MINUTES OF THE MEETING OF THE SALES PROMOTION COMMITTEE OF

THE ASBESTOS TEXTILE INSTITUTE

HELD AT THE COMMODORE HOTEL NEW YORK, NEW YORK

SEPTEMBER 5TH AND 6TH 1957

IN ATTENDANCE:

J. T. Griffis, Chairman
SOUTHERN ASBESTOS COMPANY

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

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

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

KEASBEY & MATTISON COMPANY
A. E. Whitfield
S. I. Harris

AMERICAN ASBESTOS TEXTILE CORP.
A. J. Scanlan

TALLMAN-McCLUSKEY FABRICS CO.
R. S. Tallman
A. R. Byrnes

With full attendance from each member company our discussions got underway by requesting Mr. Schuman to report on success he may have had on getting Asbestos listed on the Synthetic Fibre Chart as published by Textile World Magazine. Mr. Schuman had talked to Mr. Davidson, and only if we would go into considerable detail and write up a chart on all high heat resisting fibres could we get consideration. Whereas this was not our initial thought, we were interested to have Asbestos in more detail on this chart inasmuch as it had been mentioned generally but not explicitly, as had other fibres. For the time being we will be unable to get anything accomplished toward this end.

Next we covered the subject of old displays as well as new ones. Our old, small displays are serving useful purposes at various colleges throughout the United States and our new display has been well received, and still is in use by the Navy Department. This first started with the Navy in Washington where it was placed on the third floor of the Navy Building in front of Admiral Mumma Office (Chief of the Bureau of Ships). From there it went to the Main lobby of the Department of Commerce Building and the Navy liked the display so much they asked for it to be used in their Technological Shows, principally set up for small business. This show carried the display first to Boston, then to Tulsa Oklahoma, and from there to the Great Lakes, Illinois. The next request we have for the new and large display is from the Society of Plastics Industry which will have their show February 3rd through the 7th, 1958 at the Edgewater Beach Hotel, Chicago, Illinois. The Sales Promotion Committee has authorized Jack Brown to inform these people that we will be delighted for them to have this display at that time.

Between October 3rd and February 3rd are open dates for the display, however, Mr. Marcotte thought this could be used to an advantage in Canada during this interval and we are awaiting any advice or instructions that may come from him on this subject.

Next on our agenda was the subject of a useful label which we have been working on for some time in connection with the Asbestos Textile Institute Insignia to be used as we may desire on our letterheads as well as our packaging. This has been worked out and our Legal Advisor has written up the necessary certification agreement for each Company to use this label, and these will be distributed by Dr. Shaw of the Asbestos Textile Institute to members in the near future.

Your Sales Promotion Committee has been working on everything possible to better advertise and better stimulate the sale of Asbestos Textiles because we are confronted with a growing industry of glass textile products and a constant lowering of their prices. To better illustrate the following facts we have taken from the annual report of 1956 of Owens-Corning Fiberglas as follows:

"Sales of Glass Textile Products"

1952 - 31.3 Million Dollars
1953 - 33.3 Million Dollars
1954 - 35.0 Million Dollars
1955 - 41.6 Million Dollars
1956 - 48.2 Million Dollars

This they state, is their sales in textiles including strands, yarn, coated yarns, mats and rovings. Their total overall sales for 1956 was $174,000,000.

With greater production and lower prices constantly being offered Asbestos Textile buyers, it makes a rather confusing situation especially since they are growing bigger and lowering prices whereas our volume is constantly growing smaller and constantly we are being confronted with higher prices for Asbestos Fibres. There was just an increase announced prior to this report of 5% on fibre plus paying in Canadian funds which at this writing is roughly 5 to 6 percent more, adding up to a total of 10% to 11% increase effective October 1st we will have to pay for Asbestos further widening the gap and cutting down the possibilities of a broad use of Asbestos forcing us into a narrower field each time the gap is so broadened between the price of an Asbestos product as compared to glass as well as other synthetics. This information is brought to you as a matter of information and thought, with the hopes that we still go forward in an effort to develop more products from Asbestos that will enable us to open up fields in higher temperatures where glass cannot stand, but even at this point we have a new synthetic now produced in a small way, Fiberfrax, which will stand even higher temperatures so they claim than will Asbestos.

Asbestos has been on the critical list for quite some time, and we now learn that it has been removed from the critical list and we hope that this will be of some service to us in and around Washington.

This committee, working closely with the Technical Committee, is anxiously awaiting other developments of anything that may be available for our use in connection with the program on Nuclear Radiation, and how it affects Asbestos in relation to other products.

Nothing further to come before us, the meeting was adjourned.

Respectfully submitted

J. T. Griffis,
Chairman, Sales Promotion Committee