felt the program should be tabled at this time until our new Fellowship Program was well under way.

In an effort to guide Dr. Shaw's work and make it still more meaningful the Sales Promotion and Technical Committees met in joint session to outline an effective program for Dr. Shaw to work on. Mr. Quealy, Chairman of the Technical Committee, proposed the following 10 items that his Committee felt would be effective channels for Dr. Shaw to follow.

1. Obtain more physical data on Asbestos.
2. Learn more on atomic radiation effects of Asbestos.
3. Plastic laminates.
4. Investigate Asbestos vs glass markets
5. Study asbestos cotton blends vs asbestos synthetic blends.
6. Standardize on a few light weight cloths for specification SS-C-466b.
7. Evaluate Asbestos Textile yarns vs paper yarns.
8. Investigate various combinations of asbestos organic fibers other than the standard mixture currently used by industry.
9. Develop an asbestos cloth as a replacement for cotton brattice cloth.
10. Try to correct situations where there is a misapplication of Asbestos Textiles.

The Fiber Committee suggested two items that also should be added to the Fellowship list.

1. Study the friction properties of asbestos (fiber to fiber) and also find a test method.
2. Try to find out why some fibers have greater flexibility than others.

In addition the following other items were suggested to Dr. Shaw to pursue.

1. Investigate more completely the electrical properties of asbestos.
2. Try to develop a few asbestos cloths for the Navy rather than the many they currently are using for lagging work.
3. Dr. Shaw working with member companies is to persuade the Government to make the Navy specification for Asbestos cloth a little more lenient as it currently is not practical and may result in high cost to the Government.
4. It was suggested asbestos should be considered in place of glass in winding missile cases.
5. It was proposed Dr. Shaw make field calls to cotton manufacturers to determine where asbestos could fit into their market picture.
6. Textile fiber charts published by Materials in Design Engineering and Modern Plastics currently list asbestos. Many physical and chemical properties are missing and Dr. Shaw is to fill in these charts and submit to the publishers.

It was felt a compilation of Asbestos Textile manufacturing cost data could help all member companies. Mr. Bradley Walls is to investigate the legality and advise what procedure if any can be devised to develop such a program.

Respectfully submitted,

E. A. Schuman, Chairman