

FILE NAME: Kaiser Cement (KCEM)

DATE: 1969 Dec

DOC#: KCEM001

DOCUMENT DESCRIPTION: Trade Magazine – Entire Issue thru pg. 44 –
Adv List pg. 42

SenKofft pp 16, 27

G-T, Kaiser Cement ad.

Valls & Ceilings

Plastering Industries

5-DEC 15
Copy 1969



(taxes) 29.

Garage 8941-

Sylvias Mother 41

1-800-62

↑ Direct line to Wheeling
to order lath + access.

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

It won't cost you a penny.

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

112
89
151
22

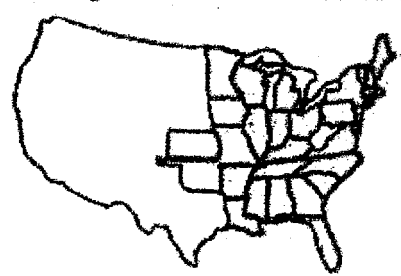
24
011
225

5430

FREE

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

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



Note: W. Va. is excepted.

Wheeling Lath

Wheeling Lath Corp., Inc. Wheeling, Pittsburgh Dist. Corp., Wheeling, W. Va.

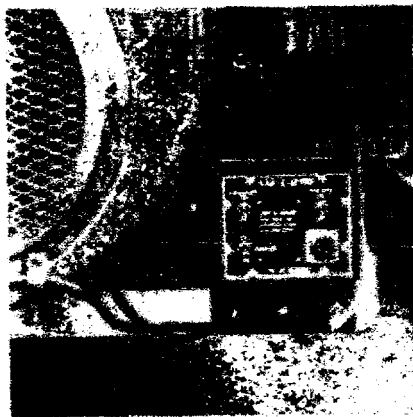
WHAT'S NEW?

\$5 CASH

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

Control Improves Machine Efficiency

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



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

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

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

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

Freeze And Fire-Proof

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

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

Thus, a new concept is born the fast-moving building program and it will work "just dandy" long as the structure does spring a leak!

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

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

First two units are mounted

• **ELABORATE SCAFFOLD** for lathing and plastering the National Bank in Atlanta, Ga. used "Trouble-Saver" product consisting of 55 22' trusses and 160 22' radial support for center of circular column. The scaffold provided 10 different elevations. AAA Plastering Company in charge of work.

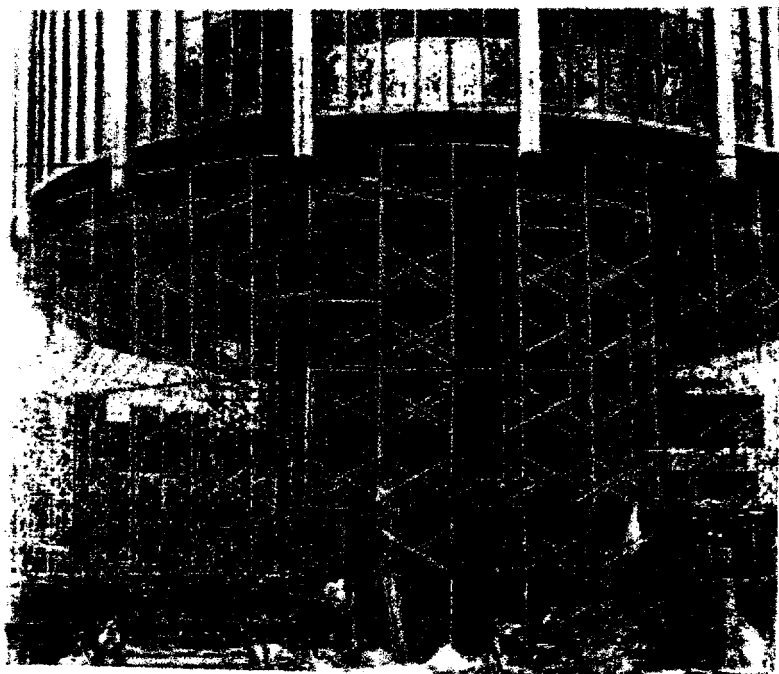
MIXERS

FOR COATINGS • DRYWALL
PLASTER • PAINT
ACOUSTICS • EPOXIES



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

For prices and information, write:
Quik-Spray, Inc.



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MATRIXES

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*Cota Industries Provides
3 Systems*

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VINYL MATRIX

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TROWELED MARBLE

—A one-step system consisting of marble aggregate suspended in a clear plastic matrix — 32 colors — thousands of blends.

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



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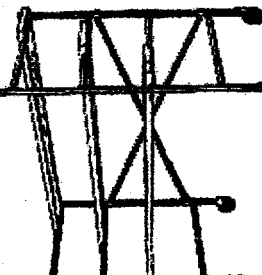
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Am interested in: ☐ See literature. ☐ Have Salesman call.

Name _____
 Company _____
 Address _____
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MAIL TO:
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 203 Jefferson St., Torrance, Calif. 90501
 Phone: (213) 775-6736

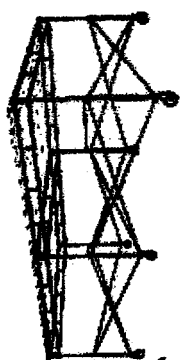
Superior scaffolds for plasterers



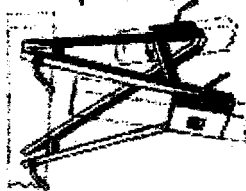
MIDGET ROLLING SCAFFOLDS



APARTMENT HOUSE FRAMES



FOLD-AWAY ROLLING SCAFFOLD



JIFFY JACKS®

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

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

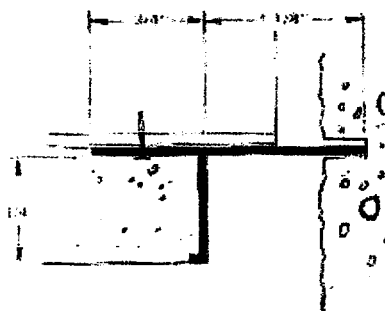
Positive speed control means that the pump will go from standstill to wide open in only two seconds — without the customary time lag characteristic of air control. Of course air leaks no longer have an effect on engine operation. All air put out by the compressor is available for atomizing purposes at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

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

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

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

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



PROMOTION MAN

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

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

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

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

New Drywall Panels

A Chula Vista, California firm is producing a new type of drywall panel. The Lamtec Corporation at 789 Anita Street is making the panels from a lamination of gypsum board and paper honeycomb core according to Francis J. Mayers, president.

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

Disc Adapter—A new disc adapter for the Omark 330 powder-actuated tool makes it easier to shoot slates to slab floors. The adapter holds ¾-inch discs in a urethane band that prevents them falling off. Omark Industries, Inc., 2100 S. Millport Road, Portland, Ore. 97212.

Hot Rolled Channels

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"So were you, Bob!"

Rely on **FRY** always

"So were you, Bob!"



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

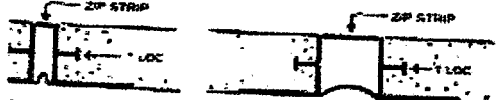
Bob Reed didn't agree: he said Fry's new "T'-Reveal Mold" would be the hot one.

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

noticed that BOTH new products shared the limelight.

IF YOU COULDN'T BE THERE, you'd better find out *soon* why these items drew such big crowds. Write today for data sheets. FRY REGLET CORP. / 3028 Dolores St. / Los Angeles, Calif. 90066.

EXPAN-O-SCREED



PES-250

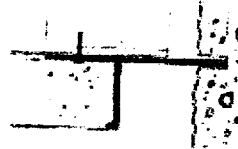
PES-750

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

"T"-REVEAL MOLDING

NEW!

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



Send for specifications, details and cost today on

Expan-O-Screed for plastering expansion

T'-Reveal Molding for neater, cleaner edges

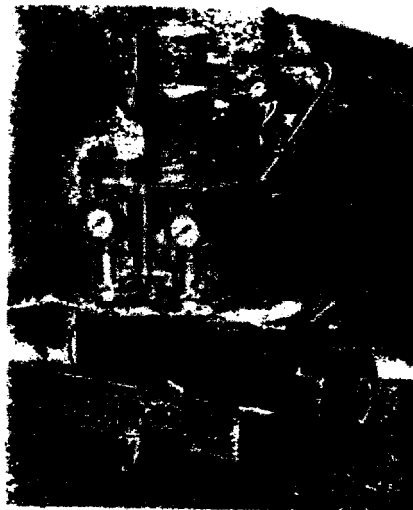
Fry products for plastering

Name _____

Company _____

Address _____

City, State, Zip _____



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

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

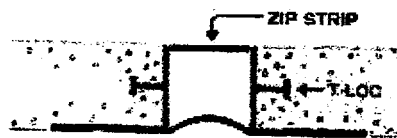
Included are the air-powered proportioning pump with air regulator

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

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

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

EXPAN-O-SCREED



PES-750



PES-250

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

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

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

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

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

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

Intended for use in attaching dry-



natural steel and concrete, Model DX-350 is claimed manufacturer to cut fastening in half where a series of fasteners is made in quick succession. Many tests have indicated DX-350 can average 8-12 fasteners a minute, compared with 4 fasteners by a tool in which fasteners and drive load must be tensioned one at a time.

Complete details on Model DX-350 are available from Hilti Fastening Systems, 360 Fairfield Street, Stamford, Connecticut 06904.

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



Take Control of the Gun

... Clean Up - Profits

- Variable speed control at the nozzle.
- Will work on any make gun
- Instant Control at the Nozzle, no matter what hose length you use.
- Control Switch is absolutely waterproof.
- 2 seconds from idle to wide open throttle.
- Puts all of the air at the airstem where you need it.
- 12-volt operation.
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- Less mess, more money.



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Electronic Controls With A Brain

VAR-E-SPEED MFG. CO.

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Black Painted, Cold Formed, Hot Rolled Also Galvanized

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Galvanized, All Ga Dead Soft Annealed

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Dead Soft Annealed Coils, Hanks or Cut Straight

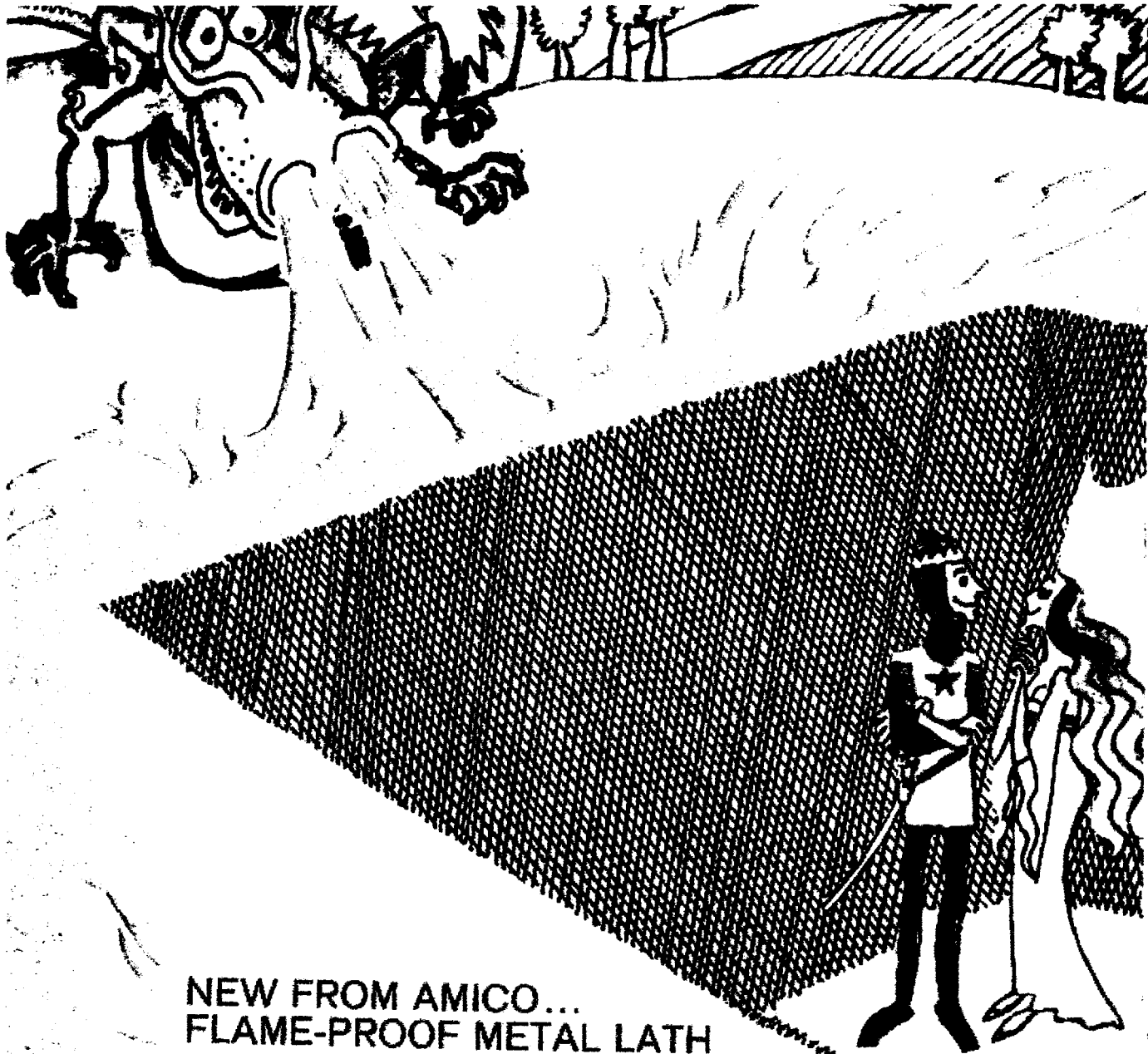
BARUCH STEEL CORPORATION

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New York, N.Y. 10017

Inquiries Solicited





NEW FROM AMICO... FLAME-PROOF METAL LATH

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

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

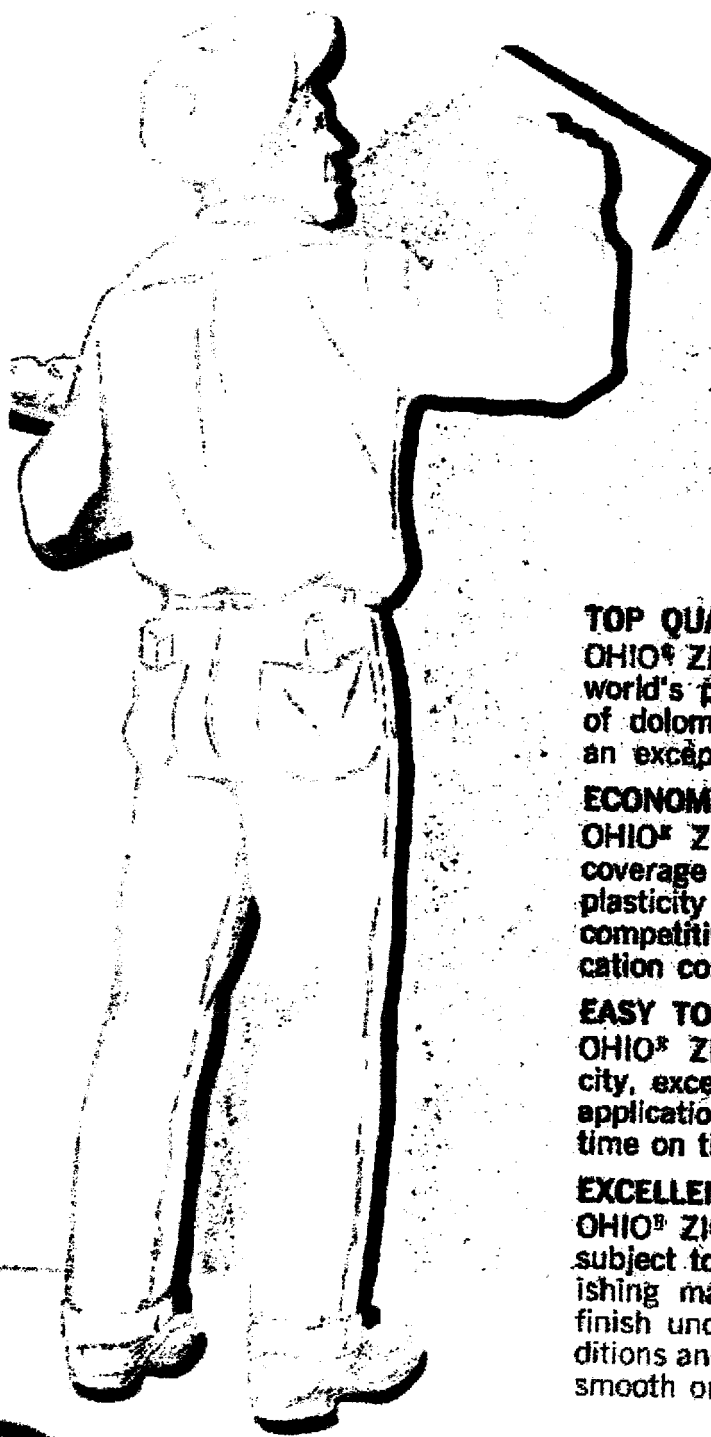
Fire retardant, backed, metal lath is available in both black and galvanized Diamond Mesh Sheets, either plain or with a 1/4" self-furring feature.

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



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

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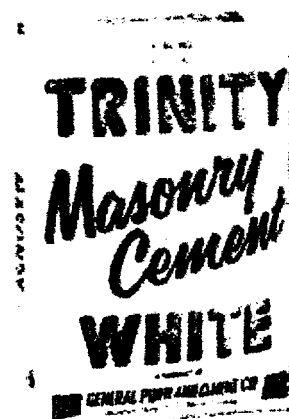
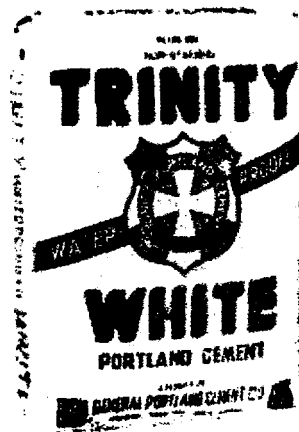
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GENERAL PORTLAND CEMENT COMPANY



LIA's New Name Is IAWCC!

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

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

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

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

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

cre's never time," and time, talent and travel cost much
or the many things the industry must do.
demands are coming, however, which must be accommo-
real progress is to be made in most important avenues. The
rtant Technical Committee will ask that more time be allo-
r its in-depth deliberations and hard work. Likewise, local
s and labor advisors will ask that a suitable time be set for
onal Bureau deliberations in a locale free from interruptions
important tasks.

CONVENTION EVENTS

- February 18-21, 1970 — California Lathing and Plastering Contractors Association Annual Convention, Riviera Holiday Hotel, Palm Springs (Exhibit Space Available)
- April 16-18, 1970 — SE Conference CPLIA, Causeway Inn, Tampa, Florida.
- April 19-21, 1970 — SW Conference CPLIA, El Camino Real Hotel, Juarez, Mexico.
- April 23-25, 1970 — Northwest Lath and Plaster Bureau Annual Convention, Washington Plaza Hotel, Seattle (Exhibit Space Available)
- May 1-3, 1970 — Mid-Atlantic and NE Conference CPLIA, Greenbrier, White Sulphur Springs, West Virginia.
- May 23-26, 1970 — CPLIA Board of Directors, Committees and Industry Meetings, International Inn, Winnipeg, Canada.
- June 18-20, 1970 — Texas Lathing and Plastering Contractors Association Annual Convention, Robert Driscoll Hotel, Corpus Christi, Texas (Exhibit Space Available)

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

Subscription, \$3 a year in advance; 1 years, \$5; single copies, 35c. Owned and published by Plastering Industries, Inc., Charles F. Clay, Editor-Publisher. Advisory Board — International Assn. of Wall & Ceiling Contractors, Plasterers' and Cement Masons, Lathers', Hodcarriers' and Laborers' Unions; Northwest Plaster Bureau, Inc.

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

FIELD EDITORS—Advertising Representatives:
California: Robert F. Welch, 14906 Ventura Blvd. No. 204, Sherman Oaks, Calif. 91403. (213) 788-8733.

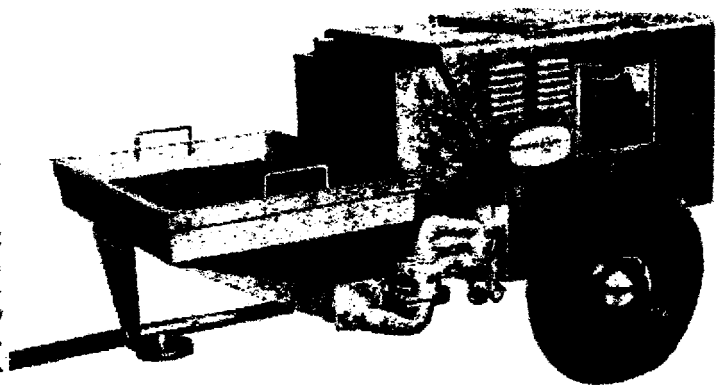
Editorial and Business Office—Construction Center, 215 W. Harrison, Seattle, Wash. 98119, 204-7160 (Area Code 206).
Manuscripts, industry news, photographs must be accompanied by self-addressed stamped envelopes for return. Published by Plastering Industries, Inc., official organ International Assn. of Wall & Ceiling Contractors. Bill C. Carroll, Pres. (until Dec. 31). Thomas J. McGlone, 1970 President. Printed in U.S.A.

TEAM POWER

TWO BRAND NEW TOMMY GUNS FROM THOMSEN

TOMMY GUN MODEL A3.75

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

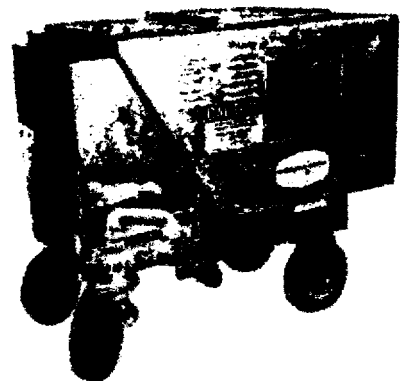


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TOMMY GUN A3.25 BOOSTER

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

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A NEW INTERNATIONAL ASSOCIATION OF WALL & CEILING CONTRACTORS

Thomas McGlone Named President at Las Vegas Meet

By Robert F. Welch

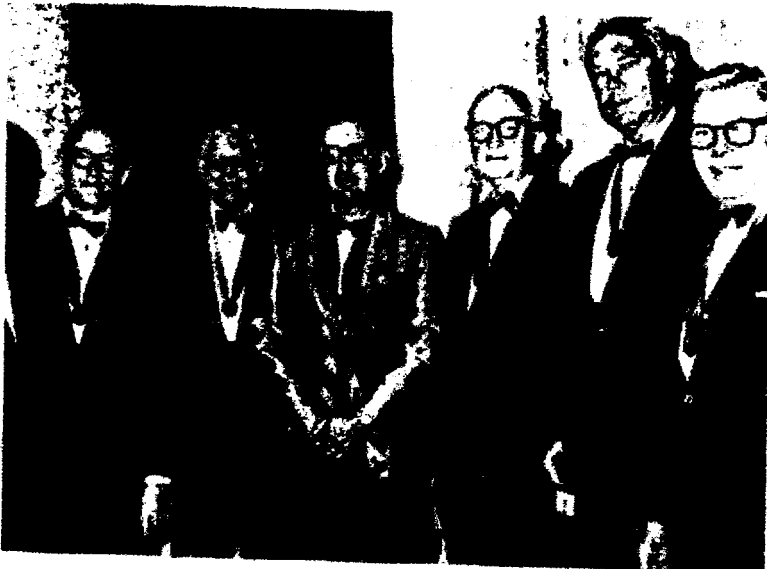
Industry grows, so does association. For 52 years, has tended the interests of firms specializing in lath and

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

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

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

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



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

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

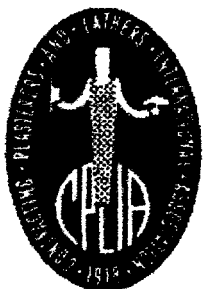
Thomas J. McGlone of Rahway, New Jersey, was named president of the re-named organization effective Jan. 1, 1970. He is a recognized leader who has held most of the important association posts and is past president of the National Bu-

(Please turn to page 15)

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



Elected at Las Vegas



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

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

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

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

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

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

* * *

And to The Board

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

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

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

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

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

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

Great Lakes Conference — Glenn Hartsell, A. J. Giraud Company, Detroit, Michigan. Harry J. Vermetti, Mid-States Lathing and Plastering, Rockford Illinois Don-



WHAT THEY DID
AT



LAS VEGAS

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

NAME CHANGE

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

COMPETITIVE INTEREST

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

NON-INDUSTRY MEMBERS

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

BOARD

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

ANNUAL DUES

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

JOIN GROUPS

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

LATHERS-CARPENTERS

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

STILTS

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

AREA BARGAINING

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

STRIKES-LOCKOUTS

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

APPRENTICESHIP

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

NATIONAL AGREEMENTS

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



E VENZIE makes the Venzie award during banquet at Las Vegas

Venzie Award To McNulty

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

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

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

JR McNULTY accepts award in place of his father who was unable to be present for convention



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

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

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

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



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

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

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

may have had by winning the Es-sick mixer.

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

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



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



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

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

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

A chilling report on the effects

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



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

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



Bureau Advisors

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

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

Southeast — A. Eugene Erwin
Southeast Bureau for Lathing and Plastering, Atlanta.

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

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

Northeast — Roy Selland, Jersey Bureau for Lathing Plastering.

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

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

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

Northwest — Charles F. (Northwest Lath & Plastering, Inc.)

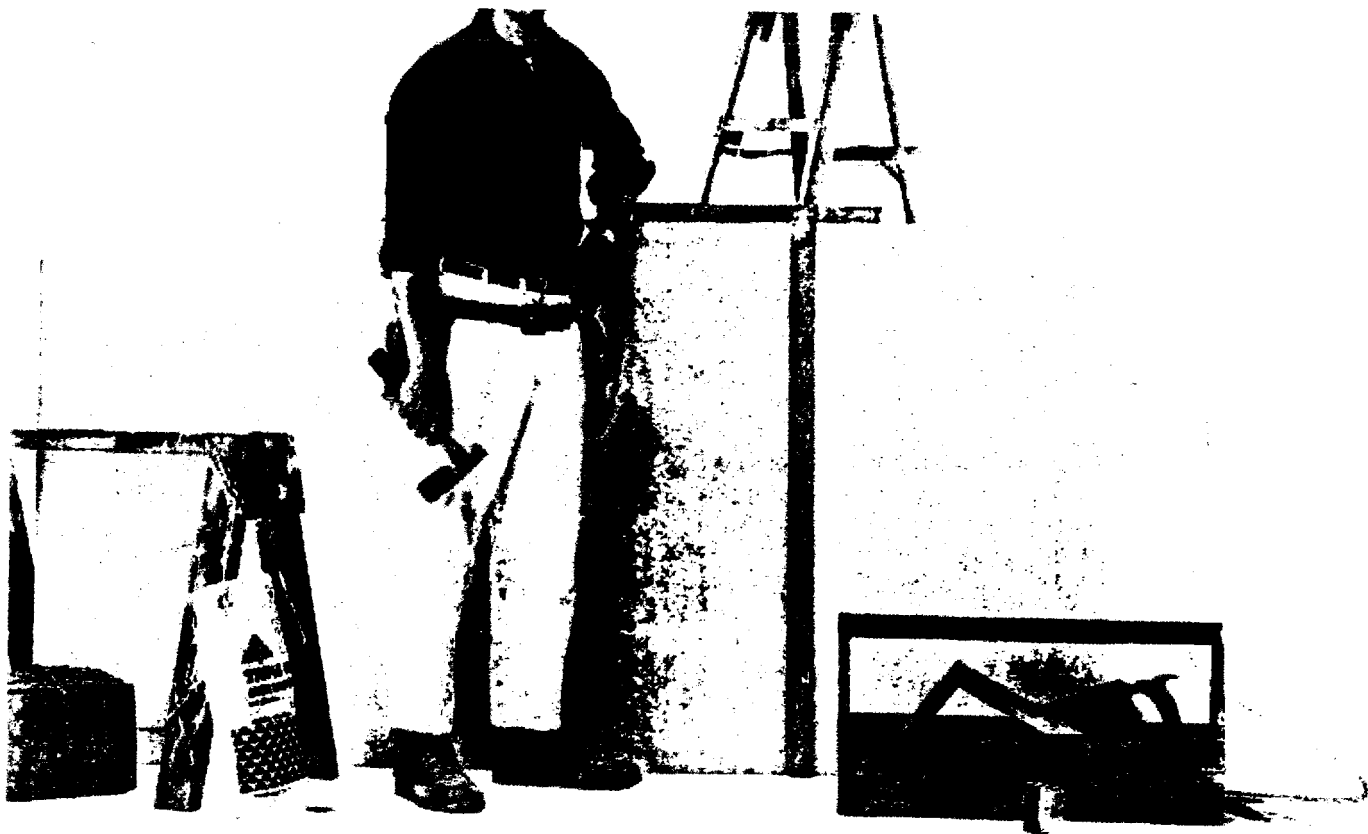
of asbestos was presented by Irving J. Selikoff, Mount School of Medicine, New York. He outlined results of a study on 632 asbestos workers, concluding beyond all doubt that the fibers cause cancer when they are in contact with human tissue.

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

30 Years For

During the busy Las Vegas convention Joe Radacki, 30-year-old Omaha, Nebraska, plumbing contractor, celebrated a special event of his own and many others from Europe and other foreign lands, marking a milestone in his new land.

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



**This man is about to install
ceiling and heating system
faster than you can install
just a heating system.**

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

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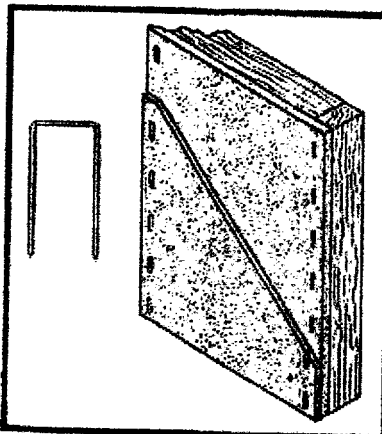
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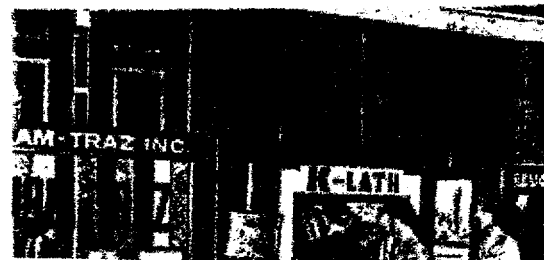
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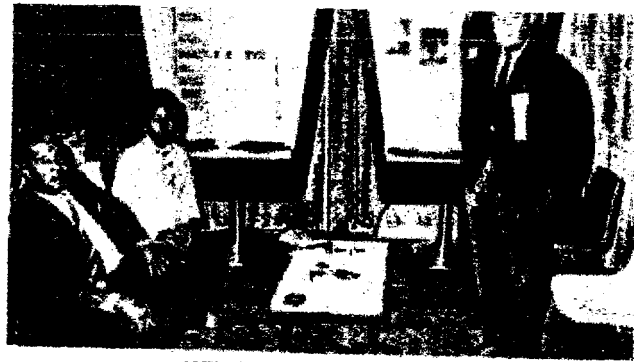


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Interest at Wall & Ceiling "Success" Meet



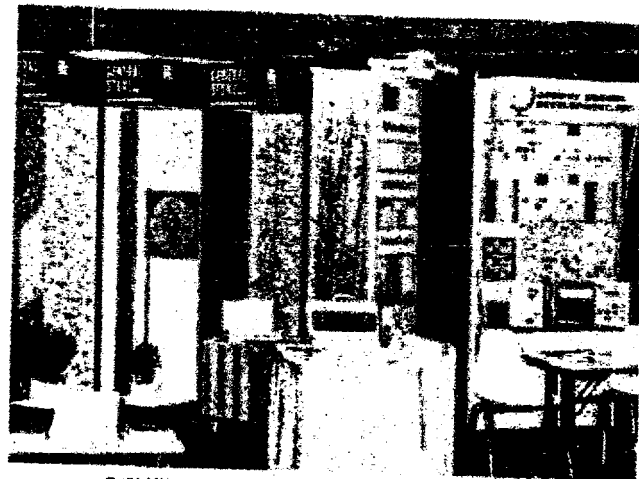
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• "TAKE OUR picture and put it in the magazine" were the special orders our editor received

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



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



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

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



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



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

Builders Build with Permanente Plastic

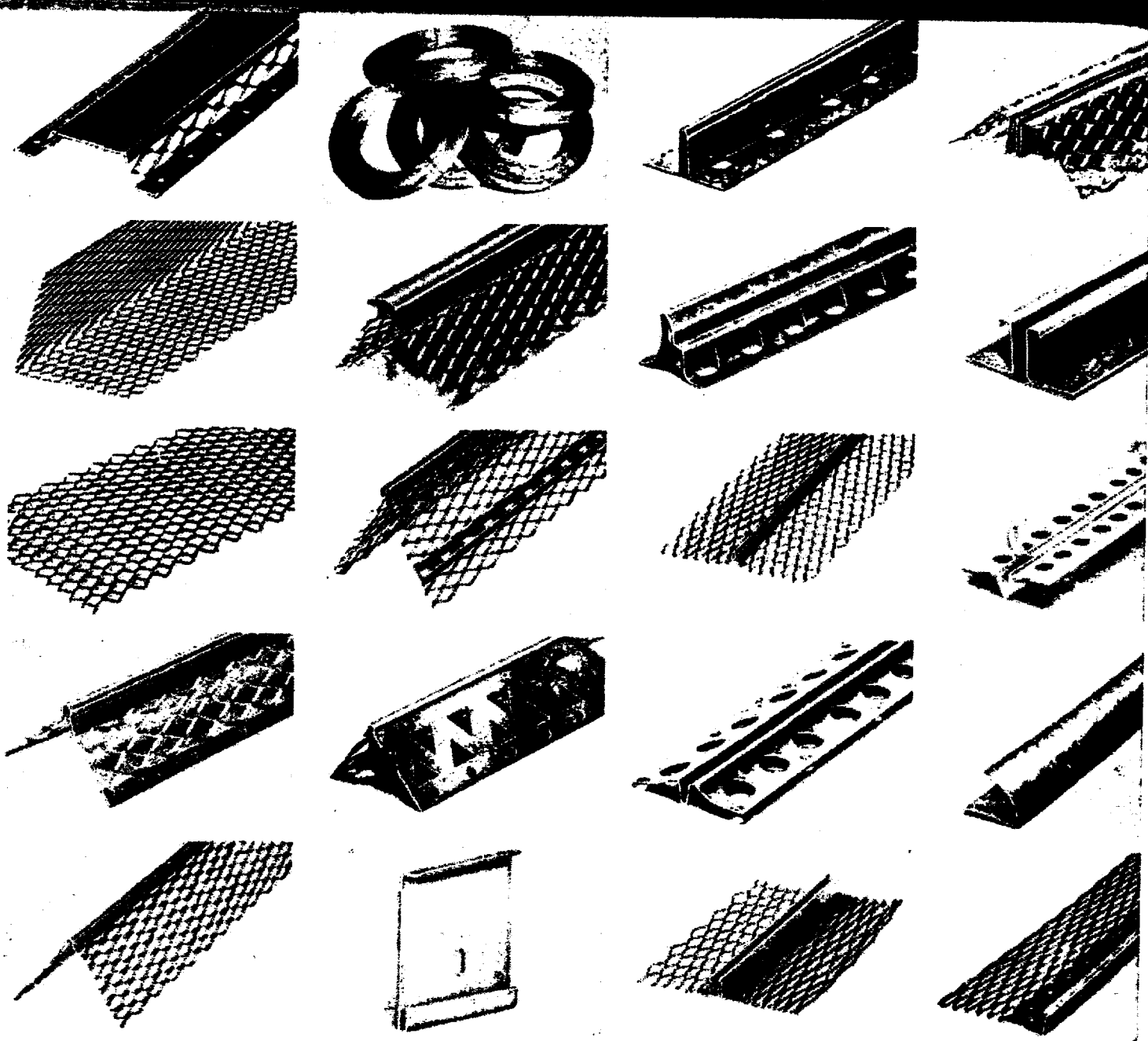


La Jolla Villa apartments were designed by Kamnitzer, Marks & Partners, A.I.A., Los Angeles and constructed by Marland Development Company, La Jolla. Permanente Plastic Cement was applied by Perma Wall, Inc. of San Diego.



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

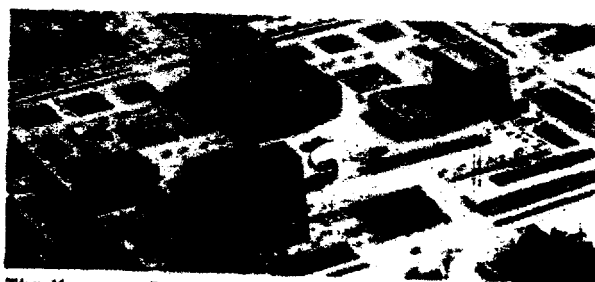
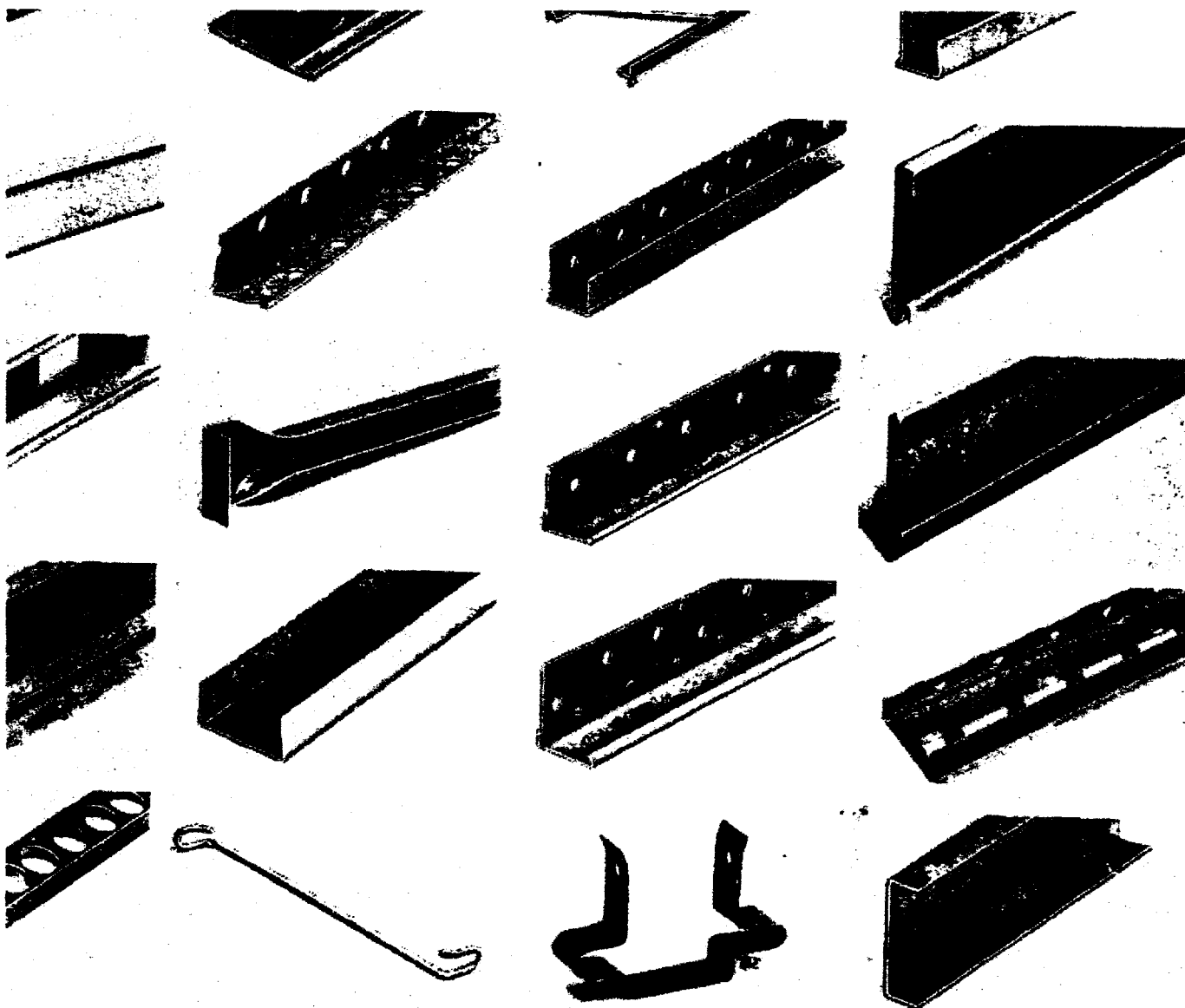
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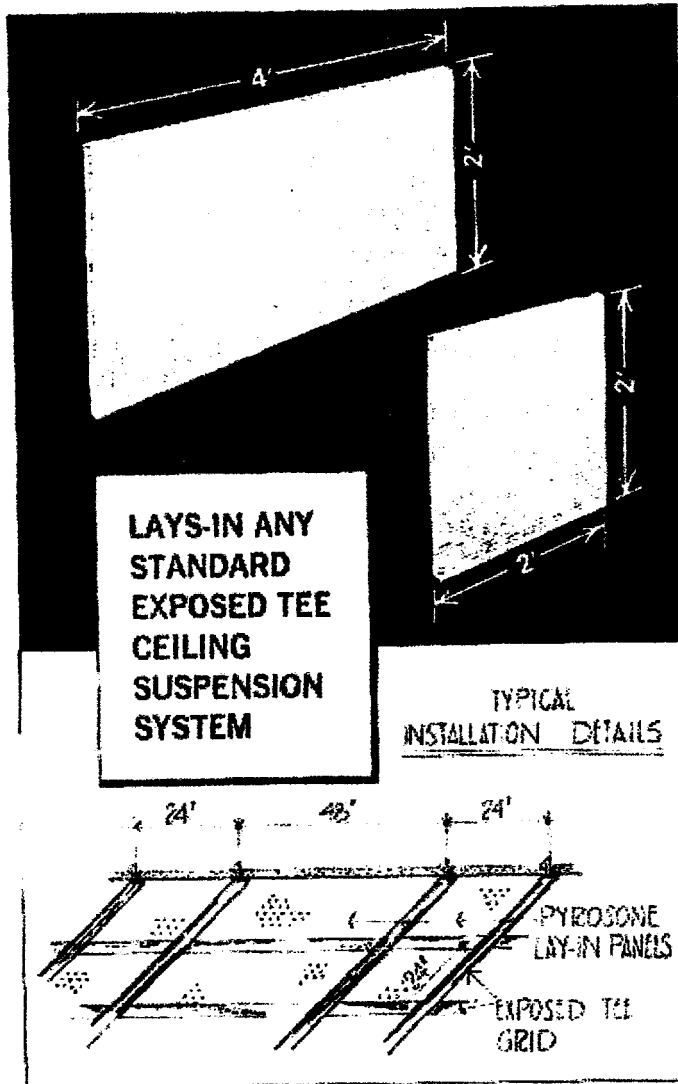
Rhodes and Rodier of Springfield, Illinois, was the plaster contractor for the job.

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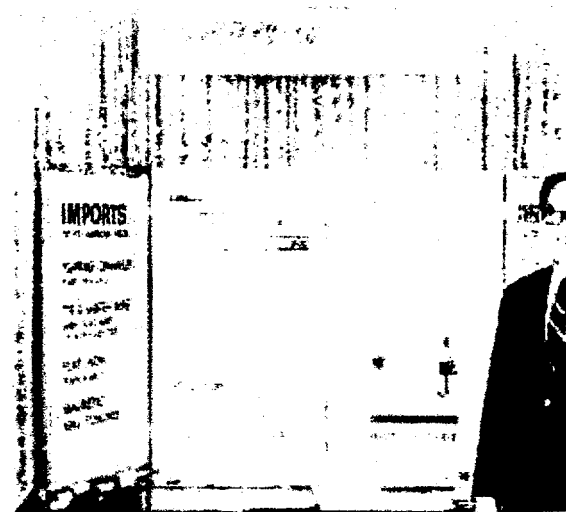
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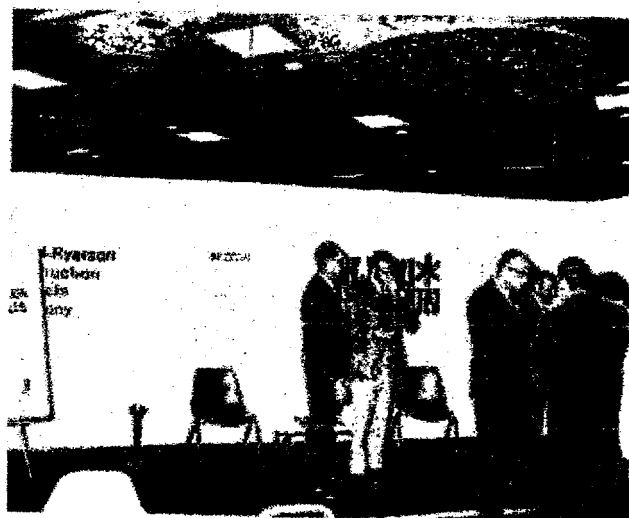
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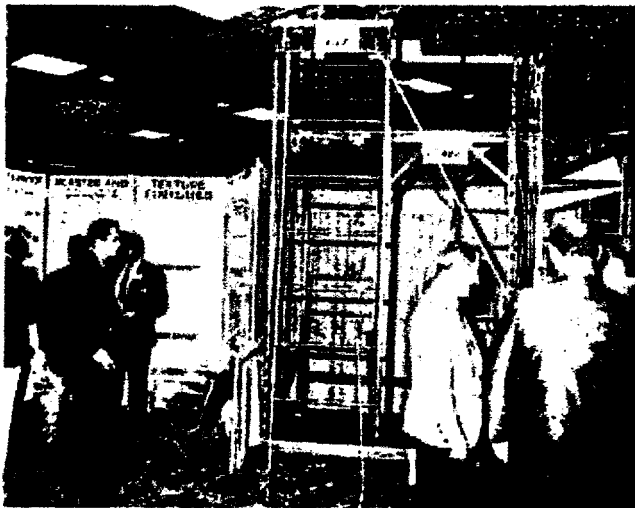
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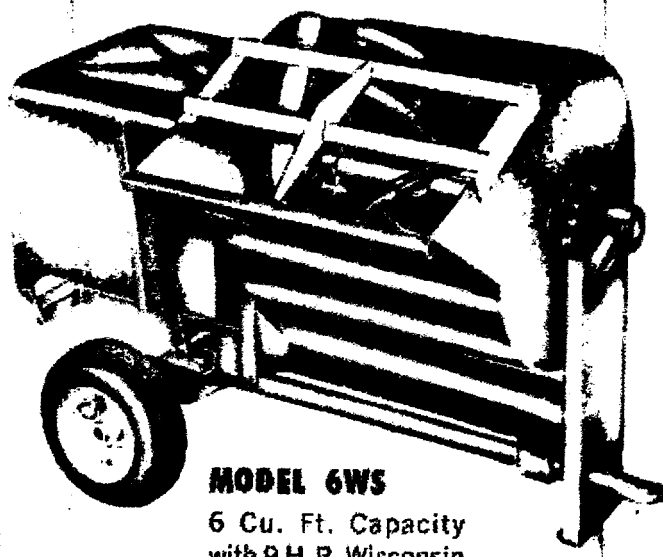


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E. ODIN NIELSENS of Denver is to be on a second honeymoon



• **AGREEMENT ON** Technical and Manufacturer Liaison matters is shared with Madeline Schaalk by Edward Schaalk and Joe Koetters

VENTION (from page 16)

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

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

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



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

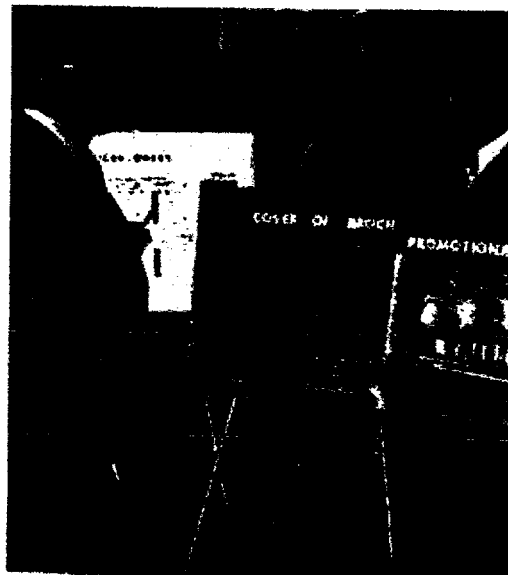


collecting methods and proper en-closures at construction sites.

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

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

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



Success Is Learning About Your Business

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

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

Among the subjects:

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

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

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



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

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

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

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

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

W. R. GRACE - FRY REGLET



STAR EXPANSION - HALLMARK - SOULE



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

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

Ornate embellishments of a
tion or two ago are no long-
he top of the popularity list,
ith cast and run molds can
uted in the most modern and
porary forms. As for mate-
ontractors were reminded of
rene, an exceedingly light
and economical substance
has been used to achieve
very unusual effects. Casting
istical plaster in a variety of
has also proved an attractive
f ornamental treatment.

lists agreed on the necessity
ablishing performance stan-
a ornamental work and mak-
t data available to architects
iders. It was also agreed
national library of informa-
lating to ornamental plaster
be helpful to the industry.

Labor Problems Discussed

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



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

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

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

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



● SAL MASO, Lathers International
Union

● THURMON RADFORD, Building
Laborers International Union



FRIENDS Tommy Thomsen
Job Baruch, Baruch Steel
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EXHIBIT





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

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

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

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

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



tioned some of the major problems facing the industry.

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

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



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

as 10 years ago, he pointed out. Then why is it, he asked, that 80% wage increases are now being demanded instead of the more modest former requests?

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



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

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

Aggregate Sealers: Two new sealers for exposed aggregates and exterior plaster have recently been introduced by Ceram-Traz Corporation. Both are said to be non-yellowing, provide excellent water resistance for maximum protection and to be economical. CC 909 is Flat Sealer, while CC 585 provides high gloss surface. The material may be applied by spray, brush, roller and dry in from 10 to 30 minutes. For further information, contact Ceram-Traz Corporation, 6500 Ford Street, Minneapolis, Minnesota 55428.

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

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

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

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

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

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

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

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



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WITHIN THE CRAFT

Jack Brown Dies

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

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

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

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

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

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



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

New Center Director

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

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



• T. P. BUCKLEY

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Caldwell Dealer Manager

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

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

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General Names Officers

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

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

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

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

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

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

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



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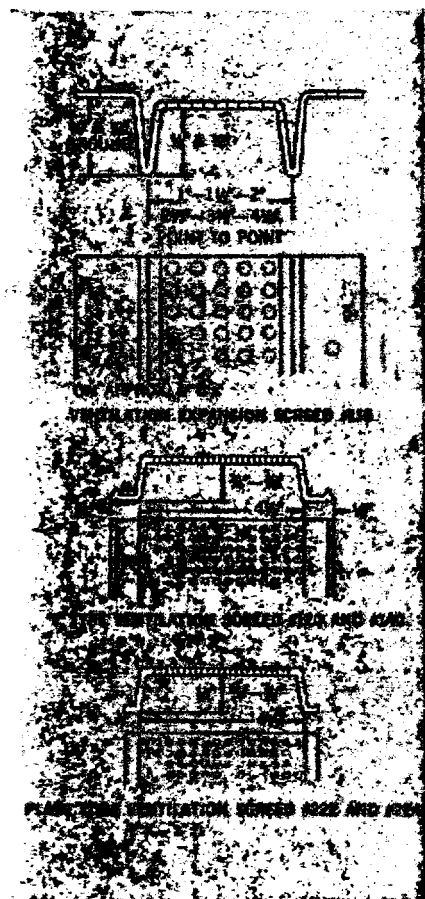
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• WILLIAM J. BOURKE

Grace Names Bourke

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

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

Mitchell to Keene Post

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

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

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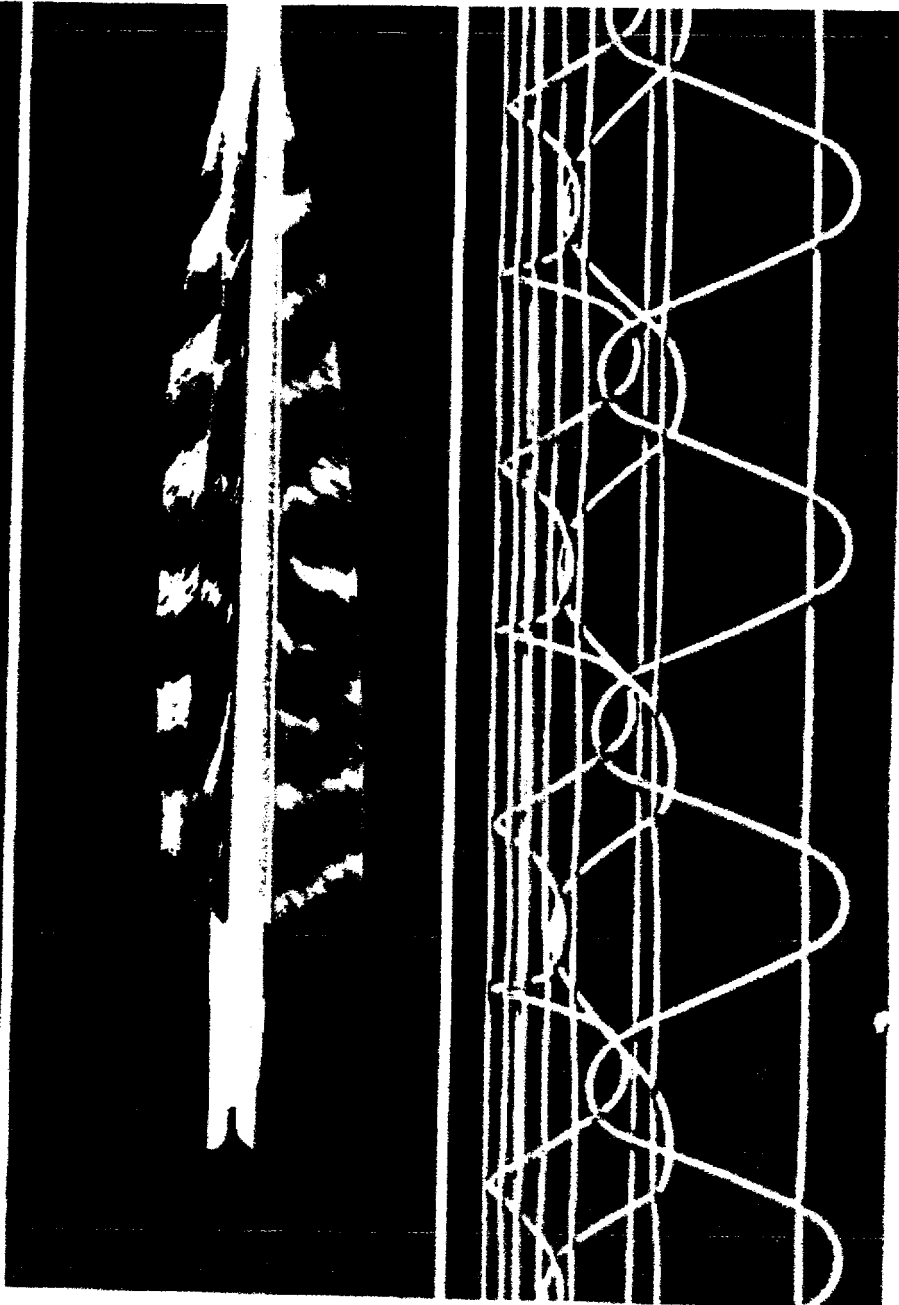
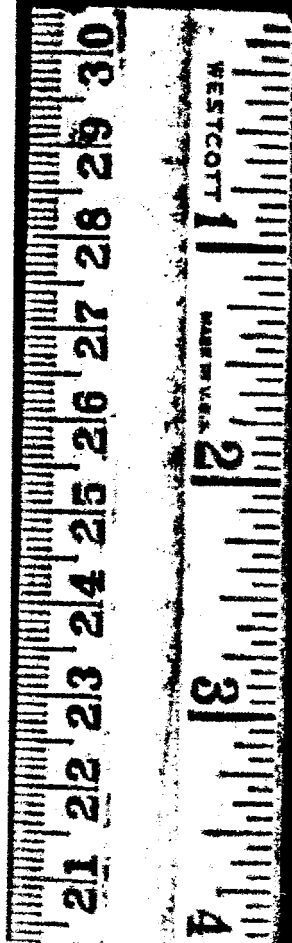
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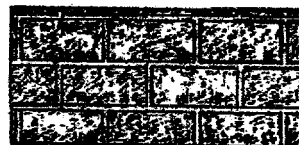
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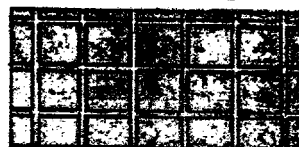
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MIDTT WIENERS!

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

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

The plastering crew included Kemp, Ken Christensen and Ruse.

• **ARCHITECTS ARE** entered by the Northwest Lath and Plaster Bureau, Inc., Promotional Fur the AIA's Pacific Northwest Regional Conference at Seaside on the Oregon Coast. The B. hosted the open evening's "g-gether" party during the fou meeting



With Our Employees

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

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

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

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

When a dispute arises over something called "Boulwarism," conceived by Walter R. Boulware, who retired years ago after serving as vice president in charge of labor relations at General Electric.

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

versy. It is Boulware's position that the passive position of many businesses, in trying to counter the union's habit of exaggerating the company's ability to pay by minimizing the company's ability to pay, has increased workers between two non-viable positions.

Again, table auctioning, in which the company knows the union will come down and the union knows the company will come up, is a system of selling up two unreasonable

extremes as base points and battling from there.

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

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

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

Assuming Boulwarism is eventu-



• JENKIN LLOYD JONES

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

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

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many cases the most dramatic escalation of wage demands.

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

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

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

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

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

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

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

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Keep Natives Happy

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

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

Le Industries Expands

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

Le Lathing Formed

Le Lathing Company has been purchased by Robert A. Pierce, to succeed L. A. Lathing which will be gradually phased out, according to Pierce. Headquarters of the successor company will be at 1377 North Rowell, San Jose, California with branch offices in Reno, Nevada and Los Angeles. The firm's volume this past year was \$1.5 million, direct and joint venture work accounted for nearly \$20 million, according to Pierce.

FOR SALE

Final model "Little Jigger" rock machine. In excellent condition. \$200. Northwestern Plastic Art Company, 100 W. Greenfield Avenue, Milwaukee, Wisconsin 53214. Telephone 845-1077.

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

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

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

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

Byron Dalton Dies



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

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

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

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

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Texas Bureau Fetes Architects

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

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

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

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



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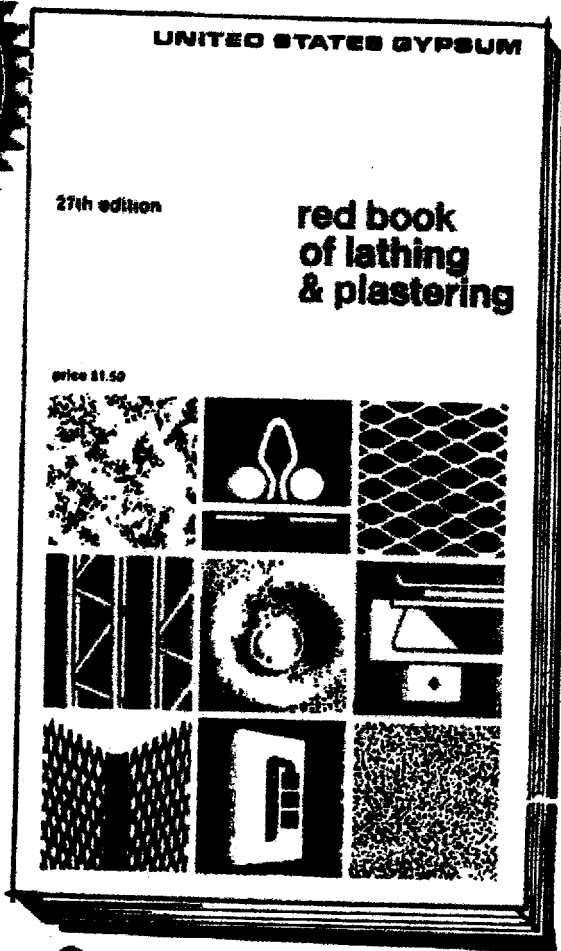
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Our Apologies!

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

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If you want to stay on top of all the new developments in lathing and plastering, this latest revised and updated edition of the RED BOOK is a *must* for you. It's been regarded as the industry's authoritative guidebook for years. The invaluable ready-reference for contractors, journeymen and apprentices. This year's edition gives you 260 pages of detailed information on the products, systems and practices accepted as standard in the industry, plus performance data, job problems and remedies. It illustrates and describes all the latest developments in the field. There's no other book so comprehensive, yet in handy pocket-size.

UNITED STATES GYPSUM

A revolutionary new development by Inland-Ryerson greatly increases the wind load capacity of exterior walls built with steel studs and cement plaster—without significant added cost. It makes such construction more appealing to the architect—and greatly increases your opportunities to secure more business.

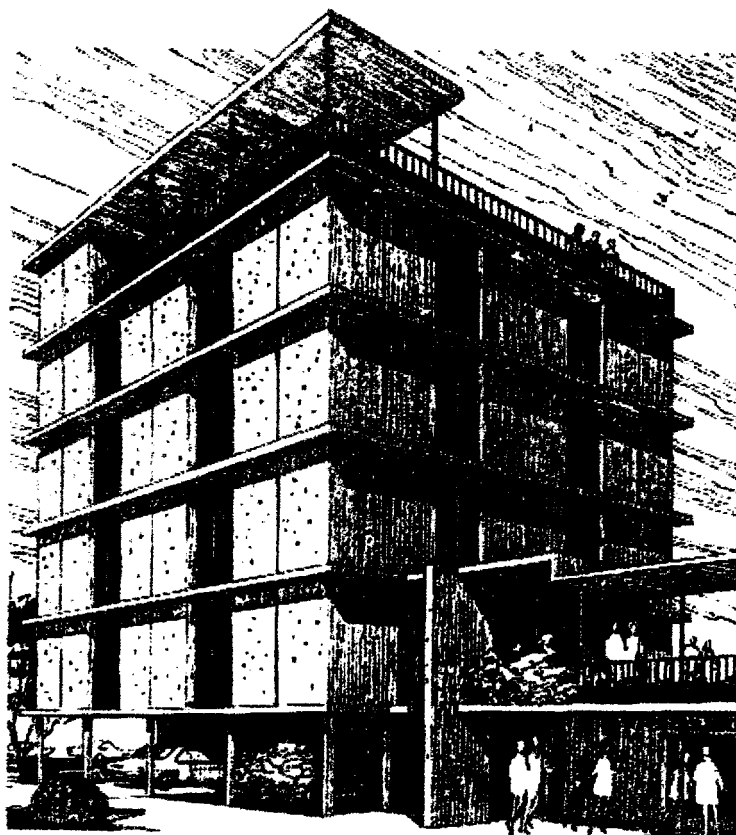
The only difference from conventional construction is the use of the new Comp-Rated Screw (patent pending) to attach the metal lath to the studs. The heads of these screws embed in the cement plaster, thus providing positive attachment of the membrane to the studs. The membrane and studs then work together (composite action) to resist wind loads, affording higher

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

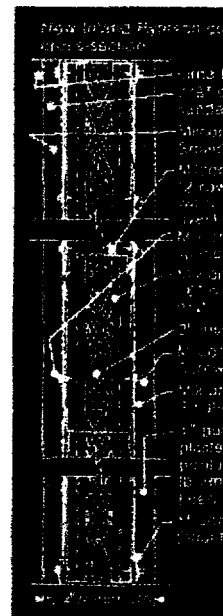
The Inland-Ryerson Composite Exterior Wall will resist greater wind loads than a conventional wall of the same height. It may be built to a greater height and still meet the specified wind load requirement. And the recommended assembly offers a bonus—a 2-hr. fire rating on both interior and exterior surfaces.

We're advertising and promoting this new idea to architects to help get this system specified—to help bring more profitable business your way. Be familiar with it. Consult your sales representative, or write for your copy of Milcor Steel Stud catalog No. 205. Inland-Ryerson Construction Products Company, Dept. L, 4063 W Burnham St., Milwaukee, Wis. 53201.

New composite action exterior wall means new profit opportunities for you.



Comp-Rated Screw
(patent pending)
When driven into the stud to attach metal lath, the screw head projects into the cement plaster forming a structural composite of the joined materials. Self-drilling self-tapping screw is 1-inch long, #8 shank.



INLAND RYERSON