

Sales Promotion Committee Report  
Asbestos Textile Institute Meeting  
New York City, N. Y.  
March 2, 1961

In Attendance:

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

Visual Aid Display.

Mr. T. C. McCluskey showed a news clipping of the small A.T.I. display cabinet that is on display in the St. Louis area. It was on exhibit in a local school.

Our new large four sectional A.T.I. display cabinet was sent back to Philadelphia for overhauling. Mr. Boyce Bond was appointed to head a subcommittee to refurbish these cabinets. He was allotted up to \$1,000 to spend on this project.

The #3 and #4 panel of the exhibit may need a new layout in order to show how Asbestos Textiles are used in the Missile Industry. Mr. Bond will advise on timing, cost and sample needs. The exhibit is scheduled for UCLA and other West Coast schools starting in the Fall. It may be exhibited at Illinois or Minnesota for the Spring term if the exhibit can be renovated in time.

Mr. Deckman reported that the Philadelphia Commercial Museum apparently has no interest in our exhibit at this time.

Asbestos Magazine

Market conditions--- Published reports in this magazine have not always been accurate in regards to Asbestos Textiles. To try and correct this in future issues it was the feeling of the Sales Promotion Committee that the Sales Promotion Chairman should obtain the pulse of the industry from member companies and then relay this industry information to the magazine. We believe such reporting in the future will not be detrimental to the industry.

Dr. Shaw's Proposed Magazine Article

Dr. Shaw's high temperature serviceability (5000°F) article was offered for publication in the Materials in Design Engineering Magazine. The magazine refused to publish the article at this time due to other commitments. It now appears that our new revised Handbook will be published before we can persuade a proper technical magazine to run Dr. Shaw's article.

Revised A.T.I. Handbook Status

The committee has completed over 95% of the work on the revised edition of the Handbook. The 108 page book was presented to the Hibbert Printing Company for a printing bid and the following prices were received:

|        | <u>Saddle Stitched</u> | <u>Square Spine</u> |
|--------|------------------------|---------------------|
| 15,000 | \$10,800 (72¢)         | \$11,850 (79¢)      |
| 20,000 | \$12,400 (62¢)         | \$13,800 (69¢)      |

The committee will obtain additional competitive bids, other printing information and then give the printing job to the printer who will give the Institute the most for its money without sacrificing quality. Mr. Staton Peele along with Mr. Howard Purcell of U. S. Rubber Company will help the committee in reaching a final decision. At this time it is estimated that the first printing should consist of 15,000 copies.

Respectfully submitted

E. A. Schuman, Chairman