

Walls & Ceilings

NOVEMBER 1969



CENTRAL EDITION

Contracting Plastering Industries

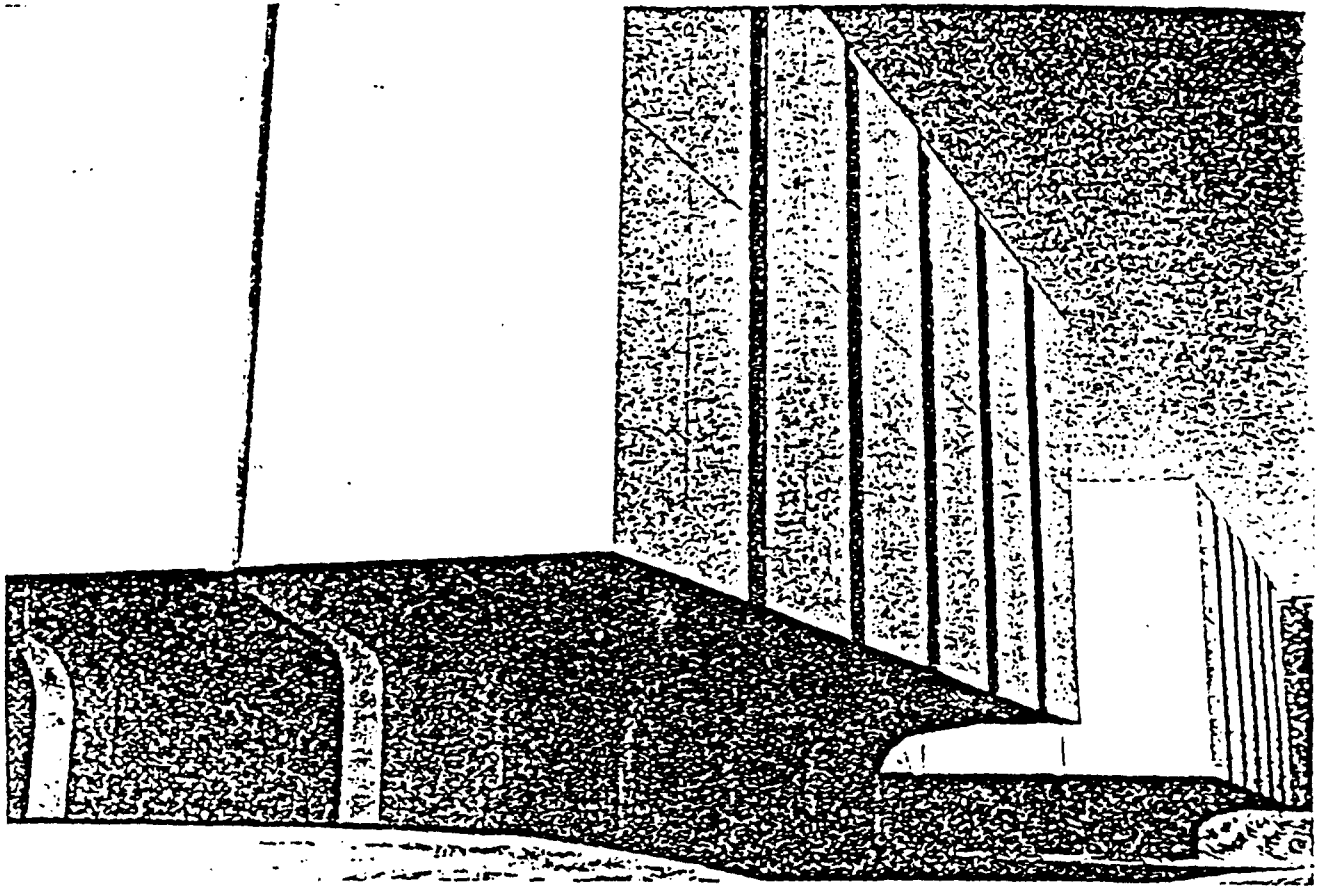
OFFICIAL PUBLICATION OF THE CONTRACTING PLASTERERS' AND LATHERS' INTERNATIONAL ASSOCIATION



PLAINTIFF'S
EXHIBIT
14156 198

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

There are many reasons why
you should use Marblecrete in your design.



University of Washington
Intramural Activities
Building Seattle
Architect: Robert
Billsbrough Price
and Assoc., Tacoma
Lathing and Plastering
Contractor: J. Jefferson
& Son, Inc., Seattle
General Contractor:
Century Construction
Company, Seattle

The Intramural Activities Building at the University of Washington provides an almost classic example. The University needed a strong, economical, good-looking building exterior. They got what they wanted by choosing Marblecrete. For a lot of good-sense reasons:

Flexibility: Any size or shape wall or wall section is possible with Marblecrete.

Texture: A wide variety of textures is available through the selection of an almost limitless number of aggregates.

Color: Color choice is unlimited. Let aggregate shades, matrix tints, and imagination be your guide.

Economy: Marblecrete's simplicity of construction offers budget-stretching economy.

Beauty: Marblecrete offers a distinctive beauty all its own. A beauty you create through your choice of color and texture. And a beauty that lasts, because Marblecrete is maintenance-free.

Specify Marblecrete made with *Trinity White* Portland Cement or Masonry Cement



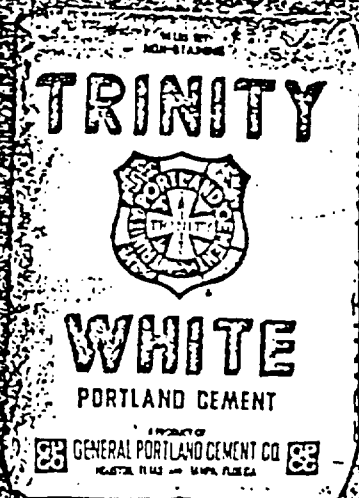
General Portland Cement Company

Offices: Chattanooga, Dallas, Fort Wayne, Houston, Kansas City, Kan., Los Angeles, Miami, Tampa

Every time this Trinity White ad
appears in the AIA Journal,
Architectural Record,
Architecture/West,
The Florida Architect,
Texas Architect,
or a half dozen other publications,
it's creating demand for some
plastering contractor's services.

Yours, maybe.

It's just one of a continuing series of ads
designed to interest and inform architects throughout the nation
of the products and services of the plastering industry.



WHAT'S NEW

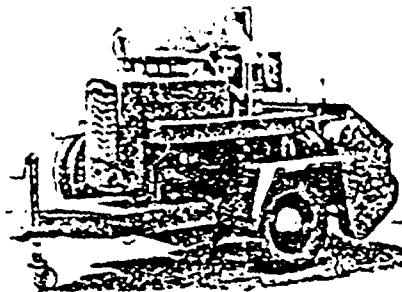
\$5 CASH

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.

New Approach To Gunite

Plastering contractors looking for new worlds to conquer will be interested in the Multi-Gun, which can be best described as a miniaturized gunite rig. It utilizes a new concept in pneumatic (as opposed to wet mix) placement of concrete as well

● **UNIT HAS** been used extensively for erosion control problem areas



● **SMALL VERSION** of big gunite rigs. Multi-Gun has its own air compressor

as insulation and other materials.

Unlike conventional high pressure gunite machines, the Multi-Gun utilizes huge volumes of air at low pres-



PROMOTION MAN
For Lathing and Plastering Industry San Francisco-Bay area. Must have enough knowledge of the Lathing & Plastering Industry and problems, including ability to read plans and have knowledge of costs. Sales experience an asset. Salary open. Send resume to: Plaster Industry Promotion Bureau, Inc., 5 Terminal Way, San Carlos, Calif. 9407

ures. That means no special operator is required—the operation automatic. Nor is a separate compressor necessary, since the machine is completely self-contained.

The Multi-Gun is operated by two-man crew, one handling materials and the other at the nozzle. The unit stands 8 ft. long, 54 in. wide, and comes equipped with 50-hp 4 cylinder Ford industrial engine and 400 CFM at 15 psi MG compressor.

A 9 cu. ft. pug-mill mixer provides continuous flow of material through a 2 in. hose to the nozzle, where water is introduced. Weight of the machine is 2,600 lbs.

Although it has not yet been utilized for portland cement plastering (Please turn to page 8)

Shooting Aggregate?

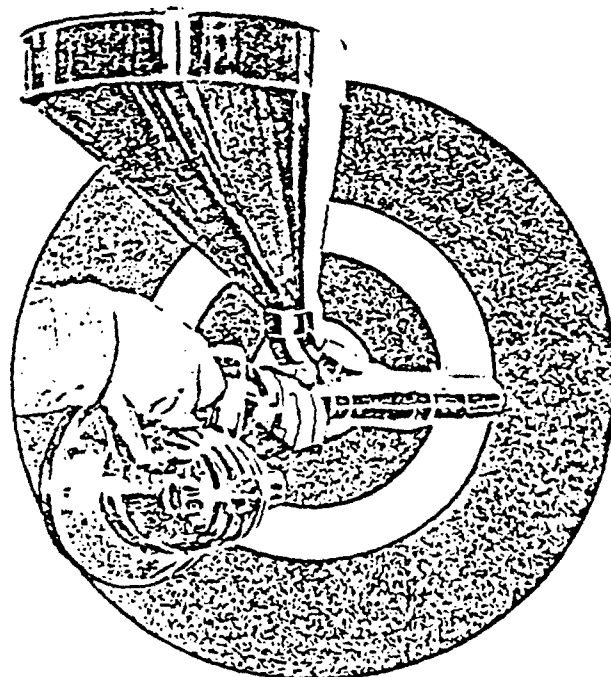
Hit the Profit Bullseye With the new improved "All-Sizes" SWADE GUN!

- Versatile!** Special new design shoots all size aggregates . . . "00" up to "4" faster . . . and without clogging.
- Lightweight!** Weighs less than all other aggregate guns available on the American market.
- Productive!** Hopper holds up to 50% more stone. Pays for itself on the first job.
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Due to the excellent applicator response and increased sales volume we are still able to maintain our low price of preceding years.

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WALLS & CEILINGS (formerly PLASTERING INDUSTRIES) is official publication for the Contracting Plasterers' and Lathers' International Association and the Northwest Lath and Plaster Bureau, Inc. Owned and published monthly by Plastering Industries, Inc., Charles F. Clay, editor-publisher. Publishing office: 215 West Harrison, Seattle, Washington 98119. Correspondents in principal centers. Subscription price: single copies, 35c; yearly, \$3 in advance; 2 years, \$5; 3 years, \$7. Controlled circulation. Postage paid at Seattle, Washington. Volume 64, NOVEMBER 1969, No. 4 (Printed in U.S.A.) **FORM 3579 REQUESTED**

Accent
Your
Profits →
with

CERAM-TRAZ

Thank You
for visiting us at the
CPLIA Convention.

We hope to see
you often.

Walter Kowalski,
President

SEAL COATS

Two new Seal Coats for
Exposed Aggregate
Plastering are among
Concrete Chemical's
industry contributions—
A Dead Flat, and High
Glass. Both can be
applied by Brush, Roller
or Spray-Dry in from
10 to 30 Minutes and
Low in Cost

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CERAM-TRAZ
Interior Plastalloy
Exterior Plastalloy
(bonding agents)
CERAM-TRAZ Glide-Off
(specially formulated
release agent)

*Epoxy Bedcoats for Exposed Aggregates offered by a
Pioneer in the Manufacture of One of the Industry's
Fastest-Growing Opportunities*

PERMITS FREEDOM OF DESIGN—CERAM-TRAZ is available in any desired color, and it can be applied to any interior or exterior surface—vertical or overhead—regardless of contour. This includes clean surfaces with indentations or round columns consisting of such material as concrete, brick, steel, wood, glass, and concrete asbestos board. By seeding the epoxy matrix with colored marble, quartz chips, or other aggregate, unlimited aesthetic beauty may be achieved. Both materials can be applied to either an erected surface or onto panels to be set into place as actual construction progresses. Ceram-Traz Bedcoat has been engineered to hold aggregates from the smallest to large sizes running 2, 3, 4 inches plus with equal ease and permanence.

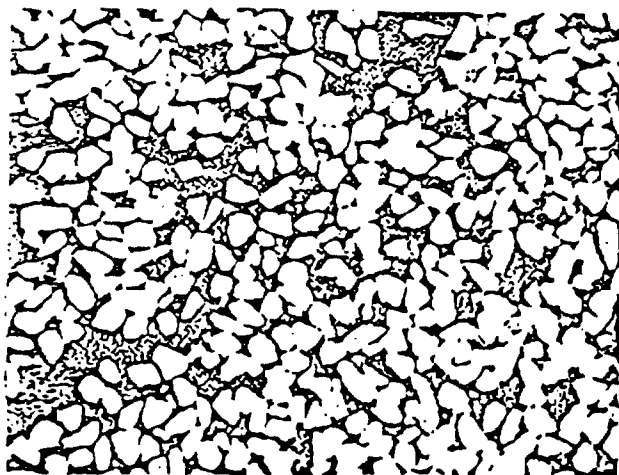
PERMANENT—CERAM-TRAZ, when applied properly, becomes an integral part of the substrate, is water-proof, and withstands the freeze-thaw cycle. Although it is 5 to 7 times stronger than concrete, it weighs 1/8 as much. Color retention is excellent. CERAM-TRAZ is unaffected by chemicals, solvents, or water; and will not pit, spall, peel, crack, chip, craze. Furthermore, it is self-cleaning, sanitary, and non-toxic.

ECONOMICAL—CERAM-TRAZ is competitive with most other exterior surfaces, such as brick and ceramic, and its cost is much less than that of exposed pre-cast concrete paneling.

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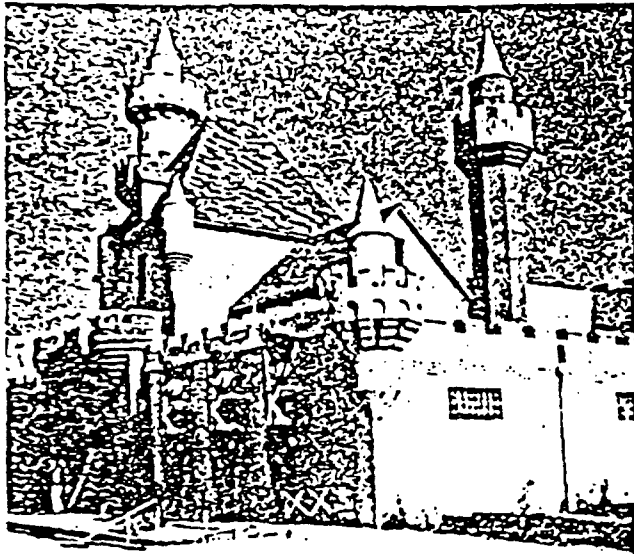


ASSOCIATE
MEMBER

Castle of Lath and Plaster!

This interesting job, Dispensa and Sons, Castle Job on Route 83 and Butterfield Road, Elmhurst, Illinois, has attracted much attention from young and old alike.

Originally constructed in the fall of 1967, it has attracted so much interest, and there was so much satisfaction with the all-lath-and-plaster construction that Rood Lathing



• **WELL PLEASED** with attention-getting and durable value of lath and plaster amusement park owners used the product a second time

Company has just completed the pictured addition

Architects Nerad and Carlson of Hinsdale designed the Castle, and general contractors Stahelin Construction Company of Glen Ellyn, handled the general work.

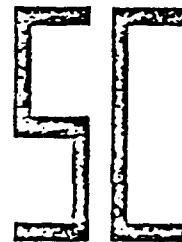
Lathing foremen on the project were Wes Scharlow and Tim Taylor, while Chuck Block supervised the intricate forming and Tony Leston handled the plastering foremanship, with Tony Serocko in charge of material supply.

USG's 3-4 galvanized metal lath covered the frame which was built from 2" angle iron, filled in with their Trusstee metal studs. Portland cement plaster with USG's Oriental stucco finish was used on the outside, while the interior was with Red Top gypsum plaster, supplied by Glenview Material Company, Inland-Ryerson and Jessop Steel Companies.

August H. Klem has been appointed plant manager of Kaiser Cement & Gypsum Corporation's cement manufacturing plant near Helena, Montana, it is announced by John I. Walker, vice president, manufacturing and distribution.

CONTRACTORS NET PRICE SHEET

ITEM	DESCRIPTION	UNIT	PRICE	QUANTITY
1	T.M. 500	\$.11	\$66.00	
2	T.M. 515	\$.18	\$108.00	
3	E.A. 700	\$.12	\$72.00	
4	E.A. 715	\$.15	\$90.00	
5	E.M. 730	\$.13	\$78.00	



Accessory trim for troweled marble and exposed aggregate, drywall, thin coat plastering applications

Factory Direct Prices

ADHESIVE — (Contact Type)

\$2.50 per quart

Case lots of 12 — \$2.30 per quart

Prices are F.O.B. Des Moines, Iowa

All types of trim shipped in 600 linear foot per carton, 75 pieces 8-ft. lengths

Specialty Components' Accessory Trim is light grey in color and is extruded from Polyvinyl Chloride (P.V.C.), virgin plastic strips, being made in five different shapes that conform to strict specifications. Suggested attaching is by Adhesive (water-base contact type) as supplied by Specialty Components.

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Because it's compact and easily operated it proves very useful for maintenance work on blacktop areas.

Another example is airport runway maintenance, where quick setting cements are used. Damage can be quickly repaired and the runway put back into service almost immediately.



Basic Pony scaffold stands 2 ft. high (with plank). Plank may also be placed at 1 ft. height on lower horizontal ledgers. Constructed of 1

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Many times a little extra courtesy will help preserve a long-time customer for the industry's products while inattention may lose him forever.

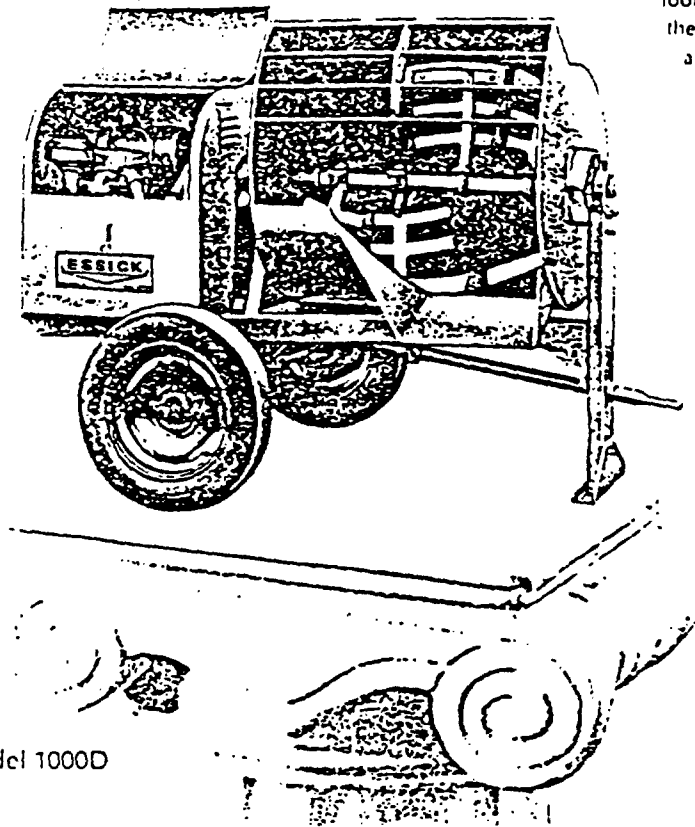
For information, contact Diversified Manufacturing Co., 5421 Alhambra Ave., Los Angeles, Calif. 90032.

Data Sheet: High performance and 100-year durability test of Plaster-Welds, original chemical bonding agent for plaster, is discussed in two-page Spec Data Sheet. Performance properties, test data and results are thorough detailed. Discusses use to bond plaster direct to concrete ceilings and other structural surface, such as brick, concrete block, glass, ceramic tile, metals (e.g., sheet lead in x-ray rooms), marble, and paints having an oil, rubber or vinyl base. Installation methods include economical use for plastering over electric radiant heat ceiling cable. Spec Data and test reports are available from Larsen Products Corp., 5420 Randolph Road, Rockville, Maryland 20852.

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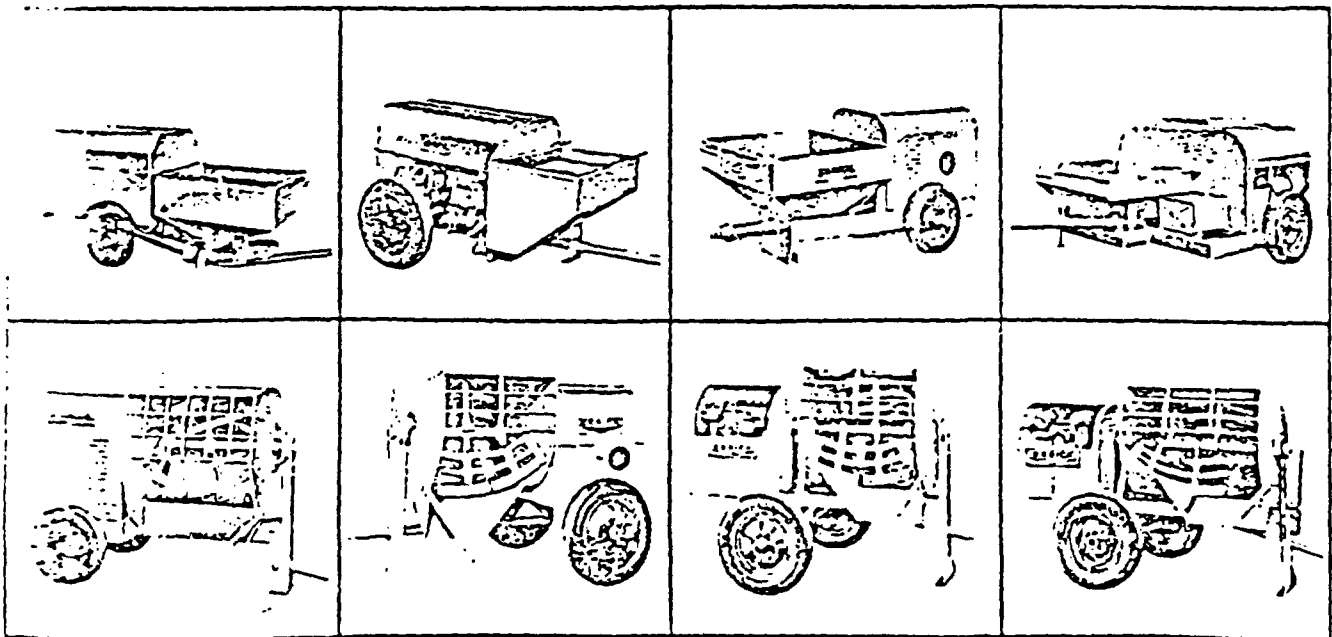
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ESSICK
MIXER



Model 1000D

Be the lucky winner of this 10 cubic foot Essick mixer. Just be sure to attend the CPLIA Convention, Oct. 31-Nov. 5, at the International Hotel, Las Vegas. And don't miss this big drawing for the popular, deluxe model. You benefit with Essick mixers that deliver better, faster mixing and longer trouble-free life. SEE US AT BOOTHS 701-704.



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Walls & Ceilings

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



Official Publication CONTRACTING PLASTERERS & LATHERS INTERNATIONAL ASSOCIATION

Volume 64

NOVEMBER 1969

Number 4

Welcome To The "Success" Convention Of The CPLIA!

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

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

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

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

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

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

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

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

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

COMING EVENTS

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

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

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

April 23-25, 1970 — Northwest Lath and Plaster Bureau Annual Convention, Washington Plaza Hotel, Seattle (Exhibit Space Available)

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

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

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

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FIELD EDITORS—Advertising Representatives:

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Printed in U.S.A.

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. . . and we hope you'll agree when
you leave the busy Las Vegas meeting

. . . and that before you leave, you will pre-register
for
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for San Juan Convention Information!

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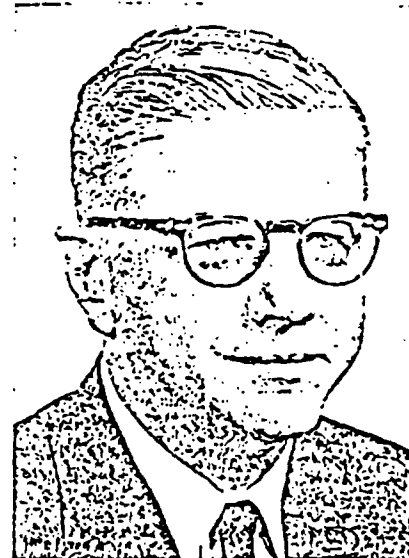
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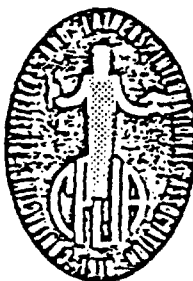
... and the
People at the
Headquarters
of the CPLIA



• JOHN J. BUCHOLTZ, Technical Director



• JOE M. BAKER, Jr., CPLIA's Managing Director, Washington, D.C.



• A. W. (BILL) OXHOLM, Legal Counsel

NEXT MONTH — EPOXIES

... the "Glamor Products" of the Wall & Ceiling
industry, will be the subject of the
CPLIA Walls & Ceilings Technical Bulletins



• WILLIAM J. ANDERSON, 1971, Craft Interiors, Inc., Faribault, Minnesota



• ROBERT C. CAPITO, 1970, Circle B. Company, Inc., Acton, Indiana



• O. M. ("Sharkey") BAIRD, 1970, O. M. Baird & Co., Ltd., Willowdale, Ontario, Canada

Governing
the CPLIA
on its
Board of
Directors



• JOE M. CARPENTER, 1971, Carpenter Plastering Company, Dallas, Texas



• GORDON M. BROWN, 1972, Gordon Brown, Inc., Seattle, Wash.



• ALPHONSE CHIAPPISI, 1971, Chiappisi Brothers, Inc., Needham Heights, Massachusetts



• ALFRED COEHLO, 1970, Hawaii Plastering and Contracting Corp., Honolulu, Hawaii



• VINCENT COLLETTI, 1971, Colletti & Laquidara, Inc., Mt. Vernon, New York



• RICHARD M. CONNOR, 1970, Francis P. Connor & Son, Inc., Nashua, New Hampshire

Dedicated
Contractors
from all
areas



• T. E. ("Ed") DEESE, 1971, T. E. Deese, Inc., Jacksonville, Florida



• ROBERT DELAHOUSSAYE, 1971, J. W. Delahoussaye & Sons, Inc., Lafayette, Louisiana



• JACK B. DILLARD, 1969, Storbeck, Gregory and Dillard, Dallas, Texas



• BILL GARGANO, 1971, "Bill"
Gargano, Inc., Endicott, New York



• JAMES R. HALDE, 1969, Fred
Halde Plastering Co., Inc., Sioux
Falls, South Dakota



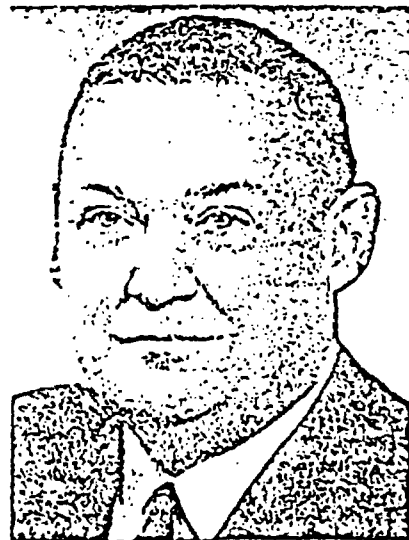
• GLENN HARTSELL, 1971, A. J.
Giraud Company, Detroit, Michigan



• ARNOLD M. HEIDE, 1970, Peter-
son & Heide Company, Hopkins, Min-
nesota



• BARNEY HOYLE, 1971, Twin City
Enterprises, Inc., Eugene, Oregon

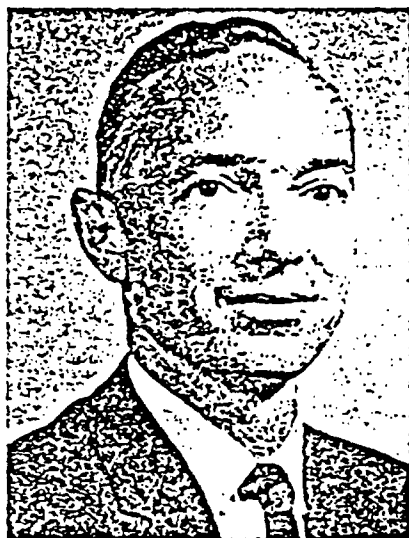


• CLARENCE G. KJELLBERG,
1969, Kjellberg Plastering Company,
Evanston, Illinois

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Industry
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• JOSEPH L. KOETTERS, 1970, Koettters Plastering, Inc., Cincinnati, Ohio



• FRANK J. KRAFFT, Krafft-Murphy Company, Inc., Arlington, Virginia



• LYNN P. LASSITER, 1969, Lassiter Plaster Company, Inc., Murray, Kentucky

and take
active part
in countless
meeting and
Travel
Assignments



• EDWARD B. LEE, Honorary Board Member, Lee Bros. Contractors, Louis, Missouri

(We're sorry, but Mr. Poellinger's photo was not available at press time)

• JOHN A. POELLINGER, 1970, Poellinger's Plastering Service/Poellinger's, Inc., La Crosse, Wisconsin



• BILL REIMER, Jr., Reimer Plastering Co., Inc., Little Rock, Ark.



JOSEPH E. ROURKE, Sr., J. E. Rourke, Plastering Contractor, Galveston, Texas



RICHARD F. RUFFNER, Richard F. Ruffner, Inc., N. Hollywood, Calif.



WILLIAM J. RUSS, Allied Plastering, Inc., Redwood City, Calif.

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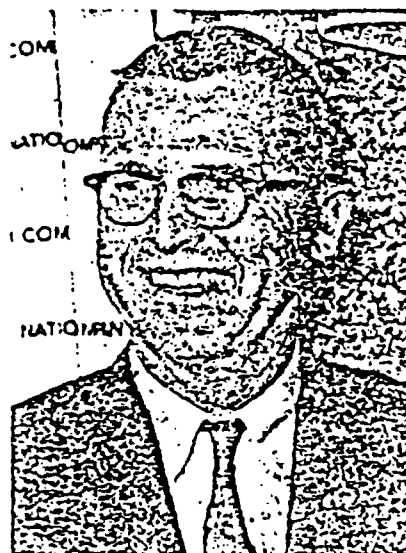
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the Public



ANTHONY N. SICILIANO, Siciliano Brothers, Inc., Pittsburgh, Penn.



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At Las Vegas

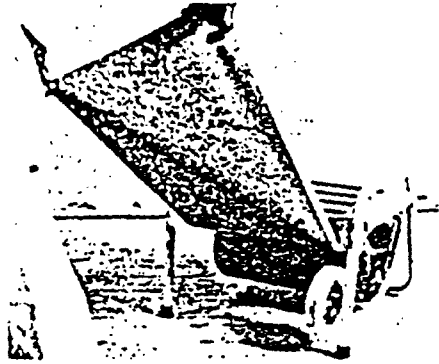
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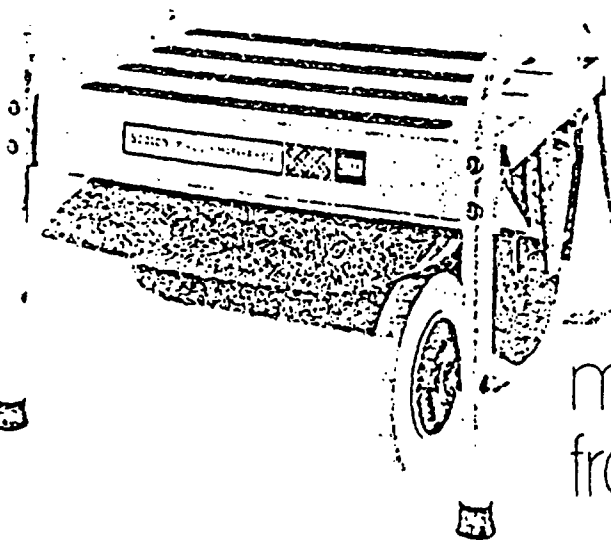
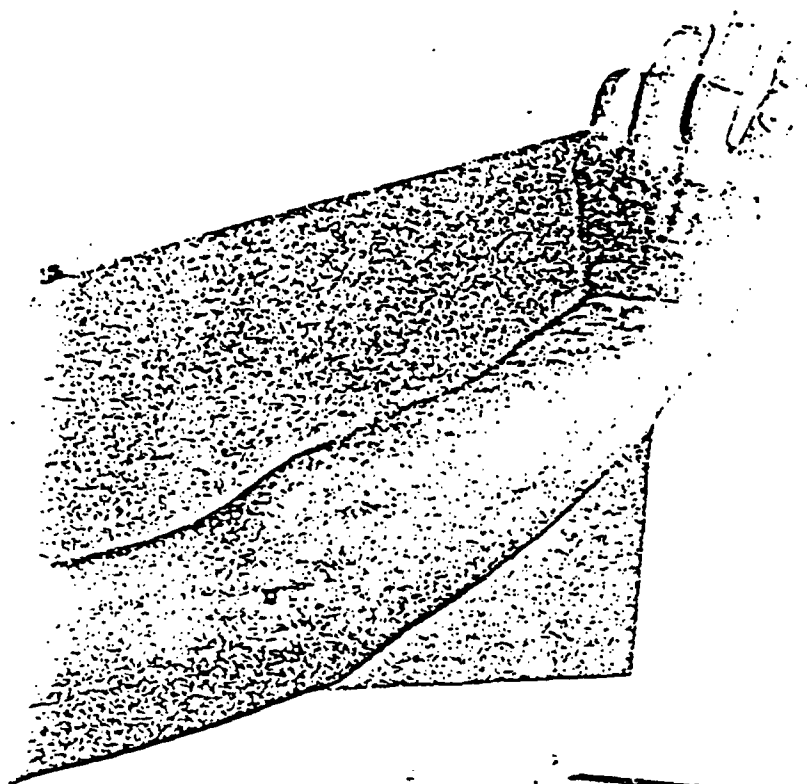


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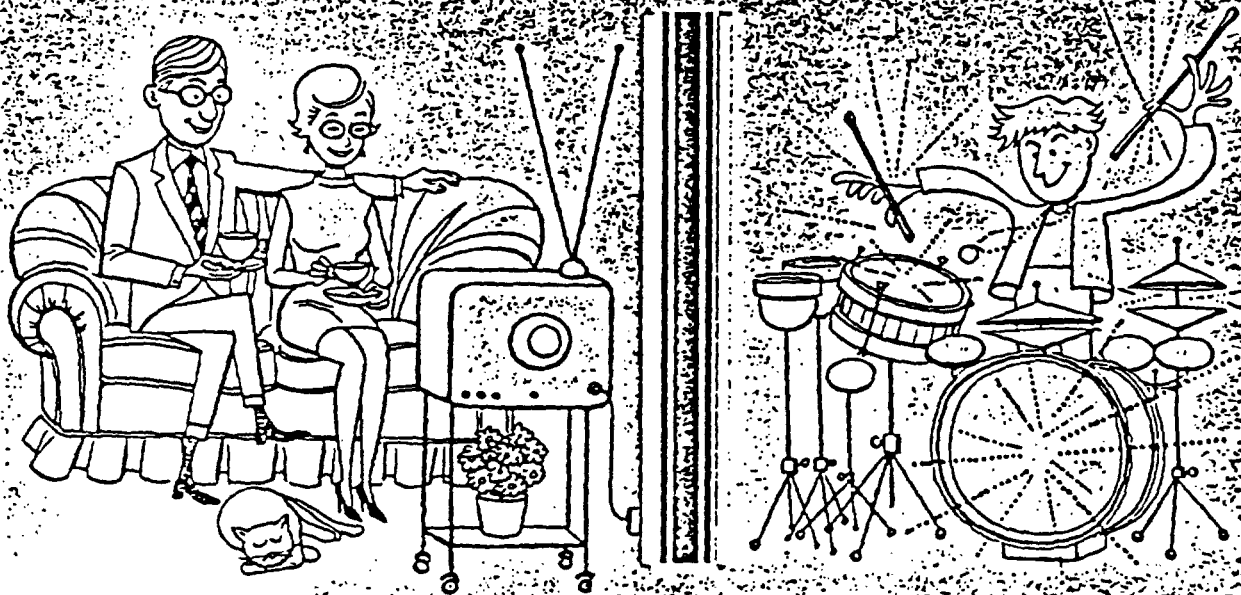
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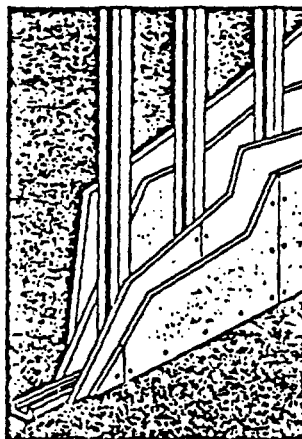


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Year of Progress

A Fruitful Future

Reports CPLIA President Bill C. Carroll



• BILL C. CARROLL

ISSUE OF WALLS AND CEILINGS coincides with the second exposition of the CPLIA history . . . and, as I prepare the article for the magazine, I am glad that advance registrations are coming far ahead of last year which means that you might be attending the largest CPLIA convention in history.

A few years ago, it was supposed that certain quarters that had a declining future. I think the CPLIA's move to diversification turned the tables on the pessimists. I would like to offer a vote of THANKS to Bill and Jerry Burns for their good leadership during their office in heading us on the diversification.

One year in office has still two more to go, but whatever I was to accomplish is mostly behind me. The next two months will add nor detract much.

32nd Annual Convention is over, and it is my privilege to report for you — both members and non-members — what your association has done and what has been accomplished since January 1, 1969. The fall in Chicago, it was my unpleasant duty to break the bad news to the membership that the dues had to go up if we were to begin operating in the black. In my report at the Convention I made a lot of promises which I told you I would carry out if you would agree that dues increase. I must have got the point across, because the vote to increase dues was unanimous. In a review of my year as President, I'd like to look back on those promises and see how many have been carried out and how many are still to be kept.

I believe one of our most progressive accomplishments this year has been in the field of CPLIA Bulletins and Publications. First, CPLIA members now have a special loose-leaf filing system to keep these at hand for ready reference. Bulletins have been changed in type and for-

mat. Members are now receiving one newsletter a month minimum, each one covering a different subject. We have one for the diversified contractor, "The Wall and Ceiling Observer," covering activities of manufacturers in the complete wall and ceiling field.

Then there is our "Legislative Newsletter" telling you what is going on in the United States Congress.

Another is CPLIA's new "Technical Information Digest," the first one was six pages of information on stucco. The reaction to this paper was very encouraging, and your calls and letters are much appreciated.

Our new Washington newsletter, formerly "Snips and Trowels," changed its appearance to go along with the diversification program and is now "The Hexahedron," representing the contractors who do work on all six sides of a building. (With this name we are prepared to begin covering news in the flooring field if our association decides to move in that direction.)

Coming up soon will be the new "Labor Letter," devoted to news in the field of labor relations . . . this will be limited in distribution to members of CPLIA only.

The first CPLIA technical manual on 2-inch solid partitions has now been published through the offices of WALLS AND CEILINGS MAGAZINE, and we plan to publish a new technical manual every other month.



These will be so designed that you may purchase additional copies for calling on architects. After several years your library of CPLIA Technical Manuals should be a treasure of ideas and information.

One of the smartest moves we have made this year on your behalf was to retain the services of J. J. Bucholtz, of California as a part-time technical and general consultant. Buck goes to Washington every other month to work with the Washington offices of both CPLIA and the National Bureau. In addition, he has also been with us at the CPLIA Convention Committee meeting in Las Vegas and at the Budget and Executive Committee meetings at Mackinac Island, Mich. He is now on his way east for his third visit to our Washington office, and his services to the CPLIA have been invaluable.

I would like to mention here that there has been what I can only call a "new era" of cooperation between CPLIA and the National Bureau for Lathing and Plastering. Under the very capable leadership of its President, Joe Conroy, and his Executive Committee, and with the assistance of J. J. Bucholtz as Technical Consultant and A. W. Oxholm as Legal Counsel and Government Liaison Consultant, there has been a reorganization and re-vitalization which will, I am sure, produce some very favorable results for the lathing and plastering industry in the future. On behalf of the entire CPLIA I would like to congratulate them on the bright new concepts which their hard work has produced.

We have increased our Washington staff by another girl to reduce the work load there; we have also upgraded the salaries of our entire

staff, including our general counsel, Bill Oxholm.

We have begun putting together a two-day seminar on cracking in Portland Cement Plastering in conjunction with the Portland Cement Association and the National Bureau of Standards; this is to be held in Washington next April. Also in conjunction with PCA, work is continuing on the new Stucco Manual, which should be ready for publication very soon.

CPLIA's educational program was expanded with our first seminar for superintendents held at Michigan State University last winter. We had hoped to have a similar school in Southern California this summer, but certain problems had to be ironed out, and this seminar will now be held this winter. We hope to eventually have three of these seminar schools every year if the demand is there.

Our insurance firm in Los Angeles has advised me that they have now located a carrier and that we will learn of CPLIA's proposed "National Unemployment Compensation Insurance Program" at the Convention. This is another new service limited to CPLIA members, and we hope that it will result in quite a saving in your unemployment compensation insurance.

The CPLIA image has brightened and gained new respect among its fellow national contractor associations. It has been instrumental in promoting the new American Subcontractors' Association (ASA) and each of our regional conferences has endorsed ASA at its annual meeting this year. Dick Jackson, President of ASA told me that without the help and support of CPLIA, ASA might still be in the planning stage. We have affiliated with the Council of Construction Employers, and we are one of the two non-mechanical contractor associations sitting with this important group. Our association meets quarterly with associations of painters, plumbers, the AGC, electrical, mechanical, sheet metal, etc. It was through this body that the National Construction Safety Bill was altered in Congress from a bill which could have jailed many well-meaning contractors. You can throw a few bouquets to CPLIA for its efforts here. We also have liaison committees with drywall and acoustical contractors' groups, exploring areas of mutual interest; I am proud to relate that the Acoustical Contractors' Association has asked if we would consider letting our Washington man, Joe Baker, serve as their lobbyist.

While we do not wish to get in-

volved in a controversy over this, we are quite flattered that the Executive Director of the NACA urged his Board of Directors to call a special meeting to change that association's name before CPLIA could change its name. As you know, as a part of our diversification activity there will be a vote at the Convention on a proposed name change for CPLIA to take in the entire spectrum of wall and ceiling activity. This has been projected for two years, and now has the approval of the CPLIA Board of Directors, and will be put to the membership at the Convention.

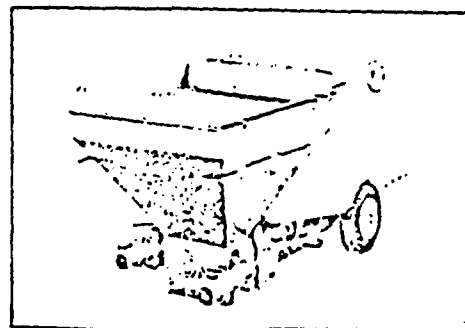
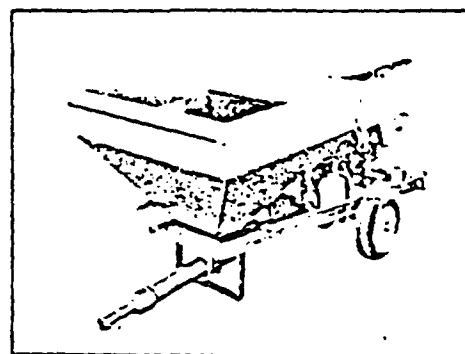
We are considering retaining a public relations specialist in Washington. Perhaps by the time this letter goes to press it will be accomplished; if not, then I am sure we will have one shortly after the Convention. And those of you who attend the Convention will be able to vote on having CPLIA retain a labor relations specialist and consultant for assistance to you locally when you have labor problems. We have not yet started our "Washington Labor Agreement" file, but this is in the works and should be started in the near future.

I feel that it has been a very productive year; the only unpleasant news which I have to report is that

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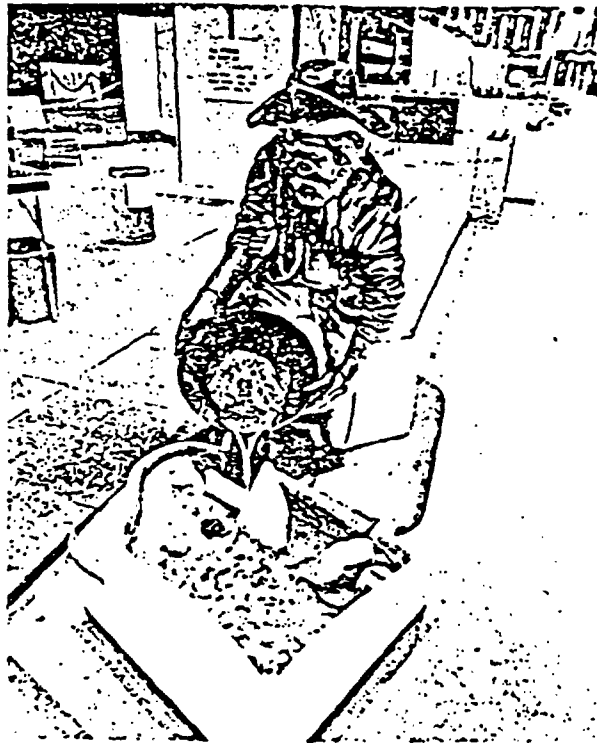
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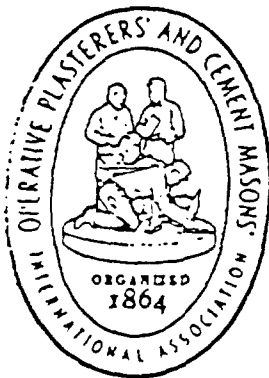
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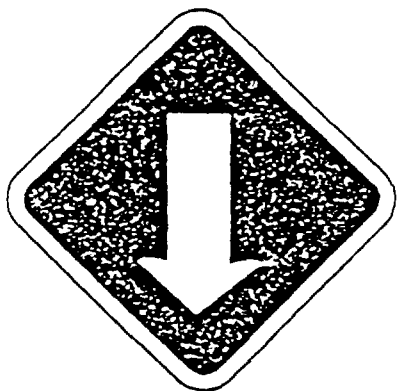
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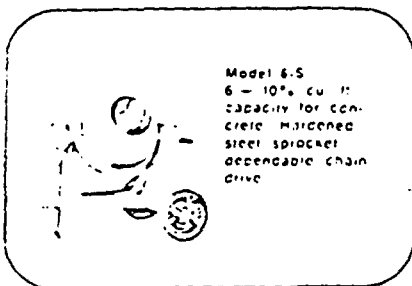
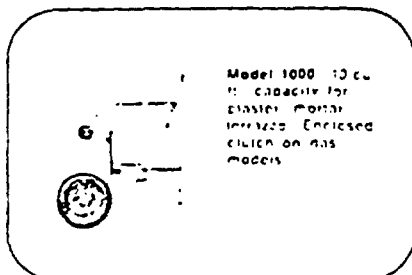
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membership in CPLIA is just holding its own. IT IS NOT GROWING. AS IT SHOULD BE. To be frank, we have too damn many freeloaders in this industry. YOU can help remedy this situation by getting one of those competitors to join CPLIA.

Of course it would have been impossible to accomplish anything without the help and support of so many people that it would take an entire issue of this magazine just to list their names. However, I would like to single out those who have helped extraordinarily in my term of office. First, all thanks and bouquets to the Washington staff, especially Joe Baker, Bill Oxholm, and J. J. Bucholtz for the superb job which they have done. My profound thanks to all my Committee Chairmen and members, who worked so hard at the task assigned them, and accomplished so much this year; to all the officers and members of the Board of Directors, who gave of their valuable time and contributed many suggestions and new ideas. Closer to home, thanks to my wife, Charlotte, who accompanied me on many of my trips around the country, and waited patiently at home during my other trips; thanks to my forbearing office staff who kept the Bill C. Carroll Company going while I was occupied on CPLIA business in other parts of the country; thanks to my secretary, Rose McKenzie, who assisted with the voluminous correspondence which the job of President of the CPLIA incurs. If I have omitted anyone, it is not through lack of gratitude, but rather lack of space. I owe thanks to so many people who have helped throughout the year.

It has been a great honor and privilege to serve during this year as President of the CONTRACTING PLASTERERS AND LATHERS' INTERNATIONAL ASSOCIATION, and I know that you will give my successor all the wonderful support which you have given me.

When our new President takes office in January it starts a new decade; let us all get behind him, and help him to start this out as the most progressive and productive decade in the history of the CPLIA.

Ben Martinez Retires

Ben A. Martinez, Los Angeles, long respected vice president of the Operative Plasterers and Cement Masons International Association and well known expert in ornamental plastering has announced his retirement from the union.

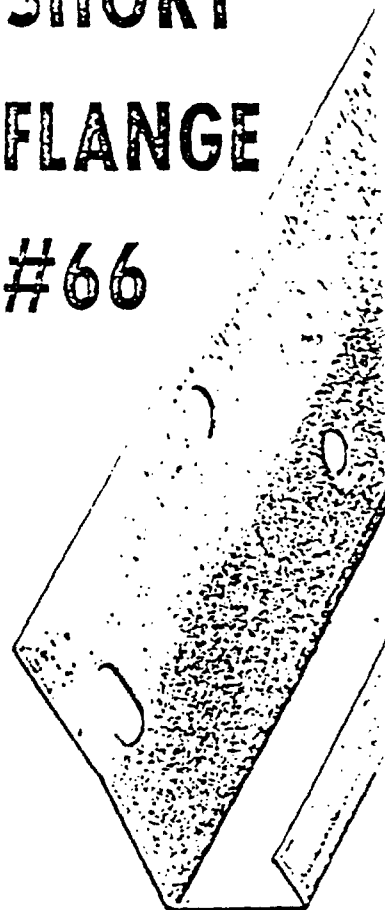
His successor is former international representative Con O'Shea.

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S CONVENTION chairman, John Biase won't see much of this se during CPLIA meeting

J. DiBiase Contracting Com- has been a diversified opera- for nearly 20 years. John Di- e sees change as a constant fac- in American economic life. Not in the fields with which he is familiar—lathing, plastering, wall, painting, acoustics, sand stng, roofing and flooring—but in aspects of business activity.

"If we don't stay alert to chang- conditions in the money market, materials and methods, we're going end up as one horse operators," heieves. "And by that I don't mean at lath and plaster is going out of stence. It's a basic material and I always be here.

"But I'm very much concerned out industry as a whole. To take st one example, I think we're go-

RUTH DI BIASE at her desk, helping out with accounting duties



John "Diversification" DiBiase

ing to have to mentally condition ourselves to inflation. We must be fully aware of rising costs and what seems to be the lower labor productivity that goes along with them. During our last labor negotiations, I couldn't help thinking about how we used to haggle over a 4% annual wage increase. Now everybody seems to take it for granted that the boost will be many times that.

"The inevitable result is going to be some form of mechanization or panelization. Builders will be forced into prefabrication because it will be cheaper and quicker. Buildings

spends about half of his time away from home.

Except on transcontinental flights where he utilizes commercial airlines, the company's twin engine Barron private plane logs a lot of time. There is a company pilot, and both John and Ruth DiBiase are qualified at the controls.

It takes a good organization to run a taut ship when the boss is out of town so much of the time. Di-Biase obviously knows how to pick men and delegate authority. Vice president and general manager Nick Kritich rides herd on activities at the home stand while the head of the firm is gone.

Ruth DiBiase accompanies her husband on about half his journeys. With daughter Susan a high school senior, it's impossible to get away any more often. One of the colored photographs in John's office shows his daughter regally attired as queen of her school's homecoming festivities last year. Susan is largely responsible for the family's interest in quarter horses. She's been a rider for years and the DiBiase's have purchased a plantation in Florida, much of it covered with virgin timber, where they'll raise both horses and cattle.

The quarter horse hobby affected DiBiase's thinking when he tackled the problem of subdividing a 36-

M. J. DiBiase

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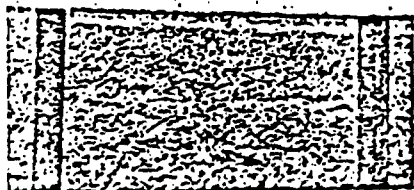


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may not be the monuments they are today, but they'll serve their purpose."

Economic necessity forced DiBiase into diversification. He has no argument with the lathing or plastering contractor who wants to remain a purist. Such a degree of specialization didn't fit his operation because he simply couldn't grow, or for that matter maintain his existing profit level, without entering new fields.

His operation is not only broad in number of crafts covered, but also in geographic scope. While he's been primarily concerned with construction contracts in the desert areas of Nevada, Arizona and California, he also has the Paradise Island Casino in the Bahamas to his credit. Currently he's working on a number of high rise apartment structures in north Miami Beach. These far flung jobs mean that he

• GOING OVER plans are Nick Kristich, vice president of John Di Biase Company and chief estimator Jorge Valladares



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acre Las Vegas parcel which is one of his side-line business interests. Knowing that there is considerable interest in horses, and little opportunity for townspeople to participate, he decided to build an equestrian club at the subdivision. Riding facilities will be provided, and professional trainers. Membership will enable a businessman to go out for a horseback ride and afterwards shower and change just as he would at a golf club.

The Las Vegas contractor has always made good use of labor saving machinery wherever possible. Where painting is concerned, restrictive rules on spraying prove troublesome. For finishing, he uses Glover acoustic and texturing machines. Sky Climbers were employed for exterior work on the convention hotel, the 32-story International.

All of DiBiase's work is on commercial and industrial buildings. In the residential field wood frame construction with stucco exteriors and drywall interiors is standard for Las Vegas. Most of the stucco is textured, since the dry climate causes considerable cracking and trowelled textures serve to conceal the fractures.

A few years ago it was common practice for contractors from all over the west to bid on Las Vegas jobs. That is not so true today, and during the past year the influx of journeymen which always occurred at the announcement of a new building has also dried up. A few years ago mechanics would flock to town whenever they heard work was available.

In addition to the growing inclination of men to stay at home, this change is also attributable to the fact that there are fewer journeymen in relation to the number of jobs.

DiBiase feels that current apprenticeship programs are entirely inadequate. He thinks that a new approach is needed if the industry is going to be able to compete with other labor markets. When young men can put forth less effort for the same pay in other callings, they're not going to take up plastering. One solution, in DiBiase's opinion, is to shorten the training period and not insist that all mechanics be fully qualified in every aspect of the craft. It's no longer realistic to do so, especially in view of the fact that every journeyman quickly becomes a specialist on the job.

Although John DiBiase doesn't frequent the gambling casinos himself, he's well acquainted with all resort hotels along the famous strip. With two exceptions, he's performed work on every one of them—either the original construction or in additions and modernizing. Wherever you go during the convention, he will have been there first.

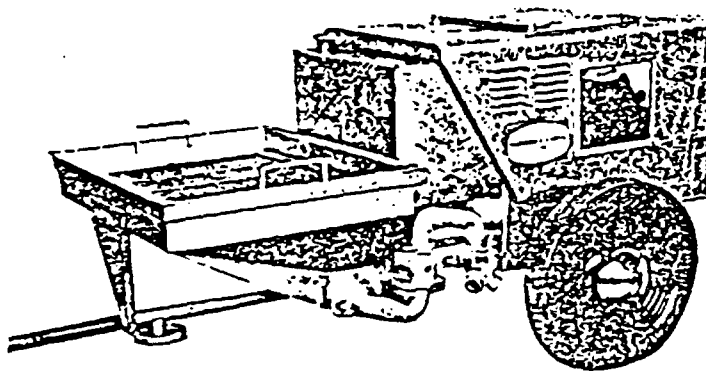
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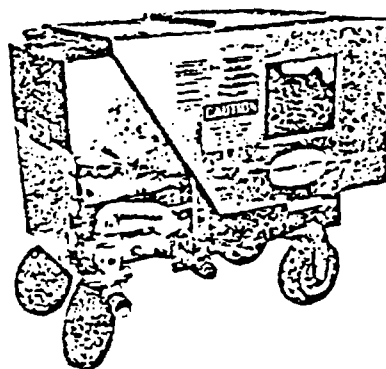
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GYPSUM DIVISION, Portland, Oregon 97208



Thomsen High Rise Booster System Does The Job

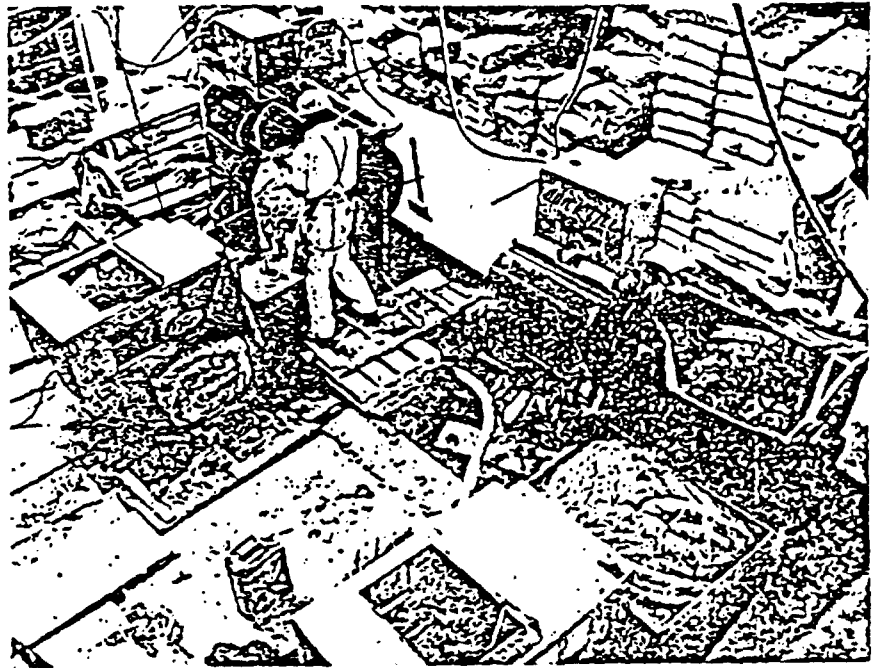
High rise pumping of plaster and fireproofing materials assumes added importance every year as our cities tend more and more to grow up instead of out. And any contractor is priced out of the ball park when he bids a high rise job on the basis of old fashioned procedures. If he can't pump from the ground to the top of the building, he belongs in a minor league.

Today's contractor is well acquainted with mechanization. But there's one big difference between pumping plaster through 150 ft. of hose and hoisting it several hundred feet straight up. Pressure. The weight of material traveling several dozen stories into the air through a 2½ in. pipe generates pressures of 2,000 lbs. per square inch and more.

That can spell trouble to equipment, workmen, and the material itself. What effect does the tremendous compression have on lightweight aggregates? Will bonding characteristics of the material be altered? Are air entraining agents literally squeezed out of the mix?

Questions like these are matters for concern on every high rise pumping job. Safety considerations go right along with them. If a line breaks, somebody may get hurt. Then there is the inevitable wear

● **CENTER TOWER** building is 33 stories high — machine handled it easily



● **ONE TOMMY Gun A3.75** is feeding the booster; the other a nozzle

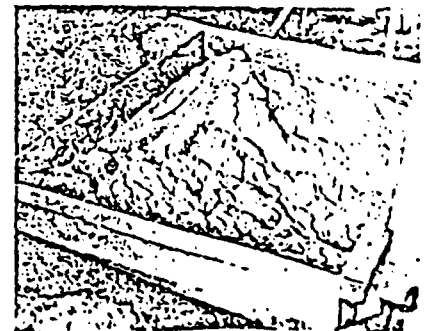
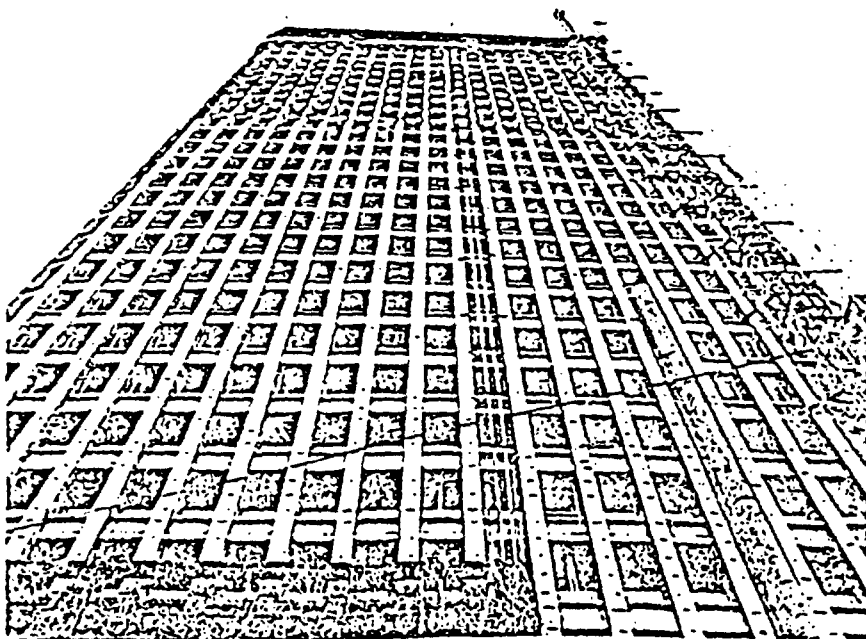
and tear on the pumping mechanism. It takes machines with no end of guts and stamina to do the job. Given such equipment, there's still the necessity for painstaking maintenance and care to eliminate the chance of a breakdown resulting in a lot of setting material remaining

in a pipe until repairs can be made.

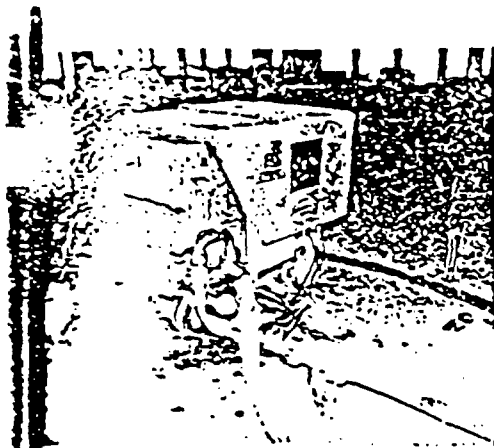
All of these factors were weighed by Thomsen Division of Royal Industries when the company took a long, hard look at high rise pumping. A leader in the field of concrete and plaster machines, the manufacturer is well versed on problems of how to move large volumes of heavy material long distances. Its eye teeth were cut on the popular Tommy Gun, which was followed by sophisticated concrete pumps powerful enough to do any job demanded by the industry.

The company decided teamwork is the best answer to high rise pump-

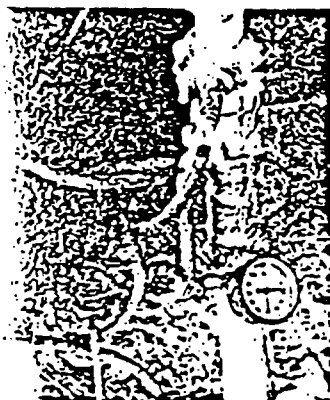
● **STIFFER CONSISTENCY** is possible with the A 3.25



WALLS AND CEILINGS



The A3.25 has two fixed, and swivel heavy-duty casters



COMPARATIVE GAUGES show line pressure when booster is in use

Why not use two pumps in tandem, thereby reducing pressures to manageable levels?

As a result of this decision, the Gun A3.25 was developed. The booster unit, compact enough to fit on hoists and elevators or through door openings. It has the power of the A3.75—30 HP and 10 CFM compressor—but is lighter and easier to handle.

At the A3.75 at ground level, the A3.25 above, line pressure is reduced by 60%. That makes it possible to pump mixtures of much higher consistency than when a single pump is used.

• FIREPROOFING IN progress at the "Business end" of the set-up



get more done in less time on both hoisting and spraying chores.

Other advantages include increased production and better material yield. And because the booster is equipped with its own compressor, there's no need for long lengths of air line, nor any question that there will be ample atomizing air at the nozzle.

Synchronized remote electric controls connect the units so the operator is in complete command of the two-machine hookup. Both have vertical pump manifolds which mean higher volumes of material, again at stiff consistency. A vertical manifold on the A3.25 also permits passage of plaster when the booster is shut down for any reason.

The A3.25 got its first real test when it was used by C. F. Bolster Co. on the 33 story Center Tower building in the Bunker Hill section of downtown Los Angeles. It lived up to expectations on this job, as it has on subsequent projects.

Work on the lower floors was handled by A3.75's located at ground level. The booster was put into use on the ninth floor. From there it handled spraying two floors down and two floors up. Similar jumps were made in five-story increments all the way to the top.

The Bolster firm employed a second A3.75 on the Tower for comparison purposes. No booster was used with it, so it was possible to make a direct comparison of line pressures, mix consistencies and maintenance costs.

With no sign of slowdowns in either the population explosion or land shortages, more contractors are going to be bidding tall buildings in the future. Thomsen Division feels its system has a part in that future.

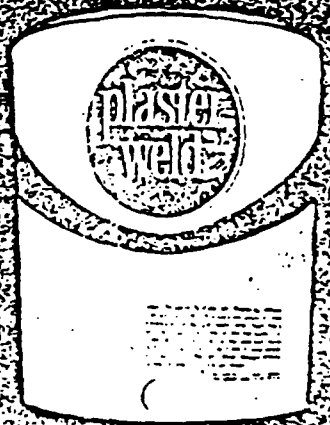


"Let's take him back to the lab and dismantle him to see how he works . . . Then we can build our own plasterers!"

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cement
plaster,
etc.



plaster,
radiant
ceilings,
etc.



we
bond
it!

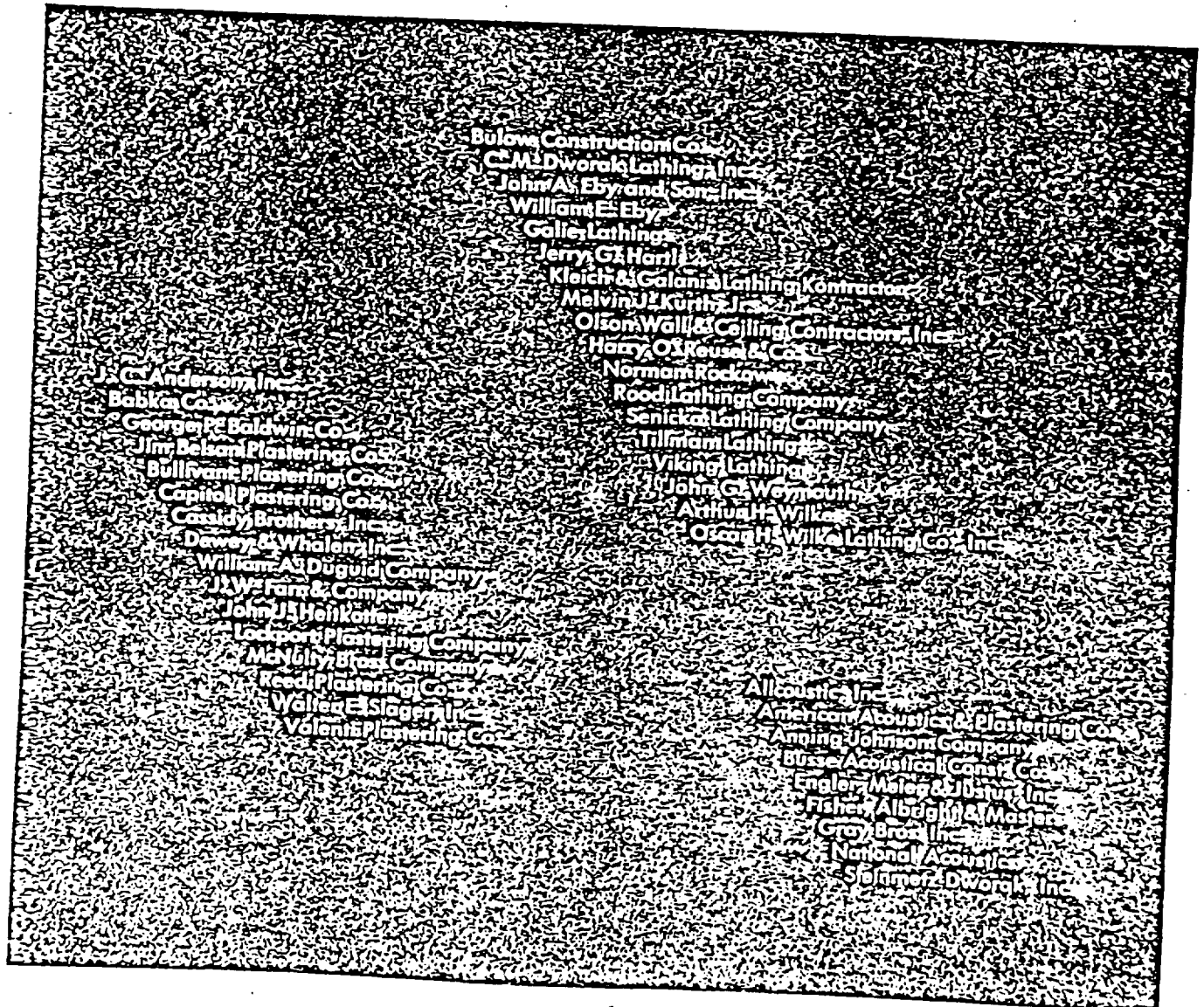
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Your Opportunity in Urethane

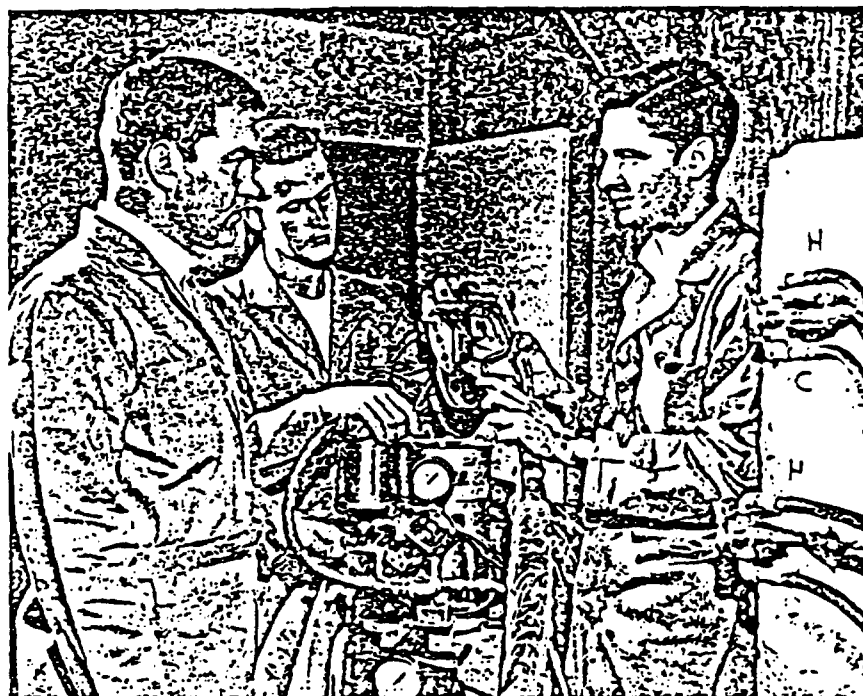
Urethane is the order of the day. When oil companies build refineries and food firms publish magazines, you can be sure that contractors are casting about for their own ways to bolster profits by entering new fields.

Urethane is a space age product that has caught the imagination of the average wall and ceiling contractor. A likely method of diversification is a material as new as gypsum and lime are old—one whose applications range all the way from substituting for common building materials to performing special and unique functions in construction.

Mowery-Thomason, Inc., of Los Angeles was franchised as an applicator by the CPR Division of Upjohn Co. more than a year ago. It entered the field because of the potential in urethane as a building material. Although they encountered problems with building and haven't pushed the new material as much as they might, management is still convinced it was a smart one.

What is urethane? Its primary use is insulation. It has the R-factor of any commercial insulation material. It is rated at twice the capacity of its nearest competitor.

Urethane's insulating effectiveness



• ROBERT ZIMMEL of Upjohn, right, gives George Meadows and Alan Swift of Mowery-Thomason instructions on formulator operation

• CHECKING POURING characteristics of rigid urethane foam



is the result of circumjacent, fluorocarbon-filled, closed micro cells. This make-up accounts for its low thermal conductivity, extremely low moisture vapor permeability and high resistance to water absorption. Added to this is a symmetrically formed cell structure, which provides great strength along all axes.

The unique cell structure also accounts for its high strength/weight ratio (range of 1.85 to 2.3 lbs. per cu. ft.).

First introduced in 1961, urethane was slow getting started despite its many advantages. Real growth in the field has occurred only during the past two years. And the surface has barely been scratched in construction, which Upjohn's C. G. Snook believes has the brightest prospects of all the myriad applications in which urethane has a part.

It comes in many forms—rigid or flexible, boards or prefabricated shapes—or it may be sprayed, poured or frothed. From the contractor's viewpoint, spraying and pouring are the most important systems.

Mowery-Thomason has three trained applicators, each of whom

	R Factor 75° F.	Weight Equivalent	Thickness Equivalent
Cellulose Glass (R-20)	0.27	12.5	2.8
Polystyrene Foam (R-20)	0.25	1.9	1.9
Urethane (R-20)	0.22	2.3	1.6
Urethane Foam (R-20)	0.24	1.9	1.0
Urethane (R-20)	0.21	1.9	1.9
Urethane (R-20)	0.23	1.9	2.2

passing up opportunities if he's not conversant with the wide range of available specifications.

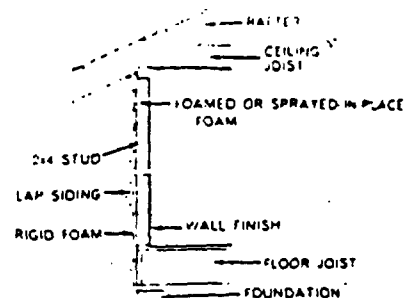
Spraying consists of combining two separate components in the nozzle of a special gun. The operation is airless. Exact proportions is the first critical factor. The ratio tolerance must be held to within .2 of 1%. Temperatures and pressures, indicated by a series of gauges, are also critical.

When the mixture is emitted from the nozzle it expands to form a rigid mass 30 times its original volume. The operator must watch cream time (number of seconds to start the

chemical reaction), and the seconds to reach full rise) and the time (seconds required before succeeding spray or pour can be made).

Two power sources are necessary: compressed air and electricity. Transfer pumps are placed in drums containing liquids "A" and "B." When components reach the proportioning machine, an exotic piece of equipment, they pass through separate heaters. Line heaters are also provided to maintain the proper temperature as the materials move on to the nozzle.

There's a third line beside the two material hoses extending to the gun.



This carries a solvent which is used to clean the head when spraying stops.

Correct machine output is just as important as proper system selection in spray application. The higher the output the more foam per day will be applied, but the rougher the surface. The lower the production, the smoother the surface. For flat walls, tanks, and general purpose uses 8 lbs. per minute is the practical maximum. This rises to 10 lbs. in the case of floors and roofs.

A nozzle man who is experienced in plaster spraying is of course a likely candidate for urethane application. In about a week's time he should be able to master the technique.

Because urethane is classified as self-extinguishing it cannot be used

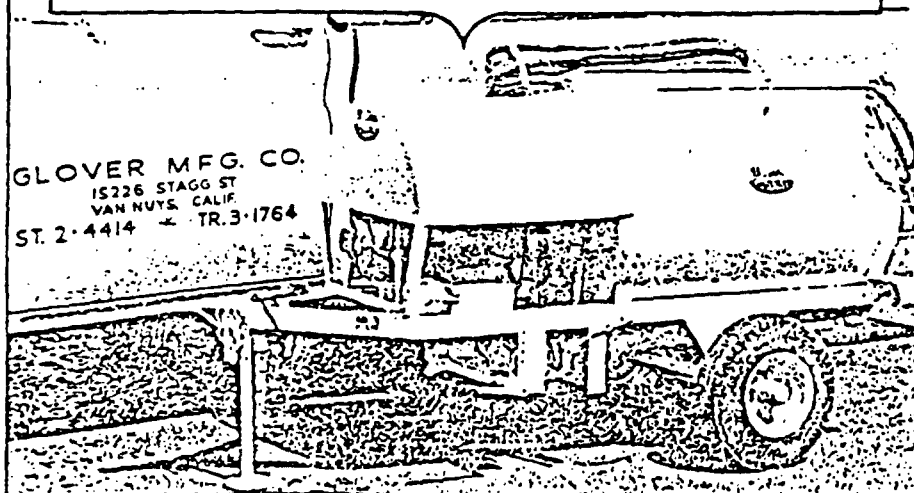
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...best possible thermal and sound
...ation. Urethane will more than
...the requirements when sprayed
...stud cavities as a plaster base.
...because of the cost involved this
...of application is not adaptable
...mass market.

Urethane's insulation properties
...dramatic that it's used exten-
...in cryogenics, where extreme-
...low temperatures are necessary.
Mowery-Thomason applied 6 inches
...um to a liquid hydrogen tank
...had to be maintained at
...360 degrees.

A contractor has handled a num-
...pour jobs, one of which was
...uled for the Manned Orbiting
...atory before that project was
...ied. Pours utilize the same
...ating machine used for spray-
...at without the nozzle.

...computations are important
...ing. Jigs may be broken by
...um's expansive force when too
...material enters a cavity. Even
...here is no confinement within

the void, excessive foam will spill
out over the top and be wasted.

Temperature also has a bearing
on yield. When the substrate is less
than 70 degrees the foam will not
achieve its maximum rise.

Although Mowery-Thomason has
done little with urethane board
stock, preformed flexible foam was
used in a clean room installation.
Specifications called for sound insu-
lation and an air-tight seal envelop-
ing the entire room. Flexible ure-
thane differs from the rigid product
in that cells are not 100% closed.

As with the application of any ma-
terial, urethane requires a clean,
sound surface for a base. It bonds
well to most substances. As one
example, foam has been used on
many re-covering jobs for large in-
dustrial roofs. The old, cracked
asphalt is swept clean and the pour
made directly over it.

The fact that urethane conforms
to any configuration puts it in the
same family of construction mate-
rials as plaster. Spraying is much
like mechanical application of plas-
ter. A smooth surface cannot be
obtained, especially at higher pres-
sures, so wall construction necessi-
tates a leveling coat prior to finish-
ing.

In board form, the product can be
used for sculptured stucco similar to
the polystyrene jobs described in past
issues of Walls & Ceilings. Mowery-
Thomason has also experimented
with lightweight precast ornamental
shapes.

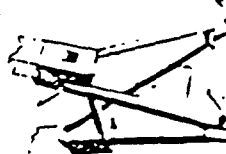
It's obvious that the possibilities
for urethane foam are virtually en-
dless. Manufacturers supply fran-
chised dealers with leads which no-
body dreamed about last year. Be-
cause of the investment and knowl-
edge required, the field isn't one you
can dabble in as the mood strikes.
But the profit potential is there for
a company that wants to go after it.



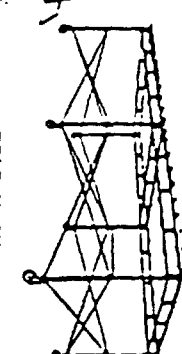
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JEFFY JACKSON



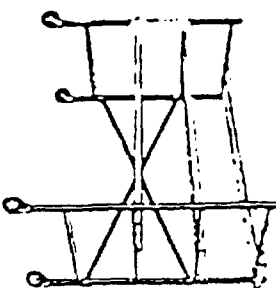
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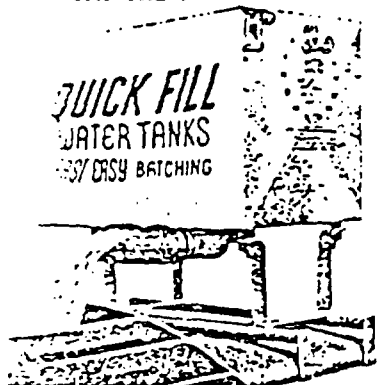
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Bill C. Carroll Co. Builds New Office Using Industry Systems

"After years of contemplating the idea, early in 1969 I finally decided to build a new office building on a block of property adjacent to our old offices and warehouse," says Bill C. Carroll of Albuquerque, New Mexico. "I have always wanted to build a showplace for lath and plaster products and for terrazzo and tile products: these are the two facets of the construction industry in which Bill C. Carroll Company is primarily interested.

"I wished to construct a building which could not be done in any other way than through the use of lathing and plastering methods. To achieve this we got away from the square box-type approach to small office building construction, going to a rounded, modern, aesthetic design. The design was worked out with my architect, Joe Boehning, an old friend with whom I went to school."

The building was constructed using structural steel studs for exterior walls and 3" solid plaster interior partitions. Exterior walls were built with 16-gauge Inland Structural Studs, galvanized metal lath exterior with No. 15 expansion joint to give a panel effect and also using Bonco matrix with white Arctic quartz marble for an exposed aggregate effect. The cavity of the wall was filled with a 2½" mixture of vermiculite

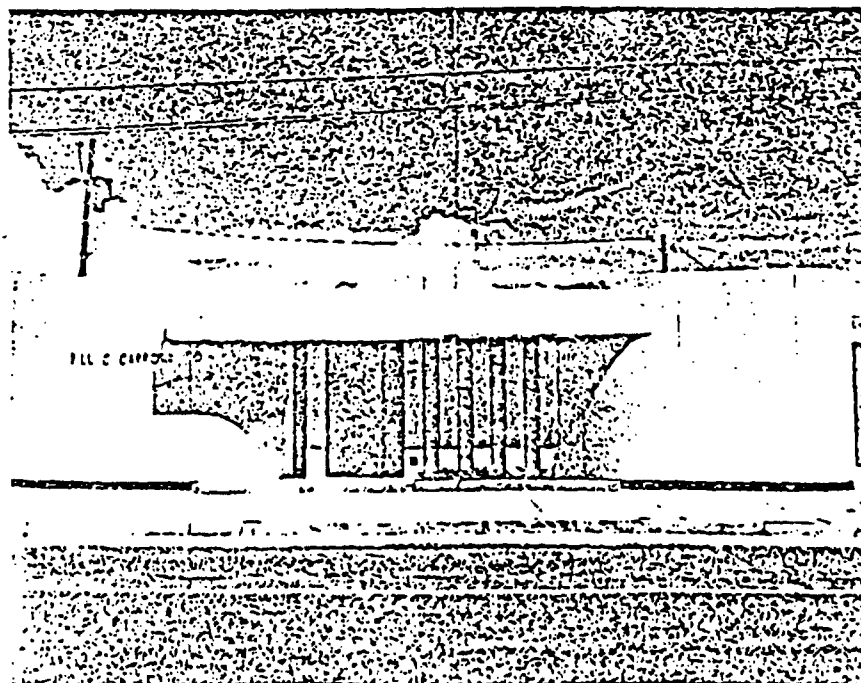
and cement for insulation and added wall stability. The interior of the wall is metal lath, wood-fibered gypsum and keenes cement smooth finish.

In the president's office applied vinyl wall covering is used, and in the reception area we used a combination of exposed aggregate on two walls, decorative ceramic squares on the divider wall, and slit type windows on the exterior wall. All ceilings are 5/8" acoustic plaster. All floors are terrazzo or quarry tile excepting the president's office which is carpeted. There are three bathrooms in the building, all with ceramic tile full height.

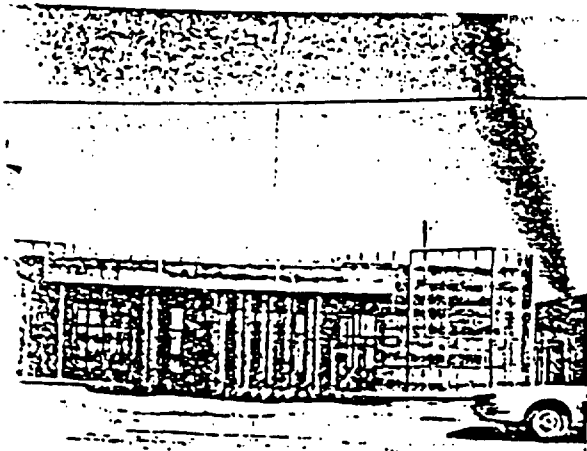
"The building contains approximately 1,800 square feet and was built for less than \$20 per square foot; and yet it is as plush as any small office building in the country," Carroll says. "The building has been in use for three months, and not one single crack has appeared, either inside or out. I feel very proud of it as a monument to what can be done with lath and plaster if proper procedures are followed.

"The architect has entered the building in a design competition, and

● HANDSOME NEW quarters of Bill C. Carroll Company in Albuquerque features lavish use of craft products



WALLS AND CEILINGS



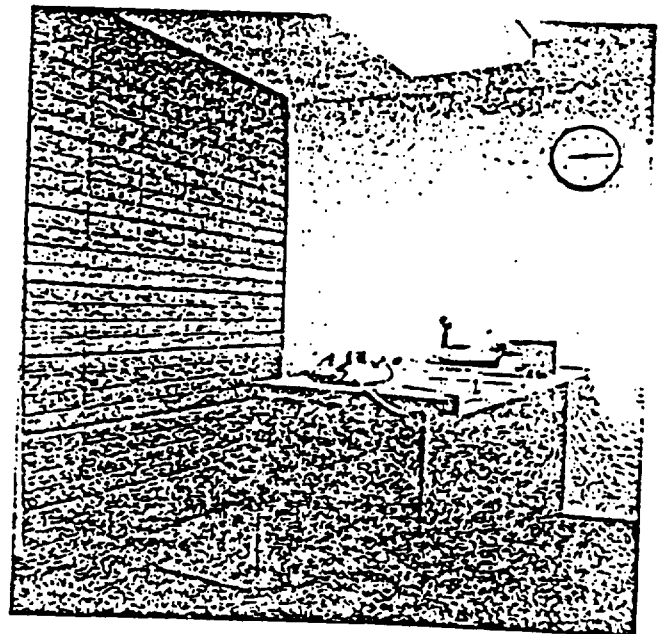
LEFT PHOTO shows metal lathing under way on new building for the Bill C. Carroll Company; RIGHT: Exposed aggregate being applied on curved wall



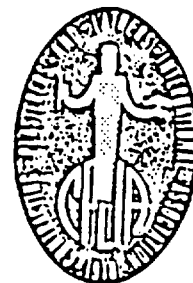
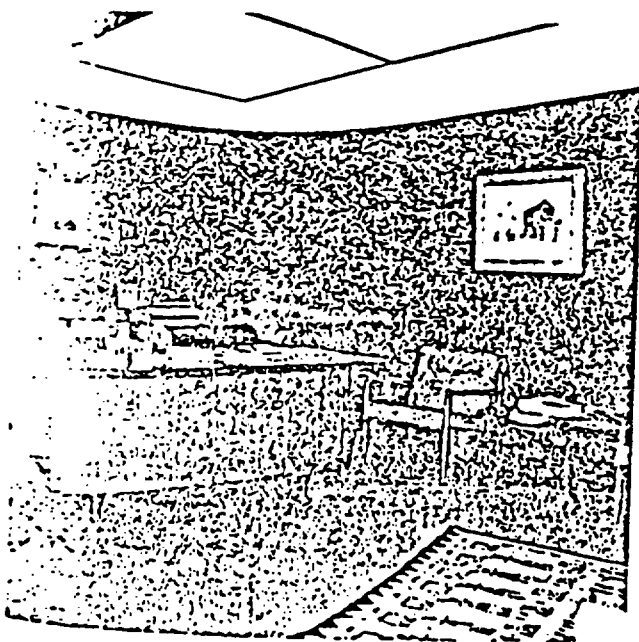
been featured in several architectural magazines both in and out of New Mexico. Several architects have been in to look at the building, and in the near future we will have an open house for architects of the area. As we were building the building we also built mock-ups of the various types of wall section used throughout, and we made up kits with many photographs showing the stages of construction from the floor slab through all finishes.

My intention to use this

● RECEPTION ROOM. Exposed aggregate and mosaic tile was all done by Carroll's shop

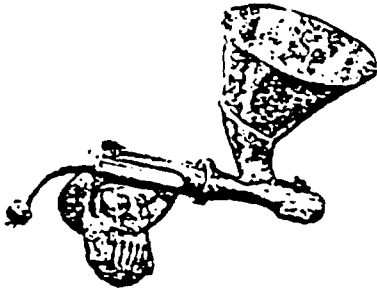


● OFFICE OF the president, Bill C. Carroll



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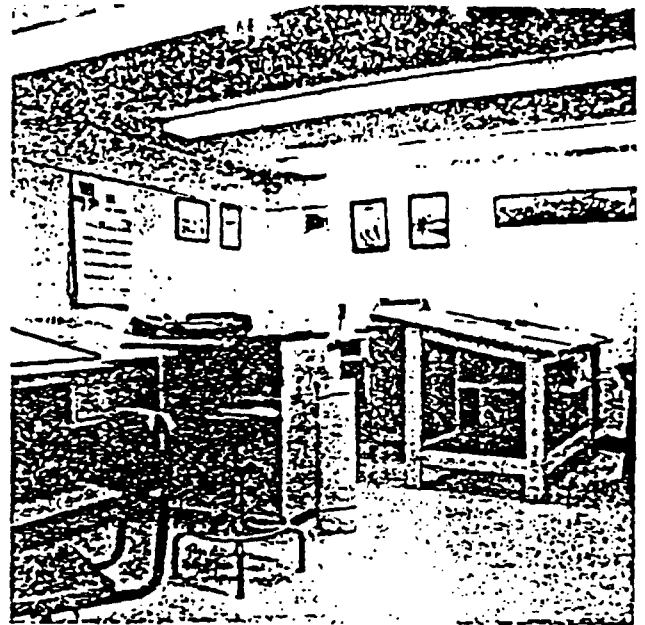
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• VIEW OF Estimating room showing terrazzo floors in conjunction with lathing and plastering



building as a sales tool to architects on the beauty, versatility, and aesthetic value of lath, plaster, and ceramic materials.

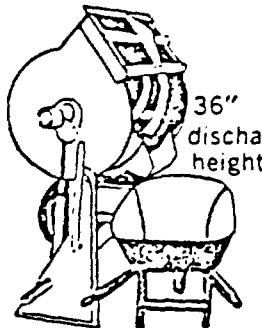
"We have now been in our new building for three months. The air conditioning system has had a real workout, and has responded superbly; the heating system responds in-

stantly, although it has not had any prolonged use in the summer. I have never seen a more comfortable or weather-tight building. The acoustics are excellent; there is no sound transference from office to office. In fact, we are delighted with and very, very proud of our new premises." Carroll concludes.

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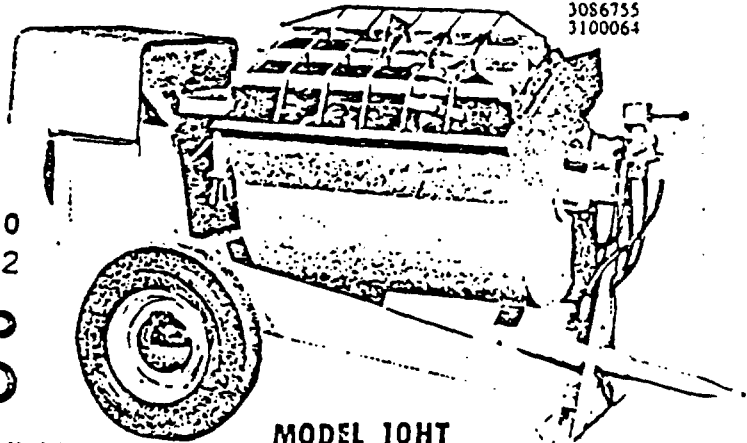
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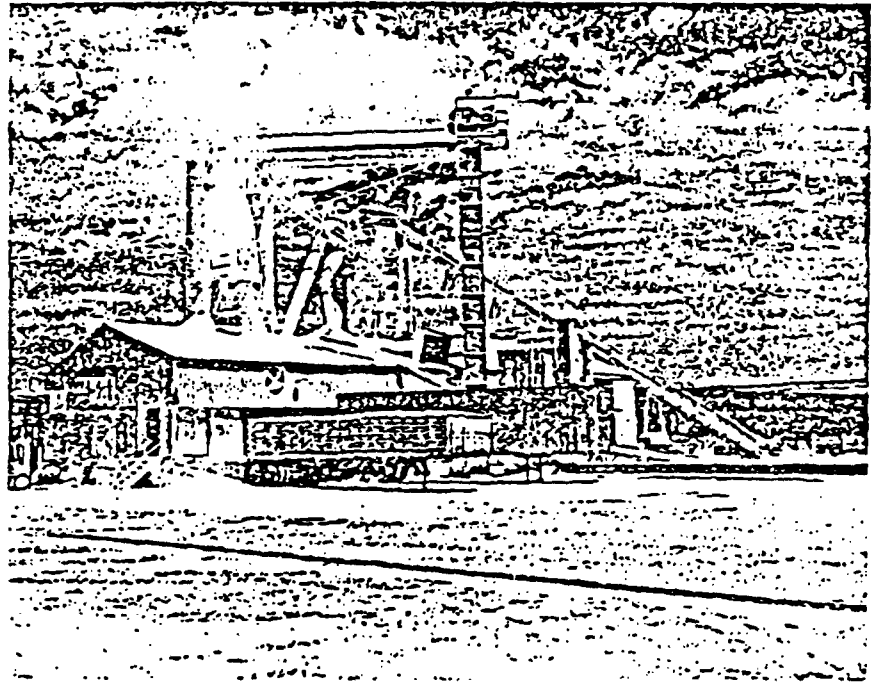
By ROBERT F. WELCH

Contractors engaged in wall and finishing will have plenty on their minds during the big annual convention—craps and blackjack in addition to the nuts and bolts of construction problems.

In the face of such considerations, they may not realize that they're sitting on top of a large, quality dolomitic limestone deposit at America's premier lime plant. And delegates from the states have been a major factor in the growth of one of the most modern lime plants. Henderson, 13 miles southeast of Las Vegas.

The U. S. Lime Division of The Flint Company, is the west's largest producer of lime products. Its Henderson plant near Hoover Dam is located in the mammoth Basic Magnesium complex constructed to supply magnesium materials during World War II. From this facility comes Canyon Miracle lime, the premier lime for western construction.

The plant feeds the kilns and patented pressure hydrating processors located at Sloan, where open-pit operations start the dolomitic limestone on its way to the construction industry. New crushing and sizing equipment converts the rock into



• THIS BUILDING houses bagging bins at Henderson

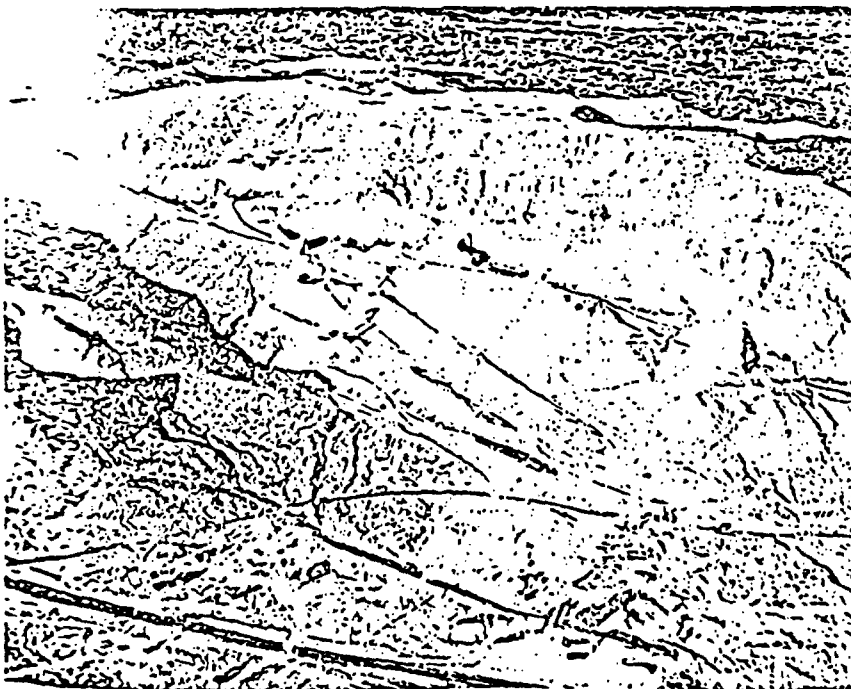
in suitable condition for carefully controlled processing.

U. S. lime produces a wide variety of lime products for use in metallurgy, water treatment, paper production, food manufacturing and construction. The Sloan mining operation is one of seven high grade deposits from which the company

obtains limestone to be processed for hundreds of customers in many different industries.

High calcium ore comes from the Apex Plant at Arrolville, 19 miles northeast of Las Vegas. Right in the heart of California's Mother Lode country is the Sonora Plant, where completely mechanized underground workings produce high calcium crystalline limestone. There's also a dolomite deposit at Columbia, five miles north of Sonora. A stabilization lime for highway base and sub-base construction is one of the main products of a modern high volume hydration system at Richmond, California, and a brand new plant near Los Angeles.

Both high calcium and dolomitic ores are quarried in Utah. The deposits are near Salt Lake City, the former at Flux and the latter at Dolomite. Finally, U. S. Lime works a high calcium deposit of exceptional purity at Nelson, Arizona, in the



AN PLANT and open pit in Nevada desert near Las

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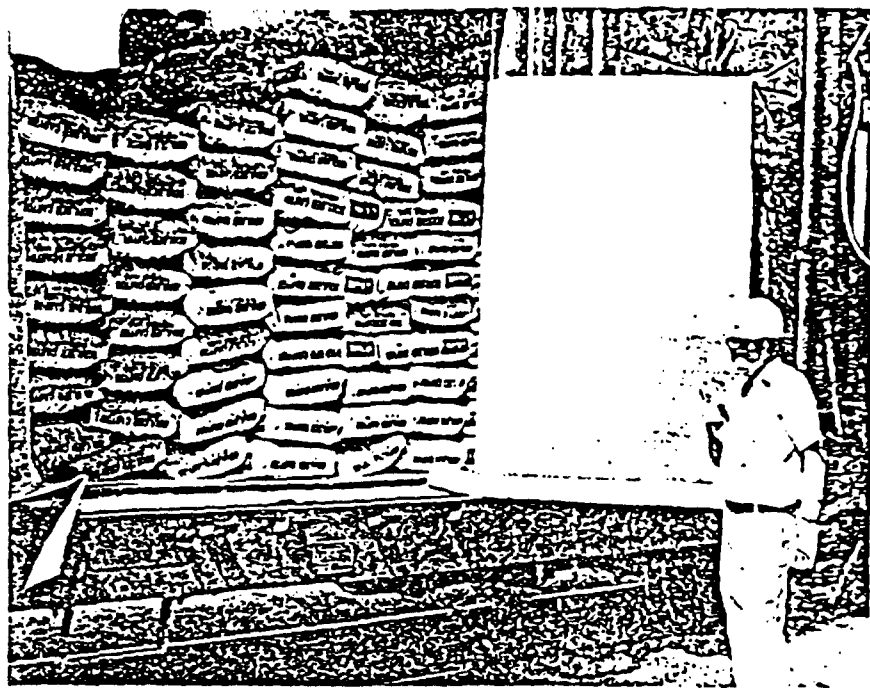
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Stardust Motor Hotel
Travelator Motor Hotel
International Motel
El Cortez Motel



• **MORRISON FLATBERG**, plant manager, beside loaded boxcar of Miracle lime



• **END PRODUCT** is packaged at automatic bagging machines

center of Apache Indian country.

Altogether, the company markets three dozen different types of lime products. Heading the list for meticulous quality control at every step from raw rock to end use is Miracle lime.

General manager Hardin Stephens and sales manager C. Richard McNally credit this emphasis on quality for Miracle's status as the lime most in demand by the construction industry in the western United States. Mining is performed according to carefully formulated plans which insure proper raw materials. Constant sampling at this stage is checked by samples and analysis of

every shipment leaving the Henderson plant.

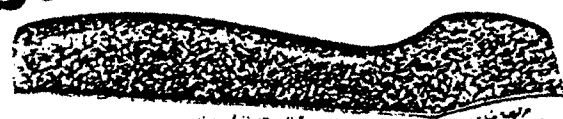
Even though lime was used as a building material long before the birth of Christ, by its very nature processing remains highly technical. It's not like cutting down a tree to produce timbers and boards—where the difference between hand saws and automated mill equipment is largely a question of saving time.

Proper burning of limestone depends on the nature of the raw material, crushing and sizing operations, and type of equipment used. Temperatures to which the stone is subjected and length of time spent in the kiln have a direct effect on end product characteristics. It may be shocked by applying excessive heat too fast, glazing and sealing the



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The new Omark 723. The first unconditionally guaranteed low velocity fastening tool that will drive fasteners up to 3" in length. Omark Industries unconditionally guarantees to deliver replacement parts (except pistons) free if a Model 723 fastening tool fails within 13 months for any reason except abuse or neglect. Pistons will be replaced on a pro-rated basis if any failure occurs before 6,000 fastenings.

Unique tilt-out loading system. Just tilt out and pull up to eject the spent cartridge. Then reload. That's all. The accessible breech makes it easier and faster to load, and the exclusive positive ejection system means there's less chance of jamming during ejection. Perfect for either left or right-handed operators.

3" fastener capacity. The Omark 723 drives fasteners from 1/2" to 3" in length. Use it for wooden plates, partitions, furring strips, lathing channels, cable clips, brackets, pipe straps, window frames, door bucks, concrete screeds, roof decking, curtain walls, metal lath. Almost all applications.

Low worker fatigue. The 723's specially designed for less worker fatigue. Its unique tilt-out loading method, quiet operation, low recoil, and excellent weight distribution result in less worker fatigue on the job.

Safer operation. The new 723 meets state and local safety codes. Approved by the Underwriters Laboratory.

For a demonstration of the Model 723, send your name, address & telephone number to:

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Construction Tools Division
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OMARK

NOVEMBER 1969

surface. Burns may be slow, fast, hard or soft.

In the case of Miracle, processing is further complicated by the final pressure hydrating step developed by G. & W. H. Corson, Inc. Complete hydration of magnesium oxide is insured only by carefully controlling volumes of lime and water as well as pressure ranges.

Riding herd on this painstaking procedure is chief chemist Dan Walker. He is located at Henderson in the main laboratory because so much of the chemical staff's attention is devoted to Miracle Lime. Walker works closely with Orrison Flatberg, plant manager at Henderson, Sloan and Nelson.

While high rollers court Lady Luck in Las Vegas, 13 miles away, the "pit bosses" at U. S. Lime's big dig make their own good fortune through hard work. But the neighbors aren't too incongruous at that. With Vegas's fantastic growth of the last few years, one of the luckiest things of all is to be within a few minutes drive of one of the world's best building materials.

The appointment of Ralph (Rudy) Valentino to the position of sales manager for mixer/material handling equipment at PCM Division of Koehring, Port Washington, Wis., has been announced by Robert T. Siderits, division general sales manager.

Glover Success Due To Contractor Satisfaction

Manufacturing isn't too much different from contracting. Both take the same sort of business acumen—a quality product to insure satisfied customers, efficient operation to keep costs in line, willingness to experiment with new developments, organizing ability, and adequate working capital.

A sense of timing also helps. Jay Glover qualified on all counts as a contractor when he switched to manufacturing spray equipment in 1953. And his timing was just right to tie in with what proved to be a steadily growing demand.

Almost unknown a couple of decades ago, spray finishing of walls and ceilings has come into its own as a big thing in construction work. Naturally. Spraying has everything going for it: bigger profits for the contractor, lower cost to the builder, improved appearance, reduced labor expense.

Everyone concerned with finishing gains from mechanically applied textures. That also holds true for the final occupant, whether he's a home owner or runs an office in a high-rise building.

Glover Manufacturing Co. is now the world's largest producer of

• C. K. SPANGLER, general manager looks on as lead man Ron Farris checks out new Wildcat before shipment



• JAY GLOVER

acoustic and texturing machines. Contractors who recognize the potential in this field must consider Glover equipment if they're to make an intelligent choice.

The company has risen to its dominant position only through constant research and development. Today's machines are far superior to those first put on the market. They

Lewthwaite STANDARD LATHERS' SET



- B Cutter
- Front Lever Bench Punch
- Fisher Bender

for
cutting, punching
and bending
furring channels.

These portable, hand-operated tools, designed for the metal lathing field, are rugged and do the work well.

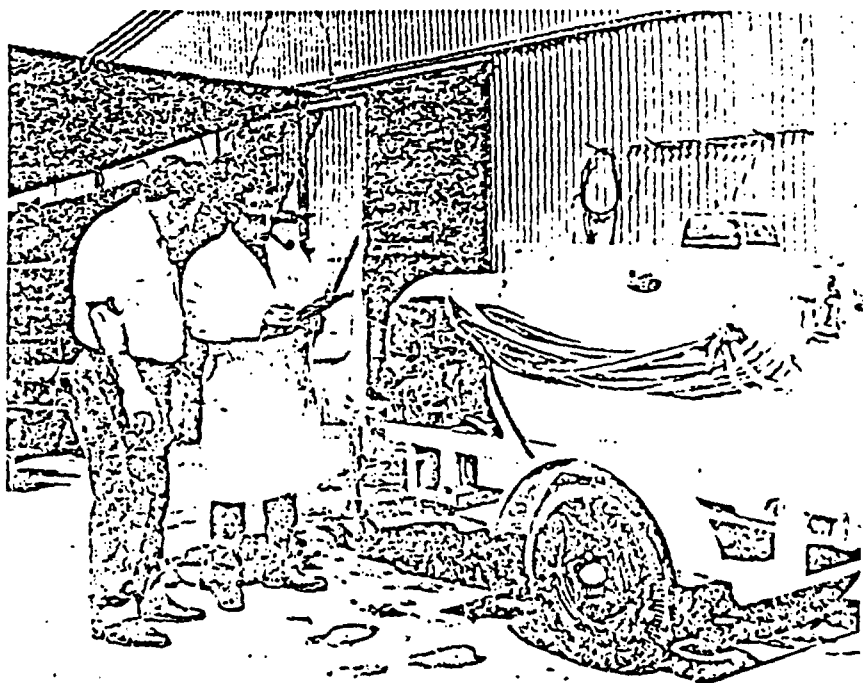
Send for catalog sheets with complete information and prices

More than 76 years of experience goes into every Lewthwaite tool—and it shows it!

(Front Lever Bench Punch Illustrated)

THE LEWTHWAITE MACHINE CO.

310 East 47th St., New York, N.Y. 10017



Put a fast one over on radiant heating cable.



Use Kal-Kote — the one-day, thin coat veneer plastering system.

It's faster, easier and less expensive than other radiant systems.

When all components are used together, the plaster won't shrink or deteriorate. And because the plaster coats are thin, heat radiates faster from the cables.

Just attach Kal-Kote plastering base to the studs. Reinforce joints with Kal-Mesh.

Next, flank in the joints with Kal-Kote

base. Then install the radiant heating cable and cover it completely with Kal-Kote base plaster.

A coat of Kal-Kote smooth or textured finish completes the job. And starts your plasterers off on another money-making effort.

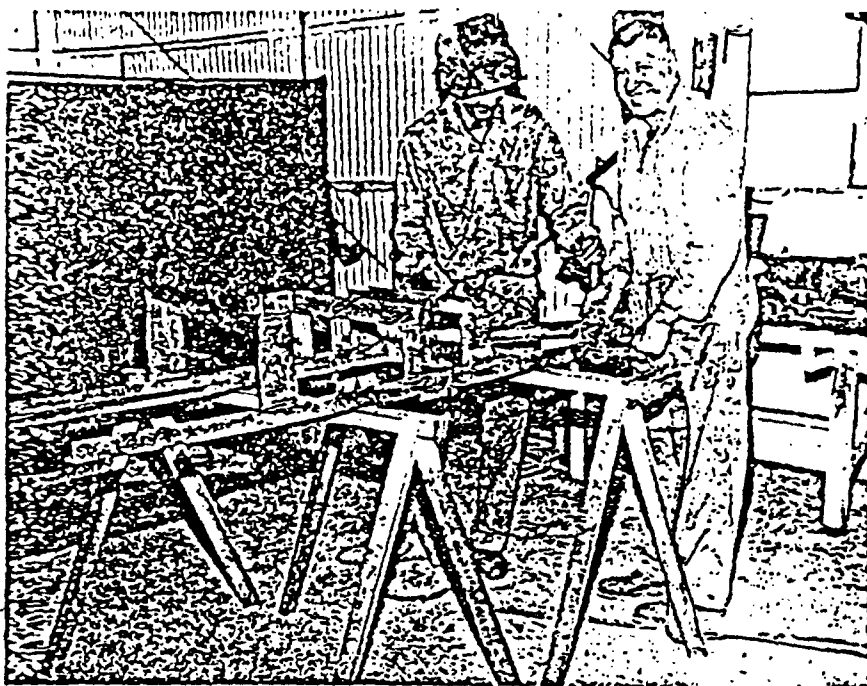
Meanwhile, the plaster can be decorated after 24 hours, given good drying conditions.

Plastering over radiant heating cables is just one more way to use Kal-Kote... the versatile veneer plastering system.



The name Gold Bond® identifies fine building products from the National Gypsum Company. For more information on Kal-Kote Veneer Plastering Systems, write Dept. WC-1191, Buffalo, N.Y. 1422

**Making every minute count is a
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Gypsum Company

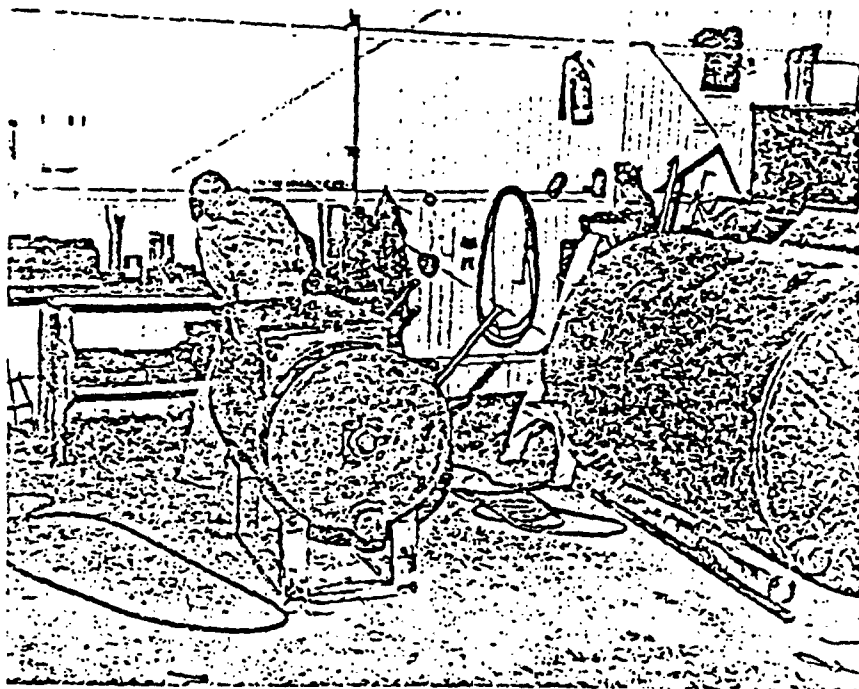


• **WELDING SPECIALISTS** at work on a frame for a tanker model.

produce greater volume; controls have been perfected to make the operation simpler and more fool-proof, re-engineered drive trains with sophisticated transmissions mean better service and longer life; all components have been beefed up for greater strength, and the pumping mechanism greatly improved. Some of the changes have actually meant lower prices through reduced manufacturing expenses, and all of them serve to cut costs on the job.

Quality control at every step of the production line, plus thorough final check-out, insures the fact that a machine is worthy of the Glover nameplate when it leaves the plant. With all the improvements which have been made, those early units are still giving good service in the field. Parts are available from the company and its dealers for all machines in use.

Models available range in price from under \$600 to nearly \$4,500. In short, any contractor can find one exactly suited to the job he has in



• **TANKS** ARE equipped with efficient paddle mixers which eliminate need for separate mixing equipment on job.



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Charles A. Upson, 94, founder and past president of the Upson Co., died September 25.

Mr. Upson founded the company in 1910 after working for paper and board companies in Lockport, Tonawanda and Buffalo. He held more than 40 patents related to wallboard production.

Power-Activated Tool Comes of Age; Speed and Versatility Spell Success

The powder-actuated tool has come of age.

On construction sites everywhere these tools are being used for hanging joists, installing ductwork, securing partition frames or attaching straps. Operators are able to install six or seven fasteners a minute at a rate about 90 per cent faster than drilling.

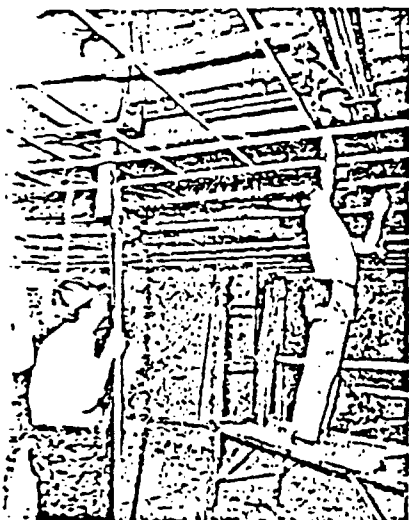
Improvement in the design of the tool has taken many forms. Today's tools are lighter, faster and safer, less fatiguing to use. The fact that the tools have a portable power

EASY DOES it with Omark Industries' extension device for its series powder-actuated tools. The applications are made easier. The extension keeps operators off the job, reaches 12 feet

— the powder charge — also helped them catch on in the

The tools have proved so useful that complete instruction on their use now is included in the standard apprenticeship program of the Contracting Plasterers & Lathers International Association and the

EXTENSION DEVICE for powder-actuated tool, left, prevents jamming, right, to shoot fasteners in ceiling application. Extension rod is designed by Omark Industries as a safety feature. It eliminates ladder use, can reach 12 feet

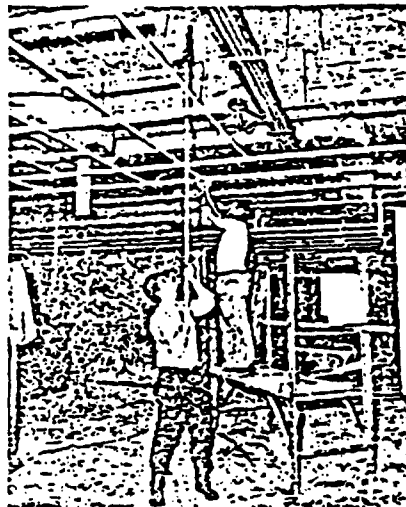


Wood, Wire & Metal Lathers International Union.

Light, Fast

"They're light and fast," says John L. Warne, general manager of Omark Industries' Construction Tools Division, maker of the tools.

"Each fastening is made with just the pull of a trigger. This means that the operator only has to work with his arms extended for a second at a time compared to the strength-

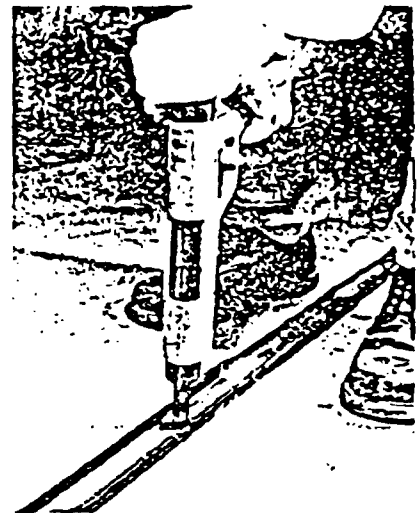


draining minutes involved in drilling and tapping methods."

According to Omark, there are two basic types of powder-actuated tools — standard velocity and low velocity. The former apply the force of the power load directly to the drive pin loaded in the chuck of the tool, driving the fastener at great speed into the base material. Low velocity models use the energy of the power load to push a captive piston in the tool. The piston hits the drive pin, thrusting it into the base material. Power loads range from .22 to .25 caliber.

The tools use fasteners of many different sizes and shapes and adapters make them even more versatile.

Many features have been incorporated through the years to reduce the fatigue involved in operating powder tools. Many low velocity models now are available that weigh less than five pounds. Care has been taken to distribute the weight evenly for better balance, and shock-absorbing cushion handles are used.



● **LIGHTWEIGHT LOW** velocity Omark tool shoots stud track to concrete floor. The 700 series tool is used widely in home construction by lathers, plasterers and electricians. It is designed to lessen fatigue and has a silencer to muffle noise.

Firing noise has been reduced by mufflers.

"Forced-entry fastening tools now being sold cannot be discharged unless pressed firmly against the working surface and unless the tool is held almost vertical to the work surface," says Omark's Warne.

Protection

Powder loads have been color coded by all manufacturers so an operator can tell the strength of a cartridge by its color. Many high velocity tools are equipped with guards to protect against spalling concrete when the tool is fired. Additionally, manufacturers carry on major inspection programs, performing free testing of tools in the field to detect worn or malfunctioning parts.

Among the recent changes in powder-actuated tools design is the development of a specific type tool for each specialized trade. Most manufacturers now offer a number of models and help customers decide which will be most useful to them.

Omark, for example, turns out a standard-velocity, heavy-duty tool that uses .25 caliber power loads to drive the heaviest 2½-inch diameter drive pins into steel up to an inch thick, and into concrete of any strength. It is mainly used for anchoring heavy machinery.

The firm also produces low-velocity models for medium and light duty, tools designed for use on steel up to ¾-inch thick and concrete up to 5,500 pounds a square inch compressive strength. It uses .22 caliber power loads.

While powder-actuated tools have

lay it out...level it...plumb it

with the new WHA-LITE all aluminum

WHIZ-STIK

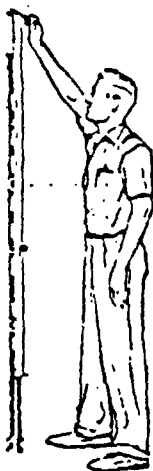
Reg. U.S. Pat. Office

Adjustable, locking slide measures from 6'6" to 10'. Spring loaded endplate locks Whiz-Stik level in plumb position to free hands. Slide removable to convert into level or straightedge. Full magnetic edge, 4 plumb and one level vials. Save at least 1/3rd on partition layout.

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won broad acceptance among tradesmen. Warne believes their potential is enormous.

New Applications

"We find new applications for the tools every day and they are not uses we manufacturers thought up. The applications have been found by the users. You go to a job site and see someone removing core samples from concrete by firing a pin into the core or you find, as we did in Canada, the tools being fired underwater. A lot of plant maintenance people are using them as a single, ready-to-use tool for any one of many fastening tasks they run into every day — from hanging 'no smoking' signs to repairing loose planking on a loading platform.

"It has gotten to the point where, when a customer asks us what uses there are for powder-actuated tools, we can only mention a few. Most of the uses to which they are being put we probably don't know ourselves."

What about complaints on the performance of powder-actuated tools?

Warne says complaints come from operators who haven't learned how to determine the proper power setting.

How to Test

"When testing, always start with

a low power setting and work up. Don't guess at the approximate strength of your material. Drive a pin and study the results. In concrete a drive pin should penetrate about eight times its shank diameter."

A 1/2-inch diameter shank, for example, should penetrate the concrete about an inch. In green concrete or mortar the pin should be driven in even deeper because of the softness of the material. In steel, the drive pin should penetrate far enough for its point to protrude from the opposite side.

Power is controlled in powder-actuated tools by either of two methods — drive pin positioning or powder load variation.

In the pin-positioning technique, used only with standard velocity tools, the same cartridge strength is always used. Power is varied by positioning the fastener at different distances from the cartridge in the barrel of the tool.

A calibrated rod with 20 different power settings is used to push the pin down the barrel. Maximum power is provided by placing the pin next to the cartridge so the full force of the detonation is developed. For an application involving soft concrete when low power is desired,

the pin is pushed down the barrel away from the cartridge.

A unique feature of the tools is the holding power of the fasteners they drive into place. Whether fired into concrete or steel, the fasteners can withstand tons of pullout pressure. The holding power of the fastener in concrete results from the fastener compacting material around itself as it enters. Even when a fastener is pulled out with hydraulic machines, concrete is found "fused" to it.

In steel, holding power comes from the steel "flowing" around the fastener as it enters, thus wedging the fastener securely.

There are many types and sizes of fasteners available and Omark makes more than 100 varieties. Generally, concrete fasteners have longer shanks than those used in steel because they are more deeply imbedded.

Lone Star Expands

Lone Star Cement Corporation says it has reached tentative agreement to acquire Hawaiian Pacific Industries, Inc., Honolulu land developer and builder.

The agreement would be consummated through an exchange of common stock in both companies, when approved by the boards of directors.

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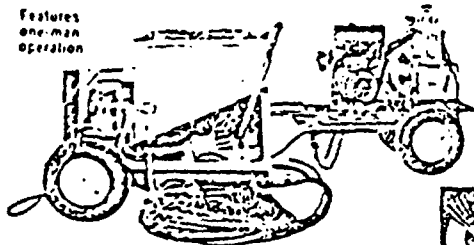
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All... and air fittings are quick release type for easy clean-up. The unit will pass through a 26" door.



AL LEES handles the "business end" of the Tommy Gun plaster machine with assistance from plasterer Lawrence Bohannon

One of the largest lath and plaster projects in Tacoma, Washington, for many years is the Harborview Manor retirement home project in charge of lathing and plastering contractors Holliday and Campbell, Inc., under direction of Seattle architects Manson Bennett and Associates and Salt Lake City, Utah, general contractors Christianson Brothers.

The multi-storied apartment building provides class-A facilities for apartment tenants, with lath and plas-

ter. throughout, including veneer plaster, plaster on concrete slab ceilings and steel stud, division walls.

Hud Project Is Good For Lath-Plaster

ter. throughout, including veneer plaster, plaster on concrete slab ceilings and steel stud, division walls.

Don Edwards is in charge of lathing on the project. Allen Lees, plastering, and Joe Brien, labor and material supply. The plastering organization brought a new Tommy Gun plastering machine, a new multi-ton truck and two new Essick plaster mixers to the job to expedite the work.

Lathing and plastering materials throughout the job were United State Gypsum products, with Miracle (Flintkote Company) lime, supplied by Scofield and Company of Tacoma.

Indicative of the additional work developed on the project by the lathing and plastering contractors was plaster surfacing of concrete beams and columns. Although these were originally specified for sacking, grinding and painting, Holliday and Campbell undertook, at their own expense, to completely finish one unit in lath and plaster, using Plaster-Weld bonding agent, a leveling coat and a thin application of plaster over the concrete for comparison. Resulting from this work called for plaster for all the concrete surfacing throughout the 12-story building, which not only has resulted in a much superior appearance, but actual cost savings for both the owners

and general contractors. "Clever selling," comments architect Bennett, "but everyone's happy the progressive contractors were willing to invest a few dollars to prove their point."

This is the second of the major urban renewal projects to be done by Holliday & Campbell in Tacoma, and many more similar developments are under way to update one of Washington State's pioneer cities.

Portland Cement

This is reported by Clay Johnston, managing director, California Lathing and Plastering Contractors Association:

Based on the tests conducted in Sacramento prior to the 1967 convention, this writer is thoroughly convinced that there is a definite relationship between the strength of the finish coat and the amount of cracking which occurs in smooth finish portland cement plaster. This is in no way intended to infer that there are not many other factors involved in portland cement plaster cracking.

This writer does believe, however, that the possibility of cracking can be reduced if the finish coat is of a high lime-low cement ratio.

The report written after the tests in Sacramento were completed states:

"The strength of the finish coat was not demonstrated to resist cracking in the base coat (and may have induced cracking). Significantly, three weeks after the scratch coat was applied, and two weeks after the brown coat was applied, but before the finish coat was applied no discernible cracking, attributable to shrinkage, appeared in 15 of the 16 test panels.

"Interestingly, approximately 95% of the cracking took place within a seven-day period following application of the finish coat."

We recommend that you use a high lime-low cement mix for finish coats over portland cement plaster, particularly smooth finish. At least 100 lbs. of dry hydrated lime to 94 lbs. portland cement and 300 lbs. of sand.

Catalog: Marshalltown Trowel Company's new 1970 catalog, containing 170 items, is now available. For your free copies write Marshalltown Trowel Company, P. O. Box 738, Marshalltown, Iowa 50158, U. S. A.



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CHARLES F. CLAY, *Editor-Publisher*

"Open Rain Screen" on New Edmonton Building

By ROBERT F. WELCH

You've probably never heard of it, but in Canada it's called "open rain screen" construction. Which is an appropriate name, in view of the fact that it consists of a double-wall assembly with the outer section serving to protect the inner wall.

A representative installation was recently completed by George R. Byer & Associates, CPLIA member of Edmonton. It's the multi-story Riverview Manor, designed by architect John A. MacDonald and built by R. Vollen Construction Ltd. for its own account.

George Byer, who contracted drywall as well as lathing, portland cement plaster and the textured stucco finish, suggested using Stucco-Rite as the base for exterior plaster work. Logic of this suggestion will become apparent from an examination of the accompanying detail illustrating wall construction.

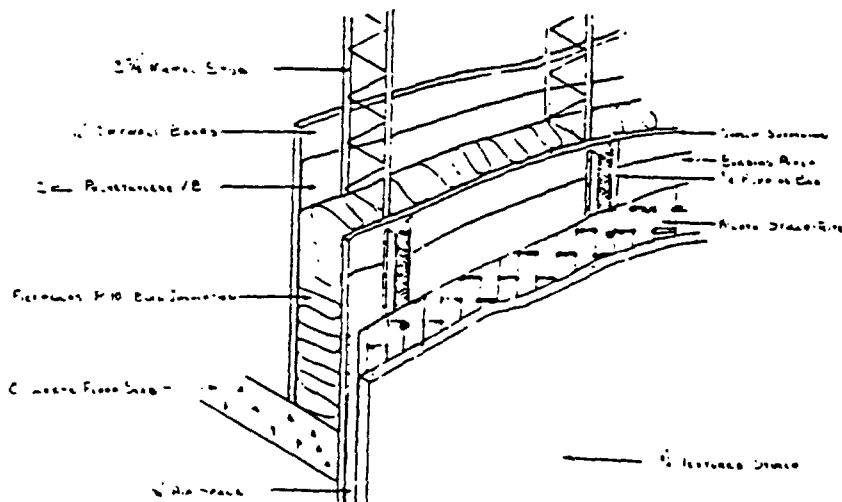
Main wall supports were 3½" metal studs, with a polyethylene va-



po. Corner and 1½" drywall on the inside surface. Fiberglas insulation filled the stud voids and on the outside face gypsum sheathing was attached, followed by building paper and ¾" furring bars.

Using Stucco-Rite as a plaster base accomplished several purposes. Elimination of keys on the back side reduced the dead weight load, there was no possibility of filling the air space with scratch coat material.

"Riverview Manor — Open Rain-Screen Detail"



● THE ABOVE illustration shows what has become known as "Open Rain-Screen" wall construction. In this type of construction essentially two walls are utilized. The outer wall serves as a rain screen and is separated from the insulated inner wall assembly by means of a vented air chamber which has an air pressure equal to that on the exterior wall surface.

Originally plans for this project called for metal lath on furring bars to form the basis for the rain screen. The drywall and stucco contractor realized that a problem could arise with the amount of scratch coat which actually ends up on the back side of metal lath. This could mean an excess weight problem and closure of the vented area could result. Mr. Byer having seen and heard of K-Lath made his recommendations to the architect and the design which is illustrated, resulted.

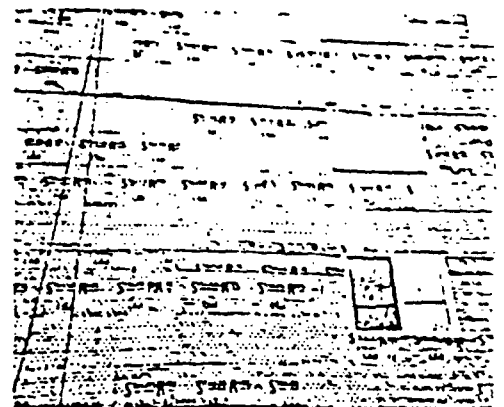
● MEN ON SWING stage installing K-Lath with power screwdrivers

and labor costs were minimized by one-step application of strong reinforcement and paper backing.

Approximately 30,000 sq. ft. of Stucco-Rite was employed on the building. In-place cost for the complete system, including both inner insulated wall and rain screen, was \$3.25 per sq. ft.

Advantages of the technique in-

● NEAT FLAT FINISH—note continuous horizontal expansion joint top of windows





• GLENN HARTSELL, president and CPLIA board member, and secretary Dave Orrell with general contractors in board of directors room.

fortable with modern furniture, good colors and other adjuncts to effective display and selling.

Not only is the Bureau promotional staff headquartered here with

directors Russell McMillen and Robert Hamilton, but members of the industry are urged to make the Institute building their headquarters for productive meetings and conferences of all kinds.

The Detroit contractors hold frequent social events in addition to regular association and committee business meetings and make every effort to include architects, general contractors and other buyers of the craft's products in as many of these as possible. The ladies are always welcome at these industry affairs and in most instances play a substantial role in industry progress.

Thus, by the erection of a modern building lavishly displaying the industry's products and skills, Detroit has been provided with an all-industry center as well.

New Ceram-Traz Items Added

Three new items of interest to the industry have recently been added to the product line of Concrete Chemical Products Corporation.

Ceram-Traz Interior and Exterior Plastalloy are bonding agents for interior and exterior use, according to president Walter Kowalski and the company has also put on the market a new form release product, "Ceram-Traz Glide-Off," which is compatible with plaster over monolithic concrete on which the material has been used on forms.

Information, prices, from Concrete Chemical Products Corporation, 6500 Oxford, Minneapolis, Minnesota 55426.

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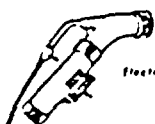
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Metal Lath Assoc. Promotes Curtain Wall Application

What do lathing and plastering contractors want from their metal lath suppliers—and specifically from the Metal Lath Association?

As most contractors know, the association has been in existence since the early 1900's. Active in engineering assemblies . . . testing assemblies . . . working with specifiers and government agencies . . . and promoting broader application of metal lath.

MLA has recently changed management, and is determining new directions. In developing such guidelines, it decided to go to the industry to find out exactly what type of service and information would be most useful. They surveyed leading contractors and bureau representatives across the country, asking for their ideas and suggestions on furthering the lath and plaster industry. The response fulfilled their expectations — and then some.

Eighteen per cent of those polled responded with really helpful infor-

mation. (The typical response on a survey of this type is about 2 per cent.)

Of these, fully 60 per cent were optimistic about the future of metal (Please turn to page 74)

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because the diversification concept brought them a larger share of the total job than they would have received as strictly lathing and plastering contractors. As it turned out, they had responsibility for all interior drywall work, exterior walls, chalk and tack boards, and the thermal and acoustical installation as well as the lathing and plastering.

Diversification By Niehaus Demonstrated In Missouri School

and exposed aggregate, an inside layer of insulation, and interior surfaces of plaster veneer in some areas and drywall in others. About 6,000 lineal feet of Milcor Steel Studs were employed.

The contrast between the exposed aggregate surface and the massive exposed beams made of self-weathering Cor-Ten steel provides a striking architectural effect. The fine result achieved on the exposed aggregate surface prompted architect Louis R. Saur to write to Bob Whittle of Niehaus. "Dear Bob: I just wanted to write you this letter to tell you how pleased I am with the exterior wall. As you know, I was very concerned about the application, but after seeing the finished job, I was greatly relieved. Both Dave and I, and the school district appreciate your effort and assistance on this job. Thank you."

Interior walls and partitions were plaster veneer and drywall. Ceilings were acoustical tile and drywall.

The total cost of this attractive structure, designed by Hoffman-Saur Architects, St. Louis, Missouri, was \$850,000. The general contractor was J. A. Bilhorn, Inc., also of St. Louis.

The Niehaus organization is a prime example of the ultimate in progressive Diversification now under way throughout the CPLIA and industry membership.

When Harry Niehaus operated the original firm its chief concern was lath and plaster, and, in many in-

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Beating Thieves

In many parts of the nation, thievery of construction tools and equipment has reached disaster proportions.

Not only is there the continual "borrowing" and "forgetting to return" involved by men on the jobs, but organized pilfering of large-cost

items, even including construction shacks by well-organized bands of professional thieves.

The contractor gets little relief by carrying insurance on these important items, for either there is a substantial "deductible" clause in order to afford the insurance which eliminates cash recovery on all but the most expensive items, or the cost of the insurance is so high as to be prohibitive in many instances. Some contractors have discovered it is cheaper to maintain their own watchmen on the construction sites than to bear the continual cost of insurance premiums plus the many



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instances where they are out of pocket because of the deductible clause.

And, once taken, many construction tools are difficult to trace, for identification is easily altered and they may be transported to remote areas so rapidly.

Here are a few suggestions, however, which may help until some semblance of honesty returns to the scene.

Lights: Shacks, tools and machin-

ery should be placed in well-lighted areas, or provision should be made for lighting the area generously. This can be done by automatic devices, by alarms and other devices which aid considerably. These should be located close to well-traveled thoroughfares when possible.

Locks: Construction tool boxes should be heavily and well constructed and protected by case-hardened locks, hinges and chains which, in turn, may be fastened to objects which make them difficult to remove.

Inventory: A careful, complete and continuous inventory should be maintained and a nightly check-list made to make sure tools have not been carelessly mislaid or inadver-

tently taken from the protected area.

Marking: All tools and equipment should be clearly and positively marked so they are easy to identify and removal of marking is made difficult. Signs, decals and painting are easily covered over (often while the thieves are in transit), but marks made into the tool or equipment itself, are much harder to alter.

Materials: Materials themselves should never be left in the open, but stored in areas where watchmen or multiple safety devices will be used and, here again, careful inventory control should be kept so shortages will become early apparent.

Prosecution: In event of thievery,

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report to the police promptly and "be tough," prosecuting to the full extent of the law to discourage further activity.

Vandalism: In many instances vandalism poses as great a potential loss as actual loss to many pieces of equipment. Before use each working day, the oil and grease reservoirs of plaster machines, mixers and trucks should be checked carefully for the possibility of this vicious practice.

Remember, preventive measures

can save considerable money as well as prevent delays occasioned by loss of vital equipment.

Harvey A. Emery, 62, a partner with his father in Emery & Sons Plastering Company, San Diego, until its dissolution in 1946, died September 5. He had lived in San Diego for 42 years.

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The National Bureau For Lathing And Plastering—A Re-Evaluation Of Its Aims And Purposes

By JOSEPH E. CONROY, JR., President

Resignation of the Director of the National Bureau, announced at the Board of Governors meeting in May at Colorado Springs, signaled a nec-

essity to re-evaluate the goals and functions of the National Bureau, with a view toward adopting whatever measures would maintain communication, develop programs for local use, and preserve funds currently coming into the National Bureau.

It was decided to employ a Temporary Director on an "as needed" basis to work with A. W. Oxholm, who was already taking care of the administrative tasks of the National Bureau. To fill this role, John J. Bucholtz of San Jose, California, was chosen.

First accomplishment is already a milestone. At a meeting of bureau and institute managers in Chicago in July, a resolution calling for seating of eight local area promotional representatives on the Board of Governors as "Promotion Advisors" was passed by the 24 areas represented. The resolution will be recommended for adoption at the Board of Governors meeting in Las Vegas at the CPLIA Convention.

The Board will then be comprised of management, labor advisors, and the new slate of "promotion advisors." This will give local areas a voice in the determination of policies designed to assist local areas and to implement the function of



• JOSEPH E. CONROY, Jr., Conroy Brothers, Minneapolis, Minnesota

the National Bureau as "an extension of local effort."

The meeting in Chicago proved to be one of the most enthusiastic ever held. Everyone departed with a feeling that the "new look" would be beneficial to the entire industry and would—if goals could be realized—assist local areas in doing a more effective promotion job.

The National Bureau then concentrated on developing communication with all segments of the industry—and to date five comprehensive, interesting National Bureau reports have been mailed out. In the past few weeks, a decision was made to

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enlarge the mailing of the reports so that all factors in the industry learn of what things are developing within the industry from the National Bureau effort.

On September 18, a "Cavalcade of Lath and Plaster" presentation was made to some 50 U.S. Navy architects, gathered for a seminar in Washington. Among those systems presented were radiant heating, curtain walls, bonding agents, epoxies, and veneer plaster systems. With the help of Leo Schultz and Gil Wolfe, an actual partition was lathed and plastered between 9 a.m. and noon so Navy architects could see the speed involved in this method of plastering.

Len Slagle, Chief Architect for the Navy, described the National Bureau presentation as "fabulous." The "Cavalcade" drew an enthusiastic round of applause at its conclusion.

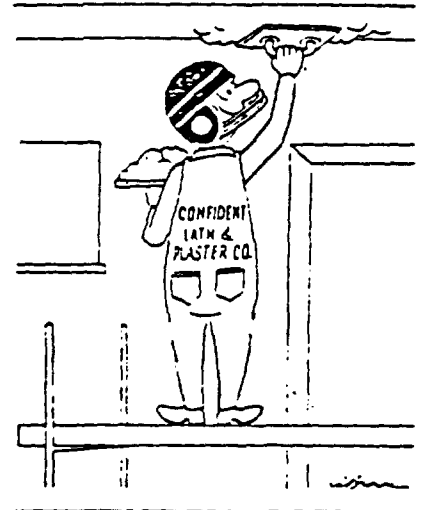
There are other important promotion aids in the hopper right now. Among these is a method for communication between local areas and the National Bureau: a program in "Architectural Selling" available to local areas to apprise all involved in the promotion program of the scope of architectural selling; a free look at a program showing how Fresno, California, conducted its "Plasterama"; and many other

things—each of intrinsic value to the local area program.

One of the aims of the National Bureau is to have its director call on local areas while traveling from one place to another to "look in" and give a personal report that will show local people that the National Bureau does care about them.

Right now the National Bureau is performing—performing in a way it hopes will prove that results can be created without the prerequisite of having a heavy treasury of funds.

(Please turn to page 74)



"I finally get to show everyone our new Expan-O-Screed, Bob. I think this is going to be the hit of the CPLA Convention."

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NAT. BUREAU (from page 63)

It is hoped that this will attract greater support and with greater support more can be accomplished to maintain and enlarge the lathing and plastering industry potential.

We are well pleased with progress of the National Bureau under its present structure. Much is being accomplished at very little cost—and there is a growing enthusiasm for what the National Bureau can do.

Immediate goals nationally are also on the agenda. Air Force and Corps of Engineers architects will be reached for establishment of greater lath and plaster criteria and to bring specifications of these agencies to a realistic point under today's conditions.

The National Bureau has paid off its indebtedness due as a result of the resignation of the director, and at present is in good condition to continue with its program of developing ideas and programs that will help others throughout the country and Canada.

At the CPLIA Convention in Las Vegas the National Bureau will have a booth—donated by CPLIA—at which it will show some aspects of promotion nationwide. A special "cornucopia of promotion ideas" will feature what each local area is doing so that booth visitors may examine efforts in other parts of the country.

We feel that the National Bureau can summarize its present effort by citing the slogan—"Help Us Help You."

Selma Trailer Moves

Carl Ruegg, president of the Selma Trailer & Manufacturing Company announces that the company has moved into its new plant site south of Fowler in Fresno, California. The 23-acre Fowler site was formerly occupied by Massey-Ferguson plant and includes a 68,000 square foot industrial building and a separate 3,000 square foot office building.



"To think what they went through on that Moon trip . . . and Jones can't even find an address on Stewart Street!"

MLA (from page 65)

lath and plaster assemblies in both external and internal applications. Predictably, most felt the greatest potential lay in curtain wall applications, where lower unit price, light weight, and simplified material handling make metal lath assemblies particularly attractive.

But, though a high percentage of respondents indicated that they were beginning to use lath and plaster curtain walls, the majority felt that neither they nor architects have enough information on this type of assembly. Clearly, a big job remains to be done in establishing

standard specifications for curtain walls and in promoting this application with specifiers.

As a result, MLA's expanded educational program in 1969 will include publication of universal specifications for curtain wall systems in commercial applications. The newly formed Technical Services Committee is now preparing such specifications, which will include essential details of dimension, weight, and mix, as well as a simplified methods of system selection. Draft material should be available shortly for industry comment.

In the meantime, they have stepped



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• ROBERT P. SHOOK, Alabama Metal Industries Corporation, is president of Metal Lath Association

up their "case study" coverage of metal lath and plaster curtain wall installations—as well as new uses—through news releases and through the quarterly, the Metal Lath News. The last issue, for instance, featured two such installations: a two-story elementary school in suburban Prospect Heights, Illinois, and a 30-story Chicago high-rise apartment. In the first, the metal lath wall system enabled school designers to add space, yet reduce costs. And in the second, the ease and speed of installation of pre-cast lath and plaster panels offered considerable savings compared to masonry or other pre-cast systems.

Copies of this edition have already been distributed to over 23,000 architects, engineers and lathing contractors. Additional copies are available from MLA headquarters, Suite 1507, 221 N. LaSalle St., Chicago, Ill. 60601.

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 Goldblatt Tool, "Co-Ordinator"

Sprayon Research, "Co-Ordinator"
 U. S. Mineral Products, Beer in Exhibit Hall
 Neslo Manufacturing, Survival Board
 John Steiner, Corsages
 Wha-Lite Products, Ladies' Program
 Owens-Corning Fiberglas, Pre-Session Movies
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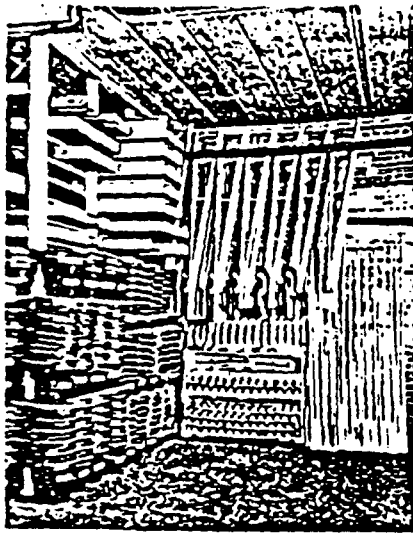
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The story of Wha-Lite tools is a story of maintaining high standards of quality while retaining a competitive position in terms of price. Chicago plastering contractor, Edward A. Whalen, Sr., realized shortly after he started his own contracting business in 1933 that the shortcomings of tools then manu-

factured for the plastering and cement finishing trades could be overcome. His practical experience as a tradesman and the insight gained in the contracting business led him to the idea of developing tools fabricated of a material that could be light in weight, non-warping, and highly durable. After much experimentation he found that magnesium far surpassed any other metal in meeting these criteria.

Over the years, this family-owned and personally managed tool manufacturer has offered the trowel trades tools of incomparable quality. With dealers in every state of the union and throughout the world, Wha-Lite tools have become the standard for precision and are used by journeymen everywhere.

Following the extrusion of the magnesium by Dow Chemical Company the tools are completely hand fabricated at the Wha-Lite factory

in Chicago. The very characteristics that make magnesium so difficult to form are the same advantages that make Wha-Lite tools so highly prized: hardness . . . to maintain sharp, straight edges; toughness . . . to give long-lasting durability; strength . . . that permits thinly extruded sheets of magnesium to maintain their shape with minimum weight and bulk. Wha-Lite has produced a tool that can withstand on-the-job strains and stresses; a quality that is built into the metal which the tools are made from. After forming the magnesium blanks the Wha-Lite assembly department carries out any additional critical operations necessary. On such tools as Darbys that are cut to desired sizes; holes are drilled and handles are bolted on with rust-proof cadmium-coated bolts, nuts, and washers. On all extruded blanks, hollow ends are carefully filled with end plugs that are made to exact tolerances and affixed into lasting position with Wha-Lite's own special process. These ends keep Wha-Lite tools from filling up with hard-to-clean, weight-adding plaster or cement. When tools are completely assembled they travel to the finishing department where all corners and ends are meticulously buffed to remove extrusion burrs or sharp corners that might scratch and cut the workers' hands. Each tool is double-checked for alignment on special testing equipment. Edges must pass rigid inspection for absolute straightness. Tools then pass to a final inspection where alignment and smoothness tests are made and size, special positioning of handles, and other requirements are carefully checked against orders. Labels are applied and purchaser's name engraved into the tool (if requested). The shipping department then individually or bulk packs the tools in reinforced cartons that assure safe delivery to the purchaser. Most orders are processed the same day they are received.

For the plastering trade Wha-Lite products first developed the world-famous magnesium Darby in regular and keyed models from lengths of 21 to 60 inches. Next came a series of magnesium featheredges which were warp- and corrosion-proof and required no maintenance even after continued use. These are now avail-

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They said Columbus would fail.
He didn't.

They said it would never fly.
It did.

They said the moon was beyond reach.
It wasn't.

They said Lath and Plaster was a
dying industry.
It ain't.

And, it won't be as long as we
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TEXAS LATHING AND PLASTERING
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able in four models, with or without tapered backs, in single or double edge—all in 13 standard sizes. Lengths range from two to eight feet and special sizes are available upon request.

Ed Whalen then developed browning rods which would do the leveling job in the most efficient possible way. These rods come in junior, regular, and extra-long sizes and with tapered or untapered backs. Wha-Lite also manufactures smooth-edge or keyed shingles which allow the craftsman to do a better job in less time whether it's browning or finishing. Also included is the "Smoothie" and "Roughie," two types of slickers made especially for jobs where faster plastering operations are necessary. Fingertip grooving on all Wha-Lite tools make them easy to grip and so comfortable that finger strain is virtually eliminated. In recent years Ed Whalen developed the "Wha-Liter Combo," a single tool which can be used as both a featheredge and a straightedge.

Following this, magnesium angle floats and paddles, to make the finishing operation a breeze, were developed.

A complete line of Darbys, rods, and floats for cement finishers have been in the hands of knowing cement masons for years. The new Wha-Lite Sun and Roof Deckers are invaluable tools for the poured gypsum roof deck industry. They come in both light, regular, and "bull float" models to answer the need for all kinds of deck construction.

Wha-Lite fireproof tampers have been extremely popular with spray-on fireproofing contractors. These

come both in scaffold and floor models. Among other accessories for the trades, Wha-Lite manufactures felt brushes for smoother finished plaster, magnesium shoes used by the cement finishing trade, reinforced rubber fiber buckets which are produced in three sizes and are practically indestructible; "Flexo" plastic dropcloths—a high-quality protective covering which can be used over and over, and seamless polyethylene rolls of light, medium, and heavy gauge.

Ed is also a distributor for 3M Scotch Brand products, masking tapes and masking machines, as well as for Larsen products. He is especially proud of the fact that he was the first Chicago distributor of Plasterweld and Weldcrete.

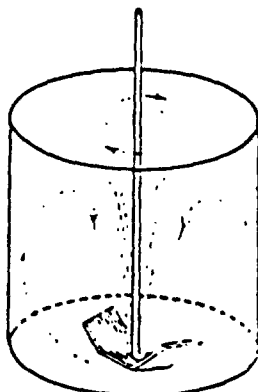
Wha-Lite Products is constantly bettering its existing tools and developing new ones. They are fully guaranteed and as the Whalens like

to put it, "The best Wha-Lite tools are not written . . . they are in the hands of plasterers and cement finishers."

Last but not least, Whalen manufactures a complete range of aluminum levels for the carpentry, lathing, and masonry trades and, of course, they are the originators of the "Whiz-stick"—a combination tool for plumbing, metal studs, ceiling track, and floor runners. The Whiz-stick approach to job layout usually saves up to 50 per cent in labor time. Without a doubt, the four generations of the Whalen family have given the trowel trades outstanding tools that have assured years of service as well as reduced labor and equipment costs. They have also been in the forefront of leadership in the plastering industry and have aided the growth of both local and national associates through their sincere and hard-working efforts. Walls & Ceilings would like to extend its special thanks and good wishes to Edward A. Whalen, Sr., and Edward A. Whalen, Jr., for the insight and support they have given to this publication through its years of publication.



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WITHIN THE CRAFT

Cavalcade Of Lath And Plaster

With the cooperation of Len Slagle, chief architect, department of the Navy, the National Bureau staged a program on lath and plaster before more than 50 Navy Department architects in Washington, D.C., September 18.

Included in the program was a working demonstration of the application of plaster veneer with the cooperation of Leo Schultz, National Lathing, Gil Wolfe, National Plastering Apprenticeship co-ordinators, and Robert Faust, United States Gypsum Company. Capping the visual activity the completed panel was painted red during the two-hour program.

Others to take part in the Navy presentation included James Antill, Texas Bureau for Lathing and Plastering — "Curtain Walls;" John R. Dewey, Inland-Ryerson Construction Products Company — "Solid Partitions and Pre-Fab Lathing"; Ralph Rauenswinder, Bureau for Lathing and Plastering of Greater Pittsburgh — "Radiant Heating"; Walter Kowalski, Concrete Chemical Products Company — "Epoxies"; Edward Fitzsimons, Aggregate Surfacing Corporation — "Granite Finishes;" and Daniel J. Goeke, Larsen Products Corporation, — "Bonding Agents."

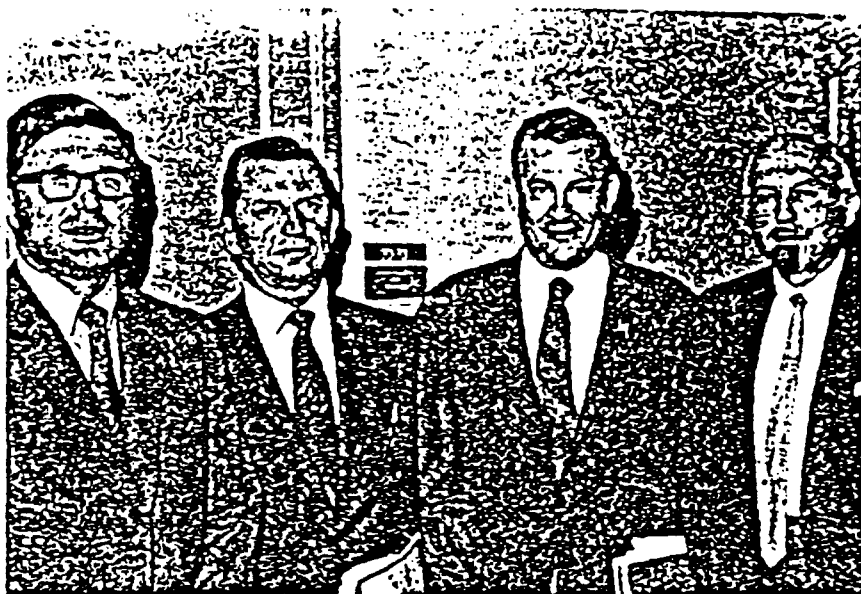
A. W. Oxholm and J. J. Bucholtz represented the Bureau staff during the fast-moving and informative program while CPLIA President Bill C. Carroll and Managing Director Joe M. Baker also attended.

Ideal Names Russell

Ideal Cement Company has announced the appointment of Travis M. Russell as Sales Manager of the firm's Northwestern Division.

Russell has been an Ideal Sales Representative, serving the greater Seattle area, since July 1961.

Russell replaces A. G. Stubblefield who had been Sales Manager since 1957 and an Ideal employee since 1948.



• AT NATIONAL Bureau presentation for Naval Architects are from LEFT: National Bureau president Joseph E. Conroy, Jr., Technical Consultant John J. Bucholtz, chief Navy architect Len Slagle and National Bureau coordinator and legal advisor A. W. "Bill" Oxholm. (Photo by Leo Schultz.)



• NAVY ARCHITECTS show much interest in fast-moving demonstrative seminar staged by National Bureau for Lathing and Plastering

Tool Group Expands

With affiliation of Hilti, Inc., and the U.S. Expansion Bolt Company into the membership of the Powder Actuated Tool Manufacturers' Institute, there are now eight in this industry group.

Others include Omurk Industries, Inc., Ramset Fastening Systems, Division Olin Mathieson Chemical Corporation, Remington Arms Company, Inc., Speed Fastener, Inc., subsidiary Elco Industries, Inc., Star Expansion Industries Corporation and USM Fastener Company, division of USM Corporation.

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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LET US "GET WITH IT" ON SURFACE COATINGS

To support continuing customer satisfaction with exposed aggregate and other forms of exterior plastering, we recommended nearly four years ago that an industry Task Force, under guidance of the Technical Committee of the CPLIA be formed to develop suitable and dependable products for surface coating, and to work up a recommended industry standard so easy identification of qualified products could be had.

The initial suggestion was met with enthusiasm—the Task Force started its work and many manufacturers expressed willingness to participate.

Here we are, four years later—there's been lots of discussion, many meetings and much traveling and we're still wallowing around in a morass of uncertainty, conflicting individual product claims and no standard to which we can refer for security.

In the meantime literally thousands of "me too" products have come to the market, hurting the op-

portunity for those manufacturers whose products may be suitable, and putting the contractor and his customers at the mercy of much "suede shoe" promotion and gimmickry.

To complicate matters, with all good intentions in the beginning, the Portland Cement Association undertook an evaluation of surface coating materials in its own laboratories, testing and comparing some 60 products for desirable results. This information, intended for member use, leaked out in many areas and caused greater confusion than before, both by what wasn't as well as what was said, and by the abuse of the information by many looking for selfish gain at the expense of the industry suggested program. Others came to the PCA, cudgels in hand, ready to do battle because they felt they had been discriminated against and hurt in the market place by the report.

So, rather than improve the situation, we find ourselves now in a more confused field than ever, with much goodwill lost, many fine jobs

getting dingy and dirty because they were not properly protected, and much bitterness within the industry itself.

If we can agree, and surely we must, that dependable surface coating will preserve and increase the market for exposed aggregate plastering, which is now big, big business in most areas, then the time to "get with it" has surely come. And, it would be our hope that those manufacturers and interests who are sincere and who feel they can answer the product need, step forward, identify their willingness to get on with this job, and have at it.

What does the industry need in surface sealers or protective coatings? Very simple, and we are quite confident there are many manufacturers who have the ability to provide them, but they must establish a means of identification to put those who would merely ride free on their merit:

1. A product which will have a reasonably long life, a means for identifying the time it should be renewed, and the ability to keep grime and dirt from penetrating the voids and capillaries in both the aggregate and the matrix, or the ability to protect them both so they may be easily cleaned.

2. A product which will preserve the natural colors of the original

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application and not yellow, muddy or otherwise change color.

3. A product which can be applied reasonably soon after the application of aggregate is completed so maximum savings in protection, in scaffolding cost and inconvenience may be gained.

4. A product whose maker is willing to stipulate proper application procedures and take steps to assure it is properly applied to meet its specifications and do the job claimed for it.

5. A means for easy identification of products which meet industry-developed standards. This should involve no additional cost or royalty, but would put those who fail to carry the label or identification on their merit to explain why—if their products can't comply.

6. A product which can be easily applied under average construction conditions and with tools and equipment readily available to members of the industry and their mechanics.

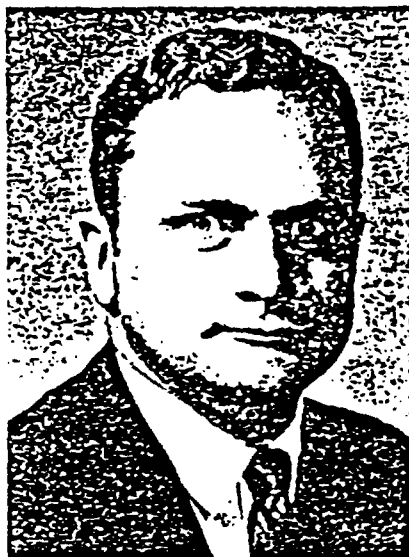
7. A product which is reasonable in cost for the job it performs.

Let's get with the job and do it!

William O. Faucher, 66, Worcester, Massachusetts, died September 25. He was a partner in Faucher Bros. Plastering Company in Paxton for 50 years before retiring six years ago.

Inland Promotes Two Executives

The appointments of John P. Regan as general manager, Milcor division, and Robert L. Fleisch as general manager of the Milcor division, central region, have been an-



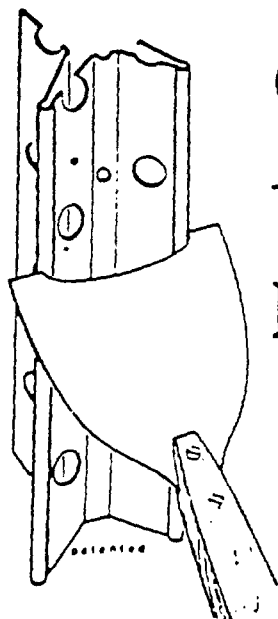
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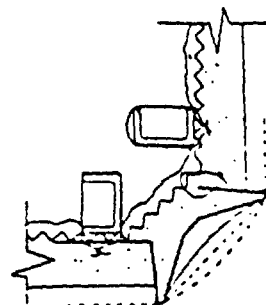
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• ROBERT L. FLEISCH

nounced by Inland-Ryerson Construction Products Company, Chicago. The Milcor division's main sales office and manufacturing operation are located in Milwaukee. Regan's appointment fills the post recently vacated by the retirement of Gordon W. Matthews, while Fleisch succeeds to Regan's former position.

Inland-Ryerson, a subsidiary of Inland Steel Company, manufactures and markets one of the country's largest selections of construction systems and components. The Milcor division's offering includes such products as metal lath and accessories, roof drainage materials, metal access doors and roof hatches.

John Regan joined the firm in 1953 and served as a sales representative in the Chicago area for several years before coming to Milwaukee to assume his first management post. In his new position, he has complete responsibility for the operation of the Milcor division.

Robert Fleisch joined the company in 1959 as a sales representative in the St. Louis area. Prior to his present assignment, he had served for a year and a half as sales promotion manager for the division.

Goldblatt Acquires Conquip

Goldblatt Tool Company has acquired the Conquip Company, largest producer of power trowel replacement blades. Goldblatt, a subsidiary of Bliss & Laughlin Industries, is the world's largest manufacturer of trowel trades tools. The acquisition of the Conquip line makes Goldblatt the largest replacement blade manufacturer able to supply blades to every power troweler on the market.

All future Conquip blade production will be handled at Goldblatt's Kansas City plant.

Be Wary Of "Numbers" In Sound

"If I were an architect or a building owner desiring a certain control of sound environment in a building, I'd be most wary of the 'numbers' game so freely played by those who would have many believe that high STC ratings necessarily mean I'd get what I wanted," advised New York consultant William B. Tabler before a recent Construction Specifications Institute meeting.

Tabler pointed out the design and construction of the whole is far more important than the advertised ratings of components and it is usually necessary to require a field test to confirm that acceptable results are obtained.

He urged architects and specification writers to require laboratory tests of planned systems as well as published field test data and actual on-the-job tests of the finished product.

"You can get a virtual sound-proof

wall," Tabler, for example, he explained, "but installation on the site seldom achieves that obtained in laboratories where utmost care and attention is given to installation techniques and time is of small consequence in meeting ultimate capacity of the system. You don't find this same condition on the site, so it becomes necessary to test the final installation as well before acceptance."

He further pointed out it becomes very expensive to correct undesirable conditions after the work is completed, so considerable savings as well as profit-making possibilities warrant careful advance planning and strict installation requirements.

"Sound," he said, "and the control of it will become increasingly important as the public seeks to find comfortable living conditions along with control of air and water pollution, so the opportunity for conscientiously-planned and performed construction poses a great future for all phases of the construction industry."

"People will no longer tolerate or buy space in buildings which are unmindful of comfort through sound control design and there is no reason they should. We have the techniques to provide buildings which will be suitable for their use and we should work together to provide them."



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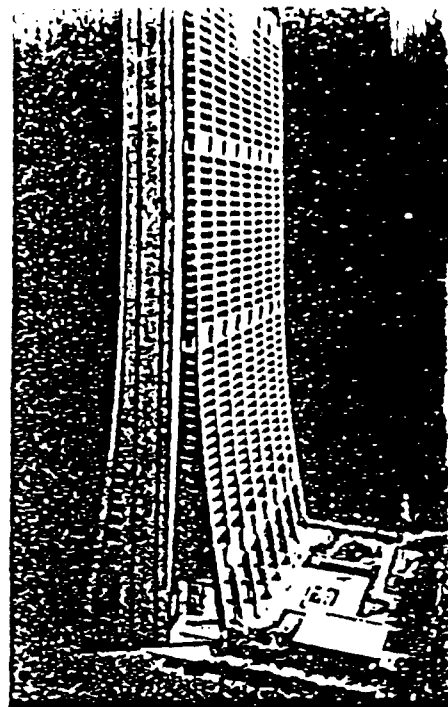
The "BIG FIRST" . . .

A Magnificent Building for Chicago; A Monumental Challenge for The William A. Duguid Company

To the student of architecture, Chicago is Mecca, the city that must be seen at least once in a lifetime. It is, at once, the storehouse of the past and the laboratory of the future." This statement relating to the audacious nature of Chicago construction has been offered by Owen Findsen, art editor of the Cincinnati Inquirer. He has also stated that, "Chicago has an unwritten rule that, whenever possible, a building con-

tains some concept that is totally new and unique. . . . Each major skyscraper tries to look like no other. . . . The city has great pride in the individuality of its buildings."

Chicago's architectural leadership has been reaffirmed by its two most recent buildings, the well-publicized John Hancock, a 100-story spire, and the "crowning glory" of the loop, the \$110,000,000 First National Bank Building. The "Big First" is clearly



unusual . . . a tapering tower twice as wide at its base as at its summit. This ski-slide profile is the eye-catcher that makes the building "different." Clad with huge slabs of granite and structured with 41,000 tons of steel framing, the First National Bank architects, C. F. Murphy & Assoc./The Perkins & Will Partnership, were able to express the soaring corporate image that the bank has retained through its years of financial leadership. The message of bigness, strength, ruggedness, and durability penetrates through the plush exterior, and then the basic medium for transmitting this message within the interior areas of the building is quality lath and plaster . . . over \$3,500,000 worth.

The William A. Duguid Company, nationally known lath and plaster contractors, found that this giant building posed more than life-sized problems as far as material handling, labor coordination, and mechanization were concerned. The sloping curve of the building was chosen primarily for visual rather than basic structural reasons and it made the hoisting of materials for all trades especially challenging. The Duguid Company worked with United States Gypsum Company, who was the major supplier of lath and plaster materials, on methods for palletizing channel iron, metal lath, beads, and special metal accessories. An outrigger type of boom was used to lift scores of 2,000-pound pullets of steel up and into each floor of the building. Hoisting of these materials began two years ago and storage for all building materials used in the interior finishing remained a critical problem throughout the construction period. The Duguid Company did convince the

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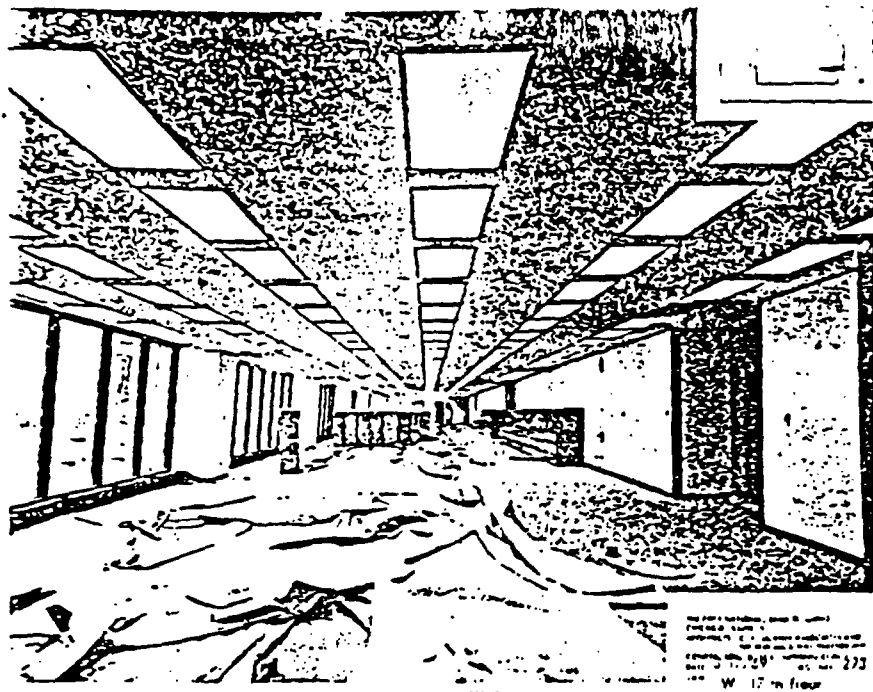
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• BANK FLOOR "double" ceiling.

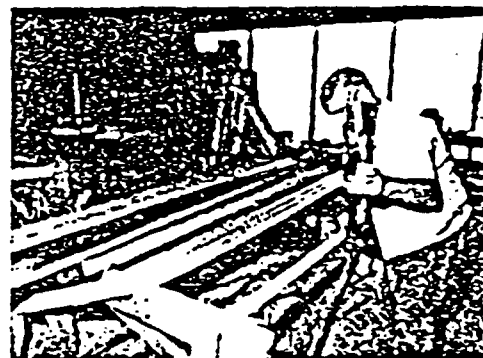
architect and builder that hundreds of hours of hoisting time could be saved and thousands of feet of floor space, for storage of materials,

could be freed by approving a mechanized plastering procedure whereby all plastering materials would be mixed at one permanent location and pumped up through pipes in the building smoke tower shaft for direct placement and spraying on each floor. This was accomplished by setting up a complete mixing operation at the first sub-basement level—a location that Duguid retained for the balance of the job.

Although they may have been able to go higher, they decided to limit their maximum pumping to a vertical height of 675 feet and an additional horizontal distance of 150 feet. This, in essence, was the 46th floor of the bank. Later they set up a special relaying system with an additional pump placed at the 43rd

floor which took over the pumping operation for the remaining height up to the 57th floor.

USG was especially helpful in constantly evaluating the proper plaster mix for a smooth pumping operation and mix proportions were modified at approximately every 15th-floor level. The Duguid Company has been in the forefront of mechanized plastering for years and the benefit of experience showed itself again on this job with problem-free pumping and spraying applications on all wall surfaces and in all stairways. Well over 60,000



• LATHER PREPARES special closures for 2" plaster mullions on First National Bank Building job.

bags of plaster were used on this greatest of plastering jobs in recent memory. Duguid has employed an average of 100 plasterers, 80 lathers, and 80 laborers per day on the this project. Despite a critical labor shortage during 1969, which caused the bank to order a massive over-



• LATHER PUTS on CAB around door opening for "shadow detail."



• PLASTERERS WORK on large ceiling in bank building.

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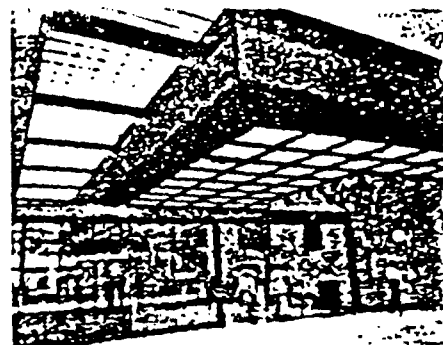
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time schedule for all trades, and the tremendous coordination needed between the electrical, mechanical, and architectural trades, as well as the usual delays in the delivery of specially made fixtures, the bank seems to be reaching its finishing stages at the projected time.

Duguid's problems in the areas of coordination were especially difficult and Pete LaBouve, vice president of the firm, had to be at the job site daily to make the kind of split-second decisions that could save thousands of dollars for the company. The specially designed and manufactured mechanical and electrical systems were integral parts of most plastered ceilings and so there was usually a week's time between the initial "ironing out" of the ceiling grillage and the final lathing operation. Approximately 80 per cent of the suspended ceiling work was of the "trapeze" variety. Because Duguid's lathers and plasterers would have to move from floor to floor while other trades secured their work, three carloads of planks, three carloads of sheathing, and 2,000 trestles were in use constantly—three entire floors would be scaffolded out simultaneously. This facilitated the "hopscotch game" and allowed for maintaining Duguid's production schedule. Both plaster job foreman, Doug Bolin, and lather foreman, Bill Waters, were greatly responsible for a fine production record.

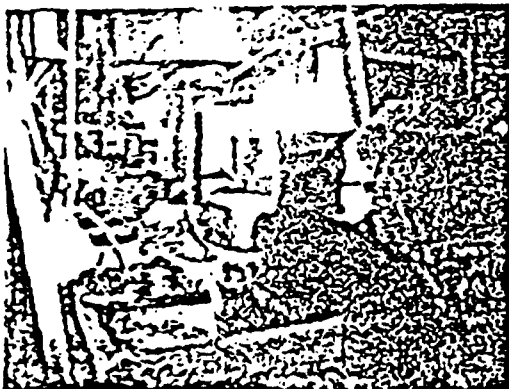
This was a "lather's job" as far as the complex ceilings, bead detailing, and special metal accessories were concerned. Of course, the major challenge was the enclosing of mechanical and electrical systems but there were many other special problems to overcome. One was the huge, block-long 60-foot-high bank floor ceiling. This was really two ceilings in one. A smooth-finish suspended plaster ceiling from which another anodized aluminum, "light-diffus-

ing" ceiling was suspended. The construction of this "double-decked" system was as follows: First, quarter-inch flat iron supports were bolted to the concrete beams. Then five-inch structural channel iron was welded to these supports. (The architect's original intention was to bolt the five-inch iron but Duguid's past experience on large-ceiling grillage showed that the welding method would eliminate the possibility of the structural iron slipping or deflecting.) Standard two-inch channel iron was then suspended from the five-inch structural iron and then cross-furred with three-quarter-inch channel. This ceiling



was one block long and one-third block wide... approximately 50,000 square feet of area. Even the scaf-

• LOOKING PAST relay pump on the 43rd floor to where hoses enter smoke shaft.



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folding had to be suspended from the concrete slab above by special hangers inserted by Patent Scaffold Company. Finally uni-struts were attached to the three-quarter-inch furring with special "tek" screws and after the plastering operation was complete the lower light-diffusing ceiling was suspended from these channels. Lathers carried out all of the above framing and welding.

Another trapeze effect had to be accomplished on the plaza ceiling which is immediately below the banking floor. Almost 75 per cent of this block-long ceiling area was taken up by recessed lighting fixtures. The balance was smooth-coat plaster. Because of the weight and massiveness of this electrical and mechanical system, two-inch iron was again used, trapezed, and then cross-furred with three-quarter-inch channel iron.

On all floors utilized by the bank and on many of the tenant floors, plaster reveals were specified. In these instances, casing bead was run along the top of all interior walls three-quarters of an inch below the ceiling lines. In addition, casing beads were used to achieve these special shadow details around all interior door openings . . . well over 500,000 lineal feet of casing bead was installed on this detailing alone. The reveal treatment was also carried out along the bottom of all walls utilizing a special metal base and clips jointly developed by Duguid and USG . . . over 35,000 lineal feet was used. Because of the tremendous demand for space in the Big First, an additional office

building, this one 30 stories, will be built across the street and Duguid reports that the same detailing will be used on the new building.

Another special item was a two-inch solid partition cap used throughout as a mullion closure at intersects along the exterior glass walls. Only two-inch solid plaster could answer the design requirement at the partition/exterior wall junctures because of the curving nature of the building, and the resulting need for a mullion with a flexible radius. These Duguid-designed mullions utilized a heavily gasketed spacer at the window abutment. These two-inch solid closures were fabricated on the job by the lathers.

Although there were many areas in the building where acoustical tile/air distributed ceiling systems were used, the important areas such as the executive offices, company restaurants, plaza and first-floor ceilings, and public spaces utilized the No. 1 "image building" material: lath and plaster. A great majority of partition work in the Big First was plaster-direct on gypsum tile. Close to 150,000 square yards of metal lath were used in the stripping of these walls as well as on the ceilings and in the stairways.

It is obvious to all who have seen the two newest buildings that the Big John Hancock comes across as the hands-down winner for Chicago's Edifice Rex award. But when it comes to graceful design, impeccable quality, and overall brilliance the masterwork of current Chicago architecture has to be the Big First.

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Carpenters Meet CPLIA Committee

Chaired by Gabriel Bifano, James H. Boyle & Son, Inc., Boston, a CPLIA committee met with officials of the Brotherhood of Carpenters in Washington, D.C., September 12 to explore possibilities of a working agreement between the contractors and carpenters.

Other CPLIA committeemen included T. E. Deese, Jacksonville; Donald Chambers, Mansfield, Ohio; Theodore Swift, Rockville, Maryland, and CPLIA managing director Joe M. Baker.

Carpenters were represented by William Sidell, second vice president; John S. Rogers, Patrick Campbell and treasurer Peter Tzerzick.

While the groups were in some disagreement over installation of screw-type steel studs and veneer base, the Carpenters expressed a willingness to work with the growing diversified interests of the CPLIA members and said they had instructed their local unions to give lathing and plastering contractors "every courtesy and aid in work falling within the jurisdiction of carpenters."

USG Names Day

Robert J. Day has been appointed General Manager, Western Construction Products Division, Los Angeles, it is announced by United States Gypsum Company.

Day joined USG in 1950 and has held a number of positions in sales and marketing for the Chicago-based manufacturer of building materials and systems.

He replaces G. R. Evans, resigned.



• ROBERT F. DAY



The CORNERSTONE

By S. DONALD VALENTI

"Stock Retirement—A Problem For The Close Corporation?"

The owner of stock in a closely held corporation should determine if Section 303 of the Internal Revenue Code can help him in his problem of paying his federal estate taxes.

Basically, he should review his situation and decide what he plans to do with his stockholdings at death. Whether he wants his interest kept in his family, or sold to his associates, to his corporation, or to outsiders, an analysis of his situation will do him much good.

He may learn that the relief provisions of Section 303 were intended specifically to help people like him to avoid the serious problem of cash shortage in his estate.

Whether he wishes to keep or to sell his interest, even a controlling interest, he may be able to have his corporation redeem at his death, in a tax-free exchange, an amount of stock sufficient to provide his estate with cash equal to all death costs, funeral bills, administration costs, federal and state taxes.

If the estate does not contain suf-

ficient cash or property that can be readily converted into cash, the executor will be forced to sell other assets, often under unfavorable conditions. Forced liquidation generally results in losses.

The "tax-relief" of Section 303 enables the stockowner to plan more effectively the distribution of the estate which he has spent a lifetime creating, and extract income-tax-free dollars from the corporation for the payment of costs.

But a corporation can redeem its stock only out of surplus. Business life insurance can assure a surplus and the cash with which to make the redemption of stock. Liquidity in the estate is assured. Life insurance also guarantees immediately that the plan will be fully funded from the outset.

Fernald Heads Florida

Larry Fernald, Fernald & Wallace, Inc., St. Petersburg, has been named president of the Florida Lathing and Plastering Contractors Association during the group's annual meeting at Ft. Lauderdale.

Other officers include Bobby Willis, E. L. Thompson & Son, Inc., Jacksonville, vice president; Wendall Hall, Wendall H. Hall, Inc., West Palm Beach, secretary, and George Brown, George M. Brown & Son, Daytona Beach, treasurer.

Directors include Marty D'Angelo, D'Angelo Plastering Company, Inc., Miami, and Harry Daugherty, State Plastering, Gainesville.

Next meeting of the organization will be held in January in Tampa.

Riedl to Vermiculite

John Riedl has been named vice president of American Vermiculite Corporation, according to president William S. Steele of the New York City-based organization.

He succeeds Watson Motley who died last year unexpectedly.

A Privilege and an Obligation to Serve Well . . .

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• **BILL CARROLL** presents charter to Employing Plasterers of Chicago president **William Duguid, Jr.**, as organization becomes Charter Chapter 16 in CPLIA during meeting September 16 in Chicago.

Seminar On Veneer

The Vancouver Island (British Columbia) Industry group participated in an evening meeting on Plaster Veneer October 6 in Victoria.

Present, in addition to some 75 Island industry people present for the event were Northwest Lath and Plaster Bureau past president **William R. Shearer**, member of the Portland, Oregon, contracting firm of **Fred Shearer and Sons**, and Bureau director **Charles F. Clay**.

Shearer's firm has been active in this new field of plastering.

Medusa-General May Merge

Medusa Portland Cement Company and General Stone & Materials Corporation, Roanoke, Virginia, are discussing a possible merger.

Under the terms General would become part of Medusa.

Who's Got The Press?

Many manufacturers feel they have discharged their obligation to their public-relations image when they sponsor an event at a convention, take a booth, or buy a customer a drink.

However, who's going to pay for their public image if they feel they can do their advertising by public relations "press propaganda?"

Advertising is what keeps the 'private press alive and provides it with the opportunity to tell an unbiased and believable story to the industry; it helps the press do a better job and keeps its staff much more friendly when a regular schedule of advertising backs up the rest of the public relations.

"Telling It Like It Is"

Nearly 10 years ago **George E. Fines** researched the exposed aggregate trade from precast to pebbledash and found it lacking in certain qualities. One example was the deterioration of the aggregate itself. No one had decided to protect the crushed aggregate even though it had fissures, cracks, and soft foreign spots.

Close examination of all types of exposed aggregate systems also showed several deficiencies in the matrix (bed coat). Some embrittled with time, ambered (yellowed), and were vapor barriers. Others used concrete with an aggregate in the mix which was exposed by washing out the retarded portion on the top. Another used stucco as a bed coat for seeding aggregate, and another type used resinous concrete (polyester and silica sand) as a matrix for seeding aggregate. In all cases the aggregate was exposed raw and there was evidence of "pop-out" and deterioration of soft or foreign material prevalent in all crushed stone.

It was evident something had to

be done to protect and harden aggregates as well as to eliminate fading of natural aggregates. This was accomplished in the Finestone process, by first dry screening all aggregates, then bathing them in a special hardening agent which soaks into all splits, fissures and soft spots resulting in even soft marble aggregates being hardened from a hardness of three to a hardness of seven on the moh's scale. And the true colors of the aggregates were brought out and fading was prevented.

Nearly all colored aggregates mined out of earth will fade when exposed raw to the sun and light. This pre-sealing treatment of the aggregate permits uniform application of optional high or low glazes, or matte finishes.

As for the matrix, this was another problem. It was decided it must be one that breathes (not a vapor barrier). It must have the ability to bend much beyond all known masonry backing flexural capabilities, bond positively to all types of backings and, of course, hold all types of aggregates available in the world.

George E. Fines had spent all of his working life (30 years), in cement coatings. He knew the ability of certain chemicals in portland cement many years ago and has de-

Congratulations !

C. P. L. I. A.

on reaching your 52nd Anniversary

Wm. J. Matthews, Inc.

reached this mark 13 years ago and knows how you must feel.

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noted many recent years developing and testing Finestone products. Therefore, as a result of comprehensive research and field tests with all types of chemical compounds, the final Finestone products, which were and are now marketed, contain portland cement and silica sand with special formulated water soluble plastics and powders. When mixed and applied according to the directions of the company the Finestone process produces durable all-round finishes.

Finestone products were developed specifically for surfacing masonry, i.e., metal lath, cement plaster, cement block, poured and pre-cast concrete. They have the same coefficient of expansion and contraction as that of cement.

From its inception, the Finestone Corporation has allied itself with the plastering trade.

The Finestone Corporation is not a "Johnny come lately" to the plastering trade, nor does its company policy permit working both sides of the subcontracting fence.

Several training school sessions are conducted during the fall, winter, and spring in Detroit to train mechanics employed by firms applying Finestone Surfaces. In addition, factory supervisory personnel

SHEEHAN PASSES

John Sheehan, seventh vice president of the Wood, Wire and Metal Lathers International Union died suddenly at his home in the Long Island, New York area, September 6.

Although but 48 years old, Sheehan had long been prominent in the industry in the New York area and with his recent appointment to the international level had commanded increasing respect on the national level.

His loss will be sorely felt by his countless friends and associates.

Promotion of Louis G. Munin to Vice President, Finance, General Portland Cement Company, with responsibility for overall financial policies, planning and co-ordination, is announced by L. James Wade, Jr., Chairman of the Board and Chief Executive Officer. Wade also announced the promotion of Michael D. Sullivan to Controller and of Don B. Morris to Assistant Controller.

James Anderies, 70, retired Denver, Colorado plastering contractor died October 1.

is available for initial jobs by applicator firms.

Exhibitors At Convention



Adapa, Inc.
Aggregate Surfacing
Anchor Manufacturing Company
Cement Enamel Development, Inc.
Ceram-Traz Corporation
Construction Products Division.
W. R. Grace & Co.
Dale Industries, Inc.
Dodge-Scan
Electro Plastics Corporation
Essick Manufacturing Company
Finestone Corporation
The Flinikote Company
Fry Reglet Corporation
General Stone & Materials Corp.
Georgia-Pacific Corporation
Glover Manufacturing
Hallmark Chemical Company
Hilli, Inc.
Inland-Ryerson Construction
Products Company
Insurance Co. of North America
K-Lath Corporation
Larsen Products Corporation
M D Corporation
Marino Industries Corporation
Muller Machinery Company, Inc.
Nathan Kimmel, Inc.
National Gypsum Company
National Bureau for Lathing and
Plastering
L. D. Peters & Sons, Inc.
H. K. Porter Company, Inc.
Ramset Fastening Systems
Remington Arms Company, Inc.
Sky Climber, Inc.
Soule Steel
Special Sections
Sprayon Research Corporation
Standard Dry Wall Products, Inc.
Star Expansion Company
Thomsen Equipment
Universal Papertech
U.S. Expansion Bolt Company
U.S. Gypsum Company
U.S.M. Fastener
Waco Scaffold & Shoring Company
Western Metal Lath Company
Western Products, Division of
Douglas Dynamics
Wheeling Corrugating Company



Metal Lath Specs

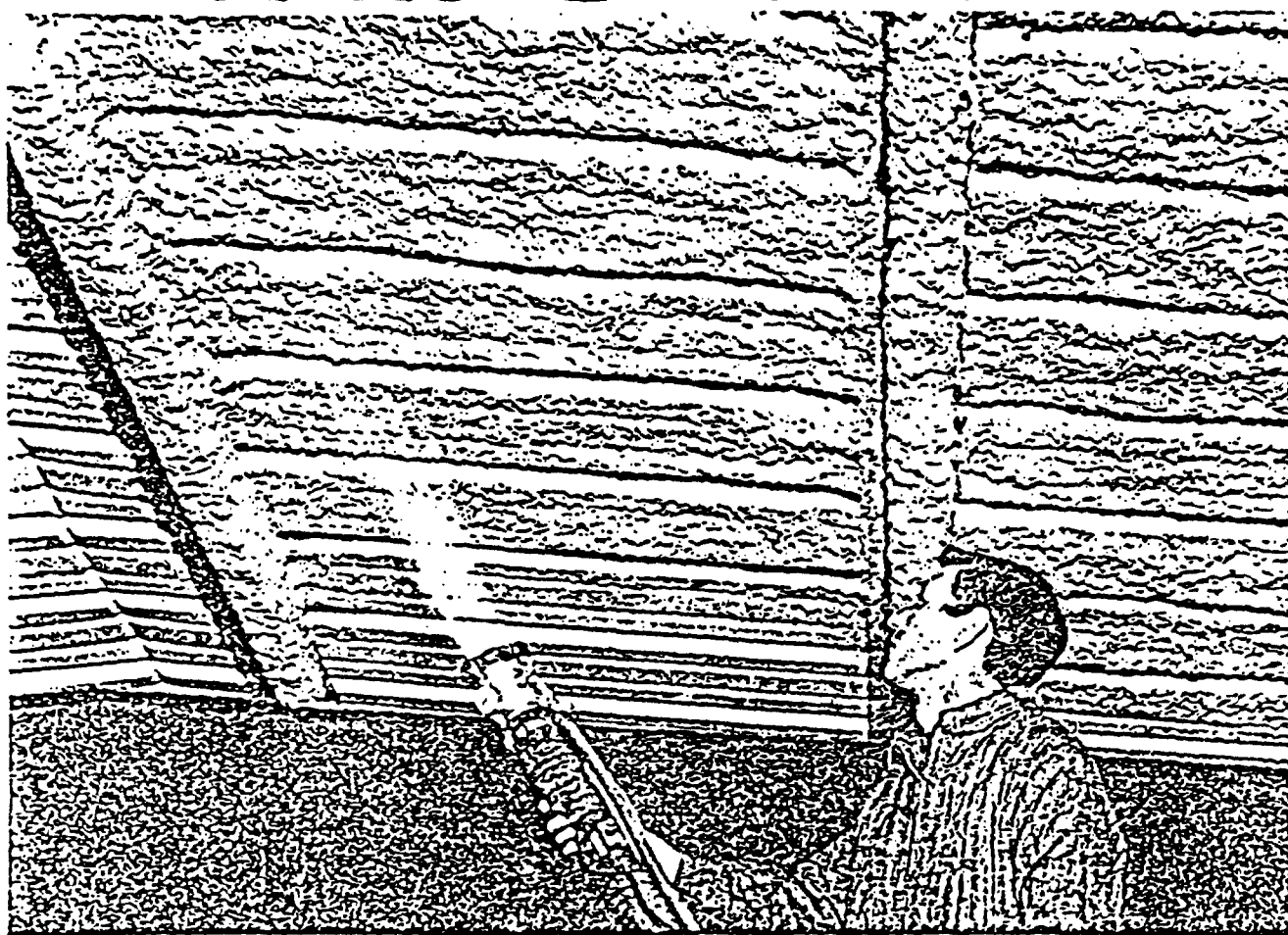
The Technical Services Committee of the Metal Lath Association has begun work on development of standard, non-brand specifications for metal lath exterior wall systems—both load and non-load bearings.

"A number of contractors, contractor groups, and bureaus have asked for this type of specification," declares MLA Managing Director Durward Humes. "This market is growing, and the people on the firing line want a guide for specification and selling purposes. The Metal Lath Association proposes to meet this need."

• TECHNICAL SERVICES Committee of the Metal Lath Association concentrated on exterior metal lath wall applications at its recent meeting. Members, from left, are Gordon Scott (Ceco), Chairman Richard N. Parker (Bostwick), Jim Fisher (Inland) and Tom Jones (Wheeling). Dave Petrig (Alabama) was not present when the photograph was taken

The newly formed Technical Services Committee met under the chairmanship of Richard N. Parker (Bostwick). Others in attendance, in addition to MLA President Robert M. Shook (Alabama), were Jim Fisher (Inland), Tom Jones (Wheeling), Dave Petrig (Alabama) and Gordon Scott (Ceco).

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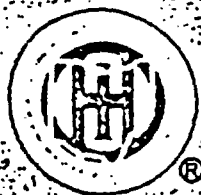
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