

10

YEARS

of

CONCRETE

ACHIEVEMENT

*the story of* **SUPERCRETE**



# SUPERCRETE LTD.



J. F. Boux      John Jackson      John W. Boux      Fred Dunsmore

## EXECUTIVE COMMITTEE

Joseph F. Boux  
John W. Boux  
John Jackson

## DIRECTORS

Joseph F. Boux — President & General Manager  
John W. Boux — Vice-President, Production  
John Jackson — Vice-President  
John J. Reed — Director  
A. L. Johnson — Director  
J. E. Dumas — Director  
Fred Dunsmore — Secretary-Treasurer

## ADVISORY BOARD

S. J. Drache, Q.C.  
Ray G. L. Greer — Duff, Anderson & Clark  
Paul Kenway — Deloitte, Plender, Haskins & Sells

## FINANCIAL CONSULTANTS

Duff, Anderson & Clark

## AUDITORS

Deloitte, Plender, Haskins & Sells

# A Glance Backward

## IN SEPTEMBER, 1947 . . . JUST 10 YEARS AGO



- The Government reported that only 200 Million bushels of Wheat could be made available for Export, — and 160 Million had already been committed to the United Kingdom . . .
- All of Manitoba was stunned by news of the Dugald Train Wreck — worst rail disaster in the history of the Province . . .



- Winnipeg housewives were up in arms at the prospect of an increase of 2c per loaf in the price of bread . . .
- Bob Sandberg, Johnny Reagan, Don Smith and Johnny Westrum were making the headlines for Winnipeg's Blue Bombers . . .
- The Keys to the 1000th. Wartime House to be built in Winnipeg were handed over to the owner, with appropriate fanfare, at a special ceremony . . .

## BUT

- A City official said that Winnipeg was still 10,000 housing units short of normal.

## AND ALSO, — IN SEPTEMBER, 1947 . . .



A newly-organized company commenced the manufacture of Concrete Blocks, a comparatively new development in the construction industry. The name of the new Company was SUPERCRETE LTD.

John W. Boux, J. F. Boux, J. E. Dumas



# TEN YEARS OF ACHIEVEMENT

Joseph Boux and John Boux, graduates in Civil Engineering from the University of Manitoba, commenced their professional careers in the year 1940.

During the war years, their skills were devoted to Aircraft design and other phases of Defense Production — experience that broadened their professional and administrative knowledge, and added immeasurably to the qualifications with which they faced their futures in a world at peace.

Their particular interest lay in Concrete Engineering. Wide experience in construction had drawn their attention to the increasing popularity of Concrete Blocks. The Boux brothers decided that their future lay in developing, in the Winnipeg area, the tremendous potential of Concrete and Concrete products.

So it was that in 1946, with a modest \$45,000 capital, Joe and John Boux formed SUPERCRETE LTD., placing their first product on the market in September, 1947.

Early in 1947, Mr. John Jackson, President of Thos. Jackson & Sons Ltd., became a shareholder in SUPERCRETE LTD. Since the very beginning of SUPERCRETE operations, the Boux brothers and John Jackson have charted the course of the company, and still constitute the Executive Committee that controls every major company policy.

Original Plant 1947.



Expanded Original Plant Site 1952.

## MILESTONES OF PROGRESS

The careful planning of the formative years paid off in the success that distinguished the new venture from the start.

Builders found the products of SUPERCRETE LTD. consistently high in quality, and SUPERCRETE service dependable. But perhaps of even greater significance to the company's spectacular development were the simple principles of Business Ethics laid down by the Boux brothers at the start, and rigidly adhered to ever since — thorough, specialised knowledge of the product and know-how in production — strictest fair dealing in every transaction — and rugged competition "right down the line".

Within a year of establishment, the need for expansion became evident. The principals started another operation — Truflow Pipe Ltd. — for the manufacture of Concrete Sewer Pipe. The establishment and operation of this company made a tremendous contribution to the development of properties and townsites from the head of the Great Lakes to Alberta. One of the first examples of this was the supplying of Sewer Pipe to the Redwater, Alberta, townsite in 1948, shortly after the great oil discoveries in that area.

**BUILDING BETTER with SUPERCRETE**





Expanded Original Plant Site 1957.

This story of growth has been repeated over and over again in almost every year of SUPERCRETE LTD. history.

In 1950, production again broadened to include Precast Concrete products such as roof slabs, joists, lintels and beams. In 1953, SUPERCRETE LTD. entered the field of Aggregates and Pre-mixed Concrete. In the same year, it commenced production of Pre-stressed Concrete.

In 1955, SUPERCRETE LTD. commenced manufacturing Lightweight Aggregate products through association with Dr. Ray E. Lemley of Rapid City, South Dakota, who built plants in St. Boniface (Atlas Light Aggregate Ltd.) and in Regina, Saskatchewan (Atlas Light Aggregate (Sask.) Ltd.)

The company grew in stature, too. In August, 1956, through successful public financing, SUPERCRETE LTD. acquired Thos. Jackson & Sons Ltd. This company, established in 1893, had carried on under the management of Mr. John Jackson to become one of the largest building supply companies of the West. Mr. John Jackson continues to preside as General Manager of Thos. Jackson & Sons, and he is also Vice-President and member of the Executive of SUPERCRETE LTD. The acquisition of Thos. Jackson & Sons placed SUPERCRETE LTD. in a dominant position in the Concrete and Building Supply industry in Western Canada.

Yet another development of 1956 was the opening of Supercrete (Sask.) Ltd., a wholly-owned subsidiary, manufacturing Concrete Blocks and Sewer Pipe.

In early 1957, SUPERCRETE LTD. acquired controlling interest in an established plant in Fort William, Ont., now known as Supercrete (Ont.) Ltd. A large gravel washing, screening and crushing plant was erected this summer and is now in operation.

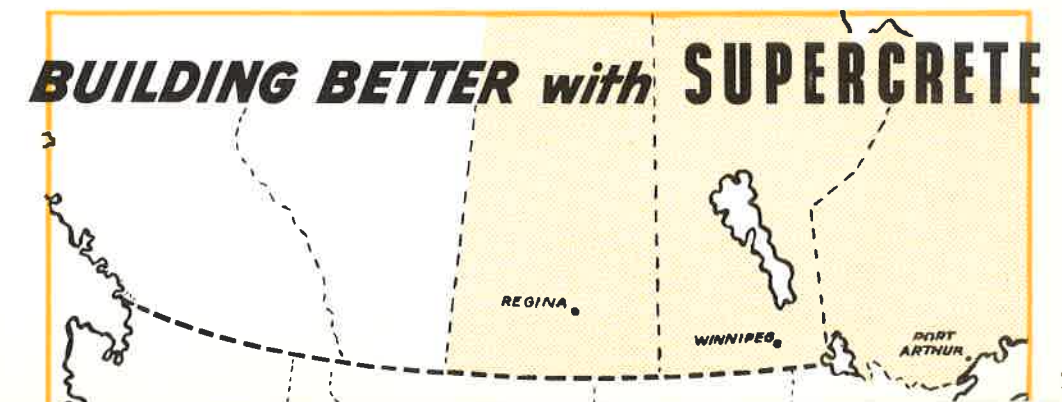


"DECORTONE" Acoustic Tile Plant.

Rights for a new Acoustical Tile, "DECORTONE", were obtained and production is now slated for national distribution. Alexander Murray & Co., Ltd., well-known national building supply distributors, will act as distributors of "DECORTONE".

From the single small establishment in St. Boniface, ten busy years ago, SUPERCRETE LTD. has grown to a vast and complex company that now serves Canadian builders from the head of the Lakes to the Alberta border, and is rapidly assuming a significant position in the national field.

But this great organization is still governed by the same simple principles of true craftsmanship, fair dealing and rugged competition that were the foundation of SUPERCRETE LTD. policy in 1947.





THE PLANT SITES OF

# SUPERCRETE



**ST. JOSEPH STREET, ST. BONIFACE.**

The site of the original Supercrete Ltd. now occupies over 10 acres of land and has 50,000 sq. ft. under roof. On this site are located the **Head Office**, with Irvin Lowen managing Sales and Advertising, the **Block and Sewer Pipe Plants** supervised by George Poitras, the **Precast and Prestressed Plant** under the supervision of Cipriano Da Rae the **Decortone Acoustic Tile Plant** supervised by Howard Bachelor and the **Engineering Dept.** under the supervision of W. R. C. Taylor.

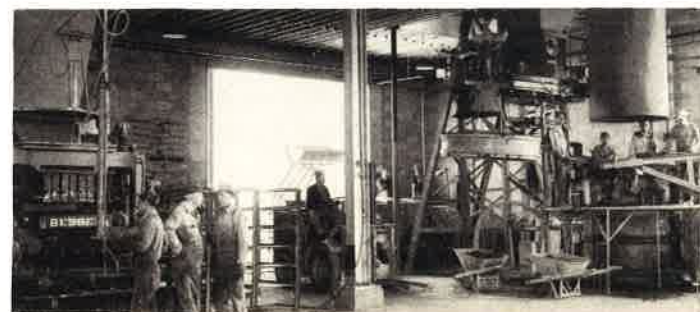


**DAWSON ROAD, ST. BONIFACE**

Located here are the company's **Rock Crushing & Screening Plant** managed by A. M. Bourque. The **Pre-Mix Concrete Plant** houses two of the largest mixers in Canada. The **Concrete Distribution Centre** is under the management of Bill Barritt.

**REGINA: SUPERCRETE (SASK.) LTD.**

The plant occupies 15,000 sq. ft. of floor space, houses Besser Equipment and manufactures **Blocks, Sewer Pipes** and miscellaneous **Precasts**. Wm. Ozem is General Manager.



**FORT WILLIAM: SUPERCRETE (ONT.) LTD.**

This site comprises a **Block Plant** with Besser Equipment and a **Concrete Sewer Pipe Plant**. The **Rock Crushing, Screening & Washing Plant** at the Gravel Pit has a capacity of 400 tons per hour. The entire operation is under the management of Norman Hampton.



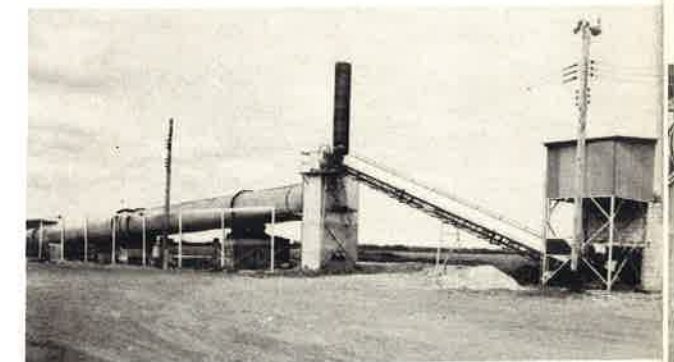
**THOS. JACKSON & SONS LTD., ELLICE & WALL ST., WINNIPEG.**

The site covers an area of 3 acres with 27,000 sq. ft. under roof for **General Offices** of Building Supplies, **Warehouses** and **Garages**. Graham Jackson is Co-Manager.

## AFFILIATED COMPANIES

**ATLAS LIGHT AGGREGATE, ST. BONIFACE, MANITOBA LIGHT AGGREGATE (SASK.) LTD., REGINA, SASKATCHEWAN**

Light Aggregate is Blue Clay found in Saskatchewan and Manitoba, expanded in a Rotary Kiln (@2000° F.) to form a tough inert light weight aggregate, capable of producing concrete from 2,000 to 5,000 P.S.I. with weight from 1/2 to 2/3 that of ordinary standard gravel concrete. Dr. Ray E. Lemley is President and General Manager and Don Morrison Manager of both plants.



**BUILDING BETTER with SUPERCRETE**

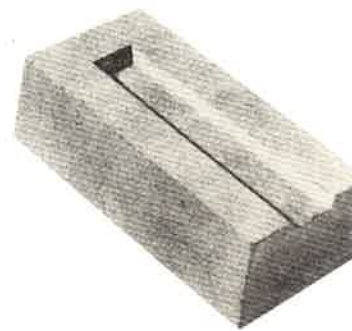


# THE PRODUCTS OF **SUPERCRETE**



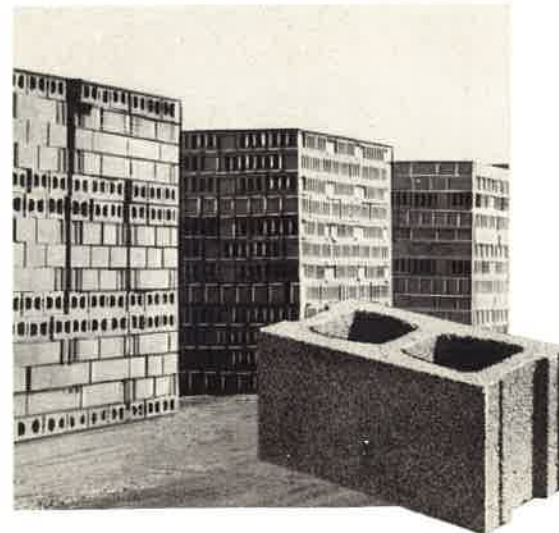
## **Filler Tile Floor System**

Inverted T joists with light-weight filler blocks make a rapid and economical cold weather construction. After placing the joists and filler blocks you immediately have a working floor area. Later a steel mesh and a 2" topping gives a finished floor. Spans up to 25'.



## **Bricks**

Manufactured in both concrete and lightweight aggregate. Plain bricks are used as common while colored, dense bricks are very popular for facing.

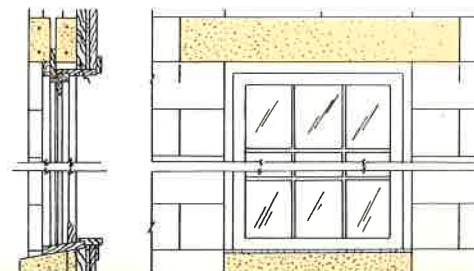


## **Concrete Blocks**

Over 200 sizes and types for commercial, industrial and residential construction. About 65% of our block production is in light-weight aggregate (expanded clay).

## **Sills and Lintels**

Sills and Lintels are pre-casted to match concrete masonry. Stocked in models and lengths for quick delivery and service. Sills are stocked in several shapes to suit steel or wood sashes and glass blocks.



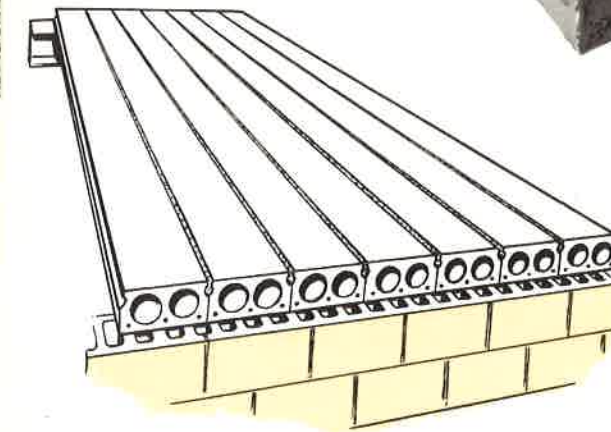
## **Split Rock**

Made of very dense concrete and split to expose the aggregate into a very attractive pattern. It is used when a high quality material is required for such construction as fireplaces, home fronts, garden walls, planters, etc.



## **Flexicore Floor System**

This precast Floor System allows electrical, phone or signal system outlets and heating ducts at any given point on the floor. This system has become very popular and an elaborate production line is now operating for mass production. Maximum span is 32'. Weight is reduced to about 50% of solid concrete slabs without sacrificing strength.



## **Decortone Acoustic Tile**

Decortone Acoustic Tile was recently developed in the United States by an expert in the acoustical field, Mr. C. E. Stedman, who selected Supercrete Ltd. to manufacture and distribute the production in Canada. Decortone Acoustic Tile affords complete incombustibility, economy and distinctive decor.



**BUILDING BETTER with SUPERCRETE**



THE PRODUCTS OF

# SUPERCRETE



## Precast Rigid Frame

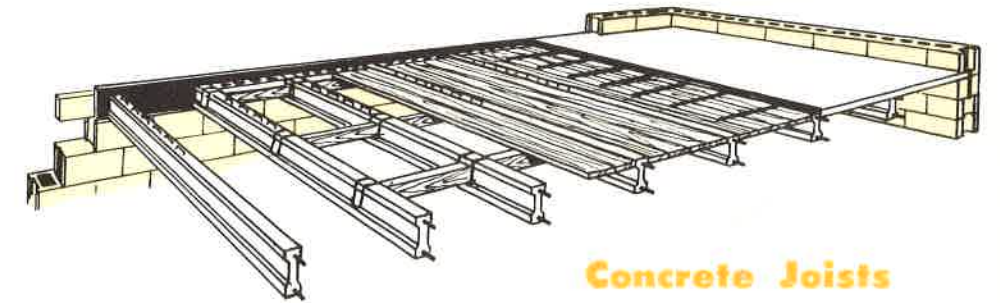
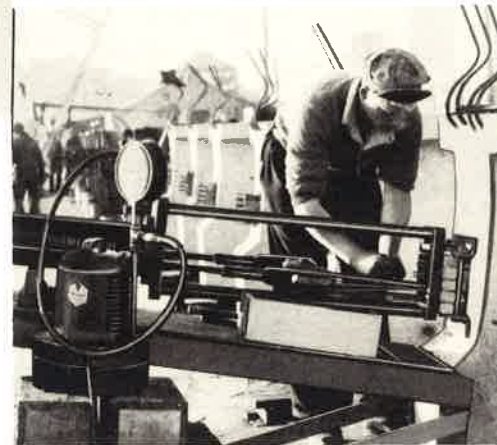
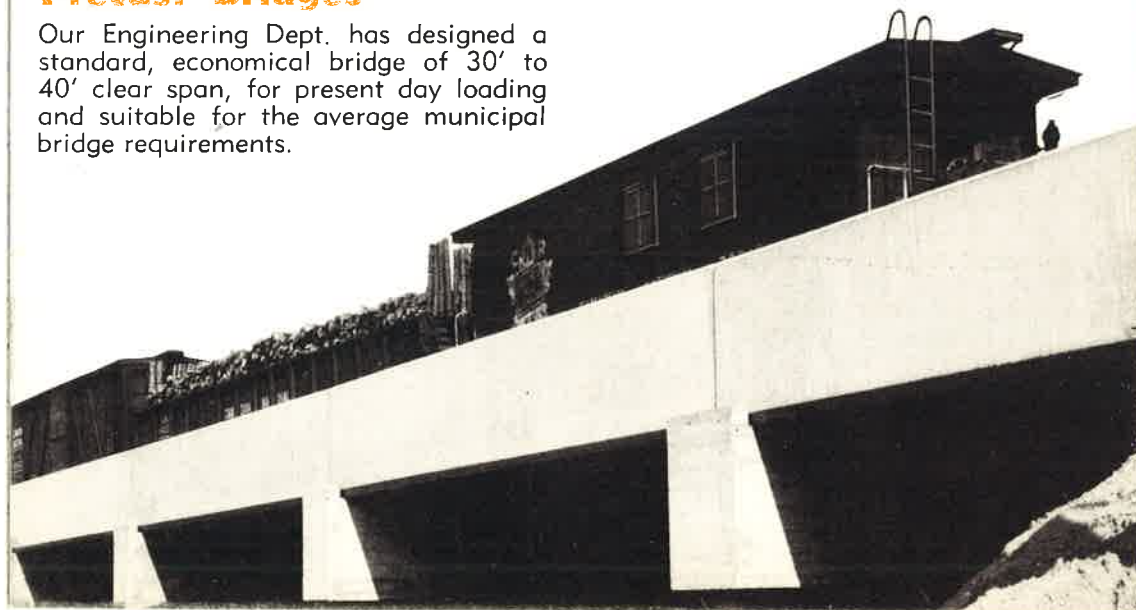
Flexible and economical rigid building frames which have architectural appeal for all types of buildings.

## Prestressed Beams

Prestressed is the most efficient method known to date of reinforced concrete. Relatively new in America it has grown tremendously in the last 5 years. Its main application is in long spans of concrete structure such as beams for roofs, bridge sections, etc., and requires specialized engineering.

## Precast Bridges

Our Engineering Dept. has designed a standard, economical bridge of 30' to 40' clear span, for present day loading and suitable for the average municipal bridge requirements.

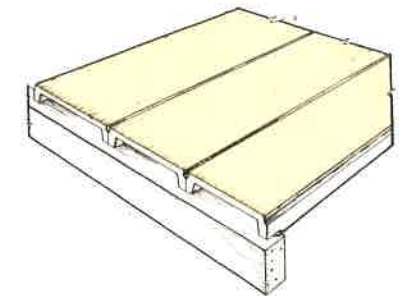


## Concrete Joists

Economical floor or roof system. 8" high joists to span 16', 10" to span 20' and 12" to span 24'. Concrete joists offer a pleasing beam effect from below and a smooth durable solid floor surface above. Our production line is geared to give delivery upon demand.

## Concrete Channel Slabs

An ideal cold weather product. Roof slabs precast, joints grouted, insulation and roofing applied completes a durable and reliable roof. Spans up to 25'.



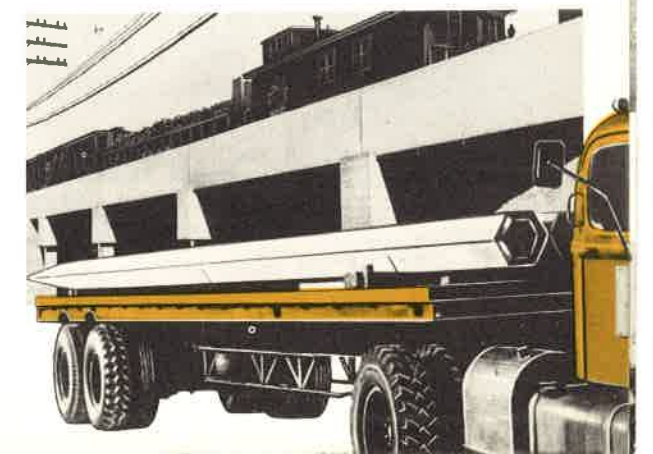
## Pre-Mixed Concrete and Gravel

The concrete is scientifically blended for mixture in Canada's largest and most modern plant, prior to delivery by a large fleet of radio equipped agitator trucks. The plant has a daily capacity of over 3000 cubic yds. Sand, Gravel and Light Aggregate are also delivered in any specifications and quantities.



## Precast Concrete Piles

Durable, rot-proof piles made up to 75' in length are easily driven to a permanent position and bear pressure without further settlement of the structure.



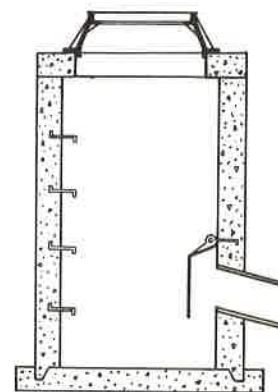
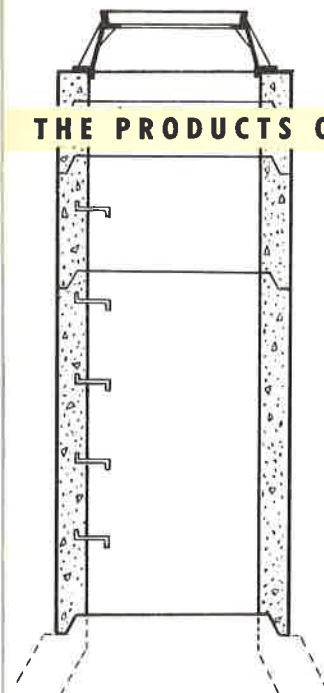


THE PRODUCTS OF

# SUPERCRETE

## Man Holes and Catch Basins

One of our most successful additions to the pipe family. Manufactured in 6', 2', 1' or 6" lengths including steps complete and ready for installation. In two short years this development has almost completely replaced the old method of forming and pouring which was found time consuming and costly.

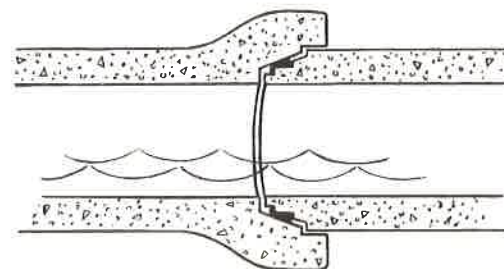


## Concrete Pipe

Manufactured from 4" to 108" in diameter, covers the entire Provincial needs for sanitation, storm sewers, culverts, drainage, etc. Production of curves, bends, perforated and special pipes on order maintain a complete schedule of supply.

## Gasket Seal Pipe

Infiltration and leakage in sewer lines have been overcome by the recent introduction of Press Seal Rubber Gasket Pipe, manufactured in all diameters. Press Seal Gasket joint is the product of extensive engineering research. Its advantages are: Longer pipe lengths reducing number of joints, Permanently tight sewer lines, Simplicity in design and installation and Conclusive testing of sewer line.



# CONCRETE EVIDENCE



**BUILDING BETTER with SUPERCRETE**



