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BRICKS FROM A TO G

By GEORGE MILLER, President
GEORGE MILLER BRICK CO.

The tremendous program of parochial construction continues unabated. Attractive enduring masonry plays one of its most important components. Excepting for those engaged in the many phases of America's second largest industry, few are well informed regarding the various qualifications of materials involved. This short article on brick might in a small way prevent some misconceptions which are commonly found when the subject is discussed.

The importance of the correct use of the term has recently been emphasized by the Federal Trade Commission which ruled that no other unit except one which is produced by firing clay is called a brick unless a prefix is attached.

Many examples of incorrect application of various types of brick are found in most American cities, yet the same errors are being demonstrated today. These may be summed up in the following:

A - A deeply textured or scratched surface brick never should be used in the business section of a city. The consequent gathering of dirt will in most cases after a few years blacken the areas which are most exposed, and disfigure the finest structure. A smooth impervious unit will, on the contrary, assure a surface of remarkable cleanliness, which, when finally in need of cleaning, can be renewed by the steaming method which restores its original color and beauty. Where texture is demanded, the modern shallow type should be chosen.

B - Brick made by extrusion to which a sand application is made can never be cleaned unless sandblasted a treatment rarely recommended by the experienced builder because the surface is removed permanently and penetration of dirt to a greater depth will result. A sand-faced extruded brick will build a wall to which incident dirt and impurities will find a permanent abode, even when the masonry is indoors and not exposed to the elements. On the other hand a sand-molded brick (not extruded) is the same texture throat and will re-

pel such penetration with great efficiency.

C - Water-struck brick of the so-called Harvard type and produced almost entirely in New England, are possessed of a harder surface than sand-molded brick because as the term implies, the molds are immersed in water, to which caustic soda has been added, to permit speedy ejection of the ground for the first stage of drying. This method excluding the actual moulding which is done by machine is centuries old and the excellent condition of Old South Church and Faneuil Hall eloquently attest to the durability and permanent weather-tight masonry developed by the combination with lime-sand mortar of 'Harvard' brick.

D - While a mortar made of a 50% addition of Portland Cement (or even better 33 1/3%) to the lime content will assure a tonal character which greatly enhances the appearance of brickwork its more important function is the development of a non-shrinking grout which insures water repellency. New York State specifications allow lime cement mortar only.

E - In Rochester's climate of constant cycles of changing temperatures, glazed and coated brick or tile should only be used if guaranteed by the producer for at least a 20 year period. At least a dozen local buildings can be inspected where the failure of glazed or Terra-cotta surfaces call for complete removal and replacement, some being less than 10 years old!

F - If brick from Southern or Southwestern plants are used a staining action may be anticipated due to the presence of vanadium salts found, in many instances, in the clay. This is usually of a green color in the lightest shade in the range.

G - Backup materials of fired shale or clays assist materially in building walls which repel dampness and offer a base on which plaster will not crack. Partitions of the same demonstrate similar service. Many architects specify hollow tile only for these reasons.

Finally, no architecturally beautiful substitute has been developed through the ages which will match the economy of good brickwork. Colored concretes fade and disintegrate - sandstone and limestone accept deep penetration of dirt and are much costlier. Granite and marble carry astronomically high costs while metal substitutes are still experiments and also prohibitively priced.



K. of C. Auxiliary Leaders

AT INSTALLATION of officers of Our Lady of Ceneae Auxiliary, Knights of Columbus in St. Charles Borromeo School Hall, Greece, leading roles were taken by (from left) Mrs. Lorraine Plummer, president; Martin Kolb, council treasurer; Mrs. Ann Evenski, past president and Mrs. Elizabeth Striler, marshal. Others installed are: Mrs. Vincie Rockwell, vice president; Mrs. Eugene Farr, recording secretary; Mrs. Elva Plummer, corresponding secretary; Mrs. Lois De Simon, secretary and Mrs. Virginia Smith, treasurer.

THIS WEEK

With Our Advertisers

By FRANK J. GIBLIN

Due to misconceived ideas in some quarters on the subject of building bricks for industrial and home construction, I prevailed upon George Miller, head of the brick company that bears his name, to take pen in hand and tell our readers some of the most important factors to consider when the use of this product has been decided upon. Some of his authoritative revelations in this issue may surprise many who have not given the topic careful thought.

On the eve of my own vacation (next 2 weeks), Tom Willis, Sr., president of the Willis Realty Company, informed me that he and Mrs. Willis are leaving July 1st to spend a month abroad. They are going to fly to England and make their headquarters for the most part in London, where Mrs. Willis will renew many childhood and young womanhood acquaintances. Tom expects to cross over to France for a look-see, the first visit since his unformed days in World War I. Before the Rochester realtor and his wife return, I look forward to an interesting announcement from Tom Willis Jr. (via our ad column) about a new property sales acquisition of the firm.

Dick Miller of the N. J. Miller's Son, Funeral Directors, surprised me with a big window box of growing plants and flowers when I went home last evening. My women folk were thrilled and I was quite awed by the riot of color and, of course, very grateful indeed. An attached card thanked me for some assistance I had given them when he was ill with a virus on the eve of the recent Funeral Directors convention. Dick certainly spark-plugged that convention in great style despite his under-par condition.

Met Arthur Frear of Frear Chevrolet in the Powers Building today just as he was about to embark on a project that would make many of us green with envy and I wish it could be told. There's a man whom I certainly admire in so many ways. Of course, his sons are tops in my book, too, always have been, but there's a mature judgment and canny wisdom in the father that interests me no end.

Speaking of automobile dealers and canny wisdom reminds me of Jack Potter, used car manager of the Whiting Buick and Phil Ferranti of Simmons Motors. Did you ever have a job where it was your duty to call on people regularly and try to sell them something... then get so engrossed in LISTENING to what they had to say about their personal lives that you forgot the purpose of your visit? That's me all over with these two men. Several times (perhaps I should not admit it), I have left them without broaching the topic of advertising at all!

So long, Nick Giamack, thanks for your call!

Brownie Troop Holds Fly Up Ceremony

Brownie Troop 518 of Immaculate Conception School held a fly-up ceremony, Saturday morning, June 8.

Antoinette Delgazio, Honora Donahue, Lois Irvin, Joann Long, Mary Ann Marion, Carol Reame and Mary Ellen Thomas received their wings. Entertainment and refreshments followed.

PETRANTO'S SPECIAL BUY OF THE WEEK

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TRADING POST
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CORRECTION from last week Price \$21,800

Harpis To Play Syracuse Here

Rochester Harps Football Club will play host to the Syracuse Celtics in the first city game of the Mid-Western League on Sunday, June 16 at Genesee Valley Park.

This is the first game for Syracuse this season. The Harps who travelled to Toronto three weeks ago, suffered their first loss 10 points to 6. Despite this loss the Harps are slightly favored over Syracuse. Bert Cronin of Buffalo will referee. A reception will be held following the game at "Our Lady of Victory" Church hall, 10 Pleasant St.

The Harps will be picked from the following lineup: G. Reeners, D. Waters, J. Philbin, P. O'Dea, M. Culhane, P. Fogarty, M. Lynch, J. Blanchard, J. Culhane, K. Byrne, B. O'Dea, S. McGinty, M. Carroll, G. Duffy, S. Curran, T. McWilliams, M. Naughton, T. O'Keefe, J. Callanan, and P. Murphy.

'DAIRY MONTH' MARKED

The Dairy Industry in the United States celebrates its 350th anniversary during June "Dairy Month" this year. The dairy import business was inaugurated when the settlers landed in the Jamestown colony in 1607. Four years later the first cow landed and led the wagon trail westward.

REAL ESTATE

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COURIER-JOURNAL 13
Friday, June 14, 1957

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