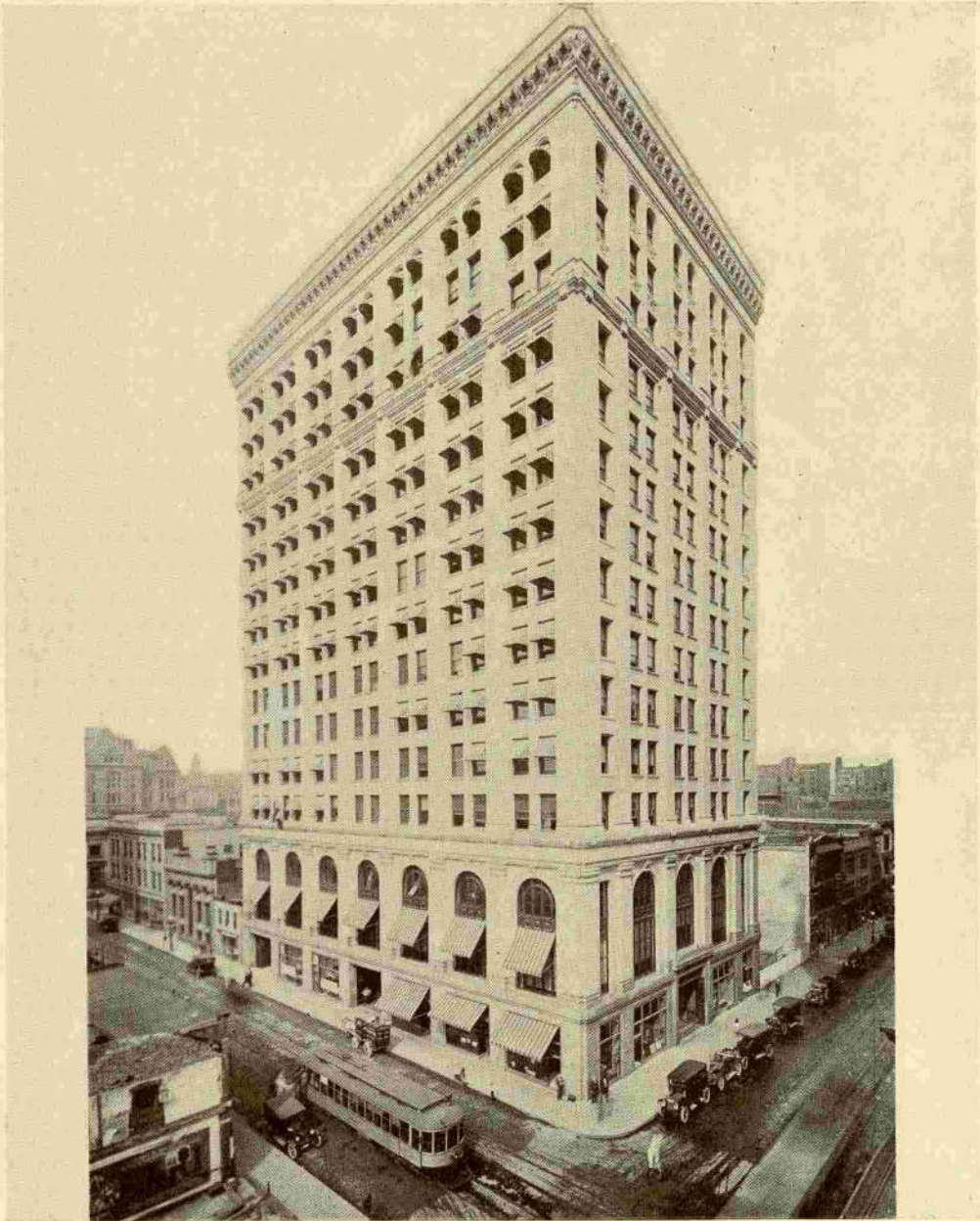


AUGUST • 1921

*TO take the common grey things
which people know and despise, and
without tampering, to disclose their
epic significance, their essential grandeur
—that is realism as distinguished from
idealism or romanticism. It may scarcely
be, it probably is not, the greatest art of
all; but it is art precious and indisputable.*

ARNOLD BENNETT

•• DISTINCTIVE BUILDINGS ••



MERCHANTS NATIONAL BANK, ST. PAUL, MINN.
JARVIS HUNT, ARCHITECT
TERRA COTTA TRIMMED

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EDITORIAL

WE were sitting at the fourth tee, delayed by a slow foursome ahead of us. There is nothing intrinsically difficult in that fourth hole, but that tee is a green island surrounded by a sea of mental difficulties. Five yards to the right ran a wire fence beyond which lies the land of "out-of-bounds." Thirty yards to the left at an angle of thirty degrees, a family of black oaks offered no menace to the average drive but threatened swift retribution if careless liberties were indulged in. Twenty yards in front of the tee a small brook curved its crooked way, but a child would have no difficulty in pitching over it. Beyond the brook the broad fairway spread open, inviting and safe. As we sat there recalling the many times that over-confidence, carelessness, and disregard of fundamentals, had brought swift additions to an already over-burdened score, the little south-paw on the end of the bench said, with a sweep of the hand, "There's the business situation." The remark provoked no discussion. The facts were too evident. We nodded assent. We thought of the office back in the city where the mental hazards loomed large; where the over-anxious

twitch produced the slice which wheeled the ball out of bounds; where wobbly pressing swung the ball against the immovable oaks; where inaccurate timing topped the ball into the creek.

We recognized the fact that a broad and trouble-free fairway invited and welcomed a well-timed business stroke in the city as well as on the links. A steady stance, a slow back swing, the perfectly timed snap of the wrist, the sweeping follow through would bring desired results in both places, and the troubles, looming large beneath and around us, would be left behind us as we pitched to the winning hole.

We leave it to Mr. Kipling to tell us what the trouble is and he has been kind enough to prescribe the remedy. The first half of the year gave us too little to do and the "cameelious" hump has developed too largely. Very few of us in the business world have escaped infection and the plague will not down until more of us "take a large hoe and a shovel also, and dig till we gently perspire" and then keep at it until the perspiration is far more than gentle. The business world is all right. The hazards looming before us are only mental hazards.

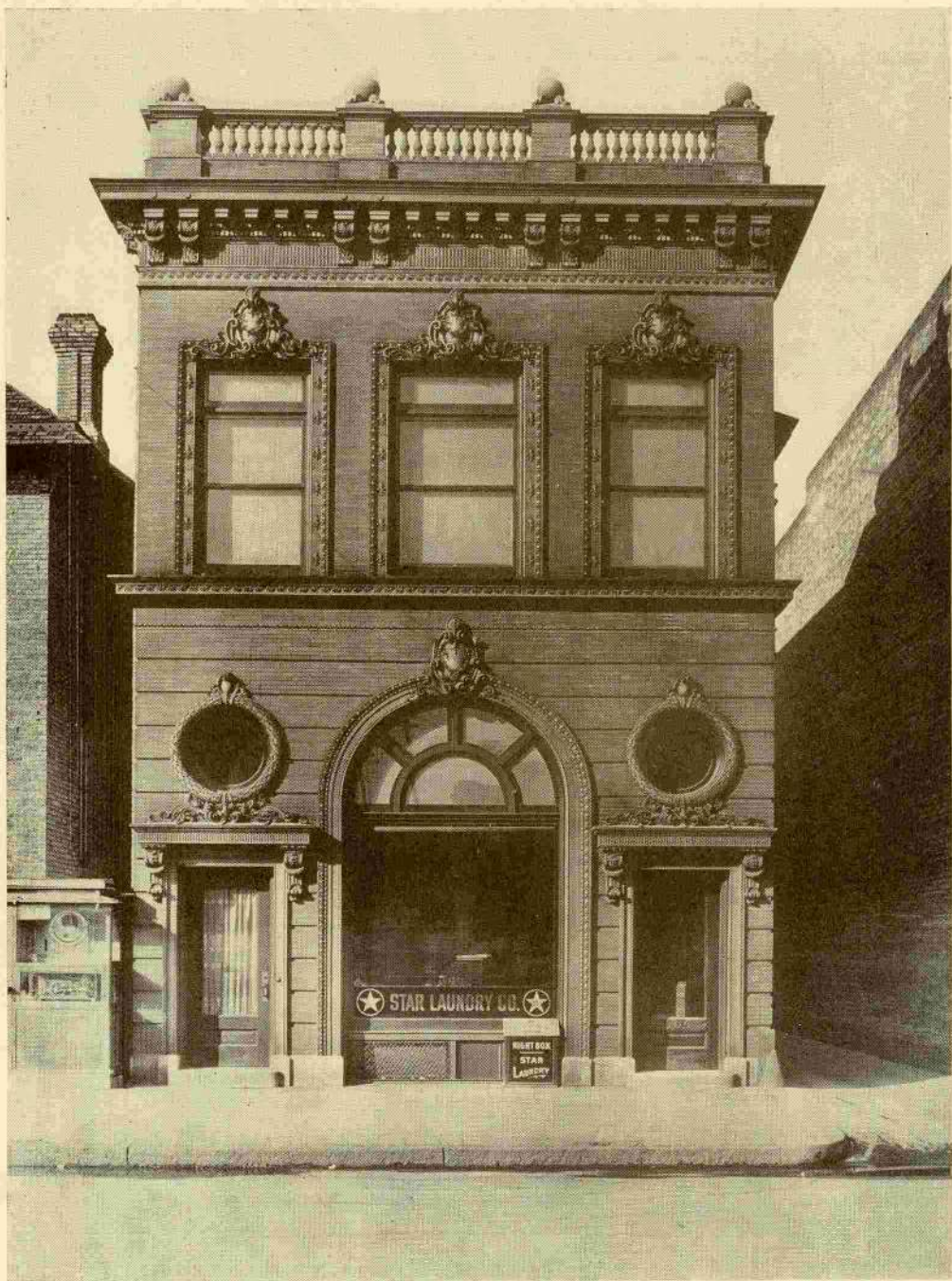
*The Camel's hump is an ugly lump
Which well may you see at the Zoo;
But uglier yet is the hump we get
From having too little to do.*

*Kiddies and grown-ups too-oo-oo,
If we haven't enough to do-oo-oo,
We get the hump—
Cameelious hump—
The hump that is black and blue.*

*The cure for this ill is not to sit still,
Or frown with a book by the fire;
But to take a large hoe and a shovel also,
And dig till you gently perspire.*

*I get it as well as you-oo-oo—
If I haven't enough to do-oo-oo—
We all get the hump—
Cameelious hump—
Kiddies and grown-ups too.*

RUDYARD KIPLING



STAR LAUNDRY, MINNEAPOLIS, MINN.
LONG & LONG, ARCHITECTS
TERRA COTTA TRIMMED TWENTY-TWO YEARS AGO



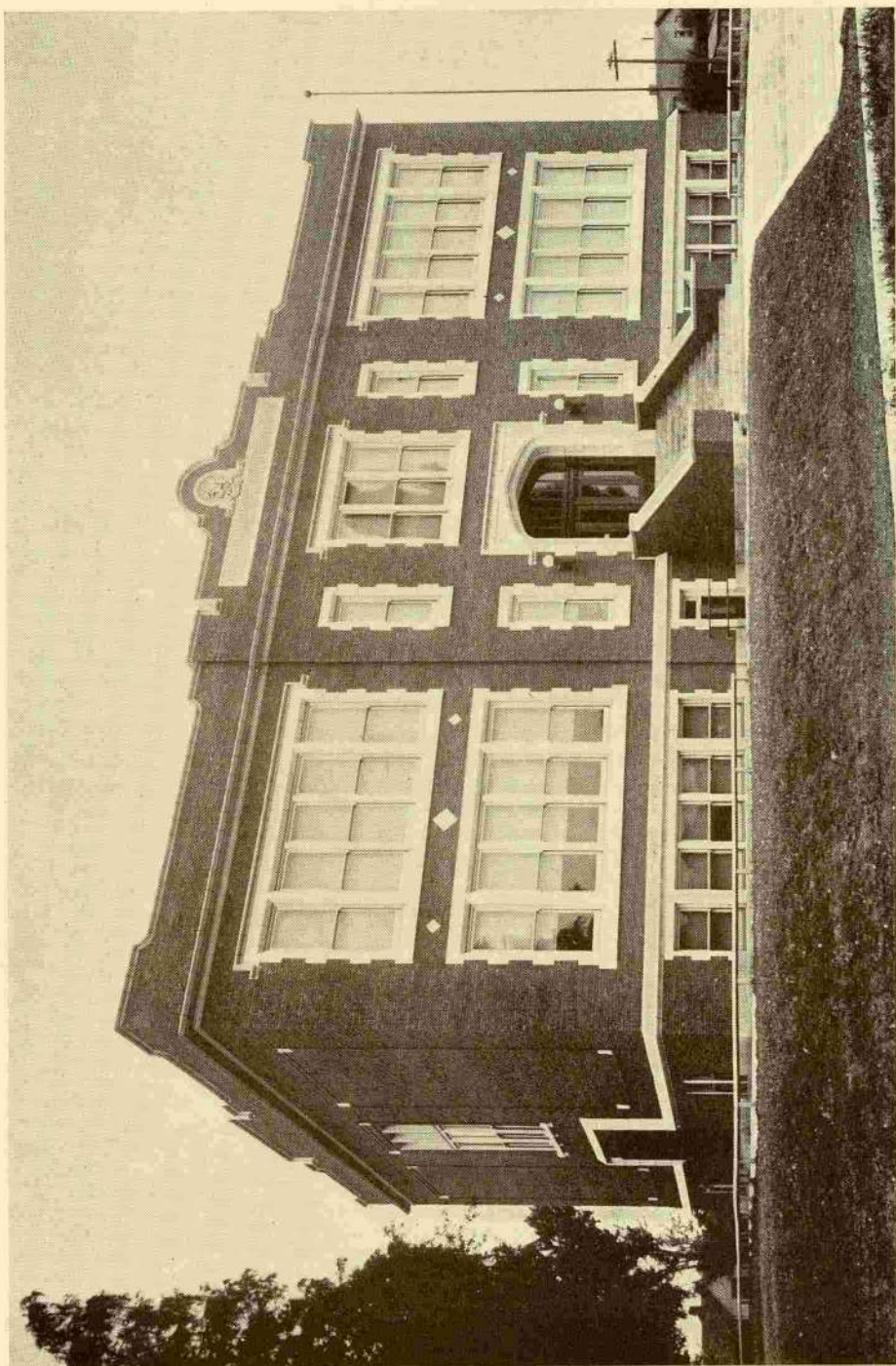
ADDITION TO STEINHART BUILDING, INDIANAPOLIS, IND.
J. EDWIN KOPP & WOOLING, ARCHITECTS

BUTTON HOLE TALKS

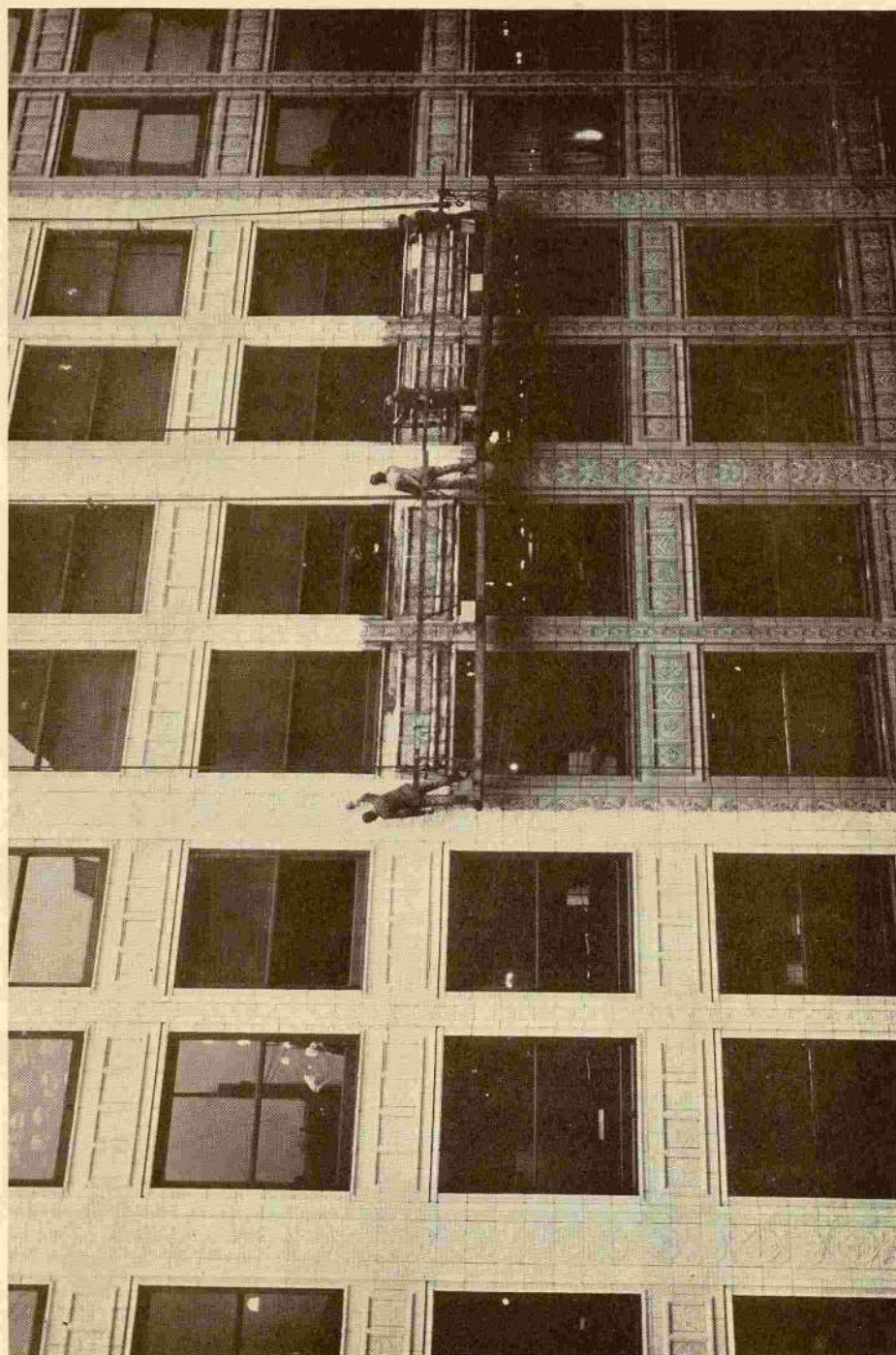
W. D. GATES, PRESIDENT

IT isn't the heart they are talking so much about that counts, Gates, it's the liver that is the real seat of it all. The heart is important and necessary, all right, but it just keeps steadily on, pumping its blood and doing its duty minute by minute and hour after hour through the whole span of human life. It pumps and operates what the stomach gives it to use, and then the liver stands guard and sorts out what needs sorting. Size doesn't count so much here but quality does. No one brags about the size of his stomach or liver and indeed size is recognized as a disadvantage. The meditative cow has four stomachs to the man's one and yet the cow can't vote. Indeed she has to stay up nights, chewing her everlasting cud, to keep all four going, while the average man can, in a hurried manner, and without forgetting business, drop fifteen cents' worth of ready-made foundry pies and non-explosive coffee into his one and only receptacle while he races past the counter and passes from the entrance to the exit, just registering, as it were, with the charming blonde at the cashier's desk. Not only does he escape staying up nights to chew, but he cuts it out entirely, hasn't time for it at all, saves all wear on his molars and throws it past them. It's up to the stomach to take care of it. It demanded something and now it's got it. It was trouble enough to him to get it, he had to scheme and plan and fight others who were after the stuff, so his responsibility ceases. If the stomach don't make proper use of it, and if the liver don't look the results over and analyze and sort out, then indeed there will be trouble in the camp and everybody will stand out of "Father's" way, if they are wise. It won't be his massive brain, it won't be his big heart that will be in control, but it will be his stomach and liver, and their control will be absolute and complete. True it may be that little

Willie had nothing to do with the hazardous selection at the Pie Foundry but it remains true that Little Willie would better tread softly and make himself very inconspicuous until the stomach and liver resume ordinary relations. No "Hero of the Home" is at all a genial human when at outs with his department of the interior. Little Willie may not be up in medical diagnosis, but he knows "Pa" and he well knows of the intimate relation he sustains with his internal economy. One look does the business for him and he tip-toes out and puts the request he brought in in cold storage, awaiting a time more opportune. That is, he does so if he is a wise "Willie." If he is not wise he is in for a seance in the wood shed, whereby he learns wisdom, bought by tears and accompanied by yells. A man with a good, reliable, non corrosive digestible back action stomach and rubber liver really isn't entitled to praise or consideration, though he always gets them. It's the man who lives his life attached to a fretful liver and an undecided and finicky stomach that is entitled to glad praise for anything good he can do, if indeed he were able ever to do good. Many a man gets praise for a big heart when it's just a good stomach reinforced by a six cylinder liver that saves him, while a man with a heart like an ox accompanied by a shredded stomach and a reticent and bashful liver, will reap frowns, be shunned, and have his heart vilified and blamed for the whole thing. The Pill man has recognized this and built castles and bought yachts with the utilization of his knowledge, which have been paid for by the owners and wearers of the warped and distorted inner contents of despondent and yachtless men. Your eyes see more than your stomach can care for, and you handicap that instrument with haste without the exercise of judgment. Don't flood your carbureter.

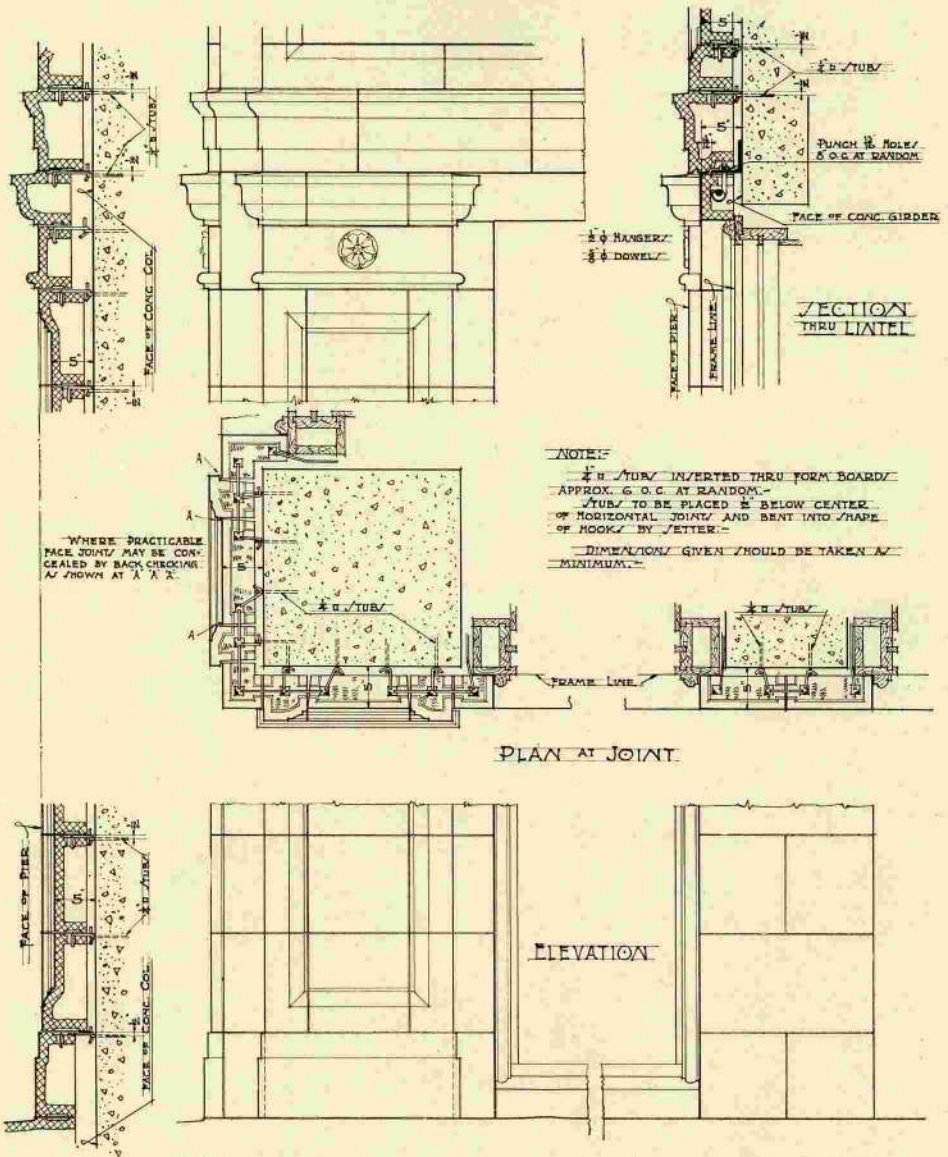


SCHOOL No. 34, INDIANAPOLIS, IND.
ROBERT FROST DAGGETT, ARCHITECT



WASHING THE FACE OF A TERRA COTTA SKY-SCRAPER. WORTH WHILE—ISN'T IT?

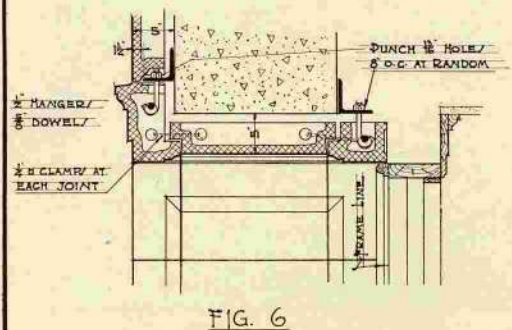
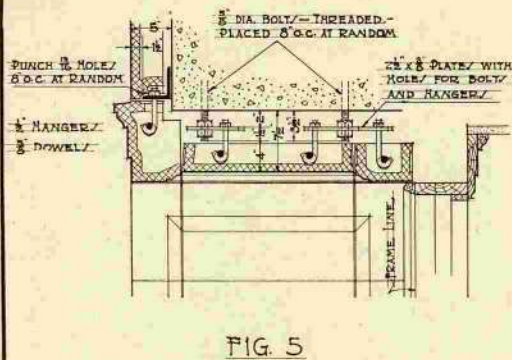
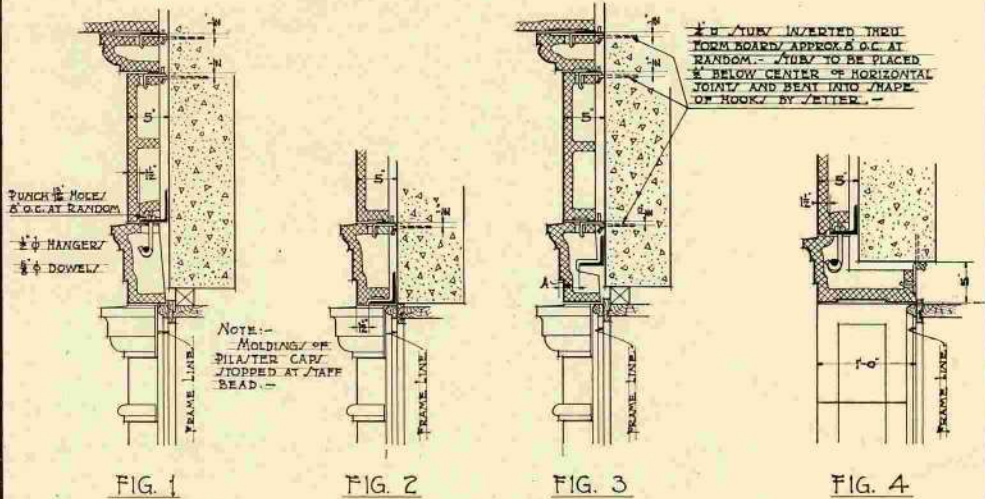
WRINKLES IN TERRA-COTTA-CONSTRUCTION



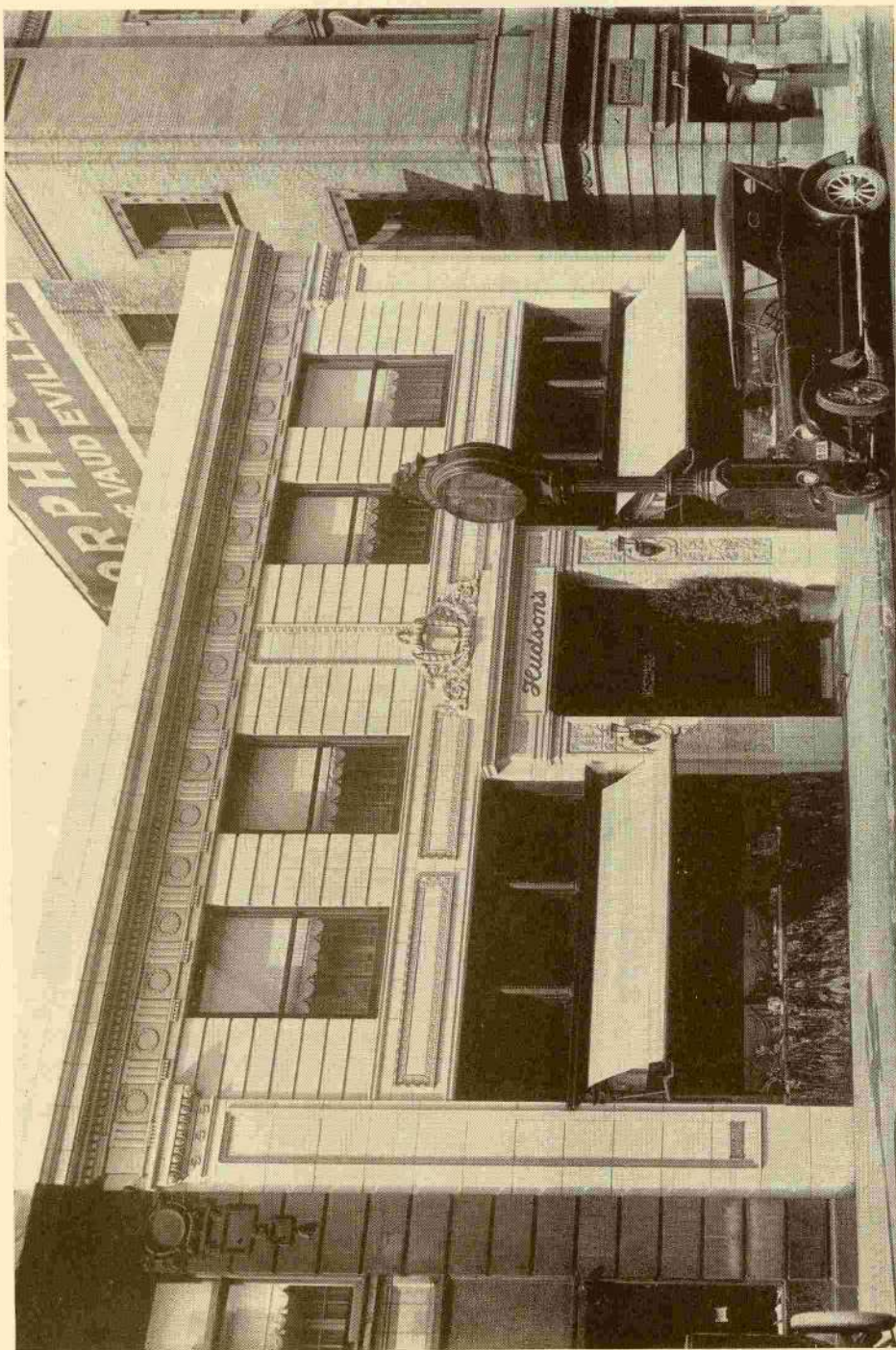
SECTION ON 1/2 OF PIER

IN designing concrete construction for a terra cotta facing, keep the face of the concrete at least 5 inches back of the terra cotta face. The terra cotta should be at least 4 inches thick and there should be an inch of clearance. Horizontal courses should not be much more than 12 inches high and stubs should be provided at each bed line. See sketch, upper left. These stubs should be located by the terra cotta drawings, not by the architect's drawings.

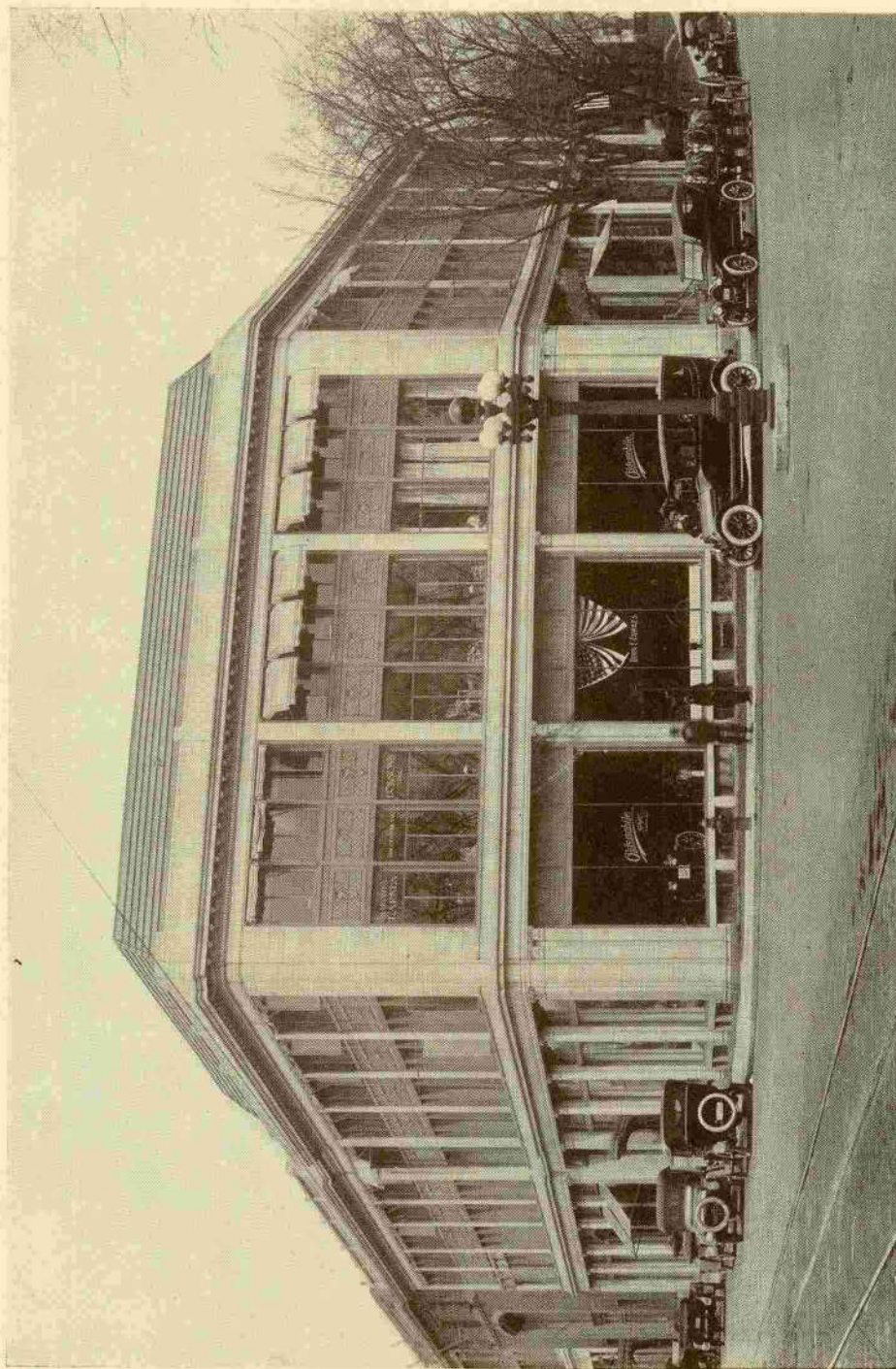
WRINKLES IN TERRA-COTTA CONSTRUCTION



PREFERRED methods are No. 1 and No. 4. If exposed steel in No. 2 is not objectionable it is very satisfactory. The method shown in No. 3 weakens the Terra Cotta considerably. Figure 5 shows an approved method for hanging deep soffits. Figure 6 is all right for soffits of limited depths.



BUILT FOR McMICHAEL INVESTMENT CO., MINNEAPOLIS, MINN.
ANTON JENSEN, ARCHITECT



B. E. FAWKES BUILDING, MINNEAPOLIS, MINN.
TYRIE, CHAPMAN & GAGE, ARCHITECTS



BANKERS TRUST COMPANY ENTRANCE, INDIANAPOLIS, IND.
MCQUIRE & SHOOK, ARCHITECTS

TERRA COTTA OF YESTERDAY

IN this series of articles on Terra Cotta of Yesterday, we have often referred to cuneiform characters. The illustrations heretofore shown have not been large enough to show what these characters looked like, and many of our friends have inquired concerning them. Consequently, in this issue, instead of showing the Terra Cotta cylinder itself, we have enlarged the inscription to give our readers a better idea of the text used by the ancient Assyrians.

The Terra Cotta cylinder, from which this inscription was taken, is now treasured in the British Museum. All we know about it is that it was probably burned before 700 B. C., making it at least 2600 years old. It was part of the annals of Sennacherib and tells the story of an old campaign. The substance of

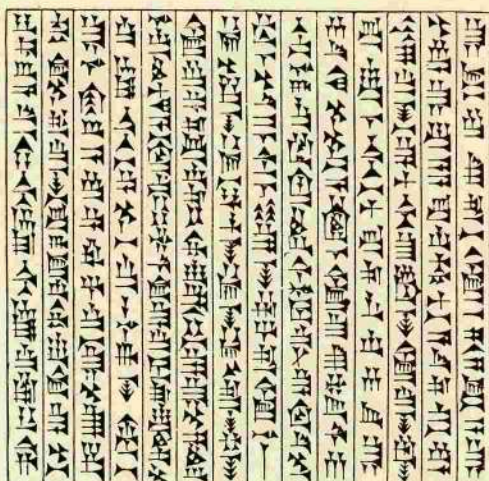
the account is as follows, translated as literally as possible: "Six and forty of the fenced cities, and the fortresses, and the villages round about them, belonging to Hezekiah, the Jew, who had not submitted to my rule, I besieged, and stormed, and captured. I carried away from them two hundred thousand and one hundred and fifty souls, great and small, male and female, and horses, mules, asses, oxen, and sheep without number. In his house in Jerusalem I shut up Hezekiah like a bird in a cage. I threw up mounds round about the city from which to attack it, and I blockaded his gates. The cities which I captured from him I took away from his kingdom and I gave them to Mitinti, king of Ashdod."

That's all it tells us. But the imagination needs little more to carry one back through thousands of years. Sennacherib, like a good soldier, reports concisely and well. In a few words he tells a wonderful story,—“I besieged, and stormed, and captured,” a report fit to take its place among the famous sayings of soldiers of more recent date, and a remarkable example of adequate

brevity. We were surprised to find that so good a soldier saw fit to carry away so many prisoners. Two hundred thousand, one hundred and fifty souls, in addition to his own army, must have given the commissary officer considerable trouble, if the armies of that time fed their prisoners as we fed ours in the world war. An old army sergeant, to whom we showed this report, ventured his opin-

ion that as old Sennacherib was wise enough to give away the cities he took, he probably was wise enough to lose the mob of prisoners after he got around the first corner.

It is not altogether strange that splendid examples of adequate brevity are to be found inscribed on these old Terra Cotta cylinders. There was too much labor involved to indulge in verbosity. Every unnecessary word took up valuable space consequently a premium was placed on conciseness. As we read them over we realize the care spent on them and they call to our memory the story of the French philosopher, who in writing to his friend, said, "Please excuse this long letter, I lack the time to make it shorter."



ENLARGED FROM A TERRA COTTA CYLINDER
2600 YEARS OLD TO SHOW DETAIL
OF CUNEIFORM TEXT

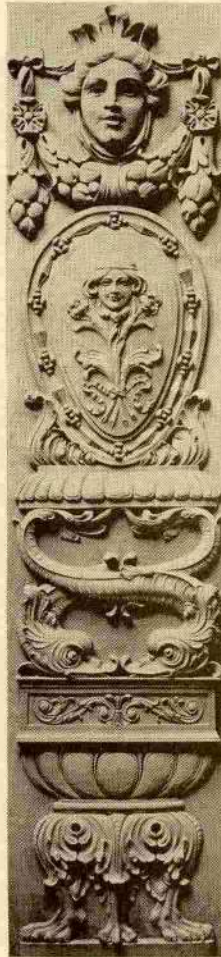
"F. O. B. CARS, FREIGHT ALLOWED"

A FEW days ago, while chatting in the nineteenth hole with some members of the Builders' Club of Chicago, we were very much surprised to discover a decided misunderstanding of that phrase in the Standard Terra Cotta Contract which deals with the point of delivery. Terra cotta is uniformly sold F. O. B. cars at factory with freight allowed to destination. In the February number of Common Clay, we took particular pains to explain why this was necessary, and we take advantage of every opportunity to make clear our position in this matter. Some of our friends in the Builders' Club thought that the terra cotta companies were seeking to dodge the responsibility for the safe delivery of their terra cotta and resented what they considered "passing the buck." We were very glad that the subject was broached, and we are equally glad to report that the explanation offered at that time was entirely satisfactory to our complaining friends, and we are equally sure that it will be satisfactory to you.

We have no desire to avoid any responsibility. We engage the most expert packers to place the material in the car; we employ the best traffic expert that we could find to arrange any difficulties encountered in transportation, to collect claims, and make adjustments; and we stand ready at all times to do everything possible to deliver the terra cotta to you in perfect condition. In the settlement of claims against the carriers, however, it is absolutely necessary for us to secure evidence. Unfortunately

for us and for you, this evidence must be collected at the point of delivery when the car is unloaded. We have no representative at that point of delivery, and if we were forced to have a representative, the expense naturally would be added to the job cost. You, however, have a representative at that point to overlook the unloading, and it is in your power to collect the necessary evidence without added expense. But because of the frailty of human character, unless the responsibility is absolutely fixed, we found it practically impossible to trust the average contractor to get the evidence. In order to get a claim settled we must have the original bill of lading, the original paid freight bill, and a notation of damage done initialed by the carrier's agent or a copy of the inspection report. All these you must send us before we can collect from the carriers for you. Experience has taught us that unless we fix the responsibility on you, unless we sell goods F. O. B. cars, freight allowed, this evidence is seldom forthcoming and the net result is a bad mix-up and both parties to the contract are injured. There has never been, to our knowledge, a single case in which the manufacturer

has not done all in his power to collect claims, and there has never been, and never will be any "passing of the buck" on our part. "Buck-passing" is in direct violation of our published policy, "Unless you profit we cannot." We are glad to shoulder all our responsibilities and many of yours in addition, but there are times we must look to you for a little help.



WHO'S WHO IN THE AMERICAN TERRA COTTA CO.



MR. JOHN REILLY

THIS month we add to our portrait gallery, Mr. John Reilly. Mr. Reilly is in charge of the farm at the factory, furnishes the hay with which we pack our wares, looks after the general teaming and is responsible for a thousand and one

things. When you read this he will have attained his American Terra Cotta majority for he came to work with us July 13, 1900, and has now worked with us for twenty-one years. We hope he will be there for another twenty-one years.

Terra Cotta Manufacturers
Boost Chicago

By

Boosting Terra Cotta

At

THE PAGEANT OF PROGRESS

July 30 to August 14, 1921

Visit the Terra Cotta Booth

SECTION U, BOOTHS 21 and 23



PORTRAITS IN TERRA COTTA
STEPHEN A. DOUGLAS
"THE LITTLE GIANT"

*But no defeat is quite so imminent
To common ways as the defeat Success
Turns into when it puts aside the dreams
That made it be, and somehow grows content
With what it is, forever giving less
Until it is not, and no longer seems.*

GLENN WARD DRESBACH