

George Jones, smiling and tiling for happy clients

He may have a famous name, but in this neck of the woods, tile -- not singing -- is his forte.

For the past 25 years, George Jones, a tile contractor and owner of Jones Ceramic Tile, has been doing legendary tile and stone work all across Southern Oregon. From small floors and simple remodels to million-dollar houses and mega commercial work, Jones has tiled it all.

"I started in 1982, and at the time that was just what came in my direction," said Jones. "I've been fortunate enough to have been reared in old school fundamentals."

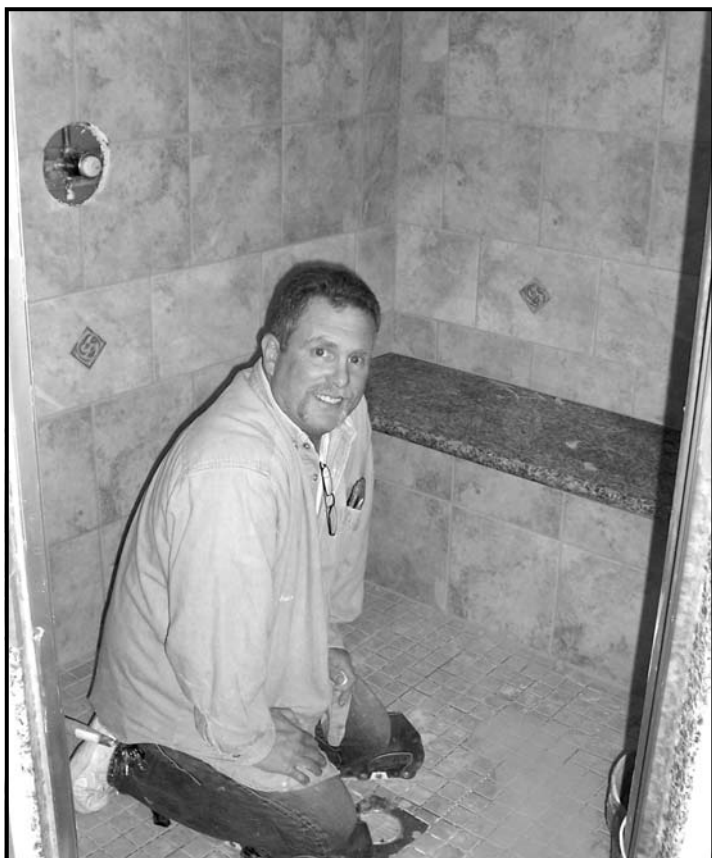
Jones, who has had plenty of time to perfect his trade, has seen many younger tile setters come and go, because they lack critical experience: a knack for the layout and design process.

And, Jones couldn't agree more with the adage "You get what you pay for." His best advice: "Cheaper is not always better."

He adds, "There are many procedures to follow. If it's not done in a professional manner, the resale value of the home is hurt. There's layout, design and many steps even in a simple project that are all important to follow. If even one step is missed, it'll affect the entire job."

"There are no shortcuts," he said. "Everybody sees the tile.

"People may walk into a



George Jones working on a shower stall in a home being remodeled in O'Brien. (Photo by Robert Bazen)

house and not even look twice at linoleum, but they'll stop and pause to check out the tile and stonework, so it has to be done right."

Besides the benefit of aesthetics, Jones said that there are other added benefits of installing tile and stone.

"If it's properly installed and sealed, then tile and stone is actually pretty easy maintenance and it'll last longer than vinyl and linoleum," he said. "Initially, it may be more expensive, but it's cheaper in the long run, and it gives you

a higher resale value."

And, in today's real estate market, Jones said that tile and stone can sometimes be deciding factors that help sell a house.

"These days of a flat market, sellers need all the help they can get," he noted. "Buyers are in control and will look at the house that's been upgraded over one that just has vinyl and plastic."

And, according to Jones, "the sky's the limit," when it comes to the type of upgrades that he can install: granite,

slate, marble, glass block, ceramic tile and travertine are popular choices these days, he said.

"I've been through many eras of styles," Jones continued. "It used to be that 4 1/4-inch ceramic tile was the hot ticket; now everybody wants the natural stones."

However, he said that it's important to know what stone works best for what area. According to Jones, for kitchens, granite is the best choice, because it's a more durable and harder stone. Marble is a softer stone and is often better in bathrooms.

Slate works well for floors and is frequently seen as kitchen backsplashes and in showers.

"It's very rewarding for me when remodeling or starting from scratch and to see the product before and after," said the veteran craftsman. "It's very gratifying for me and my clients to see the finished product," Jones said.

Much of his work can be seen throughout hundreds of homes spanning from the coast into Eastern Oregon. His commercial portfolio includes various Taco Bell restaurants and convenience stores, plus truck stops, hotels and restaurants.

But Jones added, "No job is too big or too small."

For more information or to receive a complimentary estimate, Jones can be contacted at 660-3252.

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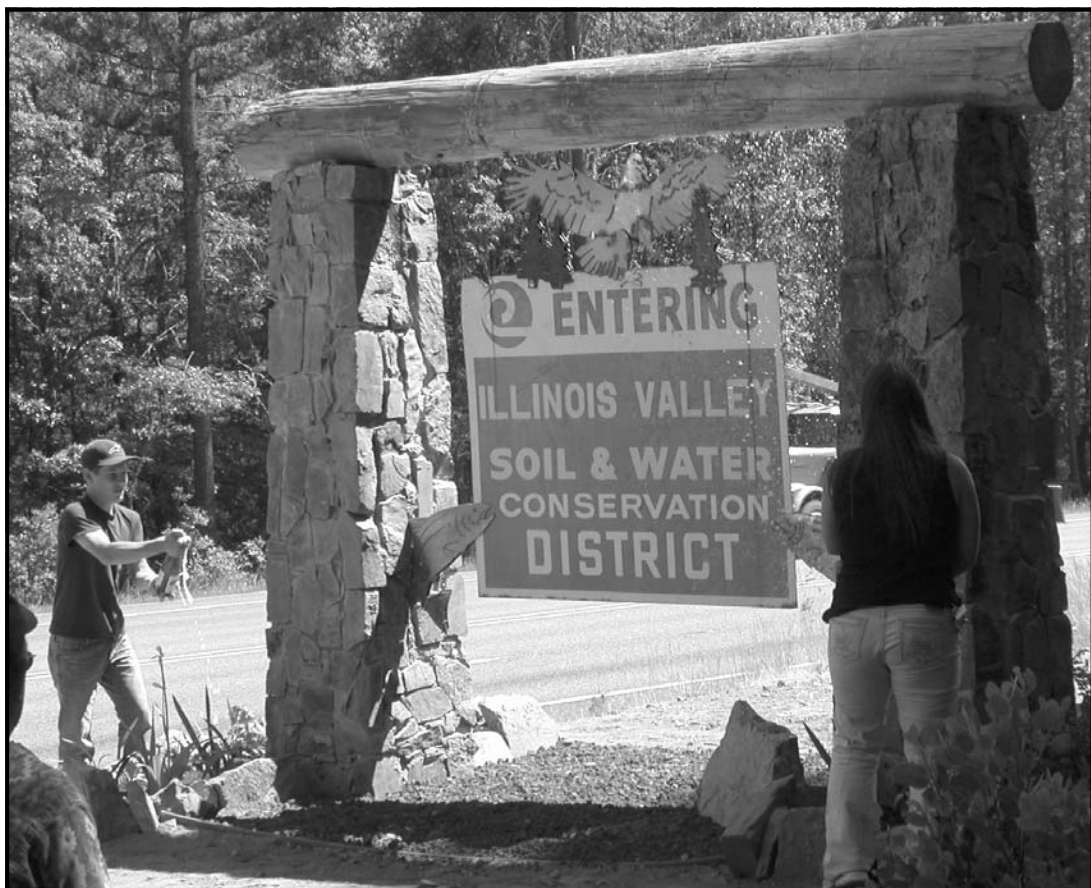
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A NEW SIGN designating the northern boundary of Illinois Valley Soil & Water Conservation District was unveiled and christened Monday afternoon, June 11, at the top of Hay's Hill. The sign was built by an I.V. High School landscape and design class. Among those recognized was Dan Hertler, who served as consulting mason; and Amy Fogg, IVHS project leader. Kevin O'Brien, district manager, also provided support, as did bus driver Sandy Madden. (Photos by Scott Jorgensen, IVN)

Sponsors for the new sign were National Park Service, U.S. Forest Service, Oregon Dept. of Transportation, Dan Hertler, It's A Burl, and I.V. Building Supply.

Advertise ..?

A man awakens in the morning after sleeping on an advertised bed with advertised sheets, and he's wearing advertised pajamas

He bathes in an advertised shower or tub, washes with advertised soap, and shaves with an advertised razor. He eats a breakfast of food, juice and coffee -- all of it advertised. He uses an advertised toaster, an advertised microwave oven, and an advertised coffee-maker.

The man puts on advertised clothing, and checks his advertised watch. He then drives to work in an advertised motor vehicle; sits at an advertised desk using an advertised PC; and makes notes with an advertised pen on advertised paper.

Yet this man hesitates to advertise. He says that advertising doesn't pay.

Finally, when his unadvertised business goes under, he will advertise it for sale.

Illinois Valley News, newsroom1@frontiernet.net, 592-2541

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Make happy those who are near, and those who are far will come
- Chinese Proverb -

Happiness is not so much in having as in sharing.
We make a living by what we get, but we make a life by what we give.
- Norman MacEwan -

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1246 NE 7th Street, Suite A
Grants Pass, OR 97526
(541) 476-8060
nelson.r.maler@smithbarney.com

citi smith barney