



FOR ECONOMY'S SAKE

Insulate with "Featherweight" 85% MAGNESIA

Save heat and you save money. Thousands of plants depend upon "Featherweight" 85% Magnesia to do just that. And no wonder!

"Featherweight" needs no introduction to thousands of users, many of whom first experienced its unusual qualities before this century began.

It is a superb insulation, low in thermal conductivity and not only effective on heated surfaces with temperatures up to 600° F., but when used in combination

with K&M Hy-Temp Insulation, it is efficient up to 1900° F. This combination of double layers permits staggering all joints and eliminating heat loss through open joints when expansion occurs.

Keep this heat-saving, money-saving insulation in mind for applications in your company's plants. It will serve you well—always! For detailed information on "Featherweight" 85% Magnesia, see your local K&M distributor, who is an experienced applicator, or write directly to us.

Nature made asbestos...
Keasbey & Mattison has made it
serve mankind since 1873

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View of Pipe bay in large eastern utility plant, showing pipes insulated with K&M "Featherweight" 85% Magnesia.

PHILIP SWAIN, EDITOR • JULY 1953 • ESTABLISHED 1882

Power

Industry Swings to Modernization

INDUSTRY HIRES executives and department heads to build up net profits—the elusive margin between what the business takes in and what it pays out. The job of sales and advertising executives is to increase the intake. Production men and power engineers are hired to cut down the outgo. The two groups are partners in the profit-making team.

Some top executives underrate the power engineer's importance as a profit maker. They say, "Why worry about power costs when they amount to only 3 or 4 percent of total sales?" They forget that if 4 cents out of every sales dollar now goes for power services, chopping off just one cent will increase the net profits of the average business by 10% or more. Figure this out yourself for your own company.

But what about this one-cent-in-four saving in power-service costs? Is it obtainable?

In our opinion, after visiting many hundreds of plants, intelligent modernization of all power services could easily save 25 percent in the average establishment.

Take steam, for example: Modern boiler equipment not only raises efficiency substantially, but also often yields even bigger savings by making it possible to burn bargain-priced fuel.

But cheaper Btu and better boiler efficiency are only the beginning; other big savings can be made in steam transmission and application. Modernizing transmission cuts costly waste through inadequate insulation and defective valves, fittings and traps. And there is often the chance to plug big steam wastes at the process or consuming end.

Parallel opportunities are at hand in the generation and application of electricity, mechanical power, refrigeration, heating, air conditioning and compressed air.

This year marks industry's great swing from new construction to modernization. As new construction gradually slows down from the high defense-effort peak, modernization must pick up much of the slack. That will keep the nation's wheels rolling at a good clip, and offer thousands of plants the opportunity to cut operating costs by replacing or revamping obsolete equipment and hookups.

Such recent renovation obstacles as rationing and equipment shortages have largely disappeared. Nothing more is needed except progressive power engineering, working hand-in-hand with top management to build profits by cutting waste.

With this national situation in mind, Power has been working for months building up the *Modern Plant Handbook* issue. Designed for year-round reference use, this will appear in mid-September as an extra issue. The regular September issue of Power will bring you the usual complete monthly editorial service.

A top feature of the *Modern Plant Handbook* will be the 16-page Renovation Roundup, listing hundreds of practical ways to save dollars in the modernization of all the power services—their generation, transmission and application.

Other Handbook sections include: Modern Plant Survey—tabulated data on over 500 new steam and hydro units; Directory of Power Field Manufacturers—more than 1000 manufacturers under 600 product listings; The Show Case—new products reported during the year.

The aim is to give Power readers a convenient "modernization package," to help them (1) organize the facts about their own plant, their present and future load conditions and (2) see just where and how intelligent modernization saves operating dollars.

ADS OUT