MINUTES OF THE MEETING OF THE SALES PROMOTION COMMITTEE
OF THE ASBESTOS TEXTILE INSTITUTE

HELD DECEMBER 5TH. & 6TH., 1956

THE COMMODORE HOTEL, NEW YORK, NEW YORK

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

Our new exhibit "The Story of Asbestos" has been placed on the third floor of the Main Navy Building in front of the office of Admiral Mumma, Chief of the Bureau of Ships, for a stay of two weeks. From this spot it will go to the Main Lobby where it will remain for two weeks. This covers a period of November 6th to November 30th inclusive.

Next, this goes to the Main Lobby of the Department of Commerce (Mr. Harry Sharpe) where it will be until December 9th for the benefit of Mr. Harry Sharpe. and his Associates. Additional work is being done with Mr. R. D. Payne and Mr. Michael Chemsak, who are in charge of exhibits for the Navy on the idea of taking the exhibit on the road. They feel they have a need for such an exhibit and are anxious to show this in their Technological Shows, principally set up for small business. The next two points this is wanted for is Oklahoma City - March 10th to 17th and at Boston the 1st. week in April. In addition, these men have suggested this be placed in the Concourse of the Pentagon Building at a suitable time as may be later arranged.

Reports continue to come in to the effect that this is one of the finest, most impressive exhibits ever to be seen in Washington.

Our old visual aid displays are all well placed except one. We have a request from Alabama Polytechnic Institute for this, which we have informed them was available and we are now awaiting shipping instructions.

Pictures and slides can be had in color or black and white, as may be desired at a nominal cost by contacting Dr. Shaw of the A.T.I.

Dr. Shaw also has on hand approximately 1400 of the Asbestos Textile Handbooks which are available by contacting him.

An A.T.I. seal of significance has been developed by your Sales Promotion Committee to be used by Member Companies to better acquaint the users of Asbestos Textiles of reliability, service, and progress A.T.I. Member Companies afford. Example, performance ratings are now being established by members on Cloth to show the progress we have made in tensile strengths over what we thought a few

years ago were good. Our progress and development of manufacturing technique, plus more and better Asbestos Fibres and countless numbers of tests show on one popular number of Cloth, 4CP1.0 Underwriters' Grade now is running as much as 15 to 20% higher in tensile than previously could be offered. Only member companies accepting and subscribing to performance ratings in writing to A.T.I. could use this seal. I, herewith, repeat the four (4) points brought out in previous minutes, dated September 5th and 6th, 1956 which were suggested, as to the correct procedure and as also approved by our Legal Advisor, Mr. M. I. Ruddock:

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.

Inasmuch as Dr. Shaw now has a well equipped Laboratory, and often checks and evaluates products of each manufacturer, his tests may be used when necessary as a qualification for performance ratings.

This was an abbreviated meeting for your Sales Promotion Committee, inasmuch as we had a joint meeting with the Technical Committee in connection with the new performance ratings of Cloth and then a General Meeting to cover the work program for the coming year of Dr. Shaw.

Respectfully submitted,

J. T. Griffis
Chairman