

MINUTES OF THE MEETING OF THE SALES PROMOTION COMMITTEE
OF THE ASBESTOS TEXTILE INSTITUTE
HELD SEPTEMBER 5TH AND 6TH, 1956 AT THE WARWICK HOTEL, PHILADELPHIA, PENNSYLVANIA

IN ATTENDANCE:

J. T. Griffis, Chairman
SOUTHERN ASBESTOS COMPANY

RAYBESTOS-MANHATTAN, INC.
J. A. Bettes, Jr.
J. A. Brown, Jr.

SOUTHERN ASBESTOS COMPANY
G. J. Harris
J. T. Griffis

JOHNS-MANVILLE CORPORATION
W. S. Hough
E. A. Schuman

KEASBEY & MATTISON COMPANY
A. E. Whitfield

AMERICAN ASBESTOS TEXTILE
A. J. Scanlan

The first matter of business pertains to the old travelling exhibits that have been on tour for the past six years. We now have most of these well located in permanent positions. However, we did have one that was sent to Massachusetts Institute of Technology, Cambridge, Massachusetts, upon their request. This has now served its purpose and has been returned with a very complimentary letter from that institution, telling us that it had a very prominent place in the corridor, adjacent to their Textile Laboratory for the past four months. Having served its purpose, they are returning it, expressing a desire to have made available to them any new material, at anytime that we had something, as they have found it not only interesting, but very valuable to them.

It was the opinion of our group that since we had circulated this particular exhibit to the various textile or combination textile and engineering schools that we would use this one, that is now free to put in a strictly engineering school, such as, Purdue or Wisconsin. Dr. Shaw was instructed to ask one or both of these schools if they would accept it and failing in our attempt to put it there, we will find another "high class" engineering school to locate this display in order to expose as many engineers as possible to what we have to offer in the way of textiles in their jobs as they finish school and go into business.

We were very gratified with the completion of our new display, consisting of four units, 6 feet by 4 feet, electrically lighted and completely enclosed illustrating the various operations from the mines to the finished product well picturized with each item being perfectly allocated making this display easy to look at, easy to understand and attractive to be seen.

This new display is first to be sent to Washington for display there in the Department of Commerce Building and our Committee will, of course, take advantage of as many places within the Government Buildings as may be found necessary to display this while in Washington.

Following the showing in Washington, each Company is urged to be on the look out for the most advantageous place to display this exhibit. We must think of this exhibit as something that demands attention and is worthy of the largest shows in this country. For an example, it is too late to get it into Chicago at the National Safety Show this year, but perhaps we can for next year.

We are thinking of a show, something like the U. S. World Trade Fair, opening for the first time in the New York Coliseum on April 14th through the 27th. Any and all suggestions about a place that would be appropriate for this display would be welcomed.

As authorized by the Board of Governors, pictures have been made of this display and as soon as these are available, each will be informed as to the cost of additional copies as may be required either of the photographs, sizes 8 x 10 or there will also be made available 35 MM slides. As an illustration, these slides, it was the opinion of the Committee, could be used in connection with sales programs bordering along this line and could easily be worked in to good advantage if they were available. They will be made available and as soon as the situation is worked out so that we know what the cost will be, Dr. Shaw will send through a memorandum to that effect.

It was also the thought of the Committee that it would be nice to send our Associate Members a set of these slides so that they might see what we are doing when otherwise, they would not be able to see the display itself.

The subject of stockpiling strategic materials by our government was brought to our attention in a memorandum dated July 16th by Dr. Shaw, copies of which everyone received. There seem to be some slight misunderstanding about the use of stockpiling, but the point that we are interested in is that the people that write specifications for government projects do not become confused, because we think of material that is being bought and set aside by the Government, whether you call it stockpiling or warehousing is one critical and hard to get. Therefore, only to be used where absolutely necessary. This is not the case of Asbestos at the present time and we certainly want all people writing specifications to understand this point. Otherwise, they will be writing in the specifications for glass when they could just as well or better use Asbestos. This point, I think, was clarified so that we all understand it, but we want to be sure that people writing specifications and the Government understand it as well as we do.

The Sales Promotion Committee furnished the U. S. Testing Company literature and samples for their Annual Refresher Course in Textiles and Testing Techniques for the Class of 1956 Students, representing nine states, Canada and Egypt. We have a very fine letter from this company, thanking us for being of service to them and telling us that it served their purpose well.

Considerable time was spent by your Committee upon the thought and actuality that today we are producing Asbestos Textiles far superior to what we are actually advertising to the general public. In addition, we are not taking advantage or using the A.T.I. for the promotion and sale of Asbestos Textiles as we feel we could. Therefore, we are looking for ways and means to better present our product in order that they may appeal more to the general public and at the same time be more factual in our presentation.

As an illustration, for many years it has been common practice to think of Commercial Grade for temperatures of approximately 400 degrees F.
Underwriters' Grade for temperatures of approximately 450 degrees F.
Grade AA for temperatures of approximately 600 degrees F.
Grade AAA for temperatures of approximately 750 degrees F.
Grade AAAA for temperatures of approximately 900 degrees F.

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JM - 83

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We all know that if there is any question in our mind about the temperature, we would always suggest that the customer go to the next higher level and we weren't too sure about that. Dr. Shaw has proven to us, beyond any reasonable doubt, that for certain purposes, Asbestos Cloth will withstand a temperature of 2500 degrees in the 90% quality and above for periods longer than 30 minutes. In other words, he had no failure, after 30 minutes exposed to 2500 degrees F with a load of 70 pounds per square inch. While these tests are not yet complete, they certainly fascinate ones imagination to the point where we should re-arrange our thinking and start out by saying "In reverse to what we have been thinking, that Asbestos in the better grades, are good for temperatures 2500 degrees and the lower the temperature, the longer the material will last." To better illustrate; Glass Manufacturers advertise their product - "Will not burn, strength begins to decrease at 600 degrees F and continues to decline to limiting temperatures of about 1000 to 1500 degrees F."

Certainly, there is little doubt at this point that we can now say, "Asbestos will not burn. Strength begins to decrease at 400 to 600 degrees F, and continues to decline to limiting temperatures of about 2500 degrees, but even at that point, tests show that it will support 70 pounds per square inch for more than a 30 minute period." I think we can do this, once Dr. Shaw's tests are completed, as this is the indication based on the tests he had made so far. It is points of information of this nature that we need to capitalize on and use in our sales work to better educate the more usefulness of Asbestos Textile Products.

Carrying this thought still a step further, and with the better manufacturing facilities, better grades of asbestos that are now permitting and which are now being manufactured, we are actually delivering to our customers a far superior product than we are giving our manufacturing departments credit for in the sales field. Therefore, your Sales Promotion Committee, in joint session, with the Technical Committee have requested and the Technical Committee have agreed to make a survey of todays finding of values of popular types of Cloths, particularly in regard to tensile strengths that we might better use these values for more intelligent presentation to our customers.

The next step following this is one where we proposed in the Sales Promotion Committee to devise a label or insignia to be placed upon our packages in a conspicuous place, letting each of our customers know that the label of the Asbestos Textile Institute really stands for something. As a better illustration, Good Housekeeping label, as it appears on products of high standard manufacturers stands for something. Therefore, the A.T.I. should stand for something. First, however, we must re-evaluate our products and the following procedures are recommended.

1. Write a set of modern minimum performance ratings for all regularly produced Asbestos Textile Products.
2. Publish this and each member accept and suscribe to the values set.
3. All A.T.I. members could adopt a seal or sticker stating that as an A.T.I. member, they pledge that their products will "Meet or surpass" the minimum performance ratings published by A.T.I.
4. Copyright the label adopted, so that no one can use this particular distinctive label without written permission of the A.T.I.

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JM - 83

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Of course, only A.T.I. members would be permitted to use this label. I am sure that each and everyone of us can contribute greatly to a program of this nature by fully cooperating with our Sales and Technical Committee and Dr. Shaw by supplying the necessary samples and information that will be necessary to set up such a program as this.

Each and everyone of the Committee Members have been requested to send in their ideas for a label.

Respectfully submitted,

J. T. Griffis
Chairman

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JM - 83