

FILE NAME: WR Grace (WRG)

DATE: November & December 1969

DOC#: WRG077

DOCUMENT DESCRIPTION: 1969 Articles in Walls & Ceilings journal

Walls & Ceilings

NOVEMBER 1969



CENTRAL ASSOCIATION

formerly Plastering Industries

OFFICIAL PUBLICATION OF THE CONTRACTING PLASTERERS AND DRYWALLERS INTERNATIONAL ASSOCIATION



.. Bill Carroll
welcomes you
to the
"Success" Convention
52nd meeting
of the CPLIA

PLAINTIFF'S
EXHIBIT

219

Walls & Ceilings

(Formerly Plastering Industries)

An organization of Specialty Contractors
for Wall and Ceiling Construction:
Lath, Plaster, Acoustical Systems,
Fireproofing, Drywall, Specialty
Finishes and Movable
Partitions



SPECIAL PUBLICATION CONTRACTING PLASTERERS & LATHERS INTERNATIONAL ASSOCIATION

Volume 64

NOVEMBER 1969

Number 4

Welcome To The "Success" Convention Of The CPLIA!

"Success" is "attending a CPLIA Convention," this year's Las Vegas theme, and surely there will be ample opportunity to gain information and aid in the industry's fast-moving program complete activity in the Wall and Ceiling industry, one of construction's largest fields of activity.

The CPLIA, through able leadership, has brought its industry members to this threshold which may, at this convention, result in some change in the 52-year-old organization itself, by careful steps, listening, getting individual member opinion and ideas, and generally providing its people with information which will help them to proper and profitable decisions.

There is no intention to force complete Diversification on anyone, but, if he feels he may better serve the public and himself by offering a greater range of products and services, the goal is to provide him with the information and the means to do a good job in whatever field he selects.

This, we feel, is the essence of the Democratic process and surely we will agree who have participated over the years in this big and intimate group, there has been full opportunity for democratic expression.

This convention will carry this all a step farther and your complete participation is wanted on every level. Enjoy the convention and help the industry do the job its majority selects to do.

Chaired by CPLIA treasurer Edward J. Schalk and with assistance from Technical Consultant John J. Bucholtz, the Industry committees working on Technical matters are among the busiest groups.

Already a large number of needed National Standards has been developed by these committees, and in the works are a number of others including Surface Sealants, Steel Screw-Type Studs, upgrading of Portland Cement Plaster Specifications and others.

Few realize how much time is devoted to these activities. For example, the recent committee on Steel Studs and Curtain Walls, chaired by Harry Walter of Kansas City invited more than 75 industry leaders to participate in a day-long conference, a few short weeks before the Las Vegas convention.

Predecessors William Goodson of Detroit and Donald T. Davies of Baltimore helped set this committee's high standards of excellence for the industry and it deserves full support from everyone.

COMING EVENTS

February 18-21, 1970 — California Lathing and Plastering Contractors Association Annual Convention, Riviera Holiday Hotel, Palm Springs (Exhibit Space Available)

April 16-18, 1970 — SE Conference CPLIA, Causeway Inn, Tampa, Florida.

April 19-21, 1970 — SW Conference CPLIA, El Camino Real Hotel, Juarez, Mexico.

April 22-25, 1970 — Northwest Lath and Plaster Bureau Annual Convention, Washington Plaza Hotel, Seattle (Exhibit Space Available)

June 18-20, 1970 — Texas Lathing and Plastering Contractors Association Annual Convention, Robert Driscoll Hotel, Corpus Christi, Texas (Exhibit Space Available)

September 18-22, 1970 — Contracting Plasterers and Lathers International Association Annual Convention, El San Juan and Americana Hotels, San Juan, Puerto Rico (Exhibit Space Available)

WALLS & CEILINGS (formerly Plastering Industries) is the only independent industry-wide trade magazine published for the lathing, plastering, and diversified wall and ceiling industry; in addition reaches architects, builders in principle areas. **PUBLISHED MONTHLY.**

Subscription, \$3 a year in advance; 2 years, \$5; single copies, 35c. Owned and published by Plastering Industries, Inc., Charles F. Clay, Editor-Publisher, Advisory Board — Contracting Plasterers and Lathers International Association; Plasterers' and Cement Masons, Lathers, Hodcarriers' and Laborers' Unions; Northwest Plaster Bureau, Inc.

Special Correspondents: Al Hansen, Portland; James McVey, Yakima; O. B. Parsons, Missoula; L. V. Cronkhite, Bremerton; George Robertson, Jr., St. Louis; G. H. Martinelli, San Francisco; Gordon McWaine, Vancouver, B.C.; Norman Doyle, Toronto; Texas Contractors Association; George Toles, Buffalo; William Goodson, Detroit; Harry G. Hickey, Denver; Frank M. Bell, Atlanta and Southeast; Ben Gardner, Minneapolis; J. T. Sawyer, London, England; J. M. Sheppard, traveling foreign correspondent.

FIELD EDITORS—Advertising Representatives:

California: Robert F. Welch, 14006 Ventura Blvd., No. 204, Sherman Oaks, Calif. 91403. (213) 789-8733.

Editorial and Business Office—Construction Center, 315 W. Harrison, Seattle, Wash. 98119, 284-7160 (Area Code 206).

Manuscripts, industry news, photographs must be accompanied by self-addressed stamped envelopes for return. Published by Plastering Industries, Inc. Official organ Contracting Plasterers and Lathers' Int. Association. Bill C. Carroll, President. Printed in U.S.A.

Associate Members of the CPLIA

Alabama Metal Industries Corp.
P.O. Box 3928
Birmingham, Alabama 35208

Asbestospray Corp.
1060 Broad St.
Newark, N.J. 07102

Gene Sound Control
300 Breunig Avenue
Trantion, N.J. 08638

Caruch Steel Corp.
527 Madison Ave.
New York, N.Y. 10022

The Filtrkote Company
Blue Diamond Division
480 Central Ave.
East Rutherford, N.J. 07073
Western Division
P.O. Box 2670
Terminal Annex
Los Angeles, Calif. 90054

Larry R. Burson, Manufacturers' Rpt.
Route 2, Box 182
Gadsden, Alabama 35903

California Products Corporation
169 Waverly Street
Cambridge, Mass. 02139

Casings, Incorporated
P.O. Box 225
West Middlesex, Pa. 16159

Cement Enamel Development, Inc.
26765 Fullerton Ave.
Detroit, Michigan 48239

Clipper Manufacturing Co., Inc.
Norton Construction Products Div.
P.O. Box 9604
Kansas City, Missouri 64134

Concrete Chemical Products Corp.
6500 Oxford St.
Minneapolis, Minn. 55426

Domtar Construction Materials Ltd.
Caledonia, Ontario, Canada
Box 250

The Dow Chemical Co.
433 Building
Midland, Michigan 48640

Expanded Metal Engineering Co.
201 50th Avenue
Long Island City, New York 11101

H. B. Fuller Co.
1150 Eustis Street
St. Paul, Minnesota 55108

General Portland Cement Co.
Trinity White Division
P.O. Box 324
Dallas, Texas 75221

General Stone & Materials Corp.
5700 South Hamilton
Chicago, Illinois 60636

General Stone and Materials
Roanoke, Va. 24006
P.O. Box 1198

Georgia-Pacific Corp.
Gypsum Division
P.O. Box 311
Portland, Oregon 97207

Goldblatt Tool Co.
511 Osage
Kansas City, Kansas 66110

GREFCO, Inc.
630 Shano Place
Los Angeles, Calif. 90005

Hallmark Chemical Corp.
Subsidiary of National Chemsearch Corp.
P.O. Box 10723
Dallas, Texas 75207

Inland-Ryerson Const. Products Co.
P.O. Box 393
Milwaukee, Wisconsin 53201

K-Lath Corporation - East
10732 Hanna St.
Bethsville, Md. 20705

K-Lath - West
Monrovia, Calif. 91016

Kaiser Gypsum Co., Inc.
300 Lakeside Drive
Oakland, Calif. 94612

Nathan Kimmel, Inc.
1213 South Santa Fe Ave.
Los Angeles, Calif. 90021

Larsen Products Corp.
P.O. Box 2201
Rockville, Md. 20852

Marine Industries Corp.
Montrose Rd.
Westbury, New York 11590

National Chemsearch Corp.
Box 217
Irving, Texas 75060

National Gypsum Co.
325 Delaware
Buffalo, New York 14202

Nesle Manufacturing Corp.
P.O. Box 472
Doylestown, Pa. 18901

Ohio Lime Company
Woodville, Ohio 43469

Penn Metal Company, Inc.
P.O. Box 1468
Parkersburg, West Virginia 26101

L. D. Peters & Sons, Inc.
1133 Broadway
New York 10010, N.Y.

Chas. Pfizer & Co., Inc.
836 National Bank Bldg.
Toledo, Ohio 43604

Special Sections, Inc.
2256 Tillotson Ave.
Bronx, New York 10469

Sprayon Research Corp.
1101 N.E. 110th St.
Miami, Florida 33161

Standard Dry Wall Products, Inc.
7800 N.W. 38 St.
Miami, Florida 33166

Star Expansion Co.
Power Actuated Division
Mountainville, N.Y. 10953

Star Sales & Distributing Corp.
1102 Washington St.
Boston, Mass. 02118

Thomson Division-Royal Industries
130 West Victoria
Gardena, Calif. 90247

United States Gypsum Co.
101 South Wacker Dr.
Chicago, Illinois 60606

United States Mineral Products Co.
Stanhope, N.J. 07874

The Universal Insulating Machine Co.
P.O. Box 1371
Winter Haven, Florida 33880

H. Verby Co., Inc.
186-14 Jamaica Ave.
Jamaica, N.Y. 11423

Wheeling Corrugating Co.
A Division of Wheeling Steel Corp.
Wheeling, West. Va. 26003

Willingham-Little Stone Div.
The Georgia Marble Co.
422 Fulton Federal Bldg.
Atlanta, Ga. 30303

Zenolite Division, W. R. Grace & Co.
62 Whittemore Avenue
Cambridge, Massachusetts 02140

The Ceco Corporation
2500 Roosevelt Rd.
Broadview, Ill. 60153

Drywall Specialties Corp.
555 Fillmore Ave.
Tonawanda, New York 14150

Finestone Corporation
11335 East McNichols Rd.
Detroit, Mich. 48234

Pennsylvania Perlite Corp.
P.O. Box 2002
Allentown, Penn. 18001

Phillip Carey Corp.
Formerly Smith & Kanster
Lockland
Cincinnati, Ohio 45215

Western Metal Lath Co.
15220 Canary Ave.
La Mirada, Calif. 90638

Walls & Ceilings

DECEMBER 1969



ENTRANCE

formerly Plastering Industries

OFFICIAL PUBLICATION INTERNATIONAL ASSOCIATION OF WALL & CEILING CONTRACTORS

Thomas McGlone
Heads
Diversified
Wall & Ceiling
Industry

and poses with
his lady Helen

And, after
52 years
CPLIA is
now IAWCC

Page 13



Walls & Ceilings

(Formerly Plastering Industries)

An organization of Specialty Contractors
for Wall and Ceiling Construction:
Lath, Plaster, Acoustical Systems,
Fireproofing, Drywall, Specialty
Finishes and Movable
Partitions



OFFICIAL PUBLICATION INTERNATIONAL ASSOCIATION OF WALL & CEILING CONTRACTORS

Volume 64

DECEMBER 1969

Number 5

CPLIA's New Name Is IAWCC!

After 52 years of exclusive interest in lath and plaster the Contracting Plasterers and Lathers International Association has voted to change its name to "International Association of Wall & Ceiling Contractors," reflecting the industry's increased participation in Diversified systems and broadening the base of this big industry throughout the world.

The move has been formalized over several years during which the CPLIA gave patient and careful consideration to the needs and desires of the industry and to the trends of the times and needs of the public.

No one is urged to change his operations, and lathing and plastering will continue to be a prime interest of the organization, but membership ranks will be opened to others than those primarily in lath and plaster in the hope the entire Wall & Ceiling industry may eventually become one united front with divisions for specialized interests.

Emblem and logo changes will be announced soon while WALLS & CEILINGS continues as the organization's official publication and seeks information which will aid this greatly broadened industry interest.

When Bill C. Carroll gives up his post as president January 1, 1970 to incoming prexy Thomas J. McGlone a warm industry-wide "Thank You" will go to him for a job well done under most trying and busy circumstances as well as that of friendship and warmth.

Bill Carroll has added stature to the 52-year-old organization and his successor will find his post one of great opportunity because of this fine young man's leadership, ability and dedication.

Thank you, Bill Carroll, and welcome Thomas McGlone to the large future!

"There's never time," and time, talent and travel cost much money for the many things the industry must do.

Two demands are coming, however, which must be accommodated if real progress is to be made in most important avenues. The all-important Technical Committee will ask that more time be allocated for its in-depth deliberations and hard work. Likewise, local managers and labor advisors will ask that a suitable time be set for the National Bureau deliberations in a locale free from interruptions for their important tasks.

DECEMBER 1969

COMING EVENTS

- February 18-21, 1970 — California Lathing and Plastering Contractors Association Annual Convention, Riviera Holiday Hotel, Palm Springs (Exhibit Space Available)
- April 16-18, 1970 — SE Conference CPLIA, Causeway Inn, Tampa, Florida.
- April 19-21, 1970 — SW Conference CPLIA, El Camino Real Hotel, Juarez, Mexico.
- April 23-25, 1970 — Northwest Lath and Plaster Bureau Annual Convention, Washington Plaza Hotel, Seattle (Exhibit Space Available)
- May 1-3, 1970 — Mid-Atlantic and NE Conference CPLIA, Greenbrier, White Sulphur Springs, West Virginia.
- May 23-28, 1970 — CPLIA Board of Directors, Committees and Industry Meetings, International Inn, Winnipeg, Canada.
- June 18-20, 1970 — Texas Lathing and Plastering Contractors Association Annual Convention, Robert Driscoll Hotel, Corpus Christi, Texas (Exhibit Space Available)

WALLS & CEILINGS (formerly Plastering Industries) is the only independent industry-wide trade magazine published for the lathing, plastering, and diversified wall and ceiling industry; in addition reaches architects, builders in principle areas. PUBLISHED MONTHLY.

Subscription, \$3 a year in advance; 2 years, \$5; single copies, 35c. Owned and published by Plastering Industries, Inc., Charles T. Clay, Editor-Publisher, Advisory Board — International Assn. of Wall & Ceiling Contractors, Plasterers' and Cement Masons, Lathers', Hodcarriers' and Laborers' Unions; Northwest Plaster Bureau, Inc.

Special Correspondents: Al Hansen, Portland; James McVey, Yakima; O. B. Parsons, Missoula; L. V. Cronkhite, Bremerton; George Robertson, Jr., St. Louis; G. H. Martinelli, San Francisco; Gordon McWaine, Vancouver, B.C.; Norman Doyle, Toronto; Texas Contractors Association; George Toles, Buffalo; William Goodson, Detroit; Harry G. Huekey, Denver; Frank M. Bell, Atlanta and Southeast; Ben Gardner, Minneapolis; J. T. Sawyer, London, England; J. M. Sheppard, traveling foreign correspondent.

FIELD EDITORS—Advertising Representatives:

California: Robert F. Welch, 14006 Ventura Blvd. No. 204, Sherman Oaks, Calif. 91403, (213) 789-8733.

Editorial and Business Office—Construction Center, 215 W. Harrison, Seattle, Wash. 98119, 284-7119 (Area Code 206).

Manuscripts, industry news, photographs must be accompanied by self-addressed stamped envelopes for return. Published by Plastering Industries, Inc., official organ International Assn. of Wall & Ceiling Contractors. Bill C. Carroll, Pres. (until Dec. 31); Thomas J. McGlone, 1970 President. Printed in U.S.A.

PLAINTIFF'S
EXHIBIT

Elected at Las Vegas



CPLA'S NEW NAME

President—Thomas J. McGlone, T. J. McGlone and Company, Rahway, New Jersey. (Mr. McGlone takes office January 1, 1970.)

First Vice-President — J. M. McNulty, McNulty Bros. Company, Chicago.

Second Vice-President—Robert A. Pierce, Pierce Lathing Company, Fresno, California.

Secretary—Edward J. Schalk, Edward Schalk & Son, Inc., Syracuse, New York.

Treasurer — Joseph L. Koettters, Koettters Plastering, Inc., Cincinnati, Ohio.

Past-President—Bill C. Carroll, Bill C. Carroll Company, Albuquerque, New Mexico and Dallas, Texas.

And to The Board

(These are replacements for those whose terms expired this year in the various districts in addition to those whose terms continue.)

At-Large — Howard H. Huebner, Cuddihy, Huebner, Lamparter Contracting Co., Inc., Wyandanch, New York.

Western Conference — Richard F. Ruffner, Richard R. Ruffner, Inc., N. Hollywood, California.

N.W. Conference — Gordon Brown, Gordon Brown, Inc., Seattle, Washington.

S.W. Conference — Ray Boyd, Ray Boyd Plaster & Tile, Inc., Garland, Texas. Robert Whittle, Niehaus Interiors, Inc., St. Louis, Missouri.

Midwest Conference — Lloyd A. Hendley, Harry Hendley & Sons, Inc., Mankato, Minnesota.

Great Lakes Conference — Glenn Hartsell, A. J. Giraud Company, Detroit, Michigan. Harry J. Vermetti, Mid-States Lathing and Plastering, Rockford, Illinois. Donald J. Chambers, J&B Plastering, Inc., Mansfield, Ohio.



WHAT THEY DID AT



LAS VEGAS

A summary of the more important business taken by Resolutions and By-Law Amendments at the 52nd convention of the CPLIA:

NAME CHANGE

Henceforth the 52-year-old CPLIA will be known as the International Association of Wall and Ceiling Contractors and soon a new emblem and other changes will be made to reflect the increasing Diversification of the Industry.

COMPETITIVE INTEREST

Continuing Liaison will be maintained with the Acoustical and Drywall Contractors toward amalgamation of interest and possible eventual merger or consolidation.

NON-INDUSTRY MEMBERS

Membership in the organization is now open to contractors in other fields than lath and plaster and they need not be principally in lathing and/or plastering to join.

BOARD

Over a period the number of members of the Board of Directors will be gradually reduced in order to provide one board member for approximately each 10 members, along with voting rights for Past Presidents.

ANNUAL DUES

Will henceforth be determined by the membership at each annual convention without requiring amendments to the By-Laws. (For this coming year the dues remain as at present.)

JOIN GROUPS

Members are urged to affiliate with the American Subcontractors' Association and the Construction Specifications Institute.

LATHERS-CARPENTERS

While voting for continuation temporarily of "status quo," Carpenters and Lathers are urged to adjust their differences immediately for the industry's benefit and public interest. Official liaison will be established with both the Carpenters and Painters International Unions by the CPLIA.

STILTS

International and Local Unions will be requested to allow the use of Stilts and other such cost-saving equipment where permitted by safety and health regulations.

AREA BARGAINING

The organization will encourage State- and regional-wide bargaining units.

STRIKES-LOCKOUTS

The Governments of Canada and the U.S. will be asked to establish a code of ethics protecting contractors against union strikes and "interim" agreements, and to compensate them for additional costs incurred on Federal work beyond their control at the signing of contracts for work in the future.

APPRENTICESHIP

Broadest support and cooperation with Industry Training programs shall be continued.

NATIONAL AGREEMENTS

Will be encouraged and fostered wherever in the industry best interest as to working conditions, health and welfare, pension programs and jurisdiction.

PLAINTIFF
EXHIBIT

... And A Big, Busy Exhibit Area



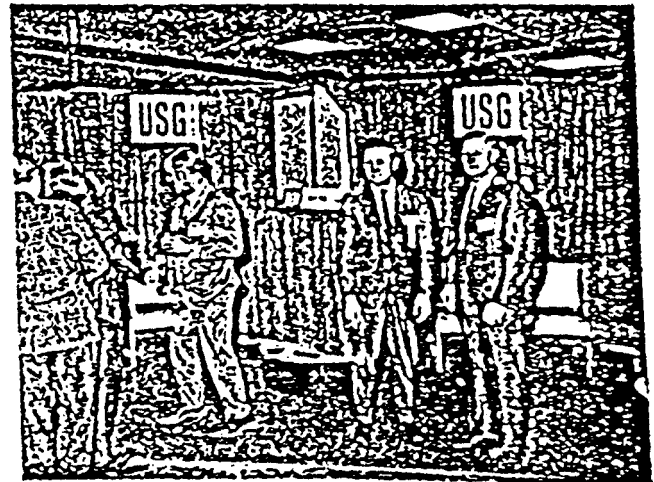
USM CONSTRUCTION



GEORGIA-PACIFIC



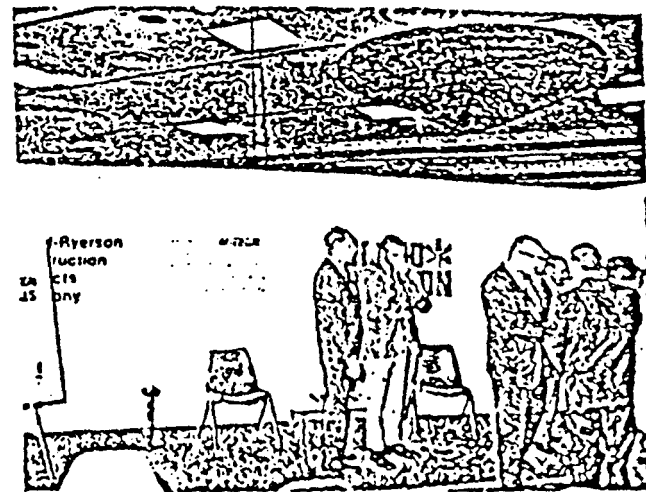
FINESTONE - ELECTRO PLASTICS



UNITED STATES GYPSUM



THOMSEN DIV. ROYAL INDUSTRIES



INLAND-RYERSON (MILCOR)

DECEMBER 1969

PLAINTIFF'S
EXHIBIT

Success Is Learning About Your Business

Delegates to the Las Vegas convention picked and chose among a number of educational programs, each of which was repeated on successive days. Contractors who missed a session the first time could catch it on the next go-round. Registrants occasionally found certain presentations so interesting they attended more than once.

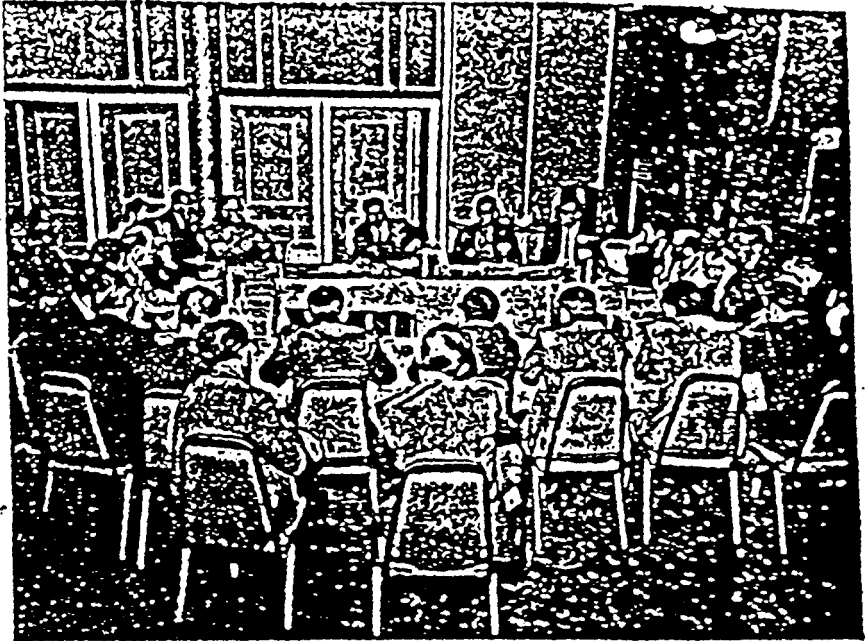
"Success" was the convention theme. Specialists in different fields covered everything from how to make money in flooring to tax implications of the various types of corporate business structures.

Among the subjects:

Concrete Pumping — A highly profitable endeavor for many contractors, who find it a natural tie-in with mechanical plaster application. David Gaston of Thomsen Division, Royal Industries, and R. Richard Stone, Merli Plastering, pointed out advantages of boom-equipped concrete placement rigs and explained operating procedures based on extensive field experience.

A relatively new field, concrete pumping with so-called "small line" equipment has a number of inherent advantages: fast placement, lower cost, efficient operation even in tight and congested areas, and easy access to remote forms.

These features account for the growing popularity of concrete pumps over the more familiar hoist or buggy methods. An application which holds great promise is place-



ment of low slump mixtures where gunite would ordinarily be specified. Production is at least double that of gunite, there is only a fraction of the rebound waste; rocks may be incorporated if desired, and the concrete is stronger. The system has been successfully employed for swimming pool construction, lining drainage ditches, etc.

Taxes — Aggressive tax planning was urged by John Anderson, Los Angeles attorney. Staying well within bounds of the law, he explained, there are many areas calling for individual judgment where an aggressive policy can pare tax bills. For example, depreciable assets should be written off in the shortest possible time at accelerated rates. In the case of real estate, throw highest possible proportion of the pur-

chase price into improvements or even supplies — spelling out minimum land-valuation in the purchase contract whenever practicable.

Anderson described a typical, tax-planned business structure. The operating company is a corporation whose assets consist primarily of working capital. It makes payments to two investment entities. One owns buildings and real estate, the other machinery and equipment. Owners can legally double personal exemptions for their children by establishing irrevocable trusts for them, income accruing via limited partnerships in the company owning machinery and equipment.

As for outside investments, the attorney suggested shopping centers as a good way to go. He said the investor can earn 20% to 30%

W. R. GRACE - FRY REGLET



STAR EXPANSION - HALLMARK - SOULE



PLAINTIFF'S
EXHIBIT

WALLS AND CEILINGS