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Note List of Advertisers on Pg. 42]

Valls & Ceilings

Early Plastering Industries

5 - DEC 15
Copy 1969



(taxes) 29.

Garage 8941-

Sylvias Mother 41

1-800-62

↑ Direct line to Wheeling
to order lath + access.

We've set up a direct ordering service for lath and accessories, and it's been working beautifully. All you do pick up the phone and dial this number.

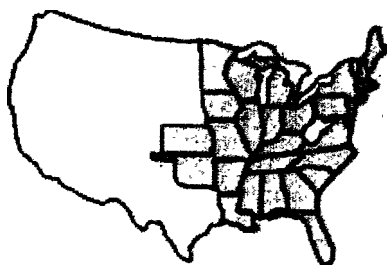
It won't cost you a penny.

You'll get straight through to our factory in Beach Bottom, W.Va., where we'll take your order, check the stock and give you the exact shipping date. Right then and there.

24
211
225
5430 FREE

(Unfortunately, this number only applies if you live in one of the 32 states shaded in our little map. But if you live somewhere else you can still call us direct. Your local Wheeling office will tell you how.)

So keep this number handy. If you don't want to write it on your wall, pin up this advertisement. After all, where's the first place any self-respecting plasterer would look for an important phone number?



Note: W. Va. is excepted.

Wheeling Lath

Wheeling Corrugating Co. Div. Wheeling-Pittsburgh Steel Corp. Wheeling, W. Va.

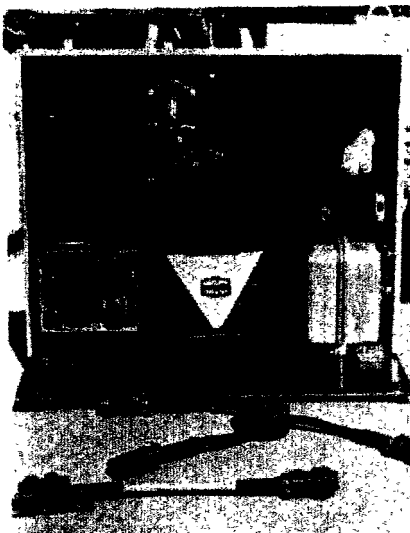
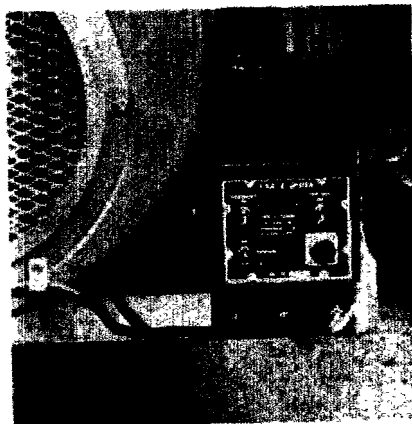
WHAT'S NEW?

\$5 CASH

will be paid to members of the industry (other than manufacturers informing us of their own products) for information leading to publication of material in this column relating to new equipment, materials or devices of interest to the wall and ceiling industry. Address this magazine, giving full information, where pictures may be obtained, manufacturer, address, etc.

Control Improves Machine Efficiency

Most spray rigs used for fire-proofing or wall and ceiling work have air controls which enable the nozzleman to start or stop the pumping operation without going to the



machine itself. To date, however, no manufacturer has offered a hook-up allowing as many as 15 or 20 variable steps in engine speed by depressing a button at the end of the hose.

Control of engine RPM at the nozzle — a refinement frequently mentioned but not available heretofore — can now be added to any pump equipped with a centrifugal clutch.

Advantages are immediately apparent. The system reduces material waste, which is money down the drain for a contractor, because operators can adjust flow to job requirements. Clean-up expenses are pared to the bone. Material can be placed with hawk and trowel precision, without sacrificing speed and efficiency of mechanical application.

Called Var-E-Speed, the control mechanism operates on a 12-volt

Freeze And Fire-Proof

A new bank building is planned for Boise, Idaho which will incorporate a liquid fill in column and spandrel beams to meet requirements and also avoid freezing.

The treatment consists of a freeze, water and rust-inhibitor to meet a one-hour fire need, perhaps a low freezing rating.

Thus, a new concept is born the fast-moving building program and it will work "just dandy" long as the structure doesn't spring a leak!

electrical system. Power may be supplied by the machine's battery or a separate lantern type dry cell which will last for six months.

Var-E-Speed comes in the form of a kit consisting of a unit which actuates the carburetor arm to adjust engine speed, a control box which is the "brain" of the system, and a nozzle assembly with separate buttons for advancing or retarding the flow.

First two units are mounted

● **ELABORATE SCAFFOLD** for lathing and plastering the National Bank in Atlanta, Ga. used "Trouble-Saver" product consisting of 55 22' trusses and joints for radial support in center of circular column. The scaffold provided 10 different elevations. AAA Plastering Company in charge of work.

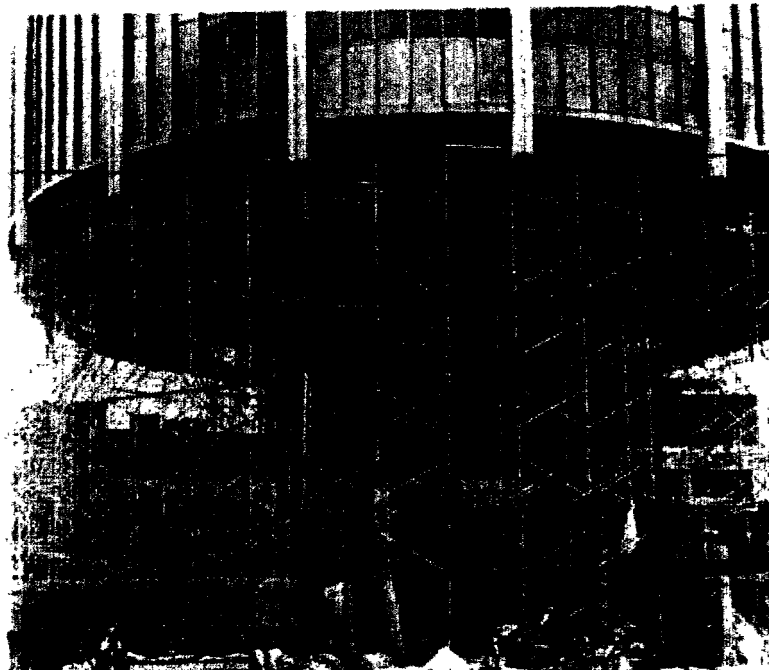
MIXERS

FOR COATINGS • DRYWALL
PLASTER • PAINT
ACOUSTICS • EPOXIES



- ★ Quikspray mixers are rugged and built for a long, trouble-free life. Fit standard mixing barrel rims. Shafts removable from motors — blades from shafts, for the easy cleaning. Blades adjust up and down for varying quantities. Quikspray mixers are portable, lightweight, weigh only 50-60 pounds. Switches rubber covered, for safety.
- ★ Speed is reduced with sealed, precision-cut gears. The electric mixers are powered with Westinghouse motors, heavy-duty series with a capacitor type motor. Air mixers are driven with a Gast air motor.
- ★ All mixers are available with 55 gallon drums or explosion-proof electric motors.

For prices and information, write:
Quikspray, Inc.



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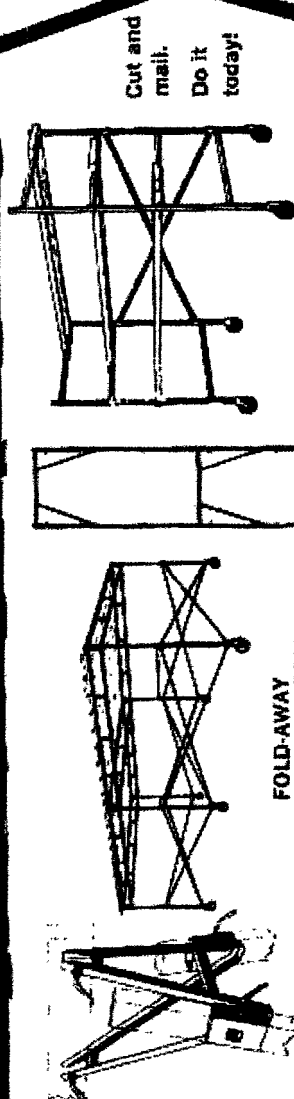
ACT! Send us a request for free samples. We will also send you complete test data, Architectural Specifications, and Spec-Data Sheets. Remember our matrixes can be matched to the color you want. Who else offers this service?



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Company _____
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Phone: (213) 775-8756

the machine. Transistors, resistors and other electronic components make up the circuitry of the control box. Switches on the box enable the operator at the machine to take control from the nozzleman. Silver plated connectors insure against rust.

Nozzle control buttons are sealed in fiberglass and waterproof. Should an accident occur, the nozzleman would receive no more of an electrical shock than he would from an ordinary flashlight battery. And if any lines are cut or damaged, the engine immediately shuts down to idle speed until the trouble can be corrected.

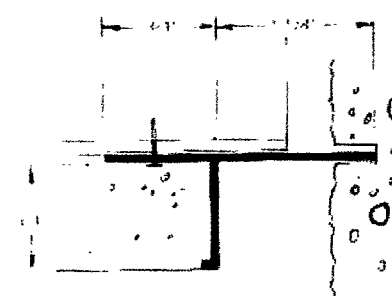
Positive speed control means that the pump will go from standstill to wide open in only two seconds — without the customary time lag characteristic of air control. Of course air leaks no longer have an effect on engine operation. All air put out by the compressor is available for atomizing purposes at the nozzle.

The controls have proved especially effective in fireproofing operations, frequently with two nozzles working off the same machine. A junction block is placed in the line on the floor where work is in progress and a switch assembly provided for each nozzle. Line lengths of 800 ft. and more have been used without difficulty.

The manufacturer also markets a lightweight aluminum cut-off valve which provides additional savings in eliminating waste and clean-up expense. Comparing results on two different high rise buildings, one contractor found he had reduced clean-up costs 50% by using both Var-E-Speed and the cut-off valves — a saving of several thousand dollars.

Literature and prices are available from Var-E-Speed Mfg. Co., P.O. Box 85, Rosemead, Calif.

Molding (pictured): The problem of how to neatly join a plaster soffit to a masonry or other decorative wall has been solved by "T" reveal molding TRM 050. It functions as an adjustable reveal, separating the plaster from the vertical wall section.



PROMOTION MAN

For Lathing and Plastering Industry in San Francisco-Bay area. Must have thorough knowledge of the Lathing and Plastering Industry and problems, including ability to read plans and have knowledge of costs. Sales experience an asset. Salary open. Send resume to: Plastering Industry Promotion Bureau, Inc., 965 Terminal Way, San Carlos, Calif. 94070.

It also forms a screed for the plaster, making a clean sharp edge along the soffit. The unit is attached by fasteners through perforations which are subsequently covered, with the horizontal leg inserted into a sawed kerf.

No caulking is required. It adjusts to movement of the building frame. The molding is manufactured of extruded aluminum .050 thick and coated with clear plastic.

Details available from Fry Regle Corp., 3028 Dolores Street, Los Angeles 90065.

New Drywall Panels

A Chula Vista, California firm is producing a new type of drywall panel. The Lamtec Corporation, a 780 Anita Street is making the panels from a lamination of gypsum board and paper honeycomb core according to Francis J. Mayers, president.

The panels are 4 feet by 8 feet and are available in thicknesses of 2½, 3½ or 4½ inches. Taping of the joints is the same as for conventional drywall, but there is a vertical row of nails to cover. The company plans to eventually develop structural panels as well.

Disc Adapter—A new disc adapter for the Omark 330 powder-actuated tool makes it easier to shoot plates to slab floors. The adapter holds ¾-inch discs in a urethane band that prevents them falling off. Omark Industries, Inc., 2100 S. Millport Road, Portland, Ore. 97201.

Hot Rolled Channels

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Bob!"

Rely on **FRY** always

So were you, Bob!"



Bob Arnett predicted that Fry's new "Exp-O-Screed" would be the smash hit at the CPLIA Convention in Las Vegas.

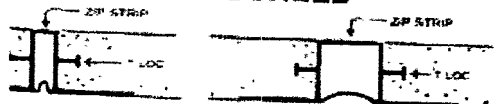
Bob Reed didn't agree: he said Fry's new "Reveal Mold" would be the hot one.

If you were at the Convention, you saw the lines around the Fry Exhibit... and perhaps

noticed that BOTH new products shared the limelight.

IF YOU COULDN'T BE THERE, you'd better find out *soon* why these items drew such big crowds. Write today for data sheets. FRY REGLET CORP. / 3028 Dolores St. / Los Angeles, Calif. 90065.

EXPAN-O-SCREED



ES-250

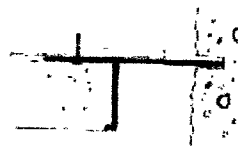
PES-750

Exp-O-Screed with ingenious "zip strip" that seals expansion joints while plastering is done; plus "T-Loc" that locks plaster into screed to prevent cracks.

"T"-REVEAL MOLDING

NEW!

"T"-Reveal Molding, the adjustable reveal that separates plaster soffitt from decorative wall to provide a neat clean edge; no caulk required, adjusts to movement



For specifications, details and cost write today on

Exp-O-Screed for plastering expansion joints

Reveal Molding for neater, cleaner edges

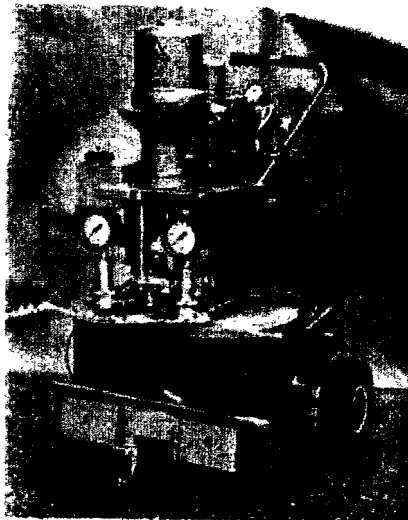
Write for Fry products for plastering

Name _____

Company _____

Address _____

City, State, Zip _____



Urethane Gun (pictured): Graco announces a 2,000 psi, 15 lbs. per minute Hydra-Cat for application of two component urethane foams. The portable unit pumps components from shipping pails, proportions them 1:1 by volume and feeds them separately to the static mixing spray gun.

The gun can be used with materials up to 500 cps viscosity and includes a hand control for immediate solvent flushing at shutdown.

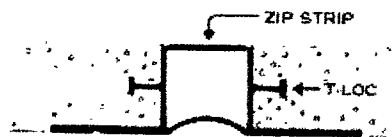
Included are the air-powered proportioning pump with air regulator

and two outlet filters with gauge, air-powered solvent pump with air regulator, outlet filter and 2-gal. solvent container, two 25 ft. nylon material hoses, 25 ft. solvent hose, static mixing gun, three 5-gal. pail covers and 4-wheel cart with air-powered elevator for easy pail changing.

An optional unit includes two 115-volt material heaters for viscosity reduction and two 25 ft. heated Teflon material hoses with 115-volt controls rather than the unheated nylon hoses.

Write Graco, P.O. Box 1441, Minneapolis, MN 55440, for more information.

EXPAN-O-SCREED



PES-750



PES-250

Zip-Strip (pictured). A novel and exclusive feature in Fry Reglet's new Expans-O-Screed is a "zip-strip" which seals expansion joints while plastering is done. After plastering, the "zip-strip" is quickly pulled out, leaving a clean joint. Savings in installation and clean-up time more than pay the cost of the Expans-O-Screed, according to Fry.

Fry's Expans-O-Screed also boasts a "T-Lock" which locks plaster into the screed, thus preventing cracks between plaster and the screed.

Not only can Expans-O-Screed be used for expansion joints, but also for feature strips and control joints.

It is made of rigid pvc (polyvinyl chloride) for rust-free long wear and is available in standard white or special colors.

Specifications, details and cost information are available from Fry Reglet Corporation, 3028 Dolores Street, Los Angeles, Calif. 90065.

Powder Tool (pictured): A new powder-actuated tool in which drive loads are automatically fed from a disposable plastic magazine has been introduced by Hilti Fastening Systems.

Intended for use in attaching dry-



metal steel and concrete, the Model DX-350 is claimed by the manufacturer to cut fastening in half where a series of fastenings is made in quick succession. Company tests have indicated that DX-350 can average 8-12 fastenings by a tool in which the fasteners and drive load must be changed one at a time.

Complete details on Model DX-350 are available from Hilti Fastening Systems, 360 Fairfield Street, Stamford, Connecticut 06901.

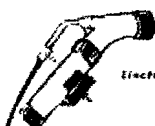
Coatings and Glazes: "Stone" is one of the many finishes offered in the troweled finish imitation tile field by Glent Corporation, 460 Street, Paterson, New Jersey.



Take Control of the Gun

... Clean Up - Profits

- Variable speed control at the nozzle.
- Will work on any make gun
- Instant Control at the Nozzle, no matter what hose length you use.
- Control Switch is absolutely waterproof.
- 2 seconds from idle to wide open throttle.
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VAR-E-SPEED MFG. CO.

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Black Painted, Cold Formed, Hot Rolled Also Galvanized

• Tie Wire

Galvanized, All Ga Dead Soft Annealed

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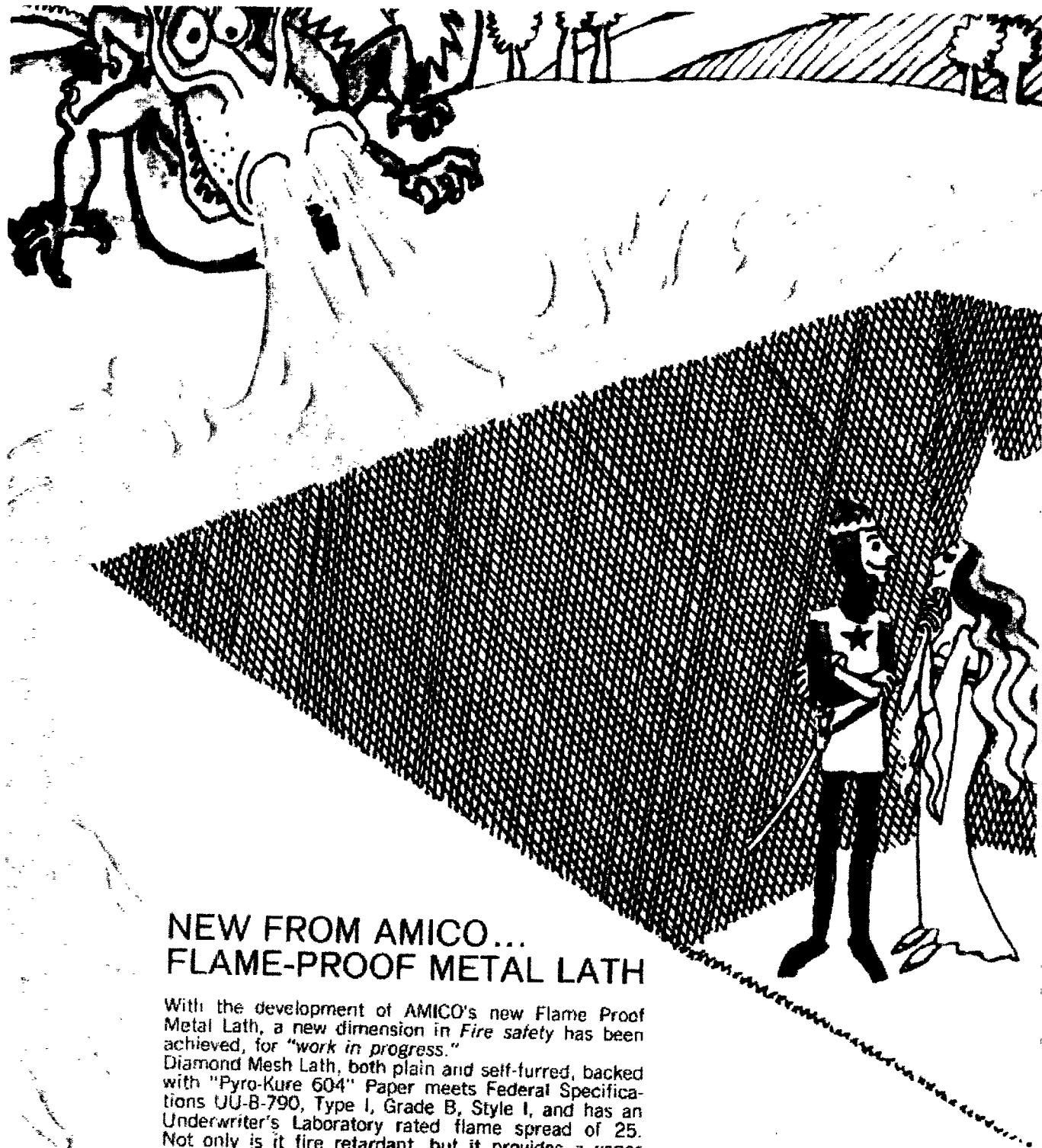
BARUCH STEEL CORPORATION

527 Madison Ave.

New York, N.Y. 10017

Inquiries Solicited





NEW FROM AMICO... FLAME-PROOF METAL LATH

With the development of AMICO's new Flame Proof Metal Lath, a new dimension in *Fire safety* has been achieved, for "*work in progress*."

Diamond Mesh Lath, both plain and self-furred, backed with "Pyro-Kure 604" Paper meets Federal Specifications UU-B-790, Type I, Grade B, Style I, and has an Underwriter's Laboratory rated flame spread of 25. Not only is it fire retardant, but it provides a vapor barrier and it is manufactured with a generous edge flap, which provides a water shedding effect.

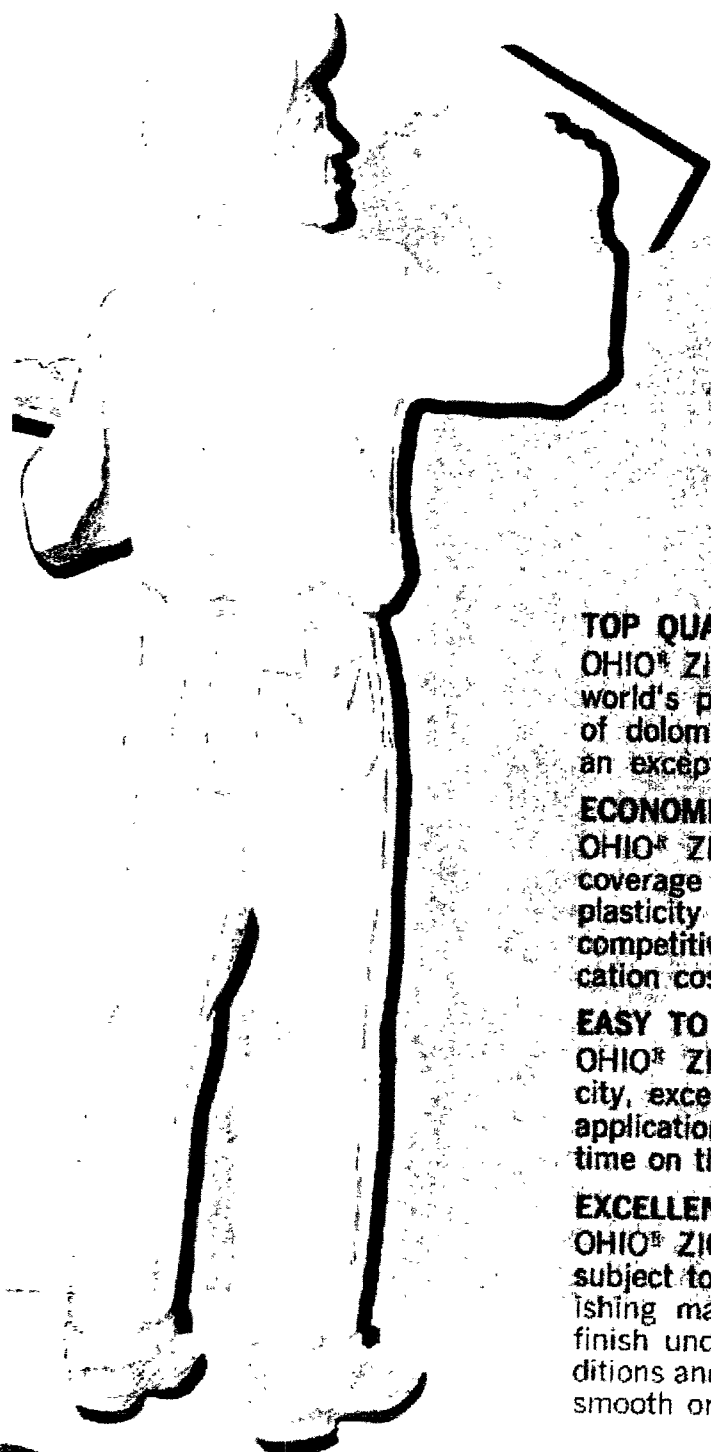
Fire retardant, backed, metal lath is available in both black and galvanized Diamond Mesh Sheets, either plain or with a 1/4" self-furring feature.

For further information, contact your AMICO representative or call Alabama Metal Industries direct.



ALABAMA METAL INDUSTRIES CORPORATION
P. O. BOX 3928 BIRMINGHAM, ALA. 35208
PHONE 205/787-4661

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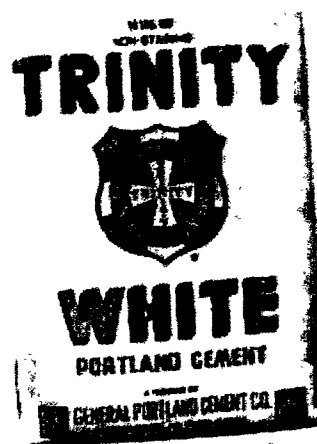
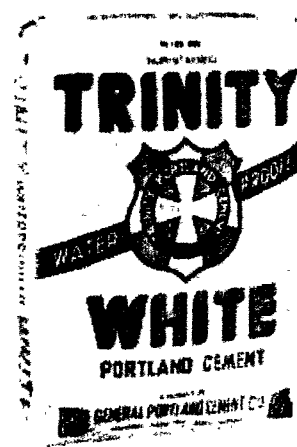
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GENERAL PORTLAND CEMENT COMPANY



LIA's New Name Is IAWCC!

er 52 years of exclusive interest in lath and plaster the Con-
; Plasterers and Lathers International Association has voted
ge its name to "International Association of Wall & Ceiling
ctors," reflecting the industry's increased participation in
fied systems and broadening the base of this big industry
out the world.

move has been formalized over several years during which
LIA gave patient and careful consideration to the needs and
of the industry and to the trends of the times and needs of
lic.

one is urged to change his operations, and lathing and plaster-
continue to be a prime interest of the organization, but mem-
ranks will be opened to others than those primarily in lath
ster in the hope the entire Wall & Ceiling industry may
lly become one united front with divisions for specialized
s.

blem and logo changes will be announced soon while WALLS
INGS continues as the organization's official publication and
formation which will aid this greatly broadened industry

en Bill C. Carroll gives up his post as president January 1,
incoming prexy Thomas J. McGlone a warm industry-wide
You" will go to him for a job well done under most trying
y circumstances as well as that of friendship and warmth.
Carroll has added stature to the 52-year-old organization and
essor will find his post one of great opportunity because of
young man's leadership, ability and dedication.
nk you, Bill Carroll, and welcome Thomas McGlone to the
ture!

cre's never time," and time, talent and travel cost much
or the many things the industry must do.

demands are coming, however, which must be accommo-
real progress is to be made in most important avenues. The
rtant Technical Committee will ask that more time be allo-
r its in-depth deliberations and hard work. Likewise, local
s and labor advisors will ask that a suitable time be set for
onal Bureau deliberations in a locale free from interruptions
important tasks.

COMING EVENTS

February 18-21, 1970 — California
Lathing and Plastering Contrac-
tors Association Annual Conven-
tion, 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 Con-
vention, Washington Plaza Hotel,
Seattle (Exhibit Space Available)

May 1-3, 1970 — Mid-Atlantic and NE
Conference CPLIA, Greenbrier,
White Sulphur Springs, West Vir-
ginia.

May 23-28, 1970 — CPLIA Board of
Directors, Committees and Indus-
try Meetings, International Inn,
Winnipeg, Canada.

June 18-20, 1970 — Texas Lathing
and Plastering Contractors Asso-
ciation Annual Convention, Rob-
ert Driscoll Hotel, Corpus Christi,
Texas (Exhibit Space Available)

WALLS & CEILINGS (formerly Plaster-
ing Industries) is the only independent
industry-wide trade magazine published
for the lathing, plastering, and diversif-
ied wall and ceiling industry; in addi-
tion reaches architects, builders in prin-
ciple areas. PUBLISHED MONTHLY.

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and Cement Masons, Lathers', Hod-
carriers' and Laborers' Unions; North-
west Plaster Bureau, Inc.

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Bremerton; George Robertson, Jr., St.
Louis; G. H. Martinelli, San Francisco;
Gordon McWaine, Vancouver, B.C.; Nor-
man Doyle, Toronto; Texas Contractors
Association; George Toles, Buffalo; Wil-
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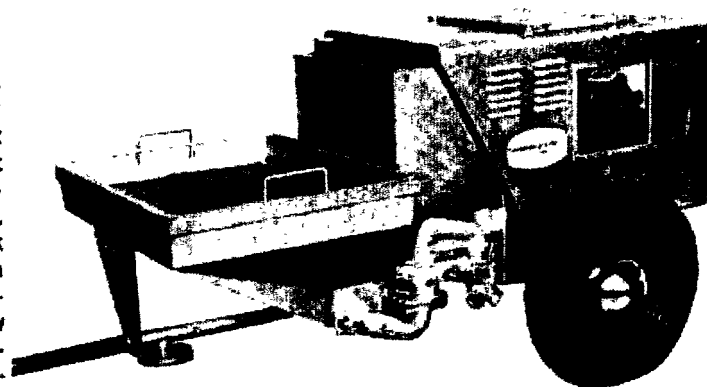
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graphs must be accompanied by self-
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Bill C. Carroll, Pres. (until Dec. 31).
Thomas J. McGlone, 1970 President.
Printed in U.S.A.

TEAM POWER

TWO BRAND NEW TOMMY GUNS FROM THOMSEN

TOMMY GUN MODEL A3.75

Latest in the Thomsen line of world famous Tommy Guns . . . here is the ultimate in plastering machines! Rated volume output increased. Famed low maintenance cost now even lower. Unique vertical pump manifold is removable and completely accessible. Free flow valve seats with steel ball check valves. Electric remote control operation instantly effective under most adverse operating conditions. Job-proven, the new Tommy Gun A3.75 is the simplest, most efficient, yet least complicated plastering machine on the market today!

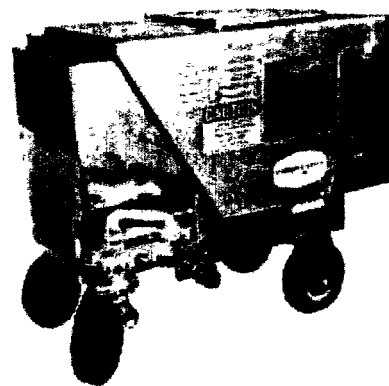


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TOMMY GUN A3.25 BOOSTER

Designed to work with the Tommy Gun A3.75 plastering machine. Booster is positioned on upper floor levels. Plaster is pumped from mixing area through hose lines up and into the intake manifold of Booster. Material is then pumped by Booster to point of placement. Reduces line pumping pressures up to 60%. Improves volume output . . . reduces maintenance costs. Is compact . . . fits easily into elevators, material hoists, or man-hoists. Has powerful 30 H.P. V4 heavy duty Wisconsin gasoline engine. Synchronized electric remote control connects A3.75 Plastering Machine and A3.25 Booster, both with identical pumping units together, to give nozzle operator complete control over both units.

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A NEW INTERNATIONAL ASSOCIATION OF WALL & CEILING CONTRACTORS

Thomas McGlone Named President at Las Vegas Meet

By Robert F. Welch

Industry grows, so does association. For 52 years, has tended the interests of contractors specializing in lath and

change. Industry studies of past decade have shown that lathing and plastering contractors are now engaged in ad-fields: acoustics, drywall, painting, concrete pump-decks, curtain walls, etc.

Taking due recognition of this trend, the venerable organization changed its name to International Association of Wall & Ceiling Contractors at the recently concluded annual convention in Las Vegas. Evidence that changing times mean greater strength was found in convention attendance — registration of 820 was second largest in history. The name change was no spur of the moment step. It was discussed

HER INITIATE into the "Past President's Club" during the convention: Bill Carroll. From LEFT: John Thomson, Jr., William Goodson, Brueggeman, Carroll, Jeremiah Burns, Carroll Duncan, Robert Bolster



• WHO'S CALLING Who? John Sander of Minneapolis and Joe Baker may be talking with each other

at prior conventions and has occupied the attention of continuing study groups. Earlier this year the association's official magazine dropped the title of Plastering Industries and became Walls & Ceilings.

Thomas J. McGlone of Rahway, New Jersey, was named president of the re-named organization effective Jan. 1, 1970. He is a recognized leader who has held most of the important association posts and is past president of the National Bu-

(Please turn to page 15)

NG THE big Diversified Wall and Ceiling Industry: FRONT, from LEFT: Joseph Koettters, Robert Pierce, Bill, Thomas McGlone, Munroe McNulty, Edward Schaik; BACK, from LEFT: Jeremiah Burns, Donald Cham-in Lassiter, Harry Verneti, William Russ, Arnold Hede, Alfred Coelho, Ray Boyd, Jack Dillard, James Richard Ruffner, Joe "Mac" Carpenter, William Brown, Robert Delahoussaye, Howard Huebner, Glenn Harrisonse Chiappisi, John Poellinger, Edward Deese, Bill Gargano, "Sharkey" Baird, Richard Connor, Joe Rourke, Brueggeman, Robert Capito, Robert Whittle, John Thomson, Jr., Vincent Colletti, William Goodson. (We're all board members and past presidents were present for photo, so please check current industry directory)



Elected at Las Vegas



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. Don-



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.



E VENZIE makes the Venzie award during banquet at Las Vegas

... succeeds Bill C. Carroll, Albuquerque, New Mexico, who retires December 31.

McGlone's supporting slate includes J. M. McNulty of Chicago as first vice president and Robert A. Pierce, Los Angeles, second vice president. The latter position was created at the convention by an amendment to the by-laws. One

of the highest caliber, Glenn Hartsell, Harry Verneti and Don Chamber from the Great Lakes region and Howard Heubner as member at large. Joe M. Baker, Jr., will again serve as managing director and Bill Oxholm as legal counsel.

The coveted Edmond F. Venzie award went to Joseph McNulty of Chicago, and Amerigo Catani made up for whatever gambling losses he



● **HEADTABLE AT luncheon** was a big one as was audience of more than 800 industry people

Venzie Award To McNulty

Best honor in the CPLIA, the award, was made this year to Joseph D. McNulty, McNulty Company, Chicago, one of the living founders of the 52-year organization. (The others are Hampshire, Baltimore, and Bonnell, Cleveland.)

The award, in memory of the late president Edmond F. Venzie, made by his widow, Mae Venzie, at the convention, in recognition of outstanding achievement and contribution to the industry and its pur-

in addition to his leadership of the nation's principal wall and contracting firms, Joe McNulty is honored for his development of the plaster machine, for his wall, veneer plaster and industry developments, and technical dedication and service to the industry.

JOE McNULTY accepts award in memory of his father who was unable to be present for convention



vice president will be charged with overseeing lath and plaster activities, while the second has charge of the various fields of diversification.

Edward J. Schalk, Syracuse, was named secretary and Joseph L. Koettler of Cincinnati becomes treasurer. Moving on to the board of directors are Richard F. Ruffner from the western conference, Gordon Brown representing the northwest, Ray Boyd and Bob Whittle

may have had by winning the Es-sick mixer.

These men were honored at the awards luncheon: Frank Terry of Hayward, Calif., as the year's "unsung hero"; Walter Kowalski of Ceram-Traz Corporation, as the outstanding associate member; Tom McGlone and Al Ricca as outstanding conference and committee chairmen; Leo Schultz and Jim Rose for

● **REG ATKIN**, loyal member from Wales, visits with Mrs. Nathan Kimmel, Los Angeles



● **JEREMIAH BURNS** chats with Earl Ferguson, general secretary-treasurer of the Lathers Union



● **"BRINGING HOME the Sheaves,"** metal lath men return from golf: John Regan, Inland-Ryerson; Julian Waxman, Goldsmith Metal Lath; Ray Poliquin, Western Metal Lath

being outstanding industry employees; and honorary memberships went to Jim Archibald and Bus Inglehart. The convention defeated a move to expand the awards program by giving recognition to legislators of the United States and Canada who have demonstrated interest in aiding sub-contractors.

Delegates looked with more favor on a proposal to legalize use of tilts, and went on record as requesting labor unions who have outlawed the devices to abandon their objections. The convention also placed its stamp of approval on establishment of a liaison committee with the National Acoustical Contractors Association and continuing study with the GDCI (drywall contractors).

A chilling report on the effects

● **ORCHIDS FOR the ladies** courtesy U.S. Gypsum Company and its Bob Faust as Margarets Storbeck and Clay accept colorful corsages



● **DICK McNALLY, U.S. Lime,** visits with Ray Wasden, superintendent for Carroll Duncan Company and Dick Martin of Martin Bros. Plastering, Los Angeles

● **"YOU'RE RESPONSIBLE for putting me in the trim business,"** former lather and now head of Superior Trim division H. K. Porter Company John Gray enthuses with Bob Pierce



Bureau Advisors

The National Bureau for Lathing and Plastering will now include a Board of Local Bureau Advisors in its official family act as a suggestion and court body for the Board of Governors following its Annual Meeting Las Vegas.

Selected to serve the various geographical regions on a temporary basis until their appointments are confirmed or altered by their parent bodies, are:

Southeast — A. Eugene Erwin

Southeast Bureau for Lathing and Plastering, Atlanta.

Mid-Atlantic — Ralph C. Rauswinder, Bureau for Lathing and Plastering of Greater Pittsburgh.

Great Lakes — Richard P. Bicklin, Lathing Foundation, Chicago.

Northeast — Roy Selland, Jersey Bureau for Lathing Plastering.

Mid-West — Clint Fladland, Minnesota Bureau for Lathing Plastering.

Southwest — James Antill, T. Bureau for Lathing and Plastering, with Keith E. Mountain States Bureau Lathing and Plastering, alternate.

Western — Jack L. Clark, Lat Institute of Southern California

Northwest — Charles F. Northwest Lath & Plaster Bureau, Inc.

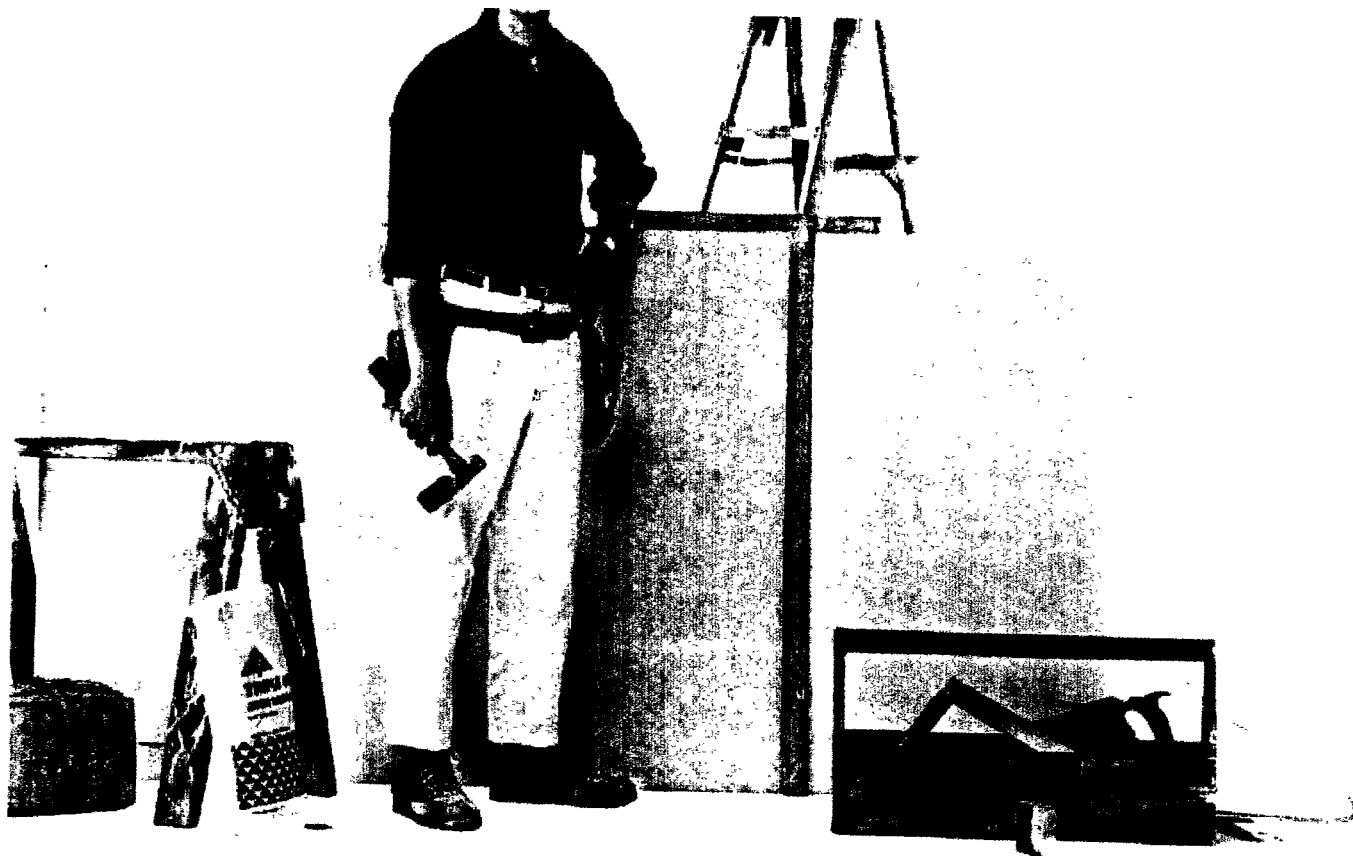
of asbestos was presented by Irving J. Selikoff, Mount School of Medicine, New York. He outlined results of a study on 632 asbestos workers, concluding beyond all doubt that the fibers cause cancer when they are in contact with human tissue.

"We don't know why this happens," he admitted, "nor can we explain the long time lapse between exposure and disease." (Please turn to page 27)

30 Years For

During the busy Las Vegas convention Joe Radach, plumbing contractor, celebrated a special event of his own and many others from Europe and other foreign lands, marking a milestone in his new land.

On November 4, Joe celebrated his 30th year in the United States and a most busy 30 years



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And, since G-P's new system distributes heat by radiation, there are no blowers or air currents to circulate dirt.

What more could your customers want?
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For additional information on G-P's new Radiant Heat and Ceiling System, send in this coupon to: Georgia-Pacific Corporation/Gypsum Division, P.O. Box 311, Portland, Oregon 97207

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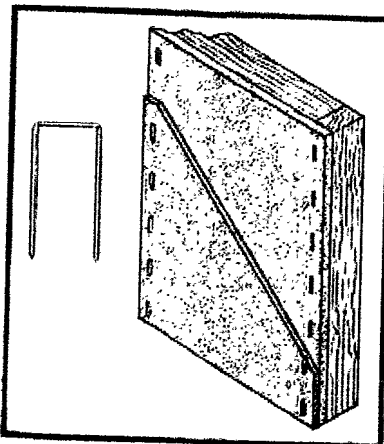
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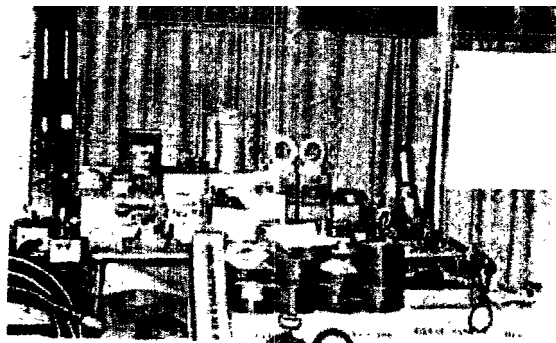
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Interest at Wall & Ceiling "Success" Meet



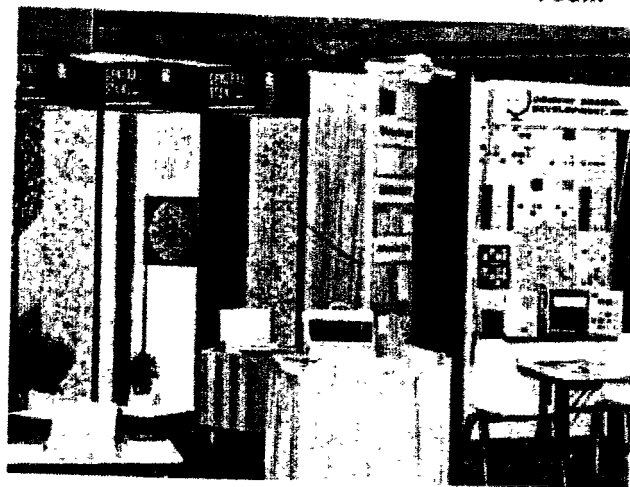
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• "TAKE OUR picture and put it in the magazine" were the special orders our editor received

• "CHIEF COOKS" Bill and Charlotte Carroll welcome Al Blyth of Ceko Steel to Gypsum Association's "Fun and Success" breakfast



• HAPPY TO accept the capital convention award, a brand-new Essick deluxe plaster mixer, are Mr. and Mrs. Amerigo Catani, North Bergen, N.J., as Essick's Ed Lindholm and Pat Patburg hand over "the keys"



• LOOKS LIKE Warren Walder is all ready for the next convention in Puerto Rico. Says the youngsters think it's "groovy"



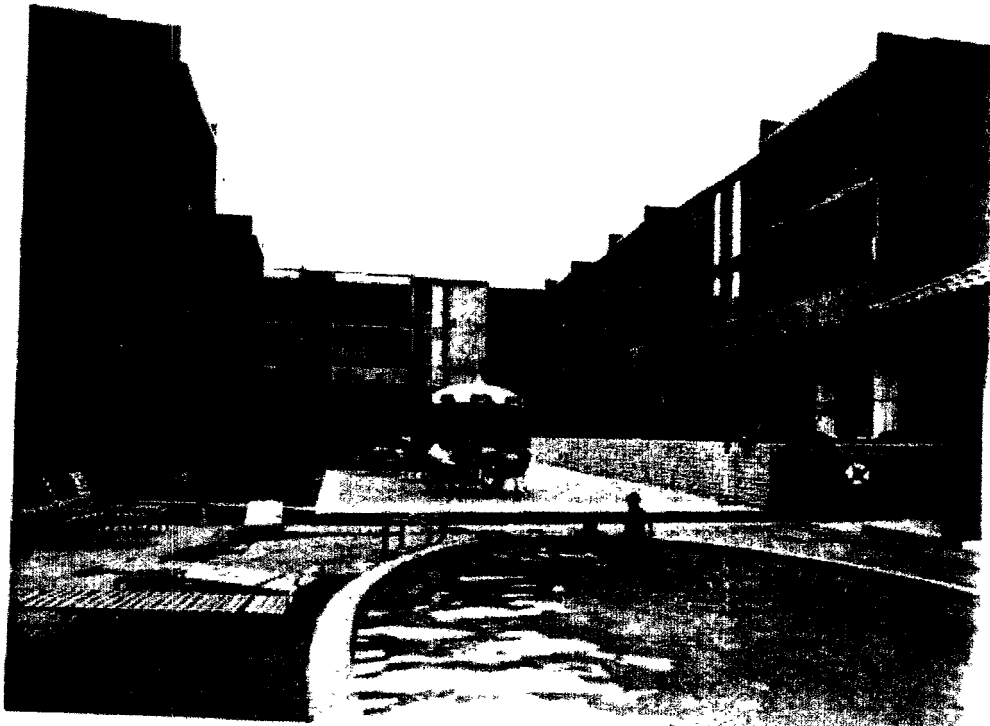
• "I THINK it went thataway," reports Dick Connor to Bill Gar at board meeting as Vincent Co seems to join them in doubt

• FROM LEFT: Mrs. Hill, John and Dorothy Thomson, Jr., Norman Hill



• IT'S REALLY not as hard as they report if Joe Baker a right-hand girl Cam Lacy can this cheerful at convention

Builders Build with Permanente Plastic

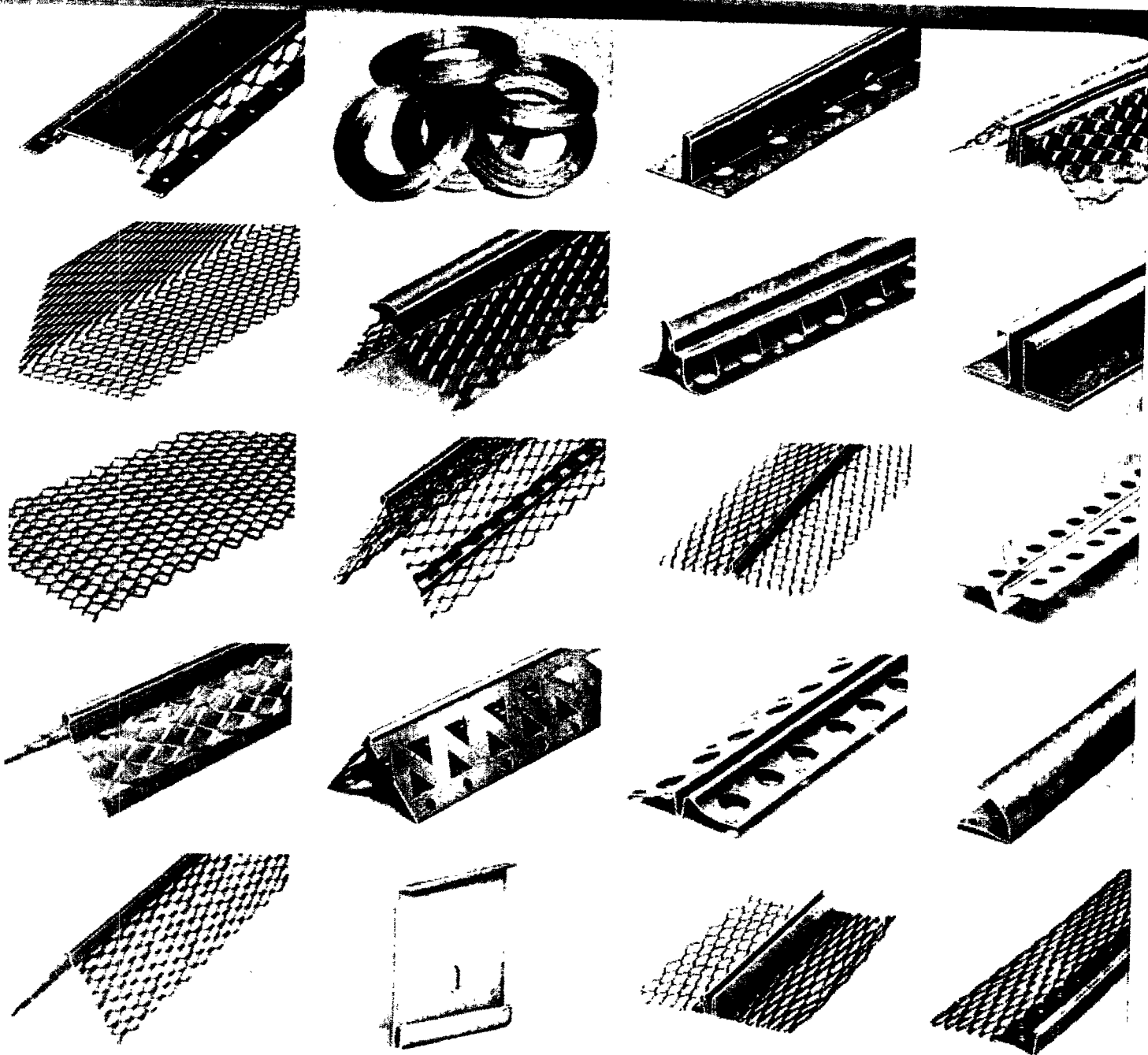


La Jolla Villa apartments were designed by Kamnitzer, Marks & Partners, A.I.A., Los Angeles and constructed by Marland Development Company, La Jolla. Permanente Plastic Cement was applied by Perma Wall, Inc. of San Diego.



Jack Moss,
owner Perma Wall, Inc.,
San Diego.

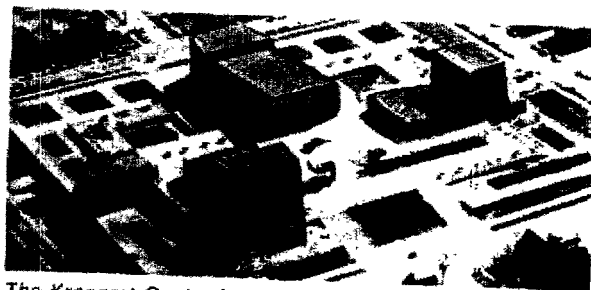
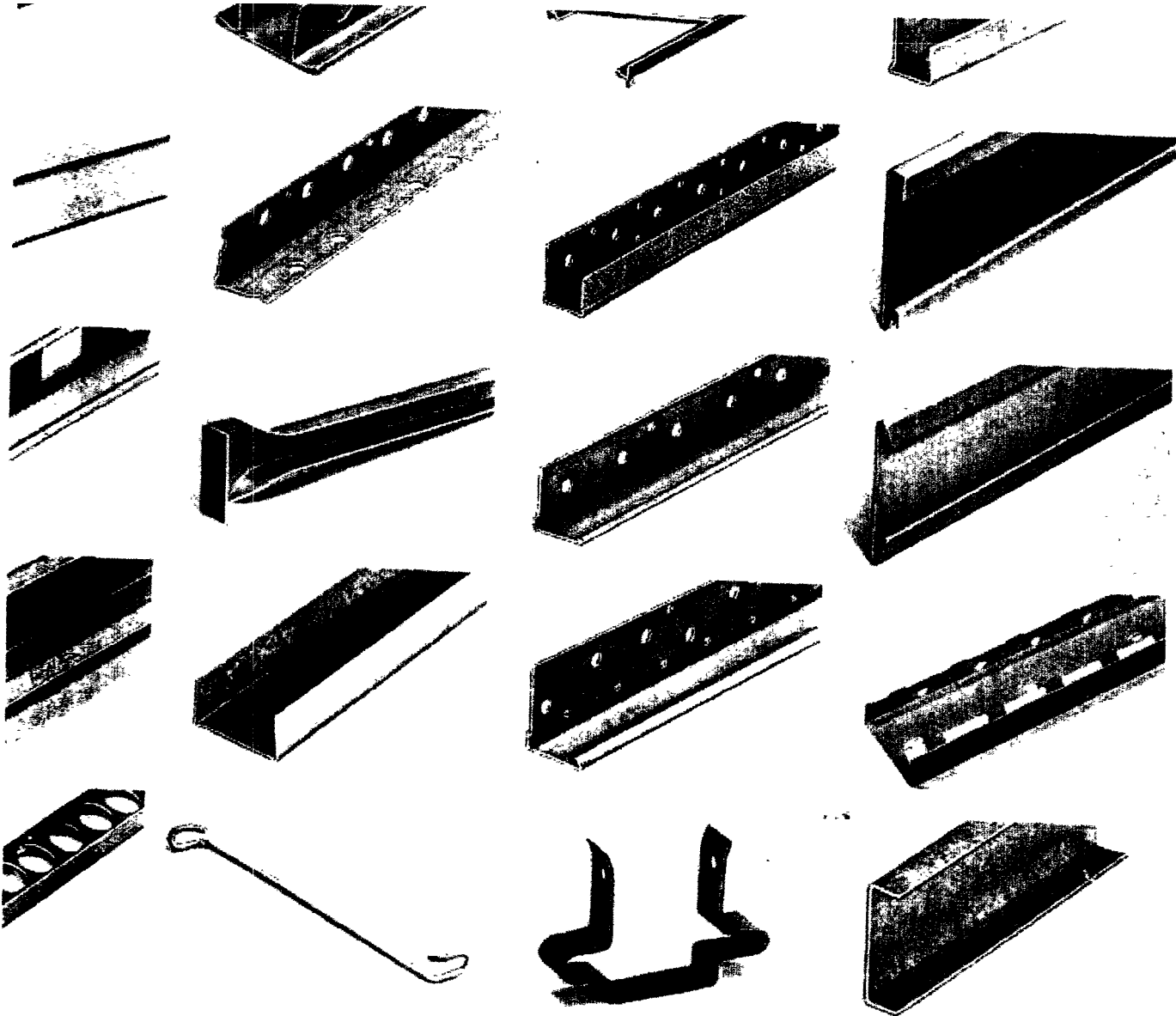
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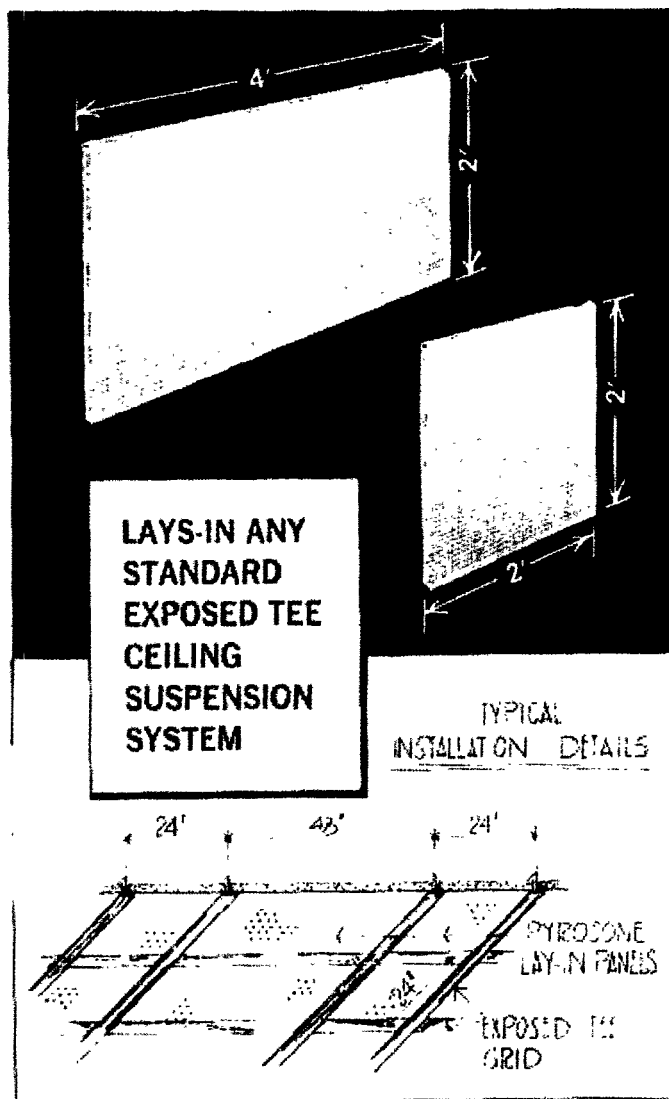
Rhodes and Rodier of Springfield, Illinois, was the plaster contractor for the job.

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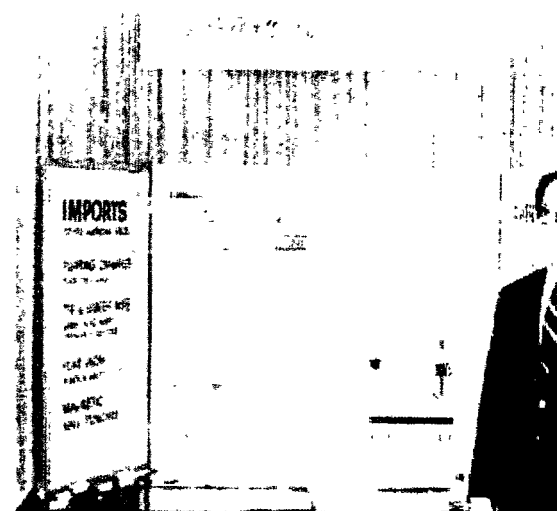
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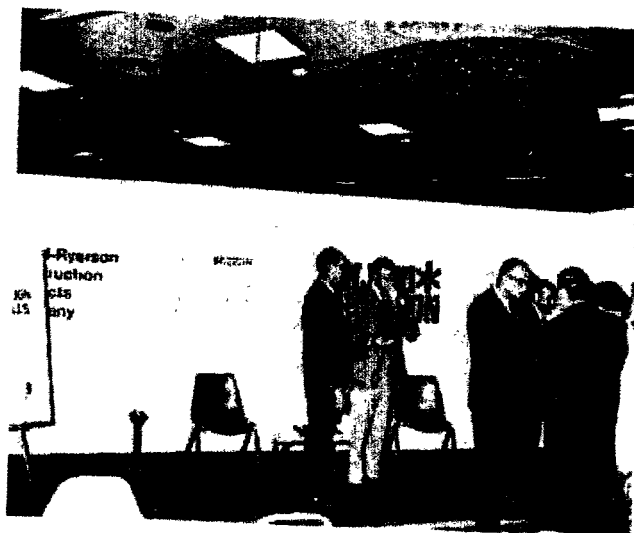
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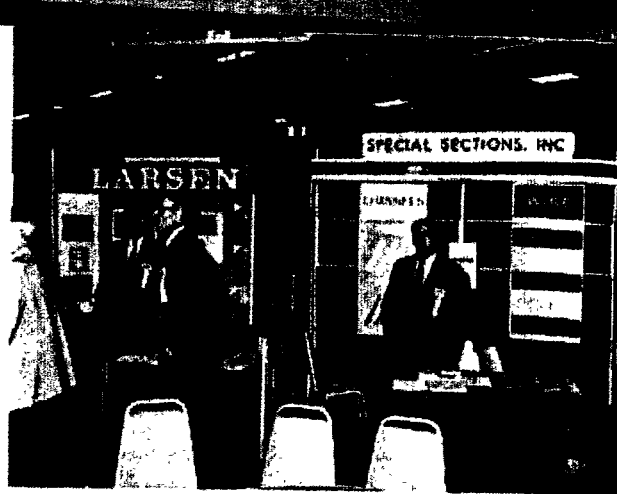
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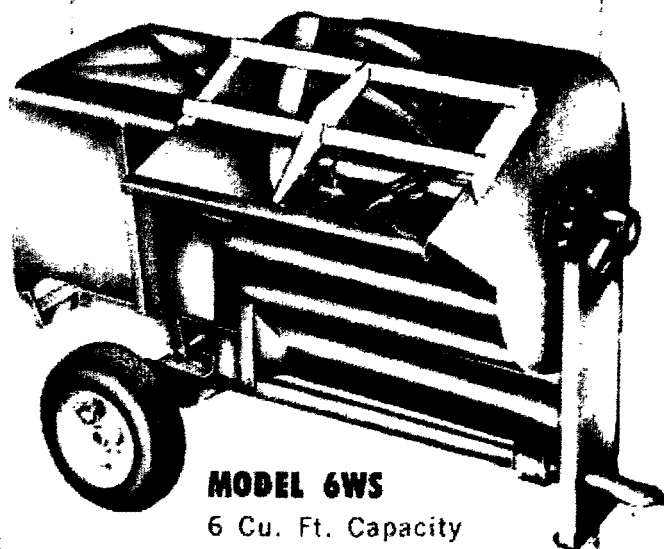


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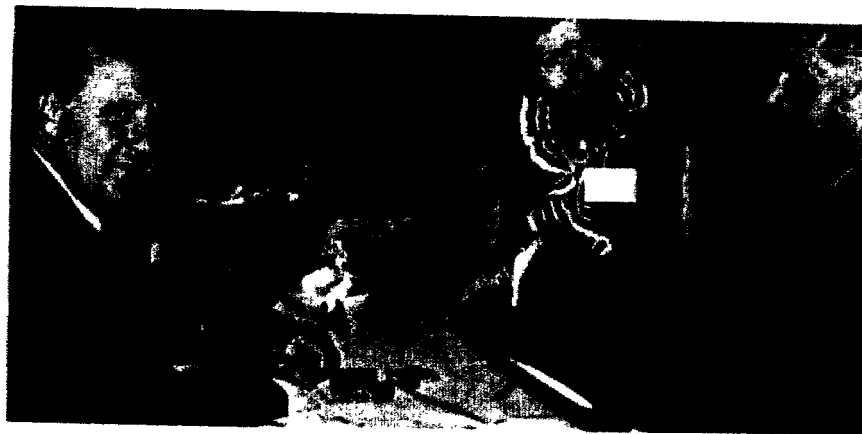
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E ODIN NIELSENS of Denver is to be on a second honeymoon



● **AGREEMENT ON** Technical and Manufacturer Liaison matters is shared with Madeline Schalk by Edward Schalk and Joe Koettters

MENTION (from page 16)

sure and onset of the disease. 1942 to 1962 there were seven as many deaths from lung cancer and three times as many from r of the stomach and colon g the group of asbestos workers should have occurred."

only that, Dr. Selikoff added, cancer and scarred lungs re- g from asbestos are common ost metropolitan areas among opulation at large. This is true when those afflicted have had own contact with the product. doctor described measures being to control the danger by dust

● **HONOR GUESTS.** The Lord Mayor Hansen and his lady from Copenhagen visit with the Tommy Thomsens



EASIER THAN working," re- Nate Kimmel as he hits an- jackpot

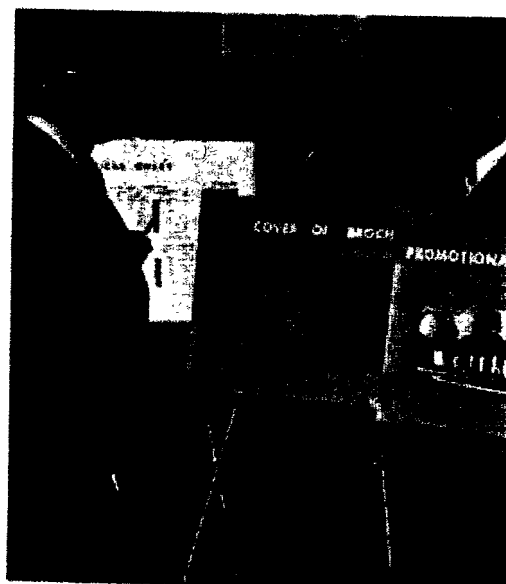


collecting methods and proper en- closures at construction sites.

On the technical front, discussions centered around bonding agents, form release compounds, plaster to polystyrene, sprayed fireproofing, veneer and rapid plaster, curtain walls, roof decks, wallboard and moveable partitions. Consultant John Bucholtz suggested that the association demphasize participation in activities of the American Society for Testing & Materials. Instead, he said, more effort should be placed on working with model code writing authorities such as BOCA and ICBO.

Wives of delegates enjoyed a full ladies' program, and many joined their husbands in workshop sessions. Chairman of the convention advisory committee was Las Vegas contractor M. J. DiBiase, with Ruth DiBiase in charge of women's activities

● **JERRY CARPENTER**, Dallas architect, who will help update Selection Data Charts, visits with Charles Strawn, managing director Texas Bureau and Texas Lathing and Plastering Contractors Association



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.

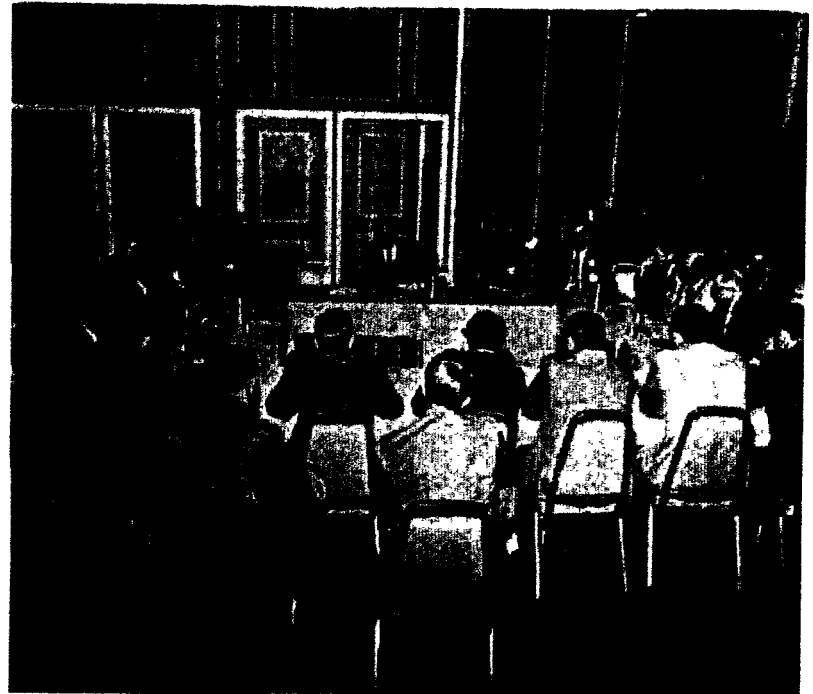
"Success" was the convention theme. Specialists in different fields covered everything from how to make money in flooring to tax implications of the various types of corporate business structures.

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 improvement even supplies — spelling out minimum land valuation in the purchase contract whenever practicable.

Anderson described a typical 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 their exemptions for their children by establishing irrevocable trusts for them, income accruing via partnerships in the company owning machinery and equipment.

As for outside investment, an attorney suggested shopping for partners as a good way to go. If the investor can earn 20% to

W. R. GRACE - FRY REGLET



STAR EXPANSION - HALLMARK - SOULE



and assets should be traded
in a public company, which
is accomplished without pay-
in capital gains.

Ornamental Plaster — This ses-
sion was conducted by contractors
Catani and Bill Wood, along
with Charles F. Clay, publisher of
& Ceilings. A revival in or-
namental plastering will depend on
consideration being given both
to old forms and new materials.
The session concluded.

Ornate embellishments of a
few years ago are no longer
at the top of the popularity list.
Both cast and run molds can
be used in the most modern and
popular forms. As for mate-
rials, contractors were reminded of
the use of an exceedingly light
and economical substance
has been used to achieve
very unusual effects. Casting
ornamental plaster in a variety of
forms has also proved an attractive
method of ornamental treatment.

Speakers agreed on the necessity
of establishing performance stan-
dards for ornamental work and mak-
ing data available to architects
and builders. It was also agreed
to form a national library of informa-
tion relating to ornamental plaster
to be helpful to the industry.

Labor Problems Discussed

Convention speakers and work-
shop sessions explored the many
facets of labor relations during the
Las Vegas meeting. Several inter-



• T. J. O'SULLIVAN, Building La-
borers International Union

national union representatives made
addresses and some resolutions
thrown into the hopper concerned
labor subjects.

At the opening general session,
Terence O'Sullivan of the Laborers
International Union decried federal
and state construction cutbacks and
called for use of government funds
to train workers needed for the huge
building task ahead.

William Sidell, Carpenters Inter-
national Union, reminded contrac-
tors that his general president had



• SAL MASO, Lathers International
Union

• THURMON RADFORD, Building
Laborers International Union



FRIENDS Tommy Thomsen
and Bob Baruch, Baruch Steel
Union

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EXHIBIT





● **THOMAS MURPHY**, Bricklayers, Masons & Plasterers International Union

informed all locals that they were to supply men to CPLIA members whenever requested. The relationship has worked out very well, he reported, and a majority of association members have added carpenters to their payrolls.

Newark labor attorney Vincent Apruzzese pointed out that unions in the building trades are operating on a \$75 million budget. Apruzzese conducted brainstorming sessions on labor negotiation procedures and how to overcome jurisdictional problems resulting from diversification.

Sal Maso, general president of the BW & MIU; Tom Murphy, president of BM & PIU; and John Hauck, secretary-treasurer of OP & CMIA spoke at the final general session, the most part the same people are now sitting at the bargaining table. They pledged continuing cooperation with the association and men-

● **UNVEILING OF "Success" symbol**, theme of the convention, was a highlight of the opening Luncheon meeting, as outstanding contributors to industry were honored



tioned some of the major problems facing the industry.

Murphy touched on the prevalence of dissent throughout the country and asserted that sub-standard residential areas should be rebuilt at government expense regardless of the cost involved. Hauck stated that there are 3,500 fewer active plasterers than two years ago and estimated that a net increase of 30,000 additional journeymen will be required during the next 10 years.

Portland, Ore. contractor Carl Halvorson, president of the Associated General Contractors of America, believes that the construction industry is on a treadmill as far as labor relations are concerned. For



● **W. SIDELL**, Brotherhood of Carpenters

as 10 years ago, he pointed out. Then why is it, he asked, that 60% wage increases are now being demanded instead of the more modest former requests?

Halvorson believes unions have most to lose by the self destructive inflationary spiral which they are fostering. In his opinion full em-



● **JOHN J. HAUCK**, Operative Plasterers and Cement Masons International Association

ployment has created in excess power in the hands of labor. Laws have been written to protect workers against unemployment, said, and are no longer valid in a system based on productivity. He predicted that if changes aren't made our economy will sink to the subsistence level common in Europe and many other countries around the world.

Aggregate Sealers: Two new sealers for exposed aggregates and of exterior plaster have recently been introduced by Ceram-Traz Corporation. Both are said to be non-yellowing, provide excellent water resistance for maximum protection and to be economical. CC 909 is Flat Sealer, while CC 585 provides high gloss surface. The material may be applied by spray, brush, roller and dry in from 10 to 30 minutes. For further information, write Ceram-Traz Corporation, 6500 Ford Street, Minneapolis, Minnesota 55426.

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The CORNERSTONE

By S. DONALD VALENTI

Many sole proprietors are in the position of having no one in their families or employ either capable of, interested in or willing to operate their businesses after their deaths. Generally, the business success they have enjoyed, is tied irrevocably to their personalities and good will. The proprietor's death leaves nothing to be continued and there is, as a result, no alternative except to sell only assets.

An architectural firm also falls into this class. Not only may the professional skill and experience be non-transferable, but the legal need for professional qualifications may preclude a family member from stepping into the decedent's place.

It may be advisable to liquidate the business at the death of the proprietor leaves the business without leadership capable of maintaining its future prosperity.

Also, the capital needs of the business following the death of the

It is evident that the friendly banker is less likely to extend credit to the business' successor managers than he was to the proprietor with whose character and business discernment he was familiar.

Finally, sound Estate Planning demands that the planner measure the investment risk that would arise from the continued operation of the business. A businessman is willing to risk substantially all his assets in his business during his lifetime, but should realize that after his death his family should not be subjected to any of this risk. After all, their need is for investments that promise security of principal and regularity of income. An investment in a small business seldom can make those promises.

The solution to this problem is relatively simple. By maintaining a properly drawn will and an adequate amount of life insurance on the owner's life, the estate can be liquidated in an orderly fashion.

CONTRACT FORMS

Standard Contract Forms, especially adapted to Lathing and Plastering, and for Exterior Plastering, are available in pads of 50 duplicate sets for \$3.50 each. Also available in larger quantity with name imprint. Ask for Quotations. Indicate which form is desired with your order. (Add Sales Tax in Washington State.)

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JOHN BUCHOLTZ fills in current Bureau program for local Bureau personnel and National Bureau Board of Governors



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WITHIN THE CRAFT

Jack Brown Dies

Jack A. Brown, 84, founder of Los Angeles-based Jack A. Brown & Sons, died, following a long illness, November 9.

Brown, who commemorated his golden anniversary in the plastering industry in 1949, was one of the best-known industry figures on the West Coast and visited his office daily almost to his death.

In business with him was his son Merl "Chief," past president of the California Lathing and Plastering Contractors Association. His son, Gordon, who heads Seattle's Gordon Brown, Inc., is a board member of the CPLIA. His son, William who was associated with both companies, died earlier this year.

Starting in the days of lime mortar and wood lath, Jack Brown came to the U.S. from Manitoba, where he started his apprenticeship in 1899 and took a leading role in the construction of prominent buildings, first in the Pacific Northwest and later in the Los Angeles area.

To the end he maintained a lively interest in all aspects of the industry and was regarded for his fabulous memory of people and events during his long and productive career.

Jack Brown — we and the industry shall miss you, but cherish your many contributions to progress and friendship.



• **HARRY WALTER**, Kansas City CPLIA member, heads important industry Task Force Committee on steel studs and lathing items during a busy two-day conference in Kansas City just prior to the Las Vegas CPLIA convention

New Center Director

T. P. Buckley has been appointed Managing Director of Plastering Information Centre of Ontario, PIC is a Research and Development center, designed to keep the industry current with technological changes in construction.

Buckley was formerly Manager of Quality Control for Canadian Gypsum Company Limited. He is a member of several committees such as Canadian Standards Association, Electric Heating Association and National Research Council. This long experience in Plastering will be valuable in handling problems and in the PIC expansion program across Canada.



• **T. P. BUCKLEY**

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Caldwell Dealer Manager

Leon D. Caldwell has been appointed new managing director of the California Building Material Dealers Association according to an announcement by Ralph R. McNall, president.

Caldwell has extensive experience in the fields of accounting and office management. He spent several years with an Orange County firm specializing in apartment house development. Thus he's familiar with the building industry and problems

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(Front Lever Bench Punch illustrated)

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LEON CALDWELL

ing members of the statewide ganization.

General Names Officers

The election of L. James Wade, Jr. Chairman of the Board, and C. A. Raper as President, General Portland Cement Company, is announced following a meeting of the Board of Directors in Dallas. The position of

Wade, 45, who remains Chief Executive Officer, joined the company in 1964 as Assistant to the President, was named Vice President, Finance in 1965, and President and Chief Executive Officer in 1966.

Raper, 42, a consultant with McKinsey and Company, Inc., prior to joining General Portland in 1967 as Vice President, Marketing, was elected a member of the Board of Directors in 1968.

H. Clifford Mowery, 88, retired Portsmouth, Ohio, plastering contractor, died September 22.

Williams H. Faus, formerly of the Chemstop Corporation, has joined Glenview, Illinois-based Coatings and Adhesives Corporation as general sales manager.

Among items he will handle will be the company's White Rec coatings, according to George Molholm, president.

Charles H. (Chuck) Soule has been named San Jose area sales representative for Kaiser Gypsum Company, Inc., it is announced by Galen M. Thomas, district sales manager.

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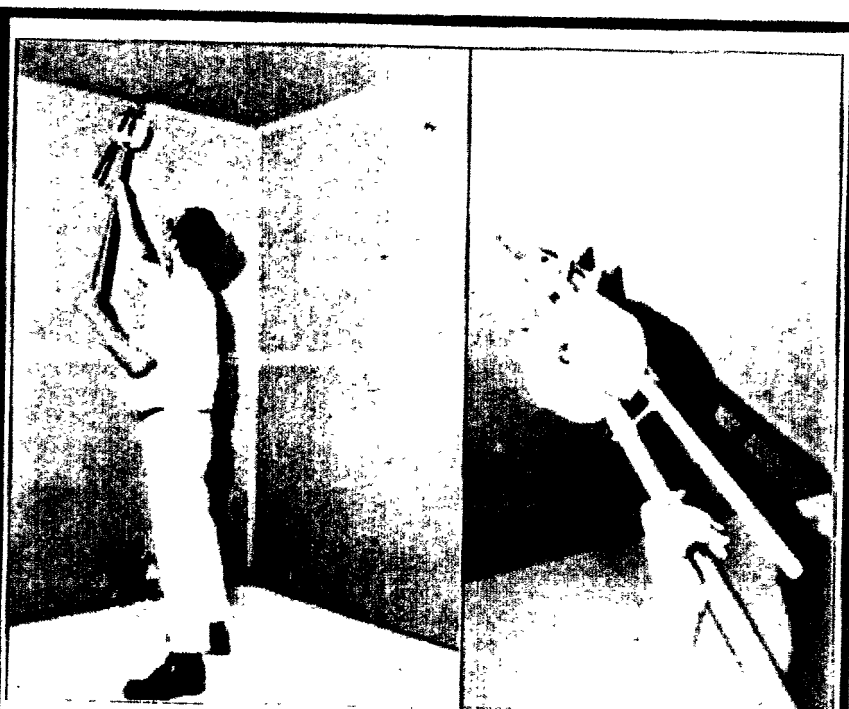
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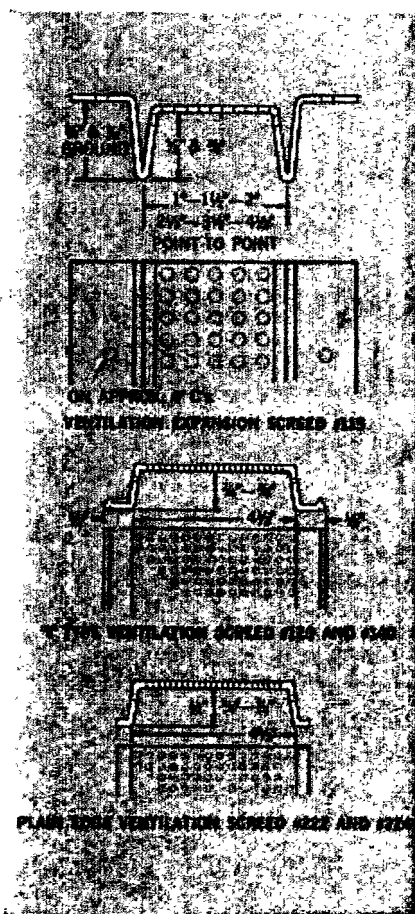
For veneer plaster, apply self-stick tape 4 to 12 times faster with the PAZE TAPER. The PAZE TAPER does flat seams, corner angle seams, cuts tape to length and no other tools or scaffolding are needed. It PAZE to use the PAZE TAPER —

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PORTER

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• WILLIAM J. BOURKE

Grace Names Bourke

William J. Bourke has been appointed District Manager for the Chicago District of Zonolite Operations of W. R. Grace & Co.'s Construction Products Division, according to an announcement by J. A. McEachern, Central Regional Manager.

Bourke will direct sales of all Zonolite insulation materials, fire-proofing and roof deck systems throughout the Chicago area.

Mitchell to Keene Post

George E. Mitchell has been appointed Marketing Director of the Building Products Group of Keene Corporation, according to an announcement by Daniel C. McCarthy, Group Vice President. Keene Corporation is a New York based manufacturing firm serving the building construction, pollution/filtration and specialized industrial markets.

In his new position, Mr. Mitchell will coordinate the marketing activities of the six Keene Divisions comprising the Building Product Group — Lighting, Sound Control, Metal Construction Products, Insulation, Insulation Contracting, and Interior Systems.

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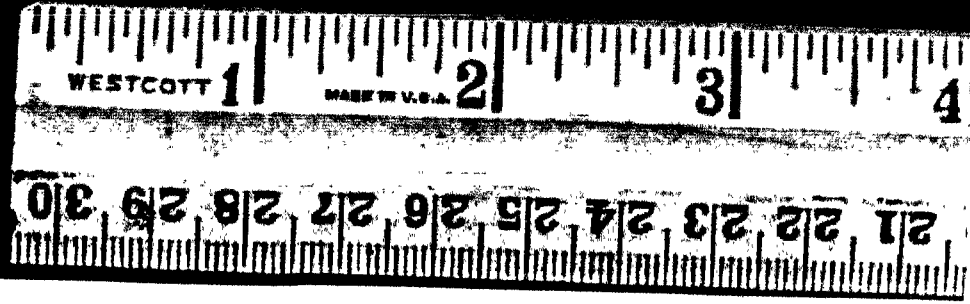
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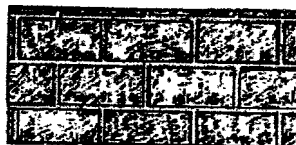
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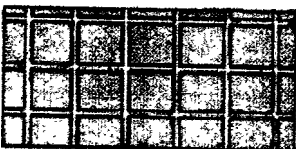
No more cleaning plaster off . . .



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Bostwick's **SPLASH-GUARD** is a casing bead with an attached apron of protective polyethylene film 12" wide. Perforated along the nose of the bead, the exposed portion can be easily removed after plastering. Protects surrounding areas from plaster and acts as an insulator between dissimilar materials! **BEAT THE HIGH COST OF CLEAN UP... with Bostwick's SPLASH-GUARD!**

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MIDTT WIENERS!

This attractive half-stuccoed drive-in restaurant in Portland, Oregon, was recently completed by R. C. Thompson & Son, Inc., using exterior sand float with Trinity white cement and USG's Imperial veneer plaster on the inside. Architect, Sterling & general contractor, Marvin Tilton. A. McMillan & Company, the material suppliers.

Working on the job were late Elmer Parks, Jr., and Ted Teer.

The plastering crew included Kemp, Ken Christensen and Rose.

* **ARCHITECTS ARE** entertained by the Northwest Lath and Plaster Bureau, Inc., Promotional Fund for the AIA's Pacific Northwest Regional Conference at Salishan on the Oregon Coast. The Bureau hosted the open evening's "gathering" party during the four meeting.



With Our Employees

By JENKIN LLOYD JONES
President, Chamber of Commerce
of the United States



• JENKIN LLOYD JONES

it an unfair labor practice for a
any to be utterly honest with
oyes about the company's abil-
o pay and to present its best
to union representatives at the
ning of negotiations?

e National Labor Relations
d says it is. It says this is "to-
7," meaning that it leaves no
to bargain and, therefore, is
collective bargaining.

far as I can recall, the NLRB
never worried about the totality
union's exaggerated estimates
uge profits" and its presenta-
of "irreducible demands." But
lual role of the Labor Relations
d as both an impartial judicial
and an unofficial agency of the
ns has been a marvel for some
s now.

e dispute arises over something
e "Boulwarism," conceived by
uel R. Boulware, who retired
years ago after serving as vice
dent in charge of labor relations
eneral Electric.

his new book, "The Truth
t Boulwarism," (BNA Books,
ington, D. C.) Mr. Boulware ex-
s upon his credo that "trying
o right voluntarily," a sort of
ess-oriented Buchmanism, is
best solution for labor contro-

is Boulware's position that the
asive position of many busi-
s, in trying to counter the un-
habit of exaggerating the com-
's ability to pay by minimizing
company's ability to pay, has
ased workers between two non-
ibilities.

rgain table auctioning, in which
company knows the union will
e down and the union knows
company will come up, is a sys-
of setting up two unreasonable

extremes as base points and battling
from there.

At GE, as contract time nears, the
company floods its workers with
factual data on the status of com-
pany earnings and the wages and
fringe benefits enjoyed by its work-
ers compared to those in comparable
jobs elsewhere.

Then the company sits down and
listens to the union proposal. After-
ward, the company comes up with
its offer which is not supposed to
have hidden beneath it any extras
for last-minute concessionneering. (In
1966, however, a cost-of-living modi-
fier was eventually added.)

GE is pleased with Boulwarism,
pointing out that the last company-
wide strike occurred in 1946, just
before Boulware took over. It is
vigorously appealing an NLRB or-
der to cease and desist.

Assuming Boulwarism is eventu-

ally okayed in the courts, will it
work in your business? Or is bar-
gaining so ingrained in the wage
system of America that a take-it-or-
leave-it proposition is impractical in
most cases? There are good ques-
tions.

But a higher degree of leveling
with employees as to the company's
ability to pay may be very much in
order. For in a year of generally
declining profits we are seeing in

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many cases the most dramatic escalation of wage demands.

Inflation, which has been produced in large measure by labor costs that have outrun productivity, provides the rationale of union negotiators for ever-increasing wage demands to buck "the rising cost of living." At the same time, the government credit squeeze and higher taxes have begun to slow the flow of orders and to clip profits. This has been done, of course, to fight inflation.

This, therefore, would be a mighty good year for a lot of company frankness. Most employees, when facts can be trusted and when they are spelled out so they can be understood, are inclined to be reasonable.

But honesty can't be a sometime thing. If companies are to tell the truth when things are tough, they'd better be prepared to do so when things are better.

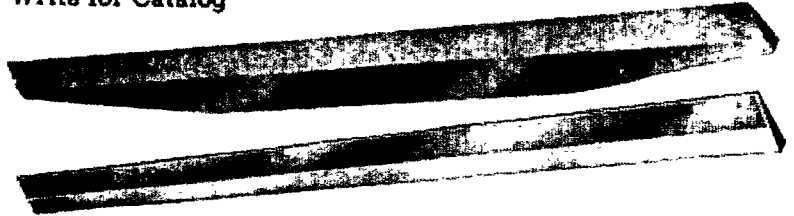
Maybe, in the long run of labor relations, that would be a great idea, anyway.

John S. Ferraro has been appointed St. Petersburg area sales representative for Kaiser Company, Inc., it is announced by J. V. Kelly, district sales manager.

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Continue Lath-Plaster

College Park Homes in Seal Beach, California will continue to feature lath and plaster construction, says Jerry Degan, vice president sales and marketing.

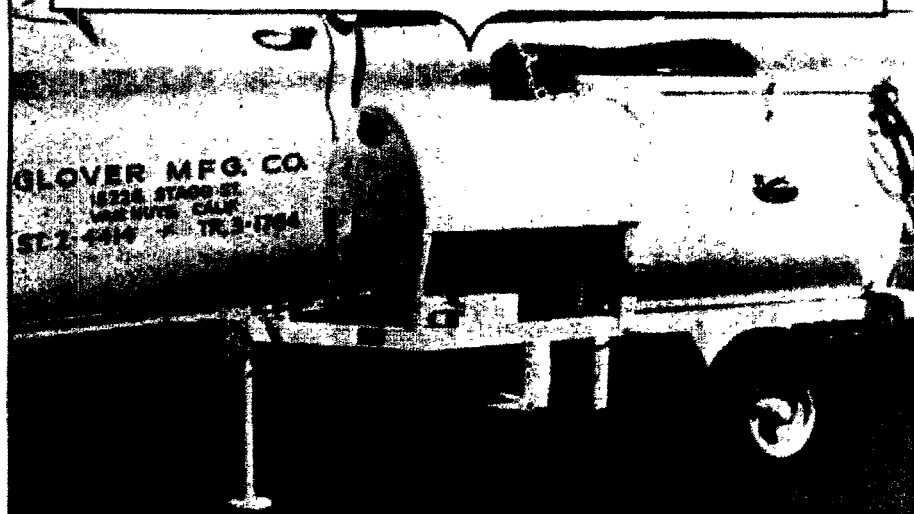
"S&S has built more than 14,000 homes in Southern California with genuine lath and plaster in every wall and ceiling and we don't intend to compromise with quality now," says Degan.

Patburg Is Promoted

B. C. "Pat" Pathurg has been named product manager, Construction Equipment, Essick Manufacturing Company, a division of Automatic Sprinkler Corporation America.

Patburg has been active for many years in the development and promotion of plastering and concrete placing equipment as well as plaster and mortar mixers.

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Keep Natives Happy

Championing the cause for on-site rather than pre-fab housing, Thomas Murphy, president of the Bricklayers, Masons and Plasterers International Union, strongly criticized the Government for its present low-cost housing plans during the Las Vegas convention. "Nobody wants to be a second-class citizen," declared personable Tom Murphy, "and no one likes to be recognized as poor. The best way to continue prosperity, cool down unrest throughout the land, and contribute to the continuation of the 'American Way' is to build good buildings, provide the best and pay for it with local employment and opportunity.

"We forget the cost in Vietnam in sending Man to the Moon why not do something for our people at home—keeping them busy, prosperous and happy. We can afford it as well as we can afford to take care of the rest of the world."

Le Industries Expands

Le Industries, Detroit-based manufacturer of steel studs and a range of lathing and drywall accessories is opening a new plant in Ft. Lauderdale, Florida according to sales manager Dan Altman. The new plant will be located at 11 North 58th Street and Altman will be manager. Other plants are shortly planned, according to Altman.

Perce Lathing Formed

Perce Lathing Company has been acquired by Robert A. Pierce, to succeed L. A. Lathing which will be usually phased out, according to the company.

Headquarters of the successor company will be at 1377 North Rowell, Los Angeles, California with branch offices in Reno, Nevada and Los Angeles.

The firm's volume this past year was direct and joint venture work valued nearly \$20 million, according to Pierce.

FOR SALE

Final model "Little Jigger" rock machine in excellent condition. \$200. Western Plastic Art Company, 11 W. Greenfield Avenue, Milwaukee, Wisconsin 53214. Telephone 435-1077.

Vermiculite Insulating of Montreal, Canada was host to the officers and members of the 21st meeting of The Vermiculite Association, Inc.

William S. Steele remains as chairman along with John M. Riedel as managing director and (Mrs.) L. R. Hemmerle as secretary.

The guest speakers included Norman T. Gilmour and David Ras of Palabora Mining Co. Ltd. of South Africa and Rio Tinto Management Service of South Africa, respectively. In discussing the world vermiculite market, they felt the largest increase in sales will be in the United States.

The association welcomed new members and also initiated various research programs using South African Vermiculite.

Byron Dalton Dies



Byron William Dalton, 72, founder and president of the Chicago Plastering Institute, and president emeritus of Plasterers Local 5, Chicago, died November 13.

Culminating a long and colorful career, Dalton was a member of the International Union for more than 55 years, had led a long fight against shoddy construction and inferior fire safeguards, was the author of a book on Plastering and had headed the Institute from its inception where he maintained testing equipment and other facilities for dramatic TV and other public presentations.

He also took a leading role in health, welfare, and pension programs for members of his union and was active in apprenticeship work.

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By gathering, analyzing and disseminating information about the entire trade or profession, the CPLIA gives members insights into new developments . . . a united voice in matters affecting their business . . . and more receptive markets in which to sell their goods and services.

Associations conduct expensive research that individual members have neither personnel, facilities or budget to undertake — and the benefits go to the entire membership.

Consultants and field representatives are maintained by many associations, including CPLIA, to give expert advice to members routinely or on a special basis.

At low cost CPLIA-sponsored seminars, workshops and conventions, members receive once-in-a-lifetime opportunities to learn from top-flight specialists in their field.

These and other CPLIA services are designed specifically to help members save money, operate more efficiently and provide better products and services at less cost.

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"BILL" REIMER, Membership Chairman

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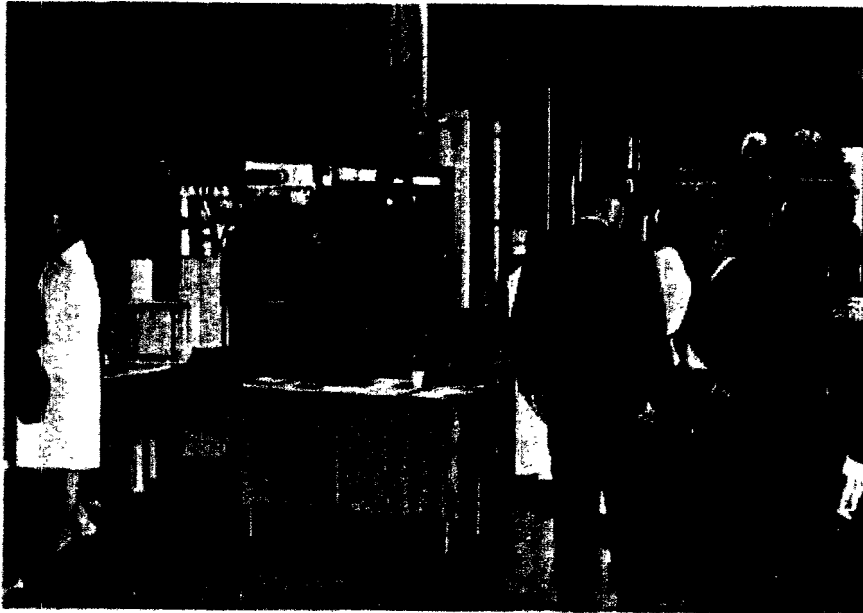
Texas Bureau Fetes Architects

Nearly 900 persons registered for the annual convention of the Texas Society of Architects in San Antonio and were given much attention by the Texas Bureau for Lathing and Plastering.

According to James Antill, the Texas Bureau booth this year featured free shoe shines for the guests,

table top displays of lathing and plastering systems with heavy emphasis on curtain walls, 20 slides projected to an overhead two-way screen and attentive presence of Texas Bureau architectural consultants and industry leaders.

Much interest was shown in curtain wall and veneer plaster systems, reports Antill, and the Bureau's field representatives are expected to be busy for many weeks following up architects' requests to visit them in their offices throughout Texas.



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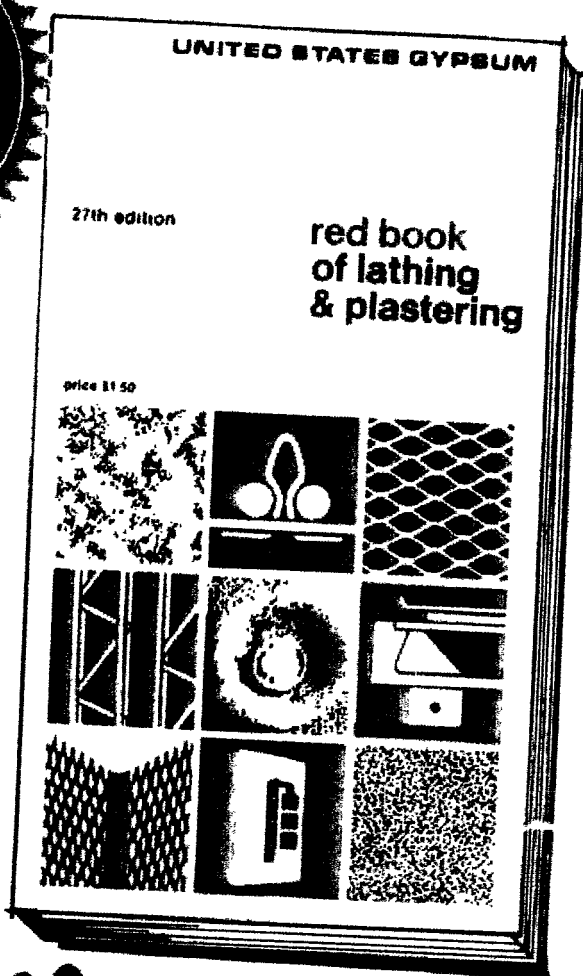
Although WALLS & CEILINGS is a official publication of the International Assn. of Wall & Ceiling Contractors is not responsible for opinions of the Editor and his staff, and publication of any editorial or article does not necessarily imply that the CPL either agrees or disagrees with its publication.

Our Apologies!

We're sorry our information concerning Ben Martinez, vice-president of the OP & CMIA, appearing in the November issue was incorrect. Ben Martinez is still vice president of the union representing Shophands and a member of General Executive Board. O'Shea has been appointed an International Representative, not succeed Martinez, but to supplement his activities. Since he is a Plasterer he could not, in fact, be appointed or elected as a Shophand Vice-President. Thanks to general secretary-treasurer John J. Ha-



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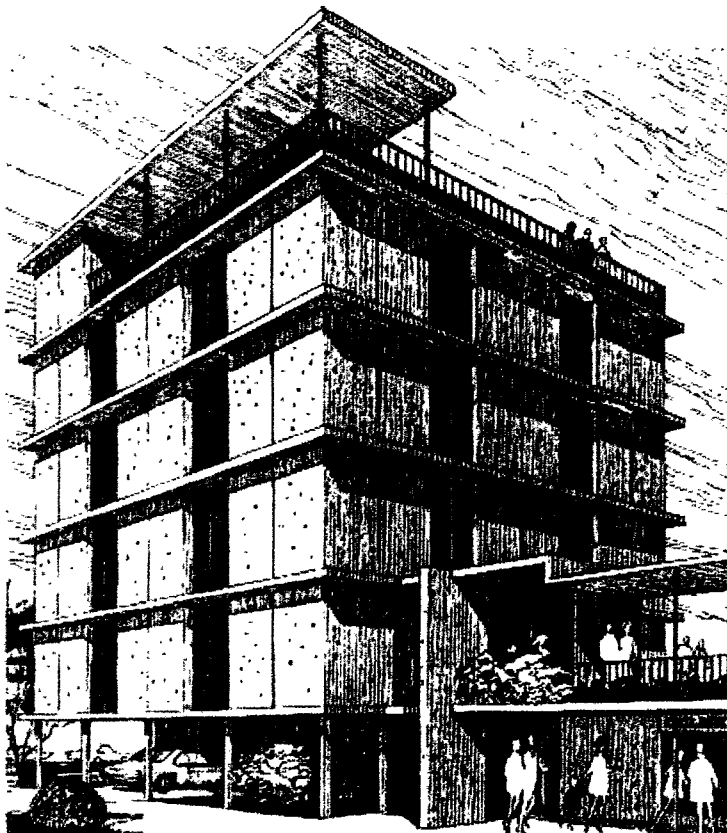
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wind load values than conventional construction in which the studs have to carry the whole load.

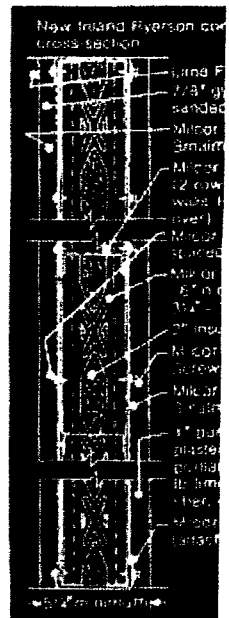
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