

STORY OF BURNED CLAY TILE GIVEN

Account of Building Tile Given By Hollow Building Tile Association

When our forefathers came to the eastern shores of our country, they came to a land that was richly endowed with a wonderful growth of trees and as this tide of unity flowed across the country to the west, they were even surprised at the vast growth of tall trees, and straight, predicted that never could seemingly inexhaustible supplies of timber be cut away. These presented the settlers with lumber, schools, churches, and homes, built by these hardy pioneers all constructed of lumber.

Following the natural tendencies of our forefathers, the builders of growing nation used wood exclusively. From the roughly hewn rafts in the cabins of the early settlers, marked developments made. The bark was removed, and the wood was cut into boards, and designs progressed, but the wood, that seemingly inexhaustible supply of ready, easy building material.

It is no wonder, then, that many present day building contractors still think in terms of big trees. The saw and planer were handed down from generation to generation, and it is not because the present day lumber advocate is not, but in using it, he advertises the fact that he is being led through inherited habits and has not progressed to modern times. The days of big trees are drawing to a close. Their end is in sight and the hammer and saw, lumber's greater value for inside and its use will gradually be affected by its increasing cost to features in a building.

Burned clay products are today the place of the rapidly disappearing lumber supply.

The remarkable forest growth of our forefathers with an abundant supply of building materials, so does nature now supply kind with the raw product which to manufacture a building material that compares with lumber only in price but far exceeds it in every way in desirable features.

Burned clay products have come into general use and universally used solely because of merit. Crude as were the ancient homes of early mankind built of hand shaped sun dried clay units, they have withstood the deteriorating effects of the elements and stand today as permanent symbols of durability of burned clay.

In an effort to add additional qualities to those already existing in burned clay products, special shapes were tried and after extensive and costly experimentation, a hollow unit was devised that retained the original qualities of fire resistivity, strength and permanence, but added such outstanding advantages as lightness in weight, superior insulation and economy in use. The ingenious mind of man was rewarded and he watched his infant of the clay products field grow and gain universal recognition as the most economical form of permanent construction. Such is the well earned reputation of hollow building tile, described as a hard burned clay.

Briefly, hollow building tile may be described as a hard burned clay product, made in various sizes, and having one or more voids running longitudinally through it. It is made of surface clay, fire clay or shale, which is finely ground, mixed with water into a plastic mass and forced through dies. The pieces are thoroughly dried and then burned in specially designed kilns at a very high temperature of about 2000 degrees. It is this extremely high burning temperature that gives hollow tile such an enormous fire resisting property and paved the way for its first use, as a fireproofing material for steel beams.

When the natural growth of the country forced our commercial buildings to soar upward in height it became apparent that solid masonry walls were limited to a certain height and steel skeleton construction came into use. It was found that the steel beams needed a fireproof covering as they were unable to sustain their own weight in a fire which generated a temperature of 1000 degrees. Various materials were tried, but some melted and others disintegrated at this very ordinary temperature. The material needed must be light in weight as well as fireproof and after much investigation and experimenting, special shapes of hollow tile were utilized in this capacity. So successfully has tile performed its duty in this capacity that it is not only being universally used as a fireproofing material in all forms of construction, but has come into general use as a building material due to its many additional qualities which makes it ideal.

formed an ideal insulation to the passage of heat while the tile have more than sufficient load-bearing strength. What more could be desired in a building material. It was these qualities that paved the way for the rapid rise of this material that advanced in a short space of time from a covering for steel beams to a material now universal used in the construction of all buildings ranging from the lowly tool-shed on the farm to the towering skyscrapers of the metropolis, where in each case it so successfully fulfilled every requirement that it is today known as the most economical form of permanent construction. (To be continued.)

LUMBER AND WOOD USING PROMOTED

LONGVIEW, Wash., Dec. 2.—Lumber and wood-using trade promotion work on which a million dollars a year will be spent is now under way, according to word brought to West Coast lumbermen by J. D. Tennant and C. J. Houge, president and field manager respectively of the West Coast Lumber Bureau this city, who returned this week from a conference at Madison, Wisconsin, with others of the trade extension executive committee of the National Lumber Manufacturers association. Mr. Tennant is the representative of mills in the Douglas fir region on the executive committee.

"Preliminary advertising by the National Lumber Manufacturers association in the interests of a slogan for use in future publicity has brought in hundreds of thousands of inquiries," Mr. Tennant stated. While preparing the future advertising program, to be launched early in 1928, the association is rapidly developing a staff of trained workers and opening offices in the larger lumber consuming points, he said.

Besides the allowance of \$300,000 for advertising and a lumber dealer's plan service, the executive committee approved an appropriation of \$500,000 to cover field work, research—both scientific and commercial—and general trade promotion. A special fund of \$40,000 to match an equal amount raised by the box manufacturers association was approved for aiding the sale of wood in boxes.

Another meeting of the executive committee will be held within 60 days, Mr. Tennant stated, for the purpose of giving final study to the detailed plans of the staff of the National Lumber Manufacturers association that were approved in principle at the Madison session. If approved these plans will be effective immediately.

BETTER CHANCE FOR DEVELOPMENT NEED

Probably Never Has Been Child Who Did Not Want Room of His Own

By Jean Overton
Child psychologists of today agree that there is nothing more important in early years than giving the child an opportunity to develop and carry out his own ideas. The old method of planning for him everything from his course of study to the last item in his wardrobe is decidedly passe. In schools leading educators are allowing more and more freedom in the selection of subjects and methods of study. In the home parents are permitting their children to a large extent to decide for themselves the things they want to do and the things they want to own. Children's requests are, more often than not, reasonable. Whenever it is feasible to gratify their requests and to avoid thwarting their ideas, the effect on mental development and disposition alike is better.

There probably never has been a child who did not want a room of his own, and all the opportunities it includes for carrying out his ideas. Every grown-up knows the enjoyment of having to keep his own things and to putter about in a room where he isn't bothered with other people or disarranging other people's things; and the satisfaction of the feeling of possession which his own room gives him. It is scarcely an exaggeration to say that a child's enjoyment of these things is even keener. Yet the children who are afforded these simple and natural pleasures are few and far between. There is no better way of furnishing wholesome amusement to a boy than to give him a room where he may hang up banners if he wants to, or decorate the corners with fishing tackle or the walls with suspended snow shoes if it suits his fancy. The period when a girl wants such things as fancy pictures from magazine covers tacked all about should likewise receive indulgence. For the little toys who will always scatter their toys to every corner and choose as favorites the most disreputable of the lot—and at best toys scarcely add to the decorative scheme—a room of their own is all but imperative.

Of course the difficulty comes in the cramped quarters of houses of today. But there are few houses without some space that might be utilized. Nearly always there is a attic room that would do. Even if a

bedroom can't be had, there are possibilities for some kind of a room that would serve the child's purpose. In fact a "den" or a real playroom is often better.

The walls are the big problem in utilizing attic space, but there are several manufacturing materials to be had, inexpensive and easy to put up, that offer a way out of the dilemma. Celotex insulating lumber, rock wallboard, beaver board, or any similar material makes an attractive finish which has the added advantage of solving the heating problem.

Children's rooms should always have plenty of cheerful color—walls, woodwork, furniture, and even floors offer opportunity for its introduction. Then, too, color can transform ugly or marred surfaces into bright, glistening ones. Discarded pieces of furniture made new with bright colored paint, will delight the child; while the unfinished attic floor will be equally successful if transformed in like manner. Yellows, creams, and pale rose are excellent for the room where sunlight is lacking. Blues, grays, and blue greens are good if the room is already bright. Painted bookshelves, magazine rack, boxes for toys and a window seat—these are but a few of many possible suggestions for accessories that will afford real pleasure.

With a little time and very little expense, some corner could be utilized. Give the child a place that he can treat as he chooses. For it will give him immeasurable pleasure and a chance to work out his own ideas. And a real help it will be to the rest of the household if the children have a place to keep themselves and their many possessions!

BUILDERS OF HOMES GET GOOD WARNING

LONGVIEW, Wn., Special)—Home builders should beware of attempting to reduce first cost by permitting faulty construction, ac-

ording to the West Coast Lumber bureau. A house built so as to be very attractive in appearance may contain defects which will in a short time greatly decrease its desirability as a home.

An exhibit now being held in Washington, D. C., on methods of framing the lumber parts of wood or masonry houses, teaches lessons that will have home owners money and inconvenience if heed not applied. By the use of 30 full-sized model houses, all the fundamentals of house construction in wood are being shown. The main features of the display, prepared by the national committee on wood utilization of the department of commerce, are directed toward creating a desire for good construction.

Dudley F. Holman, assistant director of the committee, is of the opinion that no house can be thoroughly successful unless it embodies the four basic elements—efficient plan, good design, good material and sound construction. Through proper construction practices the lumber that goes into house building renders greatest service.

The main purpose of the national committee on wood utilization is to perpetuate the nation's forest resources by encouraging a wiser and more efficient use of wood and wood products. Such a move is of particular significance to the Pacific Northwest and is being encouraged by the lumber industry of this region, according to the West Coast Lumber bureau. "As the American home builder learns more about building the demand for our woods will increase," the bureau declares, "as we have in this territory the best home-building woods in America. The work of the national committee on wood utilization is of great value to the west coast lumber and the average builder alike."

Experts in Germany disagree on the value of present German production. One expert puts it at 60,000,000,000 and another at 24,000,000,000 marks. Well why worry over a trifle like 36 billion?

BUILDING PERMITS FOR MONTH LARGE

Greater Share of Money To Be Expended On Construction of Residences

Building permits for the month of November total \$128,550. The big feature of this fact is that almost 90 per cent of this total was for residences. The total number of dwellings started in November was 30 for a total cost of \$108,550. This is a record for this month in Salem.

YOU DUMBELL!

YOU DON'T KNOW ANYTHING—WHY DON'T YOU KEEP YOUR HEAD ABOUT YOU

HOW CAN I WHEN YOU'RE ALWAYS TALKING IT OFF—!

The time to keep your head about you is when you are ordering plumbing. A man's heart determines his health—a home's plumbing dictates its comfort. "When you need a plumber, you need a good one!" "When you need a plumber, you need a good one!"

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are being built by the people who are going to live in them. We are getting the right kind of new citizens, those who have the money to finance themselves.

The total number of residences built in Salem this year is 367, just 11 ahead of this time last year, and 1926 was regarded as phenomenal in building of all kinds. In the matter of business houses, this month was slightly behind November of last year. This was due to the fact that a new school and apartment house was started in that month last year. Had it not been for these two buildings, November of this year would be far ahead of last.

SALES OF SOFTWOOD REMAIN VERY HIGH

Of Contracts For October—Forty-Three Percent Were For Residences

In its weekly market review, the American Lumberman, Chicago, says: Sales of softwood, as reported by the principal mills of the country, have taken as large a percentage of the output for the year to date, as did those for the corresponding period of last year. Bookings for the week ended November 5 made a much better showing than that of the same week last year. Lumbermen have reason to believe that this good showing is largely a result of the heavy volume of construction recently undertaken throughout the country. Total contracts awarded during October in thirty seven eastern states, which are responsible for ninety one percent of the national figure, were the largest on record for any October, and nine percent larger than the amount for October of last year. Of contracts this October, forty three percent was for residence construction. An exceptionally large showing was made in eastern territory, and perhaps partly as a result, the inter-coastal shipments of fir made a

heavy gain. There was also a big increase in exports of fir, which is thought to be due to a softening of steamship freight rates to Japan and China. Bookings of West Coast mills exceeded the production by three percent, though rail trade was a little slower. Business in southern pine was not so active, as yard demand from the north and east has slowed down, but the mills report heavy call for timbers, especially in the export field. Fir prices have changed but little in recent weeks, but decline in southern pine quotations has widened the competitive territory of this species, so that southern mills have been getting a little better share of middle west business. North Carolina and Georgia shortleaf continue dull. While northern hemlock moves in excellent volume, northern pine is slower. Most soft pines, including California, Inland Empire and Arkansas, are rather inactive. Prices have been a little weak, but to emerge into the big city class and the building operations have simply got to come. Many feel that there are a number of big buildings contemplated but that the time has not quite come for "breaking the news." Sixty days may tell a big story.

Hardwood demand is of fair volume, though it continues lower than mill output, with the result that prices are soft. The building trades are taking less, and there is not much business from automobile plants, but prospects for sales to the furniture industry seem to be improving. Export trade has been holding up well.

NEW ASSEMBLY LINE FOR PONTIAC SIX

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Fisher Body \$210,000. With the completion of the buildings now under construction, the Oakland Six factories will have a total floor area of 2,011,600 square feet. The floor area of the Pontiac Six factories is 1,440,000 square feet. The total completed floor area of the two factories—3,451,600 square feet—will be equal to that of a 20-foot highway 22.5 miles long.

CARELESS MOTORIST FAILS IN COURTESY

(Continued from page 1) impossible. This is not the case. One can pull over next to the line of parked cars and stop there with safety for the apparatus of the departments concerned usually uses the middle of the thoroughfare literally, under no circumstances is there an excuse for impeding the progress of such a vehicle.



"Experience makes for fair dealing. There's one thing that will never go out of style—and that is Old-fashioned Honesty."

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What is Thermal Resistance ?

By thermal resistance is meant the resistance to the passage of heat. Heat passes through all walls. The wall that offers the greatest resistance naturally retains more heat on the inside of the structure, thereby saving on fuel bills.

Salem Hollow Tile
On account of the dead air spaces, affords a higher degree of thermal resistance than almost any other building material.

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