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12/69

Walls & Ceilings

DECEMBER 1969



INTERNATIONAL ASSOCIATION OF WALL & CEILING CONTRACTORS

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



PLAINTIFF'S
EXHIBIT

Hamp-10

Y NAIDT & SON PL810 C.
NW 42ND ST
CLAHOMA CITY OK 73118

Franks Garage 8941-

Sylvia's Mother 41.

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Direct line to Wheeling
to order lath & access.

We've set up a direct ordering service for lath and lath accessories, and it's been working beautifully. All you do is 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.

Order in 1291-25th

9011

-225

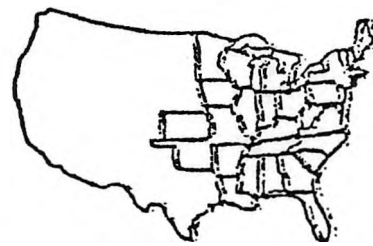
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FREE

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27	28	29	30	31	32	33	34	35	36	37	38

(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?



Wheeling Lath

Note: W.Va. is excepted.

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

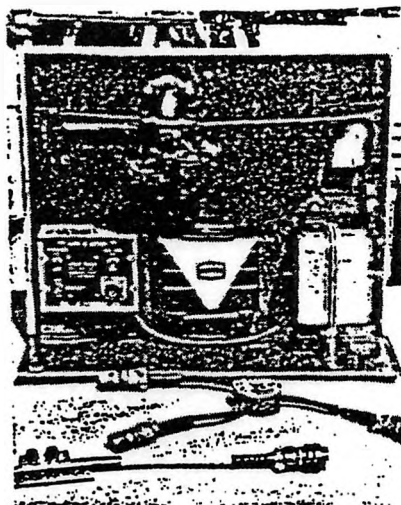
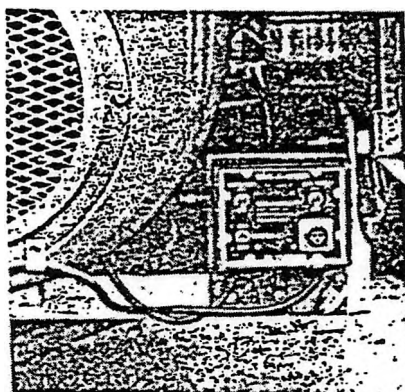
WHAT'S NEW?

\$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 hand-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 basic building is plan for Rube, Idaho, which will incorporate a liquid fill in column and spandrel beams to meet requirements and also avoid fire risk.

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

Thus, a new concept is born, the fast-moving building program, and it will work "just dandy" as long as the structure does 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 serv unit which actuates the carburetor throttle arm to adjust engine speed; a control box which is the "brains" of the system and a nozzle switch assembly with separate buttons for advancing or retarding the throttle.

First two units are mounted on

• ELABORATE SCAFFOLD: set-up for lathing and plastering the C & S National Bank in Atlanta, Georgia, used "Thomble-Saver" products consisting of 36 2" trusses and components for radial support from the center of circular column. The scaffold provided 10 different elevations. A. A. Plastering Company had charge of work.

MIXERS

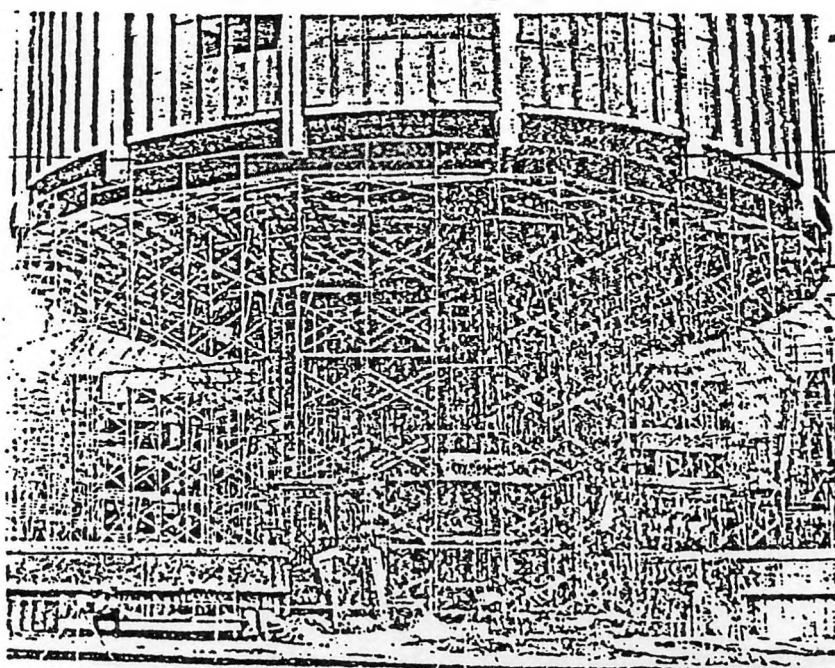
FOR COATINGS - DRYWALL
PLASTER - PAINT
ACOUSTICS - EPOXIES



* Quikspray mixers are rugged and built for a long, trouble-free life. Fit standard mixing barrel sizes. 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 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.



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INTERESTED YET IN

MATRIXES

FOR EXPOSED AGGREGATE SYSTEMS?

*Cota Industries Provides
3 Systems*

EPOXY MATRIX

—Ultimate in strength— for heavy duty jobs — unlimited color selection—

VINYL MATRIX

—Featuring easy application— flexibility— durability— unlimited color selection—

TROWELED MARBLE

—A one-step system consisting of marble aggregate suspended in a clean plastic matrix— 32 colors— finished or blends—

INTERESTED NOW? Let us know. Cota Industries will assist you with your particular requirements. We know how because we are pioneers in Special Coatings. Our matrixes have been fully tested not only in labs but on the job. We have encountered the problems and found the solutions. Better yet, we know the outstanding benefits. We are not selling just a product, but a product along with experience and assistance to help you make money.

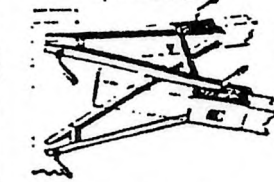
ACT! Send us a request for test samples. We will also send you complete test data, Architectural Specifications and pre Data Sheets. Remember, our matrixes can't be matched to the color you want. Who else offers this service?



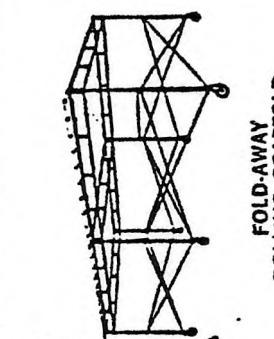
INDUSTRIES INC.

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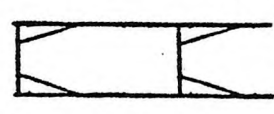
Superior scaffolds for plasterers



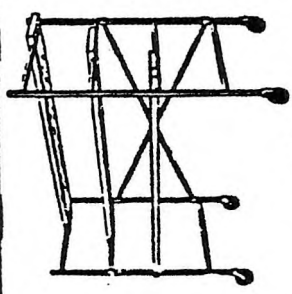
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Phone: (213) 775-6756

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.

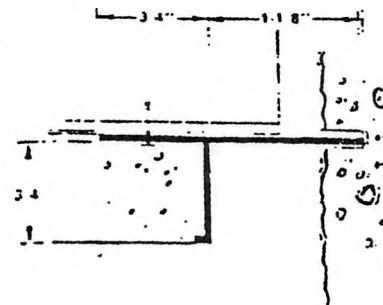
Positive speed control means that the pump will go from standard to wide open in only two seconds — without the customary time lag characteristic of air control. Of course air leaks no longer have an effect on engine operation. All air put out by the compressor is available for atomizing purposes at 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 300 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 cleanup expense. Comparing results in 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 MAIL

Are You Looking for a Position in the San Francisco Bay Area? Must be enough knowledge of the Latin American Industry, and problems, including ability to read plans and have a degree of cost. Salary experience as Salary open. Send resume to: The Industry Promotion Bureau, Inc. Terminal Way, San Carlos, Calif.

It also forms a screen for plaster, making a clean strip along the soffit. The unit is attached by fasteners through perforations, which are subsequently sealed with the horizontal leg secured into a sawed kerf.

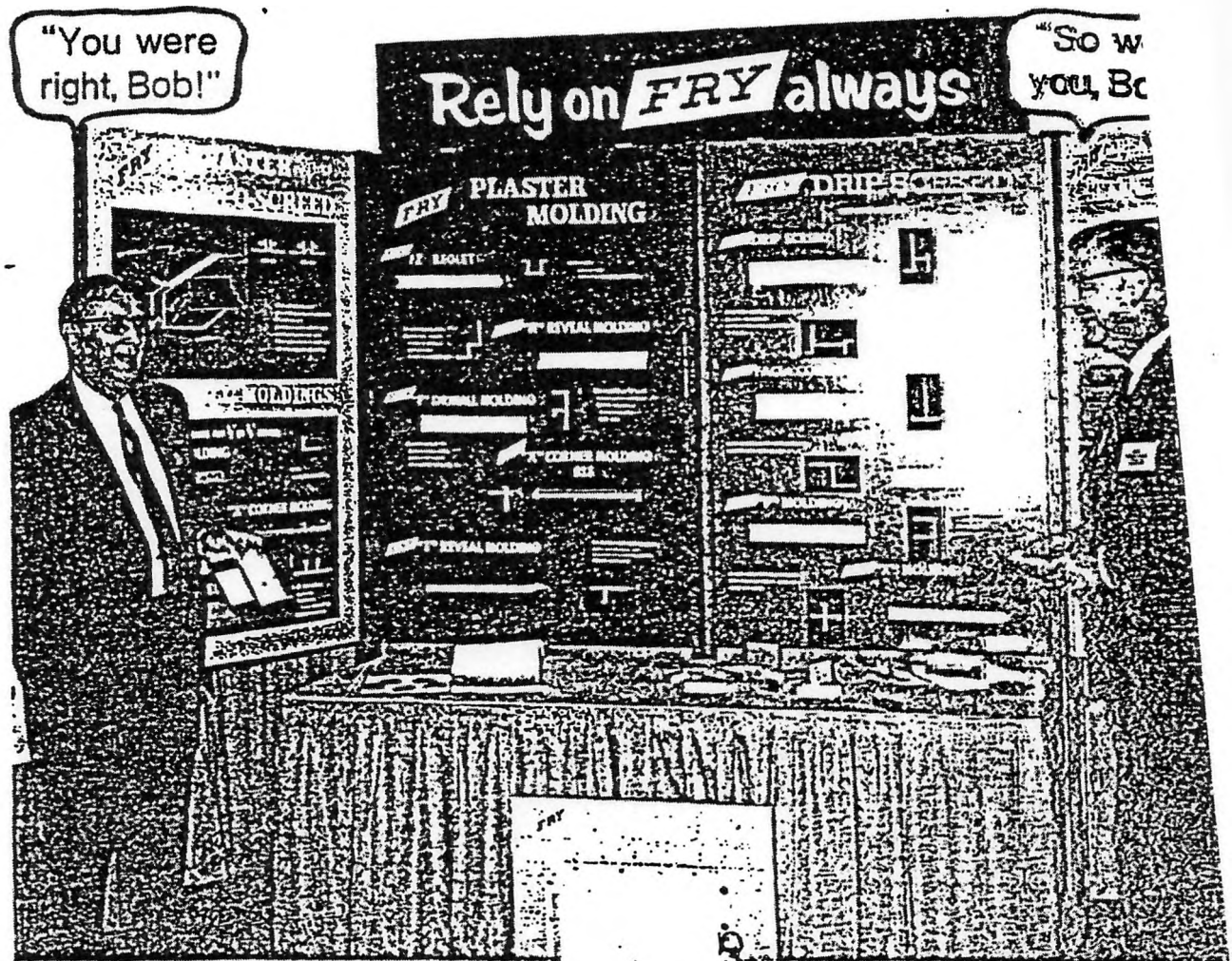
No caulking is required. It adds to movement of the building for the molding is manufactured extruded aluminum .050 thick coated with clear plastic.

Details available from: Fry Re Corp., 3028 Dolores Street, Los Angeles 90061.

New Drywall Panels

A Chula Vista, California firm producing a new type of drywall panel. The Laminac Corporation, 701 Amia Street, is making 11 panels from a lamination of gypsum board and paper homeguard construction to Francis J. Meyers, president.

The panels are 4 feet by 8 feet and are available in thicknesses of 2 1/2, 3 1/2, 4 1/2, 5 1/2, 6 1/2, 7 1/2, 8 1/2, 9 1/2, 10 1/2, 11 1/2, 12 1/2, 13 1/2, 14 1/2, 15 1/2, 16 1/2, 17 1/2, 18 1/2, 19 1/2, 20 1/2, 21 1/2, 22 1/2, 23 1/2, 24 1/2, 25 1/2, 26 1/2, 27 1/2, 28 1/2, 29 1/2, 30 1/2, 31 1/2, 32 1/2, 33 1/2, 34 1/2, 35 1/2, 36 1/2, 37 1/2, 38 1/2, 39 1/2, 40 1/2, 41 1/2, 42 1/2, 43 1/2, 44 1/2, 45 1/2, 46 1/2, 47 1/2, 48 1/2, 49 1/2, 50 1/2, 51 1/2, 52 1/2, 53 1/2, 54 1/2, 55 1/2, 56 1/2, 57 1/2, 58 1/2, 59 1/2, 60 1/2, 61 1/2, 62 1/2, 63 1/2, 64 1/2, 65 1/2, 66 1/2, 67 1/2, 68 1/2, 69 1/2, 70 1/2, 71 1/2, 72 1/2, 73 1/2, 74 1/2, 75 1/2, 76 1/2, 77 1/2, 78 1/2, 79 1/2, 80 1/2, 81 1/2, 82 1/2, 83 1/2, 84 1/2, 85 1/2, 86 1/2, 87 1/2, 88 1/2, 89 1/2, 90 1/2, 91 1/2, 92 1/2, 93 1/2, 94 1/2, 95 1/2, 96 1/2, 97 1/2, 98 1/2, 99 1/2, 100 1/2, 101 1/2, 102 1/2, 103 1/2, 104 1/2, 105 1/2, 106 1/2, 107 1/2, 108 1/2, 109 1/2, 110 1/2, 111 1/2, 112 1/2, 113 1/2, 114 1/2, 115 1/2, 116 1/2, 117 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"You were right, Bob!"

"So what, you, Bob?"

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

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

If you were at the Convention, you saw the crowds 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

PES-250

PES-750

NEW! Expan-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 soffit from decorative wall to provide a neat, clean edge; no caulk required, adjusts to movement.

Please send for specifications, details and cost information today on

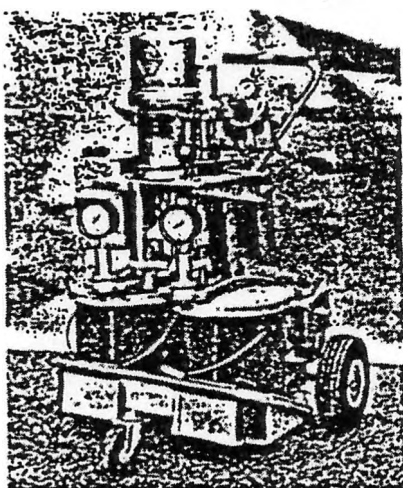
- ☐ Expan-O-Screed for plastering expansion joints
- ☐ T-Reveal Molding for neater, cleaner edges
- ☐ All Fry products for plastering

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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.

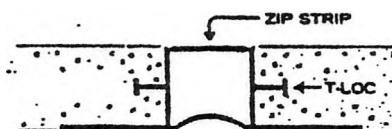
Included are the air-powered proportioning pump with air regulator

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.

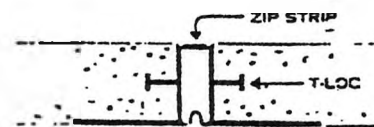
An optional unit includes two 115-volt material heaters for viscosity reduction and two 25 ft. heated Teflon material hoses with 115-volt controls rather than the unheated nylon hoses.

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 Expan-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 Expan-O-Screed, according to Fry.

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

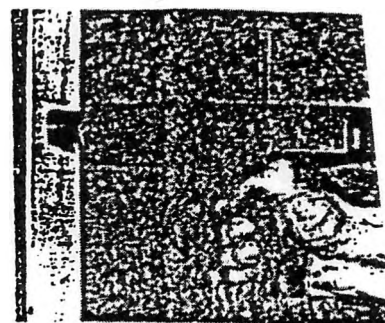
Not only can Expan-O-Screed be used for expansion joints, but also for feature strips and control joints.

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 Hilli Fastening Systems.

Intended for use in attaching dry-wall channels, partitions and similar building components to struc-



tural steel and concrete. The Hilli Model DX-350 is claimed by its manufacturer to cut fastening time in half where a series of fasteners is made in quick succession. Company tests have indicated that the DX-350 can average 8-12 fasteners a minute, compared with 4-6 fasteners by a tool in which both fasteners and drive load must be positioned one at a time.

Complete details on Model DX-350 are available from Hilli Fastening Systems, 300 Fairfield Avenue, Stamford, Connecticut 06904.

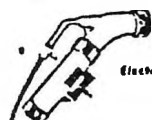
Coatings and Glazes: "Farda Stone" is one of the many products offered in the crowded marble and imitation tile field by Glazed Cement Corporation, 4810 Straight Street, Paterson, New Jersey 07651.



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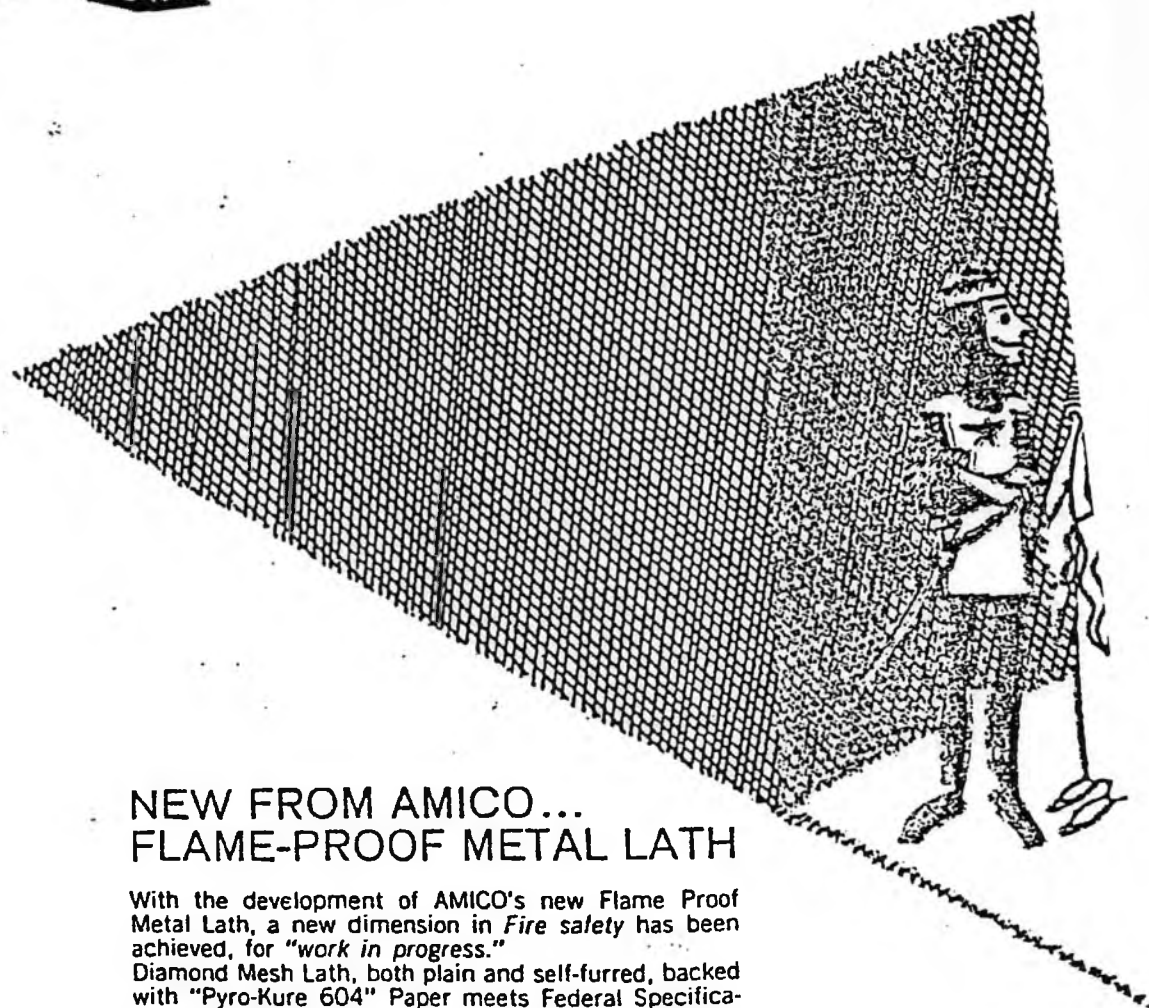
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Diamond Mesh Lath, both plain and self-furred, backed with "Pyro-Kure 604" Paper meets Federal Specifications UU-B-790, Type I, Grade B, Style I, and has an Underwriter's Laboratory rated flame spread of 25. Not only is it fire retardant, but it provides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

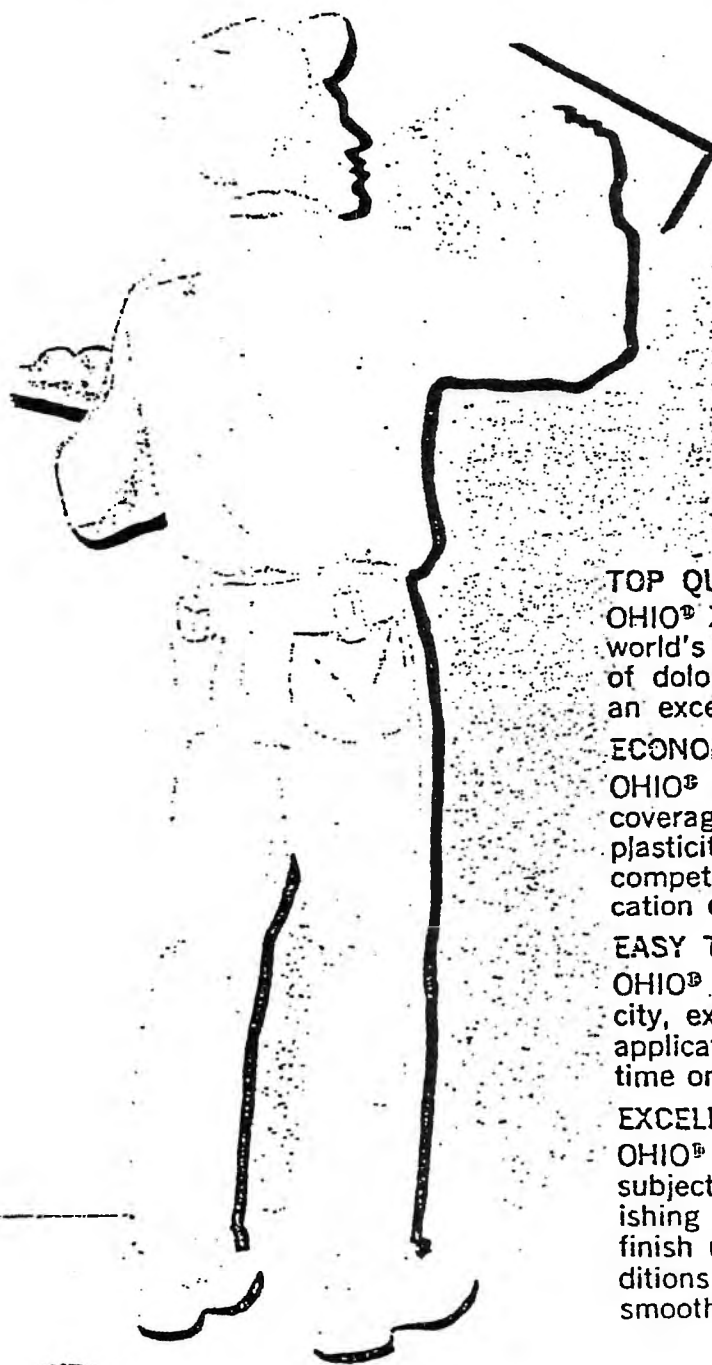
Fire retardant, backed, metal lath is available in both black and galvanized Diamond Mesh Sheets, either plain or with a 1/4" self-furring feature.

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



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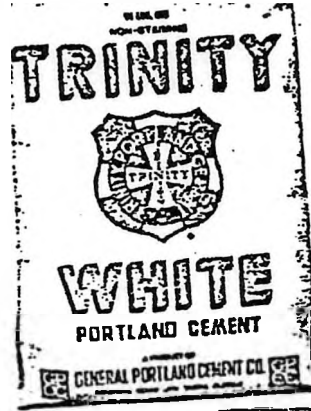
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OFFICIAL PUBLICATION INTERNATIONAL ASSOCIATION OF WALL & CEILING CONTRACTORS

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 18-24, 1970 — Cal Lathing and Plastering Contractors Association Annual Convention, Riviera Holiday Hotel, Springs. (Exhibit Space Avail)

April 14-18, 1970 — 38th Condo CPLIA, Causeway Inn, Ft. Florida.

April 19-21, 1970 — SW Chapter CPLIA, El Camino Real H, Juarez, Mexico.

April 21-23, 1970 — Northwest I and Plaster Bureau Annual Convention, Washington Plaza H, Seattle. (Exhibit Space Avail)

May 1-3, 1970 — Mid-Atlantic and Conference CPLIA, Greenleaf White Sulphur Springs, West Virginia.

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

June 19-20, 1970 — Texas Lathing and Plastering Contractors Association Annual Convention, Robert Earl Hotel, Corpus Christi, Texas. (Exhibit Space Available)

WALLS & CEILINGS (Formerly Plastering Industries) is the only independent industry-wide magazine published for the lathing, plastering, and diversified wall and ceiling industry. In addition, readers receive a bulletin in principle areas. PUBLISHED MONTHLY.

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Special Correspondents: Al Hansen, Portland; James K. Vey, Yakima; G. B. Parsons, Missoula; G. W. Cranichite, Bremerton; George Robertson, Jr., St. Louis; G. M. Martineau, San Francisco; Gordon McVane, Vancouver, B.C.; Norman Chels, Toronto; Texas Contractors Association, George Boles, Austin; William Godwin, Detroit; Harry C. Mackey, Denver; Frank M. Ball, Atlanta and Southeast; Ben Gardner, Minneapolis; J. T. Sawyer, London; England; J. M. Sheppard, traveling foreign correspondents.

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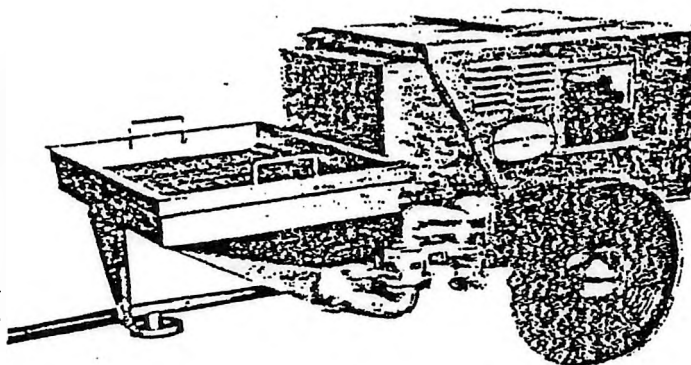
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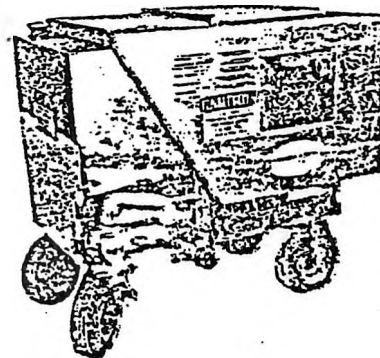


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Thomas McGlone Named President at Las Vegas Meet

By Robert F. Welch

As an industry grows, so does its trade association. For 52 years, CPLIA has tended the interests of contractors specializing in lath and plaster.

Times change. Industry studies over the past decade have shown that most lathing and plastering contractors are now engaged in additional fields: acoustics, drywall, flooring, painting, concrete pumping, roof decks, curtain walls, etc.

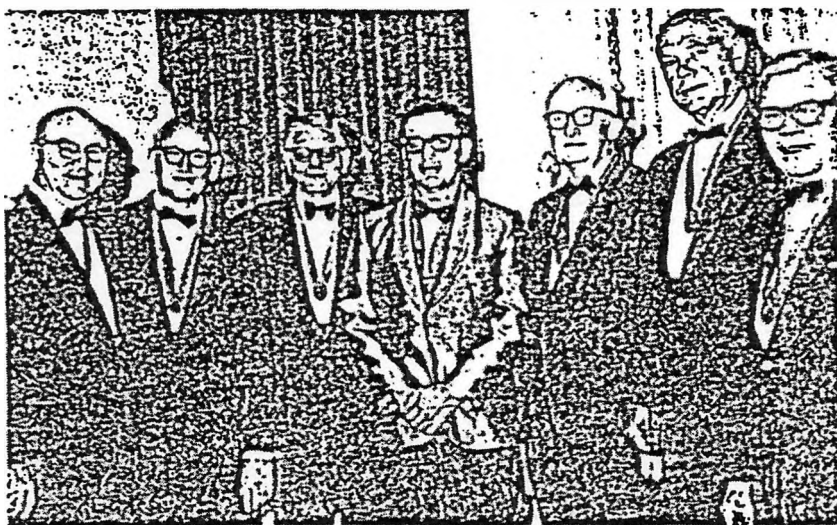
Taking due recognition of this trend, the venerable organization changed its name to International Association of Wall & Ceiling Contractors at the recently concluded annual convention in Las Vegas. Evidence that changing times mean greater strength was found in convention attendance — registration of 820 was second largest in history.

The name change was no spur of the moment step. It was discussed



• WJC'S CHAILING: Wm. J. Sanders of Minneapolis and Joe Bak may be talking with each other

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

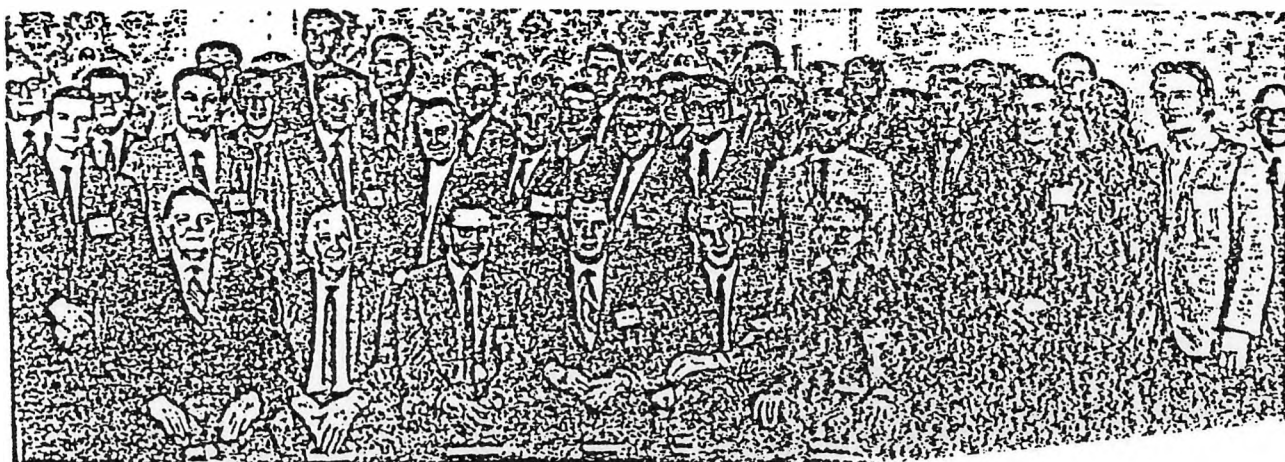


at prior conventions and has won the attention of numerous study groups. Earlier this year the association's official magazine dropped the title of Plastering Industries and became Walls & Ceilings.

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 Ba-

(Please turn to page 17)

• GUIDING THE big Diversified Wall and Ceiling Industry: FRONT, from LEFT: Joseph Kietters, Robert Pierce, Bill Carroll, Thomas McGlone, Munroe McNulty, Edward Schalk; BACK, from LEFT: Jeremiah Burns, Edmund Chambers, Lynn Lassiter, Harry Verneti, William Russ, Arnold Hede, Alfred Conlin, Roy Ford, Jack Dillard, James Halde, Richard Ruffner, Joe "Mac" Carpenter, William Brown, Robert Daliborsky, Howard Flanner, Glenn Hartsell, Alphonse Chiappisi, John Poellinger, Edward Deese, Bill Gargano, "Shuster" Baird, Richard Cannon, Joe Bourke, George Brueggeman, Robert Capito, Robert Whittle, John Thomson, Jr., Vincent Cranti, William Guebert. (We're sorry not 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. Verneti, 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 action by Resolutions and By-Law Amendments at the 32nd convention of the IACWC.

NAME CHANGE

Henceforth the 52-year-old IACWC 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 amicable resolution 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 IACWC.

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.



• MAE VENZIE makes the Venzie Award during banquet at Las Vegas

Venzie Award To Joe McNulty

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

The award, in memory of the late past president Edmond F. Venzie, was made by his widow, Mae Venzie during the convention, in recognition of outstanding achievement and devotion to the industry and its purposes.

In addition to his leadership of one of nation's principal wall and ceiling contracting firms, Joe McNulty is honored for his development of the plaster machine, for curtain wall, veneer plaster and other industry developments, and for his technical dedication and services to the industry.

• "MUN" McNULTY accepts award on behalf of his father who was unable to be present for convention



CONVENTION (from page 13)
reau for Lathing & Plastering. He 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

from the southwest, Lloyd I. of the midwest conference, Harold, Henry Venetti an Chamber from the Great Lakes and Howard Kludner as host at large. Joe M. Baker, Jr. again serve as managing director and Bill Orndorff as legal counsel.

The newest Edmond F. award went to Joseph McNulty of Chicago, and America Catani up for whatever garbaling less



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

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. Koettters of Cincinnati becomes treasurer. Moving on to the board of directors are Richard F. Ruffner from the western conference, Gordon Brown representing the midwest, Ray Boyd and Bob Whitole

may have had by winning the Eschick prize.

These men were honored at the awards luncheon: Frank Terry of Hayward, Calif., as the year's "insurgent hero"; Walter Kowalski Ceram-Traz Corporation, as the outstanding associate member; Tom McGuire and Al Rice as outstanding aimed at eventual amalgamating conference and committee chairmen; Leo Schultz and Jim Rine for

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



• JEREMIAH BURNS, chair, with Earl Ferguson, general secretary-treasurer of the Builders Trade



• "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 stilts, 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 Ed Pierce



Bureau Advisors

The National Bureau for Lathing and Plastering will now include a Board of Local Bureau Advisors in its affiliated family and as a suggestion and consultative body for the Board of Governors following its Annual Meeting in 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. Ramsditch, Bureau for Lathing and Plastering of Greater Pittsburgh.

Great Lakes — Richard P. Brankin, Lathing, Foundation of Chicago.

Northeast — Roy Selland, New Jersey Bureau for Lathing & Plastering.

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

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

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

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

of asbestos was presented by Dr. Irving J. Selikoff, Mount Sinai School of Medicine, New York City. He outlined results of a study made on 432 asbestos workers, concluding beyond all doubt that the mutated fibers cause cancer when they come in contact with human tissue.

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

30 Years For Joe

During the busy Las Vegas convention Joe Radacki, emerald-green Omaha, Nebraska plastering contractor, celebrated a special event of his own and like many others from Europe and other foreign lands, marked a milestone in his new land.

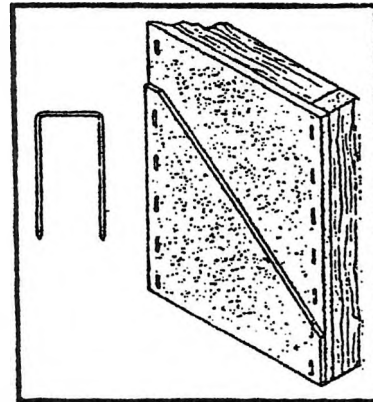
On November 4, Joe celebrated his 30th year in the United States, and a most busy 30 years they have been!

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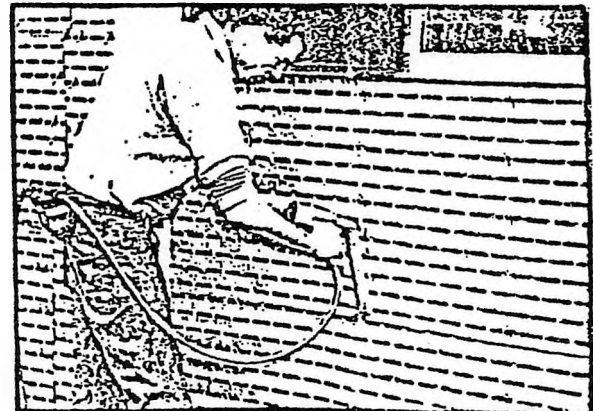
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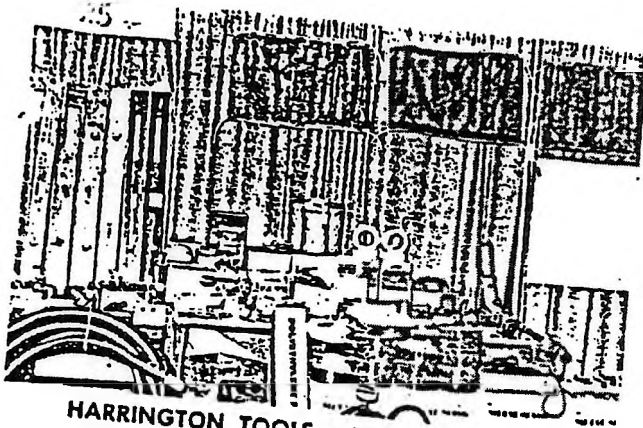
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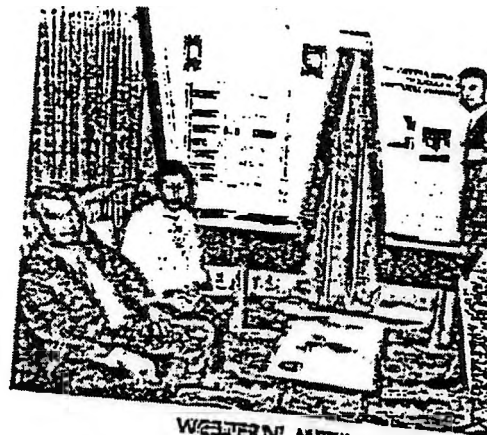
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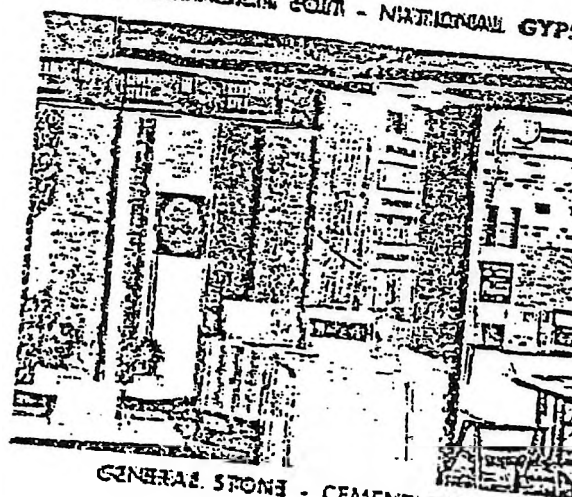
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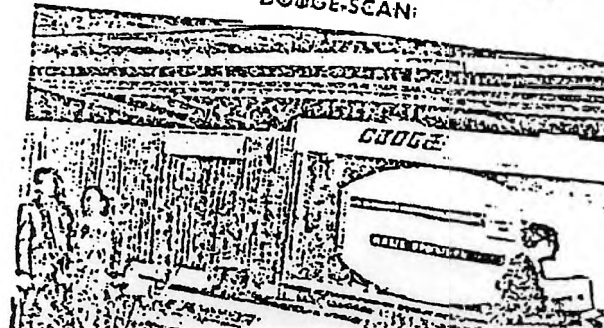
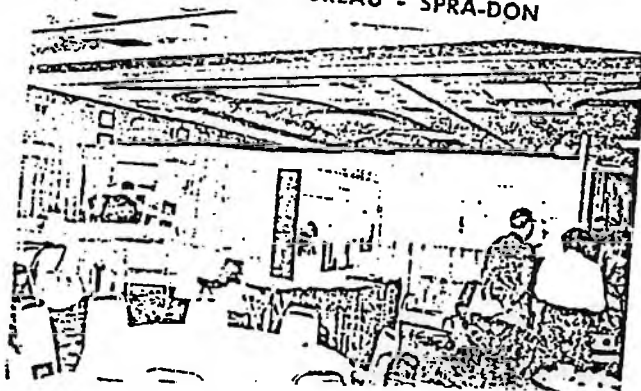
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• "TAKE OUR picture and put it in the magazine" were the special orders our editor received

• HAPPY TO accept the capital convention award a brand-new Essick luxu plaster mixer, are Mr. and Mrs. Annemig Cusani, Drutha Surgen, Jersey, as Essick's Ed Lindholm and Pat Pathway hand over "the keys"



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



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

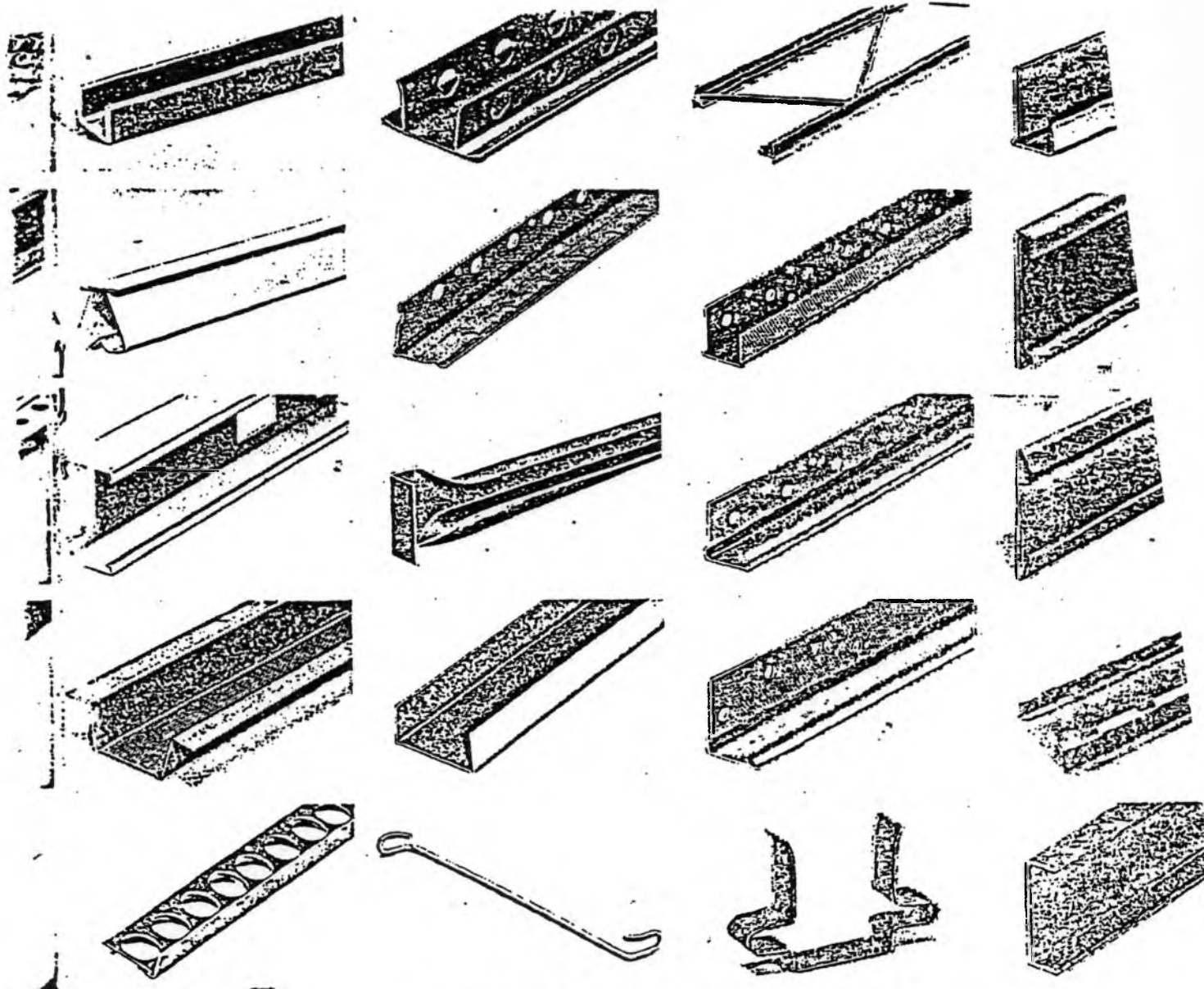


• "I THINK it went thataway," reports Dick Connor to Bill Gargano at board meeting as Vincent Gallenti seems to join them in doubt

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



• IT'S REALLY not as hard as Eds. as they report: Joe Baker and his right-hand girl: Cam Lacy can't not this cheerful at convention and. Maybe it's because Tam was going on a Hawaiian vacation.



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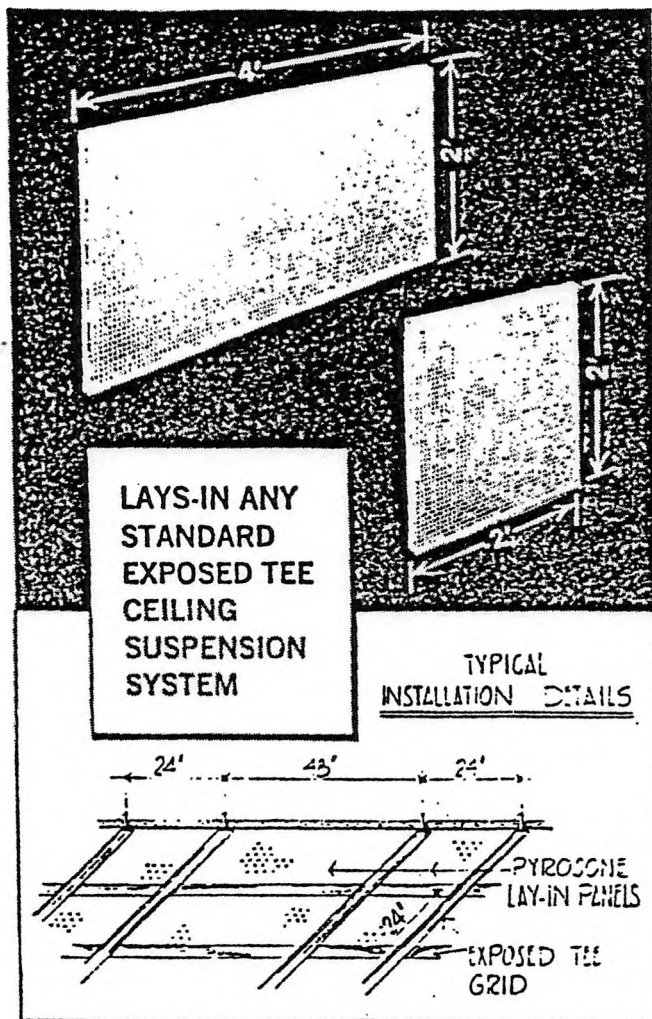
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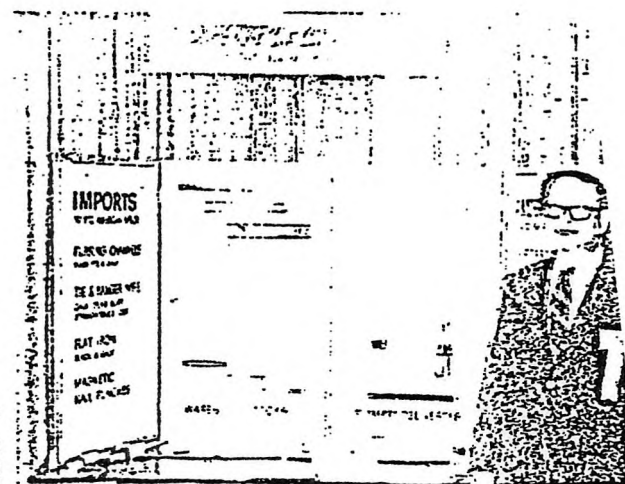
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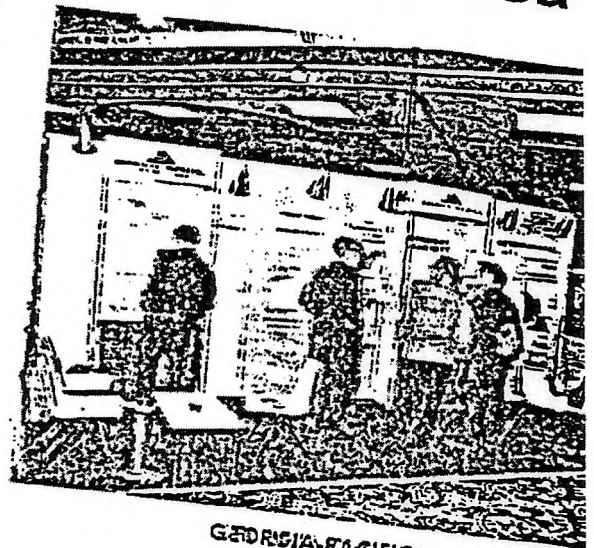


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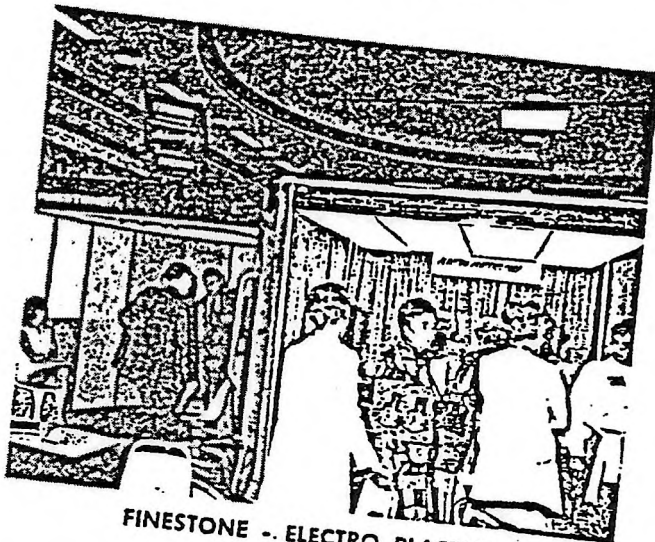
... And A Big, Busy Exhibit Area



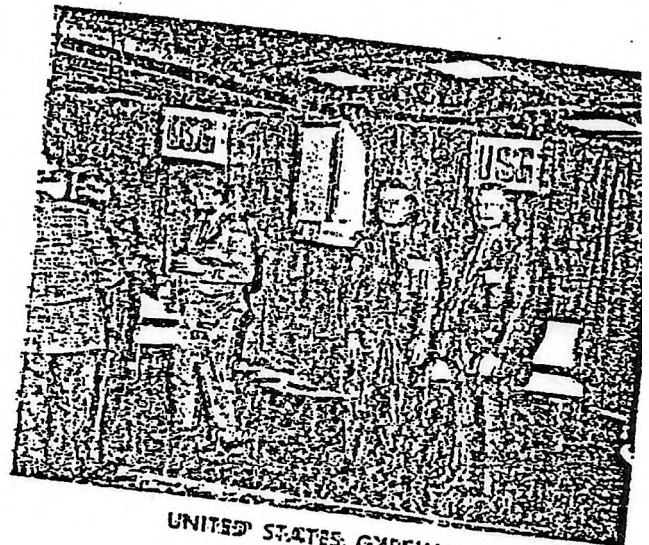
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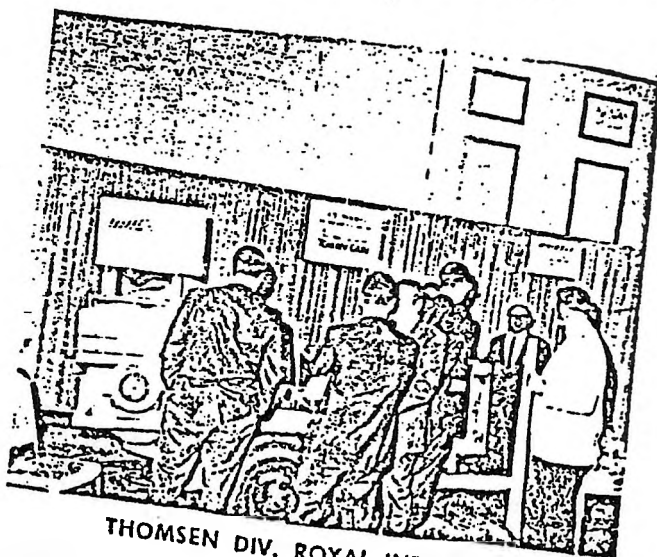
GEORGIA-PACIFIC



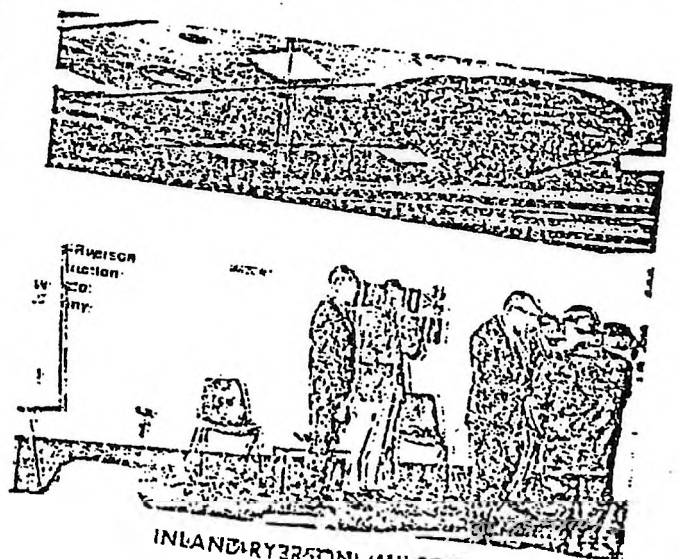
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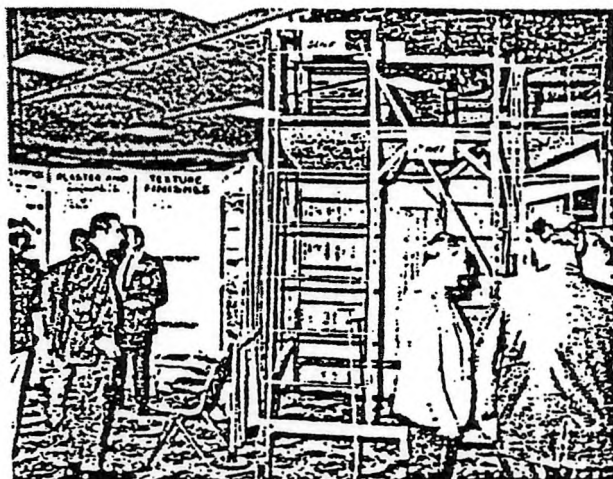
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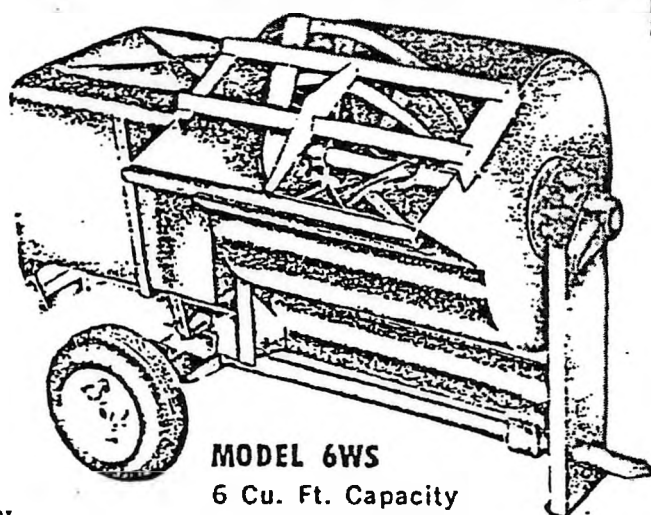


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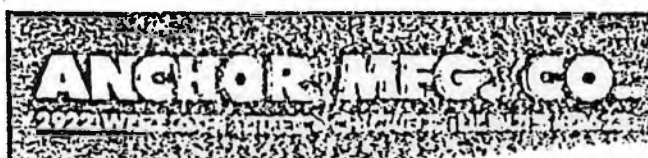


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• **THE ODIN NIELSENS** of Denver appear to be on a second honeymoon

CONVENTION (from page 16)

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

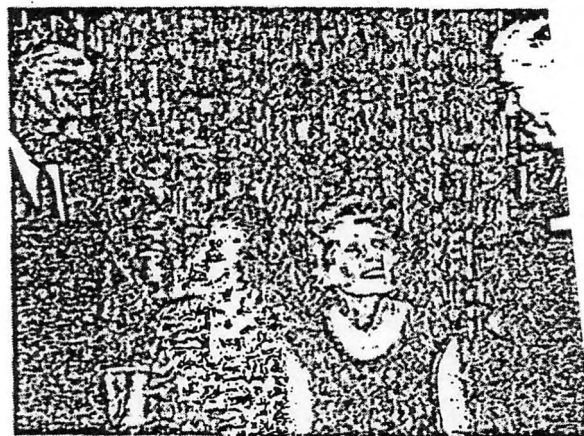
Not only that, Dr. Selikoff added, but cancer and scarred lungs resulting from asbestos are common in most metropolitan areas among the population at large. This is true even when those afflicted have had no known contact with the product. The doctor described measures being taken to control the danger by dust

• **"EASIER THAN working,"** reports Nate Kimmel as he hits another jackpot



• **AGREEMENT ON Technical and Manufacturer Liaison** matters is set with Madeline Schalk by Edward Schalk and Joe Koetters.

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

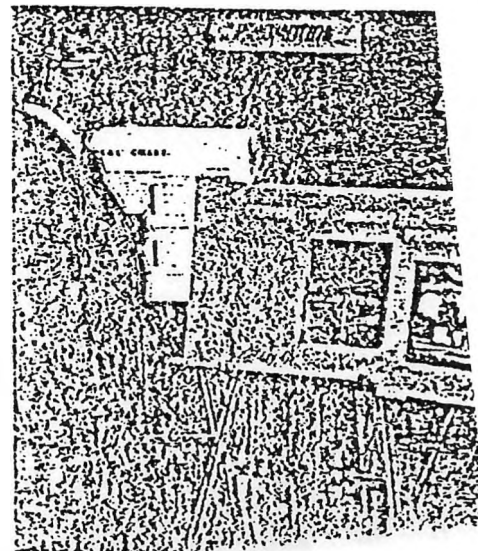


collecting methods and proper enclosures at construction sites.

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 emphasize 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 Fatti DiBiase in charge of women's activities.

• **JERRY CARPENTER**, Dallas architect, who will help update Selection Data Charts, visits with Charles Soava, 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.

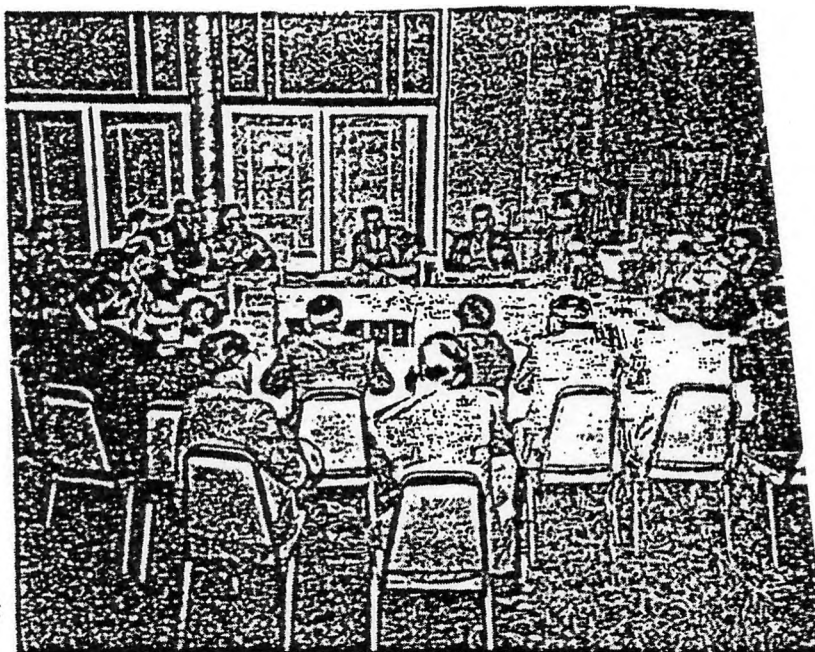
"Success" was the convention theme. Specialists in different fields covered everything from how to make money in flooring to tax implications of the various types of corporate business structures.

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 improvements even supplies — spelling out minimum bid valuation in the purchase contract whenever practicable.

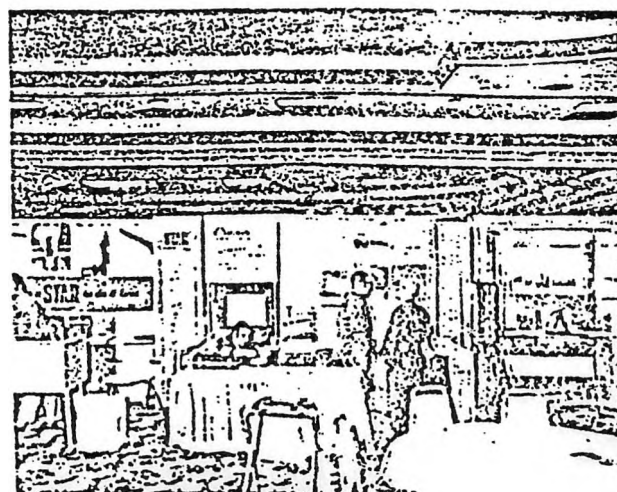
Anderson described a typical tax planner's business structure. The operating company is a corporation whose assets consist primarily of working capital. It makes payment to two investment entities. One owns buildings and real estate, the other machinery and equipment. Owners can legally double personal 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 - SCURT





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 if 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

proprietor, will determine whether the business should be liquidated. 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.

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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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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.



• JACK A. BROWN



• HARRY WALTER, Kansas City CPLIA member, heads department in Task Force Committee on steel studs and lathing items, during a 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: Mono

Leon T. Caldwell has been pointed new managing director the California Building Materials Dealers Association according to announcement by Ralph B. Mc president.

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

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• LEON CALDWELL

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General Names Officers

The election of L. James Wade, Jr. as 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

board chairman has been vacant for some years.

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., joined 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.

Coatings Names For

William H. Falls, former Clearing Corporation, is Glenview, Illinois-based and Adhesive Corporation and sales manager.

Among items he will handle the company's White Rings, according to George A. president.

Charles M. (Chuck) Smith is named San Jose area sales representative for Kaiser Cypress Co. Inc., it is announced by Gal Thomas, district sales manager.

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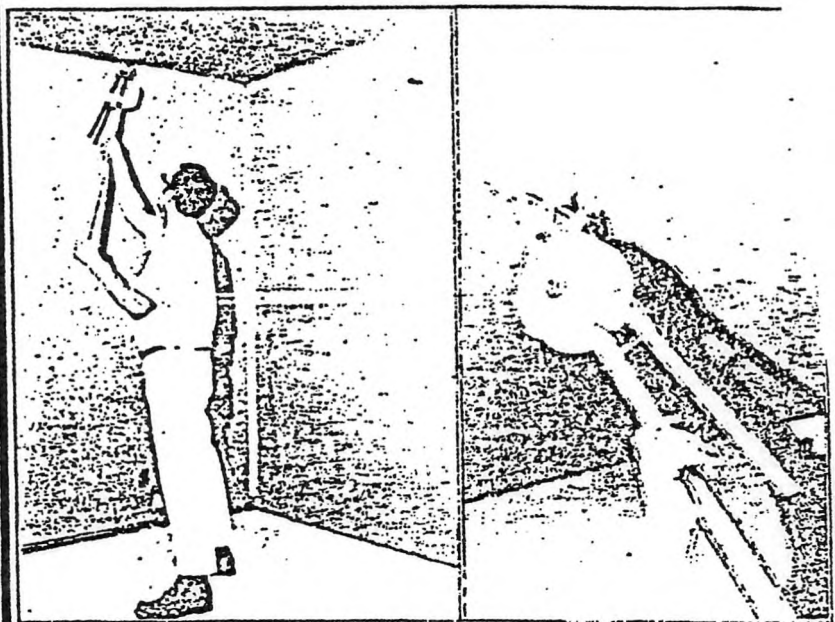
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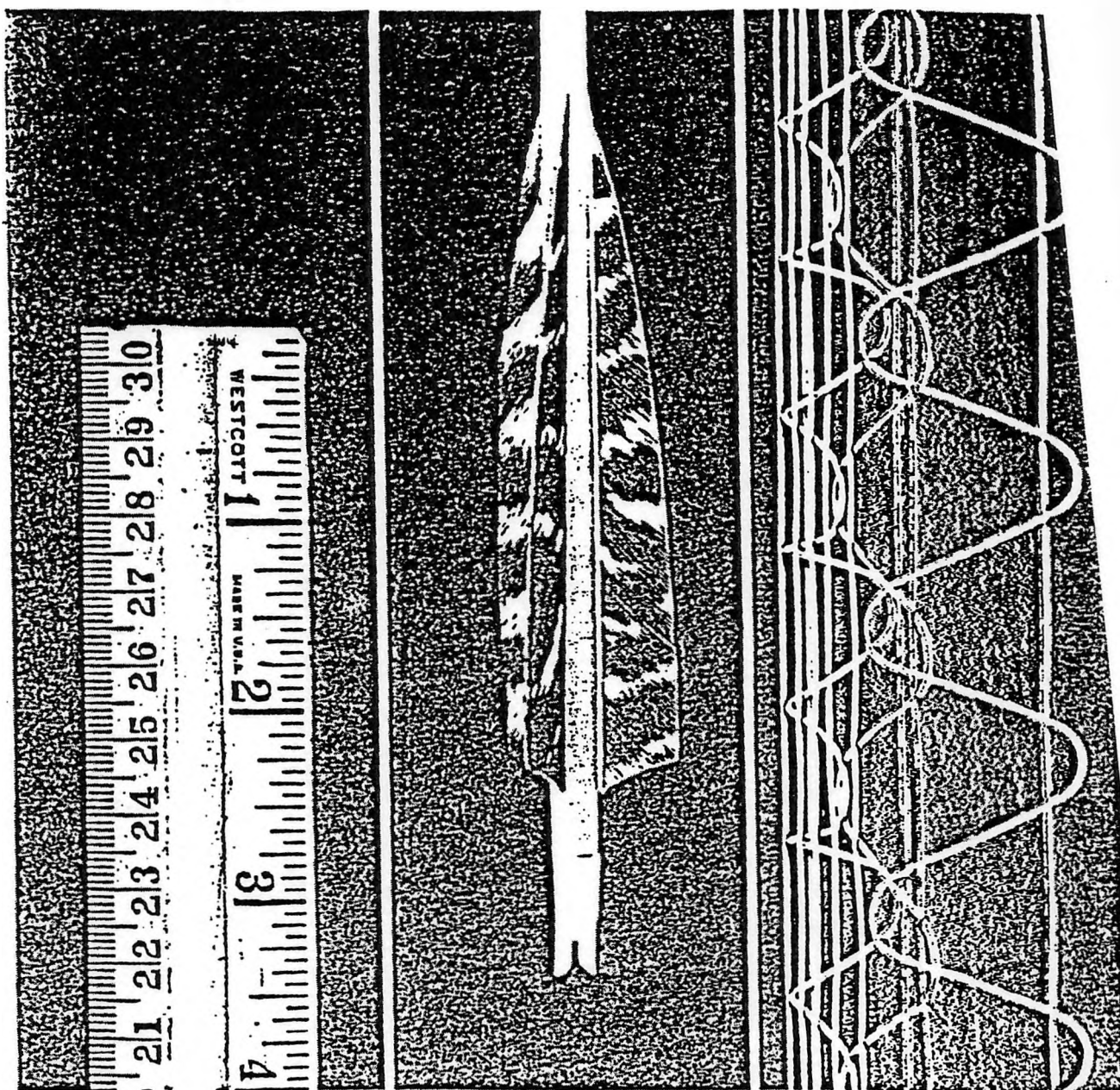
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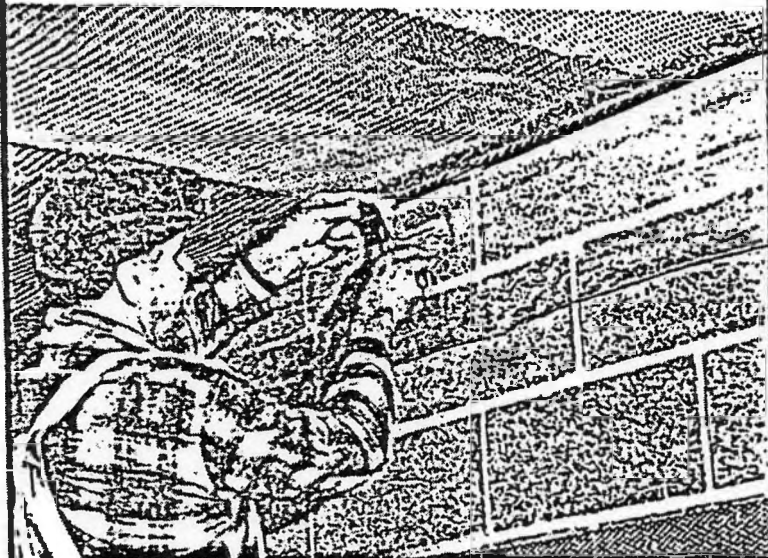
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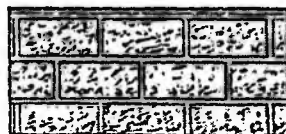
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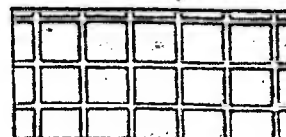
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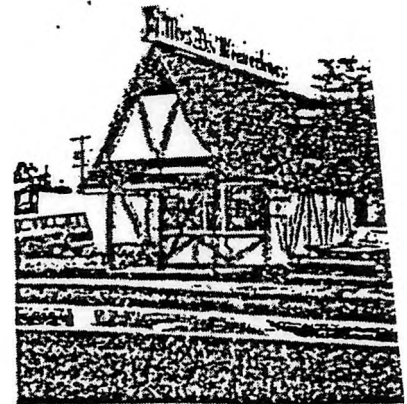
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MIDT WIENERS!

This attractive 1400 square-foot drive-in restaurant in Portland, Oregon, was recently completed by E. C. Thompson & Sons, Inc., using exterior steel stud finish with Trinity white cement outside, and USG's Imperial veneer plaster on the inside. Architect, Sterling Cash; general contractor, Morton Thornton. A. McMillan & Company were the material suppliers.

Working on the job were foremen Elmer Parks, Jr., and Ted Tarr.

The plastering crew included Bill Kemp, Ken Christensen and Jim Rose.

• ARCHITECTS ARE entertained by the Northwest Bath and Plaster Bureau, Inc. Promotional Fund at the AIA's Pacific Northwest Regional Conference at Salthaven Lodge on the Oregon Coast. The Bureau hosted the open evening's "get-together" party during the four-day meeting.



It's Time We Speak Frankly With Our Employees

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

Is it an unfair labor practice for a company to be utterly honest with employees about the company's ability to pay and to present its best offer to union representatives at the beginning of negotiations?

The National Labor Relations Board says it is. It says this is "totality," meaning that it leaves no room to bargain and, therefore, is not collective bargaining.

As far as I can recall, the NLRB has never worried about the totality of a union's exaggerated estimates of "huge profits" and its presentation of "irreducible demands." But the dual role of the Labor Relations Board as both an impartial judicial body and an unofficial agency of the unions has been a marvel for some years now.

The dispute arises over something called "Boulwarism," conceived by Lemuel R. Boulware, who retired eight years ago after serving as vice president in charge of labor relations for General Electric.

In his new book, "The Truth about Boulwarism," (BNA Books, Washington, D. C.) Mr. Boulware expands upon his credo that "trying to do right voluntarily," a sort of business-oriented Buchmanism, is the best solution for labor controversy.

It is Boulware's position that the defensive position of many businesses, in trying to counter the unions' habit of exaggerating the company's ability to pay by minimizing the company's ability to pay, has confused workers between two non-credibilities.

Bargain table auctioning, in which the company knows the union will come down and the union knows the company will come up, is a system 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 company earnings and the wages and fringe benefits enjoyed by its workers compared to those in comparable jobs elsewhere.

Then the company sits down and listens to the union proposal. Afterward, the company comes up with its offer which is not supposed to have hidden beneath it any extras for last-minute concessioning (In 1966, however, a cost-of-living multiplier 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 order to cease and desist.

Assuming Boulwarism is eventu-



JENKIN LLOYD JONES

ally accepted in the courts, will it work at your business? Or is bargaining so ingrained in the management system of America that a take-it-or-leave-it proposition is impractical in most cases? There are good questions.

But a higher degree of honesty 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 advised, an

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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.

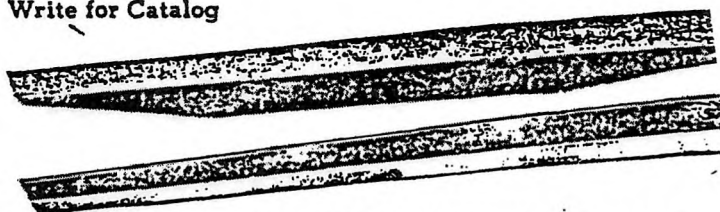
Maybe, in the long run of labor relations, that would be a great idea, anyway.

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.

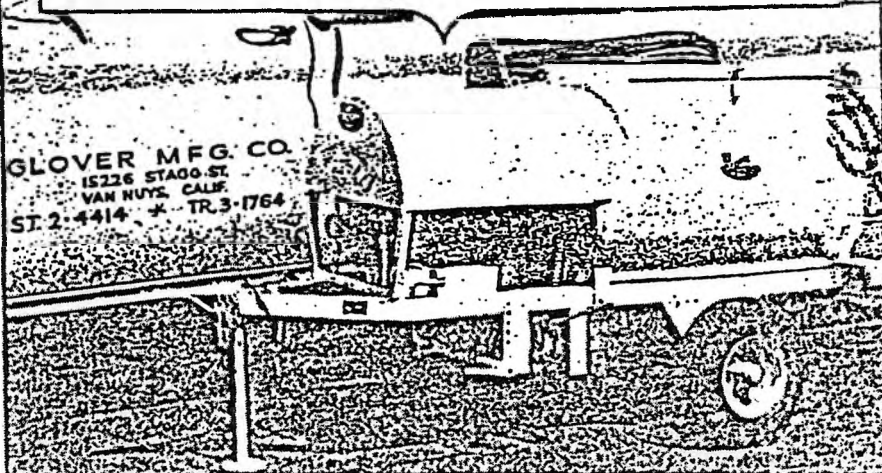
"S&S has built more than 11,000 homes in Southern California with genuine lath and plaster in every wall and ceiling and we don't intend to compromise with quality now," says Degan.

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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,

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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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 the General Executive Board. Tom O'Shea has been appointed an International Representative, not to 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. Hackett for straightening out the info.

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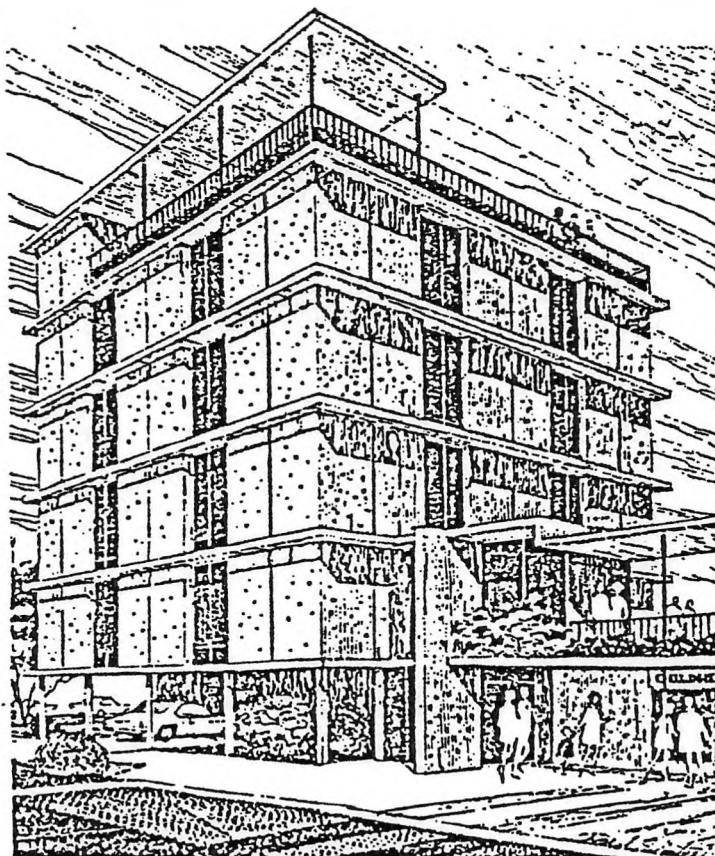
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