

NEWS - LETTER

December 1995

Dear Reader,

Another year has passed.

I think that the time between the preparation of the News-Letters gets shorter and shorter.

Generally I must admit that to me a week is practically nothing. I think it may be due to my age. Getting close to 60 years, time of course becomes more and more valuable, and the saying "kill time" when one has got nothing to do, absolutely disgusts me.

How can one talk about killing one of the most valuable things a human being has ?

Anyway, I have now pulled myself together and am struggling to write another News-Letter, giving you an impression of what has happened in our family and our company and the aluminium industry worldwide in 1995.

A lot has happened and I hope that when I have finished this letter I have covered the most important events. At least it is a looooong letter, but I hope that you will enjoy the reading anyway.

OUR CHRISTMAS CARD

In July this year my wife and I spent some days in Switzerland, travelling by the "Glacier Express" together with some of our very close Swiss friends, a couple whom we have been knowing for many years.

We went from Zurich via Chur to St. Moritz, where the following morning we changed to the "Glacier Express", one of these special Swiss trains with narrow track gauge, and went by that train for 7 hours up to Zermatt, a town situated at the foot of mount Matterhorn in Canton Wallis.

This trip was absolutely indescribable. The trip took us through the most beautiful parts of Switzerland, through green Valleys between the peaks of the mountains, and as we were lucky with the weather - the skies were blue and the sun was shining - it was an extraordinary experience, which I can recommend everyone to try.

he last morning before we had to return to Denmark, I got up very early in the morning, what I usually do, and took a photo of mount Matterhorn in the rising sun, and the result appears from this year's Christmas Card.

It is probably not how you normally see Matterhorn photographed.

CHRISTMAS TOKEN

In 1995 we have decided to send you the below coin



As you may know Denmark is the oldest Kingdom in the world. From the enclosed list you will see the names of all the Kings and Queens, who have been ruling Denmark since the year 900 when it all started with "Gorm the Old".

It is difficult to imagine that our Queen Margrethe II is a direct descendant of "Gorm the Old".

As you will also see from the list of the various Danish Kings and Queens, all the Kings are called either Christian or Frederik since year 1513. Our today's Crown Prince's name is Frederik, and when he marries - he is dating quite a lot of beautiful young women these days - and gets a son, who will succeed him, this son of his becomes King Christian XI.

Our present queen is only the second female ruling this country. The first queen was Margrethe I, who ruled the country from 1387 to 1412.

One of the Danish Kings, namely "Sweyn Forkbeard" wanted to impress the Norwegian and Swedish Kings about 1000 years ago, and he was the first one who struck a coin in Denmark and therefore in 1995 we are celebrating the thousandth anniversary of coins in Denmark.

Elke has only been with us for 6 months, but she fits well into the company and its atmosphere.

CONFERENCES

As usual we participated in various conferences during 1995.

Klaus, Morten, Tove and I went to Las Vegas to participate in the "TMS conference" in February. As usual we met a lot of friends from all over the world. Unfortunately, I did not become a millionaire playing the one-armed bandits, and in fact I did not spend much of my time on these machines, but you cannot go to Las Vegas without gambling a little, can you ?

Whether or not I am going to participate in the TMS meeting in Anaheim next year is a little doubtful, but at least one representative from our company will be there.

Morten and Klaus participated in the "Metal Bulletin Conference" in September in Chicago, and maintained a lot of the contacts with various people from all over the world.

This year's "Arabal Conference" was held in Dubai in October and Morten went there on his way to the Far East. This conference is important for us to attend, as we are supplying various products to the Middle East smelters, and therefore Morten participated in this conference as he is the one dealing with the smelters in this particular area.

After that conference Morten proceeded and met me in Singapore, and from there we went to Australia to participate in the "5th Australasian Aluminium Workshop" in Sydney end October.

I enjoy this conference very much, as we have very good meetings and listen to some very good papers given by various people from the industry. So we really feel that we profit a lot from this conference, which in my opinion is one of the better.

Morten also went to Norway to participate in the Norwegian conference "Ildfaste Materialer i Aluminiumindustrien" (Refractory Materials within the Aluminium Industry) in Trondheim in November, where he again met many of our friends from especially the Scandinavian smelters.

ARABIAN HOSPITALITY

In January 1995 we received an invitation from Dubai Aluminium to come to Dubai in order to among others see the "PGA GOLF TOURNAMENT" sponsored by Dubai.

The invitation was with thanks accepted by Klaus and Morten.

The same invitation was sent to many other local and overseas suppliers as well as Dubal's most important customers. In my opinion a fantastic idea.

All costs except the airfares to/from Dubai were born by Dubal.

During the meetings the guests were informed about the smelter's expansion plans. On this occasion Dubal wanted to reinforce the relations to their suppliers.

The arrangement was second-to-none. REAL ARABIAN HOSPITALITY!

ALUMINIUM PRICES

In my 1994 News-Letter I predicted that very soon the aluminium price would be around USD 1,800.-/ton. My prediction was right (again), as the price has been up to 1,800.-/ton for some time since my last News-Letter.

At present the price is very close to 1,700.-/ton, and I firmly believe that the good price level will be maintained for some time (years) to come, mostly due to the increasing demand for aluminium, the high aluminium prices, and the heavy demand already existing among others in the Far East, except in Japan.

Mr. Mike Venie, the marketing director of Kaiser Aluminium Corporation, indicates that around the turn of the century the quantity of aluminium in each car produced will double compared with today's quantity of aluminium in cars.

It is assumed that we will see a growth in the consumption of aluminium of about 3% in 1996. The consumption of aluminium in Russia has dropped by 70% from 1991 to 1993, but at the same time the export of Russian aluminium has increased by 125%. This means that also the Russian smelters have been able to maintain an acceptable production. Brokers recommend the industries to secure supplies for 1996 as the aluminium prices late in 1996 is expected to increase more than other metals.

Also the LME stocks are touching the bottom. From a record high level of 2.6 mill tons in May 1995, it is today only about 200,000 tons. Also it seems to be difficult to increase the stock of aluminium, because the demand for aluminium oxide is high. However, this should be settled during 1996 and 1997 because the refinery capacity of aluminium oxide is increasing.

I still firmly believe that a good average price should be about 1,600 to 1,700 dollars a ton, which I think is also a good price for the industry taking the competition into consideration, as too high aluminium prices give basis for other competitive products, what cannot be in the industry's interest.

NEW ALUMINIUM SMELTERS

Few new smelters are relevant right now, even though rumour has it that new smelters are discussed in Saudi Arabia, Qatar, Chile, and Iran.

However, a lot of extensions have taken place in various smelters around the world, and among these are the New Zealand Aluminium Smelter, N.Z.A.S. in Bluff, the Comalco Smelter on Boyne Island in Queensland, the Alba Smelter in Bahrain, and the Dubal Smelter in Dubai. Extensions are also under consideration at ISAL on Iceland, at Sørå, Husnes, Norway, and at Hydro in Aardal and Hydro on Karmøy, also in Norway, and before the turn of the century more smelters will probably be built in Canada and other parts of the world, if the demand for aluminium continues to increase.

At Egyptalum in Egypt pots are being transformed from Söderberg Technology to Egyptian Prebake Technology - very impressive pots. This also means a production increase in Nag Hammady.

For various obvious reasons the production in continental Europe shows a downward trend.

Other projects are on the drawing table, and we will definitely see more expansions and new smelters coming up within the next 3 to 5 years.

OUR SUPPLIERS

A K W

AKW in Uelzen, West Germany, has been a very loyal supplier of ours for many years. AKW produces only Insulating Diatomaceous Moler Bricks and is the only alternative to our competitor in Denmark, also producing moler bricks.

The products from AKW sold by us are used exclusively for back-up lining in anode baking furnaces. AKW is producing various special shapes and standard shapes, and their quality has been used in anode baking furnaces designed by Alesa, Pechiney and Riedhammer. The AKW-quality is accepted by these three companies.

A special data sheet covering the various products, accepted for anode baking furnaces, is enclosed.

AKW is in the process of being ISO-certified and expect this certification to be finalised before the end of 1996.

BASALT

As mentioned in previous News-Letters BASALT is a large German group with a turnover of approximately one billion DEM. BASALT has several plants in Europe within the refractory sector and acquired Kramer in Düsseldorf a few years ago. Kramer was previously our supplier of vermiculite boards.

BASALT has now finalised building an entirely new plant for production of vermiculite boards in Düsseldorf which we shall be marketing under the names

VERMILITE 2000 & PROLITE SUPER

These boards will meet the strictest specification for such products for pot-insulation worldwide and in the near future data sheets will be distributed to all the relevant smelters using vermiculite boards as pot-insulation.

The Plant in Düsseldorf has already been ISO-certified.

We have had the pleasure of having seen many of our overseas friends from various smelters in Düsseldorf inspecting the new plant already, and everyone has got a good impression of the new production facilities and the quality of the boards being produced.

MOSCONI

MOSCONI in Annicco is one of our oldest partners. During 1995 MOSCONI has improved their quality and quality control enormously. The raw materials are being controlled daily on a spectrometer, ensuring that the quality is uniform. Also the selection of the raw materials for producing the MOSCONI bricks, MSB-450 and MSB-575, is very strict. Furthermore, the production capacity has increased, and today MOSCONI is one of the world's larger producers of insulating bricks with a service temperature of 900°C (1650°F).

Packing for Overseas shipments has been improved and so has the machining capacity.

CAPE SIBORIT

This year CAPE SIBORIT has finally received accreditation to the DIN EN ISO 9001:08.94 standard. It has taken a long time, but it has always only been a question of having things formalised, as the quality control and CAPE SIBORIT's production in Lüneburg have always been excellent.

CAPE SIBORIT is a very reliable and first class supplier. Today CAPE SIBORIT has the most advanced facility for production of calcium silicate boards in the world, producing both the lighter quality, INSULITE 1900, for the aluminium industry, and also heavy calcium silicate boards for cast house applications.

We are still working on developing a new lighter quality calcium silicate board, INSULITE 2000, and as soon as news about this board is available we shall inform you.

BURTON

Over the years we have been co-operating with various suppliers of firebricks for usage as protection barriers in pots.

We still deal with various producers, supplying special qualities for certain smelters, but we have started a close co-operation with BURTON in order to develop the ultimate firebrick with special properties exclusively for the Primary Aluminium Industry.

This brick should be ready at the end of 1995 and when it has been tested by independent laboratories, all information will be made available to anyone interested.

The brick will have tight tolerances and meet most specifications for such a barrier brick. One does not often see a producer making a special product only for the primary aluminium industry, but BURTON wants to get into this market.

We already market a standard BURTON Brick called ALUBAR 1100. See the enclosed data sheet.

ALLIED MINERALS

As indicated in previous News-Letters we are also marketing dry barrier mix from ALLIED MINERALS in Ohio, USA, but obviously it is still a little premature for the smelters to switch to this product considering the very understandable conservatism existing in the industry, but I still feel that in the long run this product will find its position in the pots as part of the pot-lining.

The material from ALLIED is practically none-dusting and is said to be one of the best products available on the market today.

POLGRAPH

We have been dealing in cathode blocks in certain parts of the world for several years.

However, earlier this year we cancelled our contract with ZEW in Raciborz and their sales office Elbar in Katowice, Poland. This decision was made for various reasons, but at the end of the day the result is that we are no longer co-operating with Elbar in Katowice concerning the cathode blocks from ZEW in Raciborz.

We have, however, extended our co-operation with POLGRAPH in Nowy Sacz and as you probably all know by now POLGRAPH SA became member of the SGL Carbon group as from September 1, 1995.

How our future will look concerning sales of cathode blocks after SGL acquired POLGRAPH, we do not know yet, but before the end of the year I think that we shall know more, and the smelters to whom we are selling the blocks shall be informed as soon as a definite decision has been made.

A thing that puzzles me concerning the increasing aluminium production is that to the best of my knowledge no increase in the production of carbon blocks has been planned. There may be plans that I do not know of, but looking back you will see that the producers of carbon blocks are those who have always been on the market, and I think that due to the increasing demand for alumina and for aluminium, there must also be a need for increasing the carbon block production.

I have heard lately that some suppliers have been quoting long-time customers delivery times of up to 18 months for Cathode Blocks. If this is going to be the general trend in the future, then some smelters might face problems.

DELIVERY TIMES

Due to the boom in the industry and the above mentioned expansions, the demand for insulation and refractories and for any product that goes into the pots is very large. Sometimes we feel that our customers are not taking us quite seriously, when we tell them that they ought to order a long time in advance, as those who place their orders first and get confirmed delivery times are sure to get their products supplied as requested.

With the high demand these years, which will not change in 1996 and probably not in 1997 consumers of refractories have to be aware of the importance of placing orders earliest possible.

Of course we will always help whenever a critical situation arises, but customers should also have a certain stock in their own warehouses of the various products, if these long delivery times are going to exist for some time to come.

This is just a good advise !

ALUMINIUM FERRY

Denmark is the country with the many ferries.

Due to the building of the new Great Belt Bridge, the largest suspension bridge ever built in the world, we see an increasing competition from the ferry companies running between various parts of Denmark, mainly between Jutland and Zealand, you know the large island, where Copenhagen is situated.

The ferry companies are putting new high-tech ferries into service and one of these is a new ferry called "Kattegat" which makes 60 km/hour. This new ferry was taken into operation earlier this year.

The special thing about this ferry is that she is constructed exclusively from aluminium. She started operating on the 29th of May, 1995. She runs the distance between Jutland and Zealand in only 1½ hour. The ferry is very powerful and very fast. She is a single hull boat as other common ferries, but behind the common appearance there is a real wolf hiding. The speed is 32 knots and she can compete with any catamaran. "Kattegat" is very seaworthy what she has to be considering the tough Danish weather on the Kattegat during the winter months.

She has got computer controlled stabilisators which provides steady and comfortable sailing even in tough weather. The ferry is run by low sulphur and environment-friendly diesel fuel. The safety fulfils all the latest security demands in Denmark and internationally. Her overall length is 95 m, width is 17.4 m, draft is 3.7 m, and her dead-weight is 1,700 tons.

As far as I know it is the first time a ferry has been built exclusively from aluminium, and who knows if there might be a large market for aluminium ferries in the future, as the aluminium obviously also for ferries offers many advantages compared to the traditional steel.



THE VIKINGS

The Vikings, apart from the Danish Kings of which some were Vikings, are an important part of our history.

Below you will see a photo showing two of the most feared Vikings of our family, and they look quite like the Vikings did many years ago. You will also notice the beer on the table and the sword.



These two Vikings are probably tired after a long day of fighting and drinking.

In England the Vikings were very popular, because unlike the English men the Vikings combed their hair !!!

The first time we hear about the Vikings was a very brutal attack on the holy island "Lindisfarne" situated on the North English coast on the 8th of June in the year 793. Before the end of that day the Vikings had plundered everything, killed several people, among others many monks, and had taken some of the Lindisfarne population as slaves. The attack sent chock-waves through the whole of England, but it was only the start of a very bloody chapter in the history of Europe.

A Viking fleet could consist of up to 35 ships which were between 15 to 30 metres long. They had both freight vessels and men-of-war, which were faster and slimmer. A well organised fleet could include between 1000 to 1500 Vikings. They were very effective and twice the Vikings succeeded conquering and plundering Paris. The first time was in the year 856.

When Paris had recovered the Vikings returned and did the same five years later, namely in 861. In order to give you an impression of the Viking-mentality, it should be noted that already in 845 Paris had paid the Vikings an historically enormous sum of 7,000 pounds of silver in order not to be attacked. The Vikings took the money and attacked Paris some 10 years later.

However, after the first many battles the Vikings settled amicably in the Eastern part of England, which had come under Danish sovereignty already in 870.

The Danes (Vikings) were not very popular and were beaten by the English at several occasions, but in the end the English king, Edward the Older, had to obey to the Vikings in the middle and eastern part of England in 912.

The Vikings became integrated with the English. They started farming the country and everything began working out more peacefully. The Vikings gradually became English, but the English also became a little Danish.

Normal expressions as for example "window, bread and egg" comes from the Danish words "vindue, brød and æg", and when English women marry they get a "husband", or as the Danes said at that time a "husbond" (this word is also but rarely used in Denmark today).

The Vikings were very mobile. "Eric the Red" sailed in the year 985 towards the Northwest without knowing what to expect, and then he discovered Greenland.

"Leif the Happy" continued westwards and in the year 1000 he found North America, a long time before Columbus. He landed in the province of Labrador which still has got traces of his visit in the city L'anse aux Meadows.

Danish and Norwegian Vikings went west and the Swedish Vikings always travelled south east. The Swedish Vikings toured the big Russian rivers, and the Swedish Vikings got as far as to the Caspian Sea and the Northern part of Persia. Their expeditions were also a mixture of trading and robbery.

Roe-deer skins, beeswax and honey were very attractive to the rich Muslim traders. The Vikings were in return getting among others silver, silk and spices from the Far East. The Vikings returned home with a lot of silver coins and the historians can hardly believe that all these silver coins were obtained through honest trade.

The Danes also participated in the expeditions eastwards. In "Ringsted" in Denmark some 1700 Muslim "dirhemers" were found some years ago, silver coins which were also found in other places in Jutland. The silver originally came from Afghanistan, where there were very large occurrences of silver.

In the Arabian parts to which the Vikings came, the Vikings were under one called the "Rus", meaning people coming from the North. The "Rus" also conquered Kiev.

Later the "Rus" gave name to Russia, and Russia was simply a name for the part of the world where the Vikings came from.

To the Vikings the family meant everything and if the family's honour was offended it should be revenged, if necessary through a vendetta.

The Vikings did not just kill each other in order to get even. It was a question of balance. The Vikings should always have compensation, corresponding to the offence the relative had been exposed to, neither more nor less. It could give very strange results. If a high-ranking relative had been killed by a lower-ranking person from another family it was not the murderer who was killed, no, the balance could only be re-established by killing another high-ranking relative from the murderer's family, irrespectively whether the one who had to be killed was as innocent as a "small child".

The expression "the cool Norsemen", meaning people from the North of Europe, might have originated during the Viking period.

The Viking's children, especially the boys, were taught very strong self-control. The boys should talk very concisely and precisely - not very much but very emotionally. They should be able to bear pain without flinching. In this way the Vikings had much in common with the Spartanian culture in the old Greece.

Only when they were partying they were wild. Already at that time the Danes could drink enormous quantities of beer or "Mjød" as it was also called, and then they loosened up for the feelings which they could not do on a daily basis - and it was very often very fierce parties they had.

The Vikings liked to give each other very weird nicknames. What do you think about names like "Asmund Wriggle Arse", "Ketil Flat Nose" and "Herjolf Shrink Balls". The Vikings were very straight-forward people. And whether or not we like what they did, they were the ones who founded our country "Denmark" where we are living.

BE CAREFUL

In a Danish Industrial magazine I saw an article, which had been copied from a similar magazine in England.

It listed some of the crisis signals that one should consider before entering a co-operation with a company.

What you should be aware of in some of the fancy companies should according to the English be the following, and they write, "Take care when

1. the manager drives a Porsche with personal number plates
2. there is a fountain in the reception
3. there is a flag pole in front of the office
4. the chairman has been rewarded for his work for the national industrial chamber and the diplomas are hanging visible on the wall
5. the new head office has been inaugurated by the Minister of Industry
6. the company has a senile bookkeeper
7. the name "high-tech" is part of the company name
8. the company's auditing company has been growing big together with the company
9. the chairman is a politician who is reputed for his charity work
10. the manager is a reputed playboy
11. the staff is satisfied and never strikes
12. the company has won a prize for its annual statements
13. the annual statements shows the chairman on his way out of a helicopter
14. the company has opened an affiliate in China"

There might be some truth in the above, and do you know any such companies by the way ?
I don't !

TALUM - SLOVENIA

This long-time customer of ours is issuing a company gazette called "ALUMINIJ" and as per their edition of December 1994, there is an article in Slovenian about the crazy Danish politician which I mentioned in last year's News-Letter, and an article about the first aluminium being made by the Dane "H.C.Ørsted".

In order to show you what our Slovenian friends have written, we have copied the articles from "Aluminij" below, and the translation you can have by going back to our 1994 News-Letter.

Volitve na Danskem

Kako nesrečno se o resnih zadevah velikokrat pogovarjajo v našem parlamentu, vemo, kako je na Danskem, verjetno ne. Morda bo zato zanimiva informacija (vir: Simonsen & Sons) o novi stranki v danskem parlamentu.

Letos je namreč kandidat iz Arhusa dobil mesto v parlamentu kot predstavnik stranke "delomiržnežev". Njegov program je zelo originalen, morda bo z njim celo zaslovel. Če do zdaj še niste slišali o njem, vam lahko naštejemo nekatere obljube danskim volilcem:

- pogmiliti preprogo po ulicah, namenjenim pešcem
- kolesarjem omogočiti več vetra v hrbet
- omogočiti večje vozičke za hrano v domovih za ostarele
- zmanjšati vrste pri blagajni v supermarketih
- moškim dati pravico do občasne impotence

- za ljudi brez humorja zahtevati najdaljšo delovno dobo
- več kitolavcev v danske fjorde (zdaj ni nobenega)
- brezalkoholno pijačo v parlament
- mlade moške neporočenim materam
- uglasbiti sesalce za prah

Sprašujemo se, je nor on, ali volilci, toda za svoj program je pridobil 23.253 glasov (za primerjavo: približno toliko šleje stranka Zelenih Slovenije). To je prvič v zgodovini, da je nekdo s svojim lastnim programom prišel v danski parlament.

Mislim, da so se danski volilci odločili za njega iz protesta do vsakdanjosti in do politikov brez domišljije. Vprašanje je, kaj bo dosegel, toda v vsakem primeru gre za duhovit pristop.

(Simonsen & Sons)

Odpiralni čas lekarne v Kidričevem:

- vsak dan od 7. do 14,30
- v četrtek id 7. do 15,30
- vsako prvo soboto v mesecu od 7. do 13. ure

Ste vedeli?

Ste že slišali zgodbo o prvem aluminijemskem proizvodu?

Legenda pravi, da so rimskemu imperatorju Tiberiusu pri kosilu nekoč pokazali krožnik iz novega materiala. Bil je zelo lahek in se je svetil kot srebro. Zlatar mu je pojasnil, da je ta krožnik iz gline. Imperatorja je skrbelo, da bo podla vrednost njegovega srebra in zlata, če bodo ljudje začeli izdelovati ta metal iz gline, zato se je odločil, da obglavi zlatarja.

Če verjamemo tej zgodbi, polem smo rabili 2000 let, da so dejansko raziskali metodo proizvodnje tega metala. To se je zgodilo leta 1825, ko je danski fizik H.C. Orsted uspel proizvesti nekaj miligramov aluminija.

Prvi izdelek, ki je bil narejen iz aluminija (1858), je bila paradna čelada za danskega kralja Friderika VII, ki jo lahko še danes vidite v Chopenhagenskem starem gradu.

(Vir: Simonsen & Sons)

Aluminij

Izdaja družba TALUM, d.o.o. Kidričev. Ureja Vera Polak. Fotografije: Stojan Karbec, dipl. ing. Tisk: PP PC Prijska tiskarna. Zaposleni v družbi TALUM in v podjetjih v njegovi sestavi ter upokojenci TALUMA dobivajo list brezplačno. Naštoda 2600 izvodov. Po ministerstvu za informacije, št. 23/209-92, se šteje glasilo s prilagani med proizvajalce informativnega značaja iz 13. točke tarife št. 3, za katere se plačuje davek od prometa proizvodov po stopnji 5%.

HELL

According to a Danish paper "HELL" is a place where:

- The Norwegians make the TV-programmes
- The English do the cooking and
- The Danes are making the policies

There is obviously a grain of truth in this statement.

GIN

Recently I read that "Gin" is one of the most popular alcoholic liquors produced. According to the article 4 bottles of Gin is produced every second 24 hours a day on a worldwide basis.

As one of my friends said, "I wonder who is drinking the other 3 bottles "?

SIGNS

I will round this News-Letter off quoting some signs seen in foreign countries. This sign-information was given to me by my long-time friend, Alton Tabereaux. Alton is a good friend of the family and he has a great sense of humour.

Here goes:

IN A PARIS HOTEL ELEVATOR:

Please leave you values at the front desk.

IN A YUGOSLAVIAN HOTEL:

The flattening of underwear with pleasure is the job of the chambermaid.

IN A JAPANESE HOTEL:

You are invited to take advantage of the chambermaid.

ON THE MENU OF A SWISS RESTAURANT:

Our wines leave you nothing to hope for.

ON THE MENU OF A POLISH HOTEL:

Salad a firm's own make; limpid red beet soup with cheesy dumplings in the form of a finger; roasted duck let loose; beef rashers beaten up in the country people's fashion.

OUTSIDE A HONG KONG TAILOR SHOP:

Ladies may have a fit upstairs.

IN A BANGKOK DRY CLEANERS:

Drop your trousers here for the best results.

OUTSIDE A PARIS DRESS SHOP:

Dresses for street walking.

IN A RHODES TAILOR SHOP:

Order your summers suit. Because is big rush we will execute customers in strict rotation.

FROM THE SOVIET WEEKLY:

There will be a Moscow Exhibition of Arts by 150,000 Soviet Republic painters and sculptors. These were executed over the past two years.

IN A ROME LAUNDRY:

Ladies, leave you clothes here and spend the afternoon having a good time.

IN A CZECHOSLOVAKIAN TOURIST AGENCY:

Take one of our horse-driven city tours - we guarantee no miscarriages.

ADVERTISEMENT FOR DONKEY RIDES IN THAILAND:

Would you like to ride on you own ass ?

IN A BANGKOK TEMPLE:

It is forbidden to enter a woman even a foreigner if dressed as a man.

IN A TOKYO BAR:

Special cocktails for the ladies with nuts.

IN A COPENHAGEN AIRLINE TICKET OFFICE:

We take your bags and send them in all directions.

IN A NORWEGIAN COCKTAIL LOUNGE:

Ladies are requested not to have children in the bar.

IN A BUDAPEST ZOO:

Please do not feed the animals. If you have any suitable food, give it to the guard on duty.

IN THE OFFICE OF A ROMAN DOCTOR:

Specialist in women and other diseases.

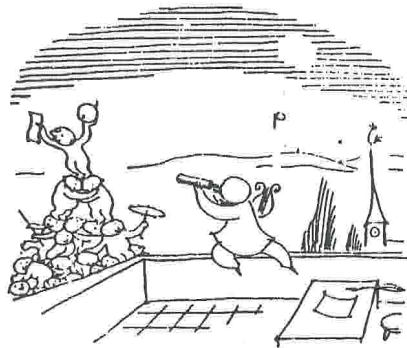
IN AN ACAPULCO HOTEL:

The manager has personally passed all the water served here.

TWO SIGNS FROM A MAJOREAN SHOP ENTRANCE:

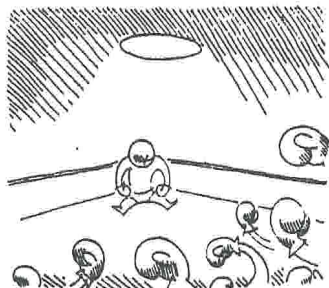
- English well speaking.
- Here speeching American.

I hope that you enjoyed the reading and will as usual quote a few verses by the Danish poet "Piet Hein".



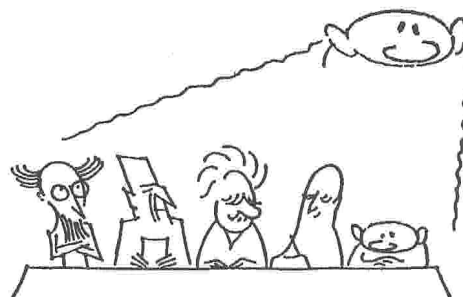
MAJORITY RULE

His party was the Brotherhood of Brothers,
and there were more of them than of the others.
That is, they constituted that minority
which formed the greater part of the majority.
Within the party, he was of the faction
that was supported by the greater fraction.
And in each group, within each group, he sought
the group that could command the most support.
The final group had finally elected
a triumvirate whom they all respected.
Now of these three, two had the final word,
because the two could overrule the third.
One of these two was relatively weak,
so one alone stood at the final peak.
He was: THE GREATER NUMBER of the pair
which formed the most part of the three that were
elected by the most of those whose boast
it was to represent the most of most
of most of most of the entire state –
or of the most of it at any rate.
He never gave himself a moment's slumber
but sought the welfare of the greatest number.
And all the people, everywhere they went,
knew to their cost exactly what it meant
to be dictated to by the majority.
But that meant nothing, – they were the minority.



PROBLEMS

Problems worthy
of attack
prove their worth
by hitting back.



THE ARITHMETIC OF CO-OPERATION

When you're adding up committees
there's a useful rule of thumb:
that talents make a difference,
but follies make a sum.

May we wish you all a very happy Christmas and a prosperous New Year and thank you for the co-operation in 1995 and may we have a lot of opportunities to do business and have a good time together in 1996.

The warmest regards,



Jørgen Simonsen

Encls: List of Kings
AKW data sheet
MOSCONI data sheet

insulating molar diatomaceous bricks

Back-up Linings for
Anode Baking Furnaces

simonsen
& sons ltd

Technical Data Sheet No. 3 - Oct. '95

PROPERTIES:	"BB" BLOCKS	"BF" BLOCKS	MOLER 750	RCB 85	MOLER POWDER
BULK DENSITY:					
ASTM C-134-70 kg/m ³	650	650	750	800	500
..... Lbs/cu.ft.	41	41	47	50	31
MAX. SERVICE TEMPERATURE: °C	900	900	900	950	900
..... °F	1652	1652	1652	1742	1652
COLD CRUSHING STRENGTH:					
ASTM C-93-83 MPa	2.3	2.3	5.0	7.0	
..... Lbs/sq.in.	334	334	725	995	
MODULUS OF RUPTURE:					
ASTM C-93-83 MPa	1.0	1.0	1.2	1.5	
..... Lbs/sq.in.	142	142	171	213	
LINEAR REHEAT SHRINKAGE:					
ISO 2477					
12 H at 50°C (122°F) below %	≤ 1.0	≤ 1.0	≤ 1.0	≤ 1.0	
max. service temperature.					
RESISTANCE TO THERMAL SHOCK:					
BS 1902: Part 1A: 1966, Appendix B					
Heating to 50°C (122°F) below cycles	> 50	> 50	> 100	> 50	
max. service temperature.					
COEFFICIENT OF REVERSIBLE THERMAL EXPANSION:					
BS 1902: PART 1A: 1966 K ⁻¹	2.0 x 10 ⁻⁶	2.0 x 10 ⁻⁶	2.0 x 10 ⁻⁶	2.0 x 10 ⁻⁶	
20-750°C (68-1382°F) °F ⁻¹	1.1 x 10 ⁻⁶	1.1 x 10 ⁻⁶	1.1 x 10 ⁻⁶	1.1 x 10 ⁻⁶	
TOTAL POROSITY:					
ISO 5017 %	72	72	68	65	
THERMAL CONDUCTIVITY:					
ASTM C 201/C-182					
..... 200°C	0.13	0.13	0.16	0.16	0.16
W/m K 400°C	0.16	0.16	0.17	0.18	0.18
..... 600°C	0.17	0.17	0.19	0.20	0.20
..... 390°F	0.90	0.90	1.11	1.11	1.11
Btu/sq.ft.h°F/in 750°F	1.11	1.11	1.18	1.25	1.25
..... 1110°F	1.18	1.18	1.32	1.39	1.39

P.t.o.

PROPERTIES:	"BB" BLOCKS	"BF" BLOCKS	MOLER 750	RCB 85	MOLER POWDER
PYROMETRIC CONE EQUIVALENT:					
ISO 528	1350	1350	1350	1350	1350
..... °C	2462	2462	2462	2462	2462
..... °F					
TYPICAL CHEMICAL ANALYSIS:					
SiO ₂	77	77	77	77	77
TiO ₂	0.7	0.7	0.7	0.7	0.7
Fe ₂ O ₃	6.8	6.8	6.8	6.8	6.8
Al ₂ O ₃	8.6	8.6	8.6	8.6	8.6
MgO	1.3	1.3	1.3	1.3	1.3
CaO	0.8	0.8	0.8	0.8	0.8
Na ₂ O	0.4	0.4	0.4	0.4	0.4
K ₂ O	1.6	1.6	1.6	1.6	1.6
SO ₃	1.2	1.2	1.2	0.8	0.8
Loss on ignition					
1050°C (1922°F)	1.5	1.5	1.5	1.0	1.5
GRAIN SIZE:					0.3 - 1.0
..... mm					18 - 50
..... mesh					
DIMENSIONAL TOLERANCES:			Trimmed ends	Trimmed ends	
Height	+0.5/-1.5	+0.5/-1.5	+1-(1mm+1%)	±(1mm+1%)	
Length	±(2mm+1%)	±(2mm+1%)	+1 / -1	+1 / -1	
Thickness	±(2mm+1%)	±(2mm+1%)	±(1mm+1%)	±(1mm+1%)	
AVAILABLE DIMENSIONS:					
Height		270			
Length		250			
Thickness		76, 100,			
..... mm		114, or 124			
Width	135 / 131		114 & 124	114 & 124	
Length	250 / 246		230 & 250	230 & 250	
Thickness	76, 100,		64, 76,	64, 76,	
..... mm	114 or 124		80 or 100	80 or 100	

Further details about specials etc. are available upon request.

Physical and thermal values are based upon regular, average test results on standard squares.

For special shapes and bricks, above average in size, slight variations in the above data may occur.

No warranty or guarantee is implied on the data which are given in good faith.

Technical Data Sheet No. 5 - Okt. '95

MOSCONI

		MSB-450	MSB-575
Bulk Density (BD): (ASTM C 134-70)	kg/m ³	425	500
	lbs/cu.ft.	26	31
Max. Service Temperature:	°C	900	900
	°F	1650	1650
Cold Crushing Strength (CCS): (ASTM C-93-83)	kg/cm ²	13	30
	MN/m ²	1.28	2.97
	lbs/sq.in.	185	430
Hot Crushing Strength (HCS): at 800°C (1472°F)	kg/cm ²	18	41
	MN/m ²	1.77	4.02
	lbs/sq.in.	256	583
Hot Load Subsidence (HLS): (ISO 1893) at 820°C (1510°F)	%	0.5	0.5
Modulus of Rupture (MOR): (ASTM C 93-83)	kg/cm ²	7	16
	MN/m ²	0.69	1.57
	lbs/sq.in.	100	230
Hot Modulus of Rupture (HMOR): (ASTM C-5-83) at 800°C (1472°F)	kg/cm ²	9	17
	MN/m ²	0.88	1.67
	lbs/sq.in.	130	245
Linear Reheat Shrinkage (LRS): (ISO 2477) 12 H at 850°C (1560°F)	%	< 1,0	< 1.0
Coefficient of Reversible Thermal Expansion: (BS 1902: Part 1A: 1966, Appendix B) 20 to 750°C (68 to 1382°F)	°K ⁻¹	3.4 x 10 ⁻⁶	3.4 x 10 ⁻⁶
	°F ⁻¹	1.9 x 10 ⁻⁶	1.9 x 10 ⁻⁶
Total Porosity: (ISO 5017)	%	82	81
Thermal Conductivity: (ASTM C 182) W/m K	200°C	0.09	0.12
	400°C	0.12	0.14
	600°C	0.14	0.15
Btu/sq.ft.h°F/in	390°F	0.62	0.83
	750°F	0.83	0.97
	1110°F	0.97	1.04
Thermal Conductivity: Hotwire Method (ISO 8894) W/m K	200°C	0.16	0.17
	400°C	0.19	0.20
	600°C	0.21	0.22
Btu/sq.ft.h°F/in	390°F	1.11	1.18
	750°F	1.32	1.39
	1110°F	1.46	1.53

MOSCONI

		MSB-450	MSB-575
Typical Chemical Analysis: SiO ₂	65.0%	65.0%
 Al ₂ O ₃	15.0%	15.0%
 TiO ₂	0.4%	0.4%
 Fe ₂ O ₃	4.1%	4.1%
 CaO	4.2%	4.2%
 MgO	2.6%	2.6%
 K ₂ O	4.5%	4.5%
 Na ₂ O	2.3%	2.3%
 P ₂ O ₅	0.1%	0.1%
 Loss of Ignition	1.8%	1.8%
Maximum Dimensional Tolerances: Length	± 1 mm	± 1 mm
 Width	± 1 mm	± 1 mm
 Thickness	± 1 mm	± 1 mm
Sizes available:	All standard and double sizes as well as special shapes.		
Standard Packing:	Double-deck, 4-way pallets, cardboard on 4 sides and top, nylon straps and shrink film.		

The strength of the bricks increases at rising temperatures (see frontpage).

Further details about specials etc. available upon request.

Physical and thermal values are based upon regular average test results.

No warranty or guarantee is implied on the data which are given in good faith.

For special shapes and bricks above average size slight variations in the above data may occur.



ISO 9002

THE KINGS AND QUEENS OF THE WORLD'S OLDEST KINGDOM

ONCE UPON A TIME - A THOUSAND YEARS AGO - THERE WAS A KING OF DENMARK NAMED GORM THE OLD. ALL THROUGH THE YEARS HIS FAMILY HAS RULED THE OLDEST KINGDOM OF THE WORLD, AND THE PRESENT QUEEN MARGRETHE II IS A DESCENDANT OF THE OLD KING GORM.

N A M E :	Y E A R :
Gorm the Old	900 - 950
Harald Bluetooth	950 - 985
Sweyn Forkbeard	985 - 1014
Harald Sweynsson	1014 - 1018
Canute the Great	1018 - 1035
Hardi Canute	1035 - 1042
Magnus the Good	1042 - 1047
Sweyn Estridsen	1047 - 1074
Harald Hen	1074 - 1080
Canute the Holy	1080 - 1086
Oluf Hunger	1086 - 1095
Eric the very Good	1095 - 1103
Niels	1104 - 1134
Eric Emune	1134 - 1138
Eric Lamb	1137 - 1146
Sweyn Canute	1146 - 1157
Valdemar the Great	1157 - 1182
Canute VI	1182 - 1202

N A M E :	Y E A R :
Valdemar the Victorious	1202 - 1241
Eric Ploughpenny	1241 - 1250
Abel	1250 - 1252
Christopher I	1252 - 1259
Eric Klipping	1259 - 1286
Eric Mændved	1286 - 1319
Christopher II	1320 - 1332
Valdemar Atterdag	1340 - 1375
Oluf	1375 - 1387
Margrethe I	1387 - 1412
Eric of Pommerania	1412 - 1439
Christopher of Bayern	1439 - 1448
Christian I	1448 - 1481
Hans	1481 - 1513
Christian II	1513 - 1523
Frederik I	1523 - 1533
Christian III	1534 - 1559
Frederik II	1559 - 1588
Christian IV	1588 - 1648
Frederik III	1648 - 1670
Christian V	1670 - 1699
Frederik IV	1699 - 1730
Christian VI	1730 - 1746
Frederik V	1746 - 1766
Christian VII	1766 - 1808
Frederik VI	1808 - 1839
Christian VIII	1839 - 1848
Frederik VII	1848 - 1863
Christian IX	1863 - 1906
Frederik VIII	1906 - 1912
Christian X	1912 - 1947
Frederik IX	1947 - 1972
Margrethe II	1972