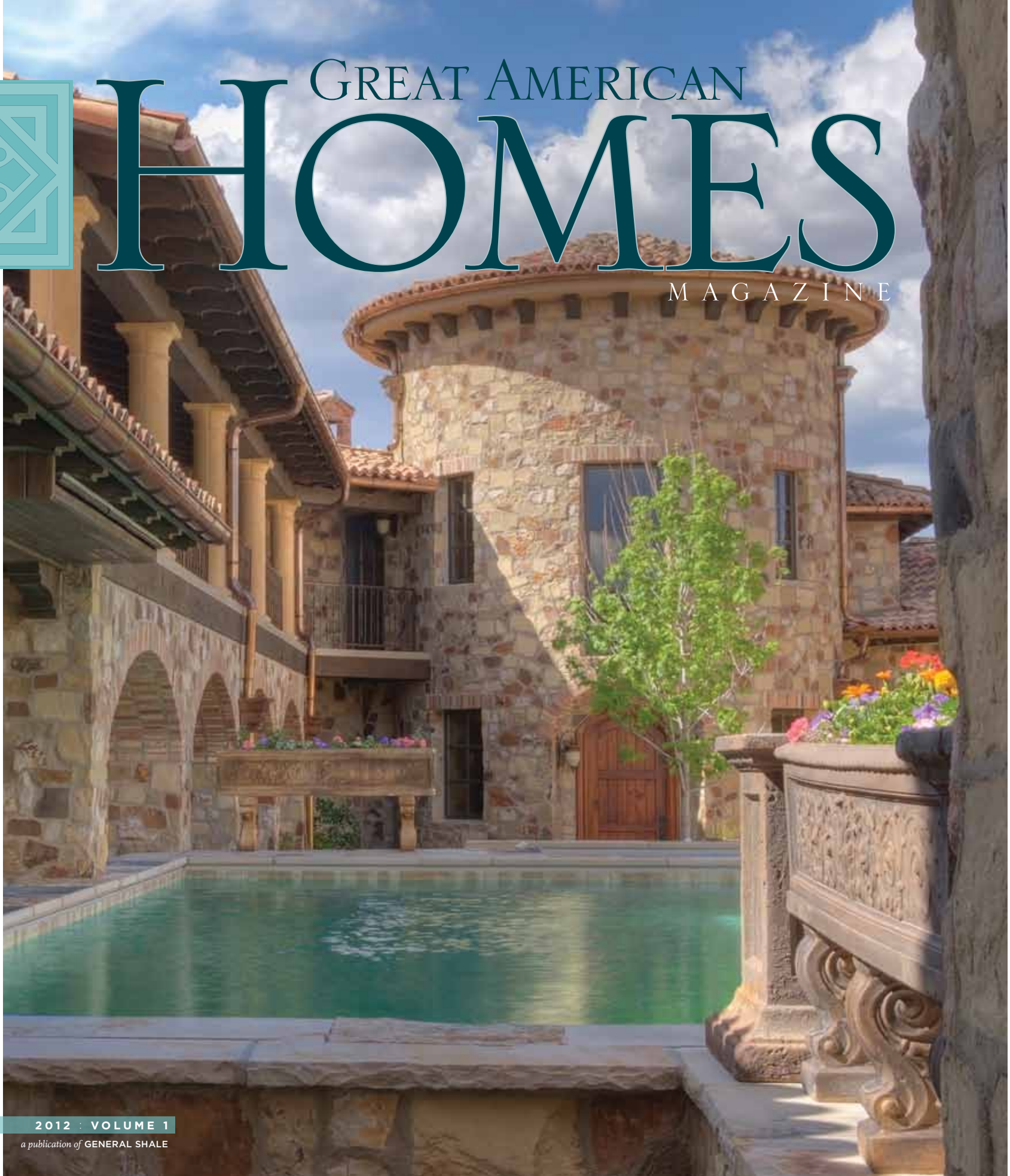




GREAT AMERICAN HOMES

MAGAZINE



2012 : VOLUME 1

a publication of GENERAL SHALE



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A DESERT STAR ²²

See how Sean and LaVonne Crosby built their tribute to true Tuscan living amidst the beauty of the Utah desert.



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W E L C O M E T O

GREAT AMERICAN HOMES

The dream of home ownership is a birthright that comes with the fruits of hard work and a vision of fine living. *Great American Homes* magazine is an annual celebration of that dream and all that it embodies. Inside these pages, our featured homeowners offer a glimpse of the vision and creativity that went into making these dream homes a reality.

You will note that our featured homeowners also share a passion for enduring beauty that only brick and rock can offer. General Shale has been helping homeowners build their dream homes since 1928. Today we have aligned our company to serve not only those who are building new homes but also those who are seeking to make their existing homes even better.

From our exciting new line of outdoor living products that enhance your home for outdoor relaxing and entertaining to our thin brick and thin rock products for renovating your home's interior, we hope that you will allow General Shale to help you shape your next dream home.

Enjoy your journey through our pages. Be sure to visit www.GeneralShale.com for more great ideas, and stop by one of our retail locations for assistance from one of our design experts.

A handwritten signature in black ink that reads "Dawn". The script is fluid and cursive, with a large initial "D".

Dawn Duncan
Editor, *Great American Homes*



BRICK NAME SILAS LUCAS E/M
STONE ACCENTS ARRISCRAFT SIENNA
PHOTOGRAPHY BY PETER MONTANTI

THE
Belcher
RESIDENCE

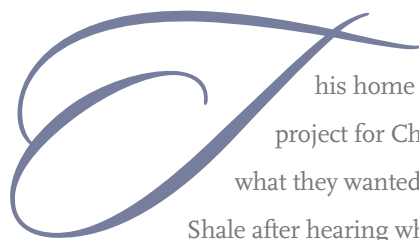
CHRIS *and* SHAWN BELCHER ✨ MATTHEWS, NORTH CAROLINA





GREAT AMERICAN IDEA

Clay or concrete pavers provide a perfect alternative when creating a gracious and welcoming entrance to your home.



his home in Matthews, North Carolina, is the third ground-up project for Chris and Shawn Belcher. This time they knew exactly what they wanted inside and out. Their builder recommended General Shale after hearing what the Belchers envisioned for the exterior.

“We wanted a stone foundation that was a little different from most homes you see. General Shale representatives worked with us to find a load-bearing stone that would allow us to put brick on top,” says homeowner Chris Belcher. “My wife picked the colors.”

The stone accent is Arriscraft™ Building Stone Sienna, and the brick is Silas Lucas. The natural colors go with the exposed wood beams used on the home’s front porch. Chris’s parents own a winery in Virginia, and he wanted to have a country, Tuscan feel to his latest architectural creation. “We haven’t met anyone who doesn’t like it,” says Chris.

“The brick is not only attractive; it’s also very energy efficient—warmer in the winter and easy to cool in the summer,” Chris explains.

The Belchers use their home as a family retreat and enjoy spending time in the outdoor living areas with their two children.



BRICK NAME WALNUT CREEK TUDOR
STONE ACCENTS ARRISCRAFT INDIANA BLEND
PHOTOGRAPHY BY PETER MONTANTI

THE
Stephens
RESIDENCE

SCOTT and TERESA STEPHENS * BLOUNTVILLE, TENNESSEE



SOMETIMES *beautiful things* COME FROM DISASTER

That's what the Stephens family found after their home in Blountville, Tennessee, was destroyed by fire. That home was built with General Shale products, and Scott says he's a "huge fan." General Shale representatives worked with him for hours picking out just the right product for the exterior of his original home, and when the home was lost, he called General Shale again.

I COULDN'T HAVE ASKED FOR BETTER TECHNICAL SUPPORT THAN I RECEIVED FROM GENERAL SHALE.

SCOTT STEPHENS

"The type of stone wasn't being used in this area of the country, so my local mason was a little concerned about the installation and didn't know if he'd have to charge a premium to install it. General Shale brought in an expert who met with my brick mason to show him some helpful techniques. Turns out he didn't have to charge more after he had a good understanding of how to install it. I couldn't have asked for better technical support than I received from General Shale," Scott explains.

The current home was finished just in time for enjoying their son's senior year of high school. "We were able to host many events for him here, from a prom party to his graduation open house," says Scott. Now, as Teresa and Scott look toward life as empty nesters, the two are delighted to host parties for church friends. They love the atmosphere the outdoor fireplace and General Shale's outdoor water feature provide.

The Stephens wanted the same traditional look of their last home, but they wanted to add some stone accents. The brick choice is Walnut Creek Tudor, and the stone accents are Arriscraft™ Building Stone Indiana Blend.


Scott said the General Shale representatives went above and beyond. They worked with his mason to ensure proper installation of the stone that is used across the front of the home, and for accents around much of the home.





GREAT AMERICAN IDEA

Even confined backyard living spaces can be enhanced by using a combination of water features and the warmth of a patio fireplace.



THE
Reddy
RESIDENCE
ASHOK and KIM REDDY * ATLANTA, GEORGIA

BRICK NAME CORTEZ
PHOTOGRAPHY BY PETER MONTANTI





Growing up in southern Florida, Kim Reddy was accustomed to the light colors used on many of the stucco-style homes there. She wanted to bring a bit of Florida northward by utilizing brick when she and her husband, Ashok built their home in Georgia. “The architectural style is more of a European, English countryside. I wanted an elegant, light-colored brick for the exterior,” says Kim. “Nothing too dark.”

The Reddys worked with contractor, Canonbury Homes, masonry contractor Neil Johnson, and General Shale representatives to pick Cortez brick with Dogwood White mortar. “We get a ton of compliments on the home,” says Reddy. “We’re very pleased with the results.” The Reddys and their three children often use the home for entertaining.

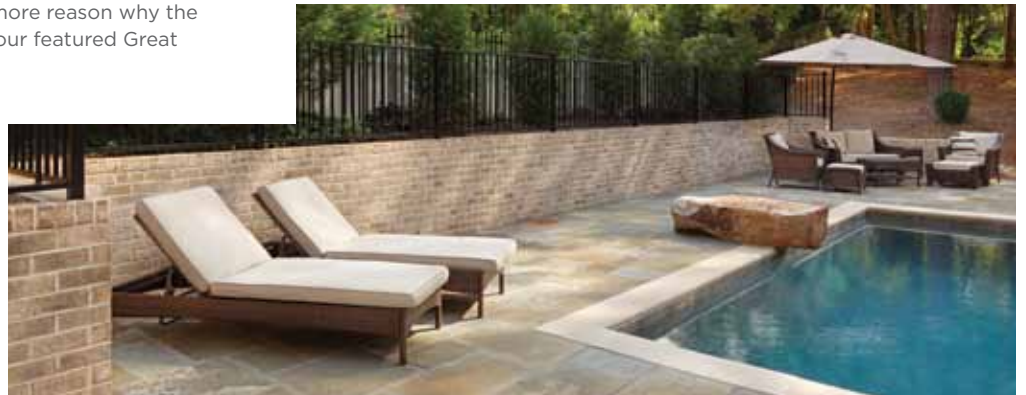
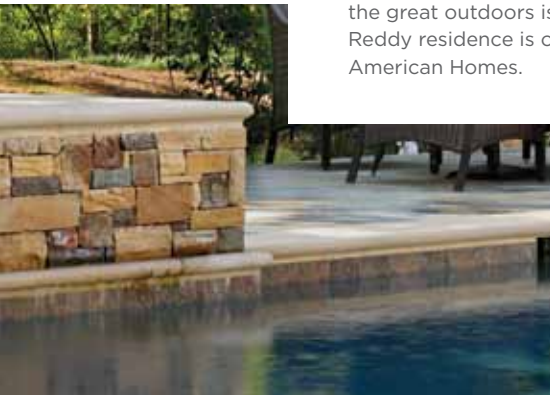








The Reddys love the outdoors, and their Atlanta location lets them enjoy their backyard paradise nine months a year. From their cozy outdoor fireplace, complete with flat screen for watching autumn football, to their tantalizing pool and water feature for the blazing-hot days of summer, the great outdoors is one more reason why the Reddy residence is one of our featured Great American Homes.





BRICK NAME OLDE GEORGIAN TUDOR
PHOTOGRAPHY BY PETER MONTANTI

THE
Lord
RESIDENCE

BRAD and LAURA LORD ✦ DULUTH, GEORGIA





GREAT AMERICAN IDEA

Don't forget mortar color when selecting brick or stone for your project. General Shale offers a variety of colors to suit any look or style you desire.



Brad and Laura Lord knew exactly the look they wanted when they set out to build their new home. At the urging of their builder, the Lords drove around Atlanta looking for brick styles they liked. Remarkably, all four of the homes they chose to pull ideas from used the exact same brick. However, that particular brick was no longer in production, so, Brad and Laura turned to General Shale.

Working with their General Shale representative, the Lords were able to find what they liked in a new line of brick called Olde Georgian Tudor, and they chose High Antique Ivory mortar. “I never look at my house and regret this brick choice. We love it. It’s just the Southern look I wanted,” says Laura.

The Lords live in an older neighborhood where many of the homes from the '60s and '70s are being torn down and rebuilt on large lots. But while many neighbors may choose a more trendy stone or siding for the exterior, the Lords say they made a wise investment in the enduring value of their home by choosing all brick. The Lords also opted for brick for their patio and for the columns in the carport, and to line the walkway and go around the pool and around the hot tub. The Lords have three children, and they say that they use the outdoor space often and love the low maintenance of owning a brick home.





BRICK NAME CAMBRIDGE, OLD CHARLESTON, OLD DELAWARE *and* WILLSHIRE
STONE NAME CHEROKEE, TRAILHEAD, TUSCANY *and* VENEZIA
PHOTOGRAPHY BY JOHN BROWN

THE
Crosby
RESIDENCE

SEAN *and* LAVONNE CROSBY * KANAB, UTAH





LaVonne Crosby says she's always wanted to visit Italy, but since she and husband Sean are still in the midst of raising nine children, they just haven't had the chance. So when undergoing an extensive renovation of their home in Kanab, Utah, LaVonne brought Italy to her home.

The roof tile was actually imported from Italy; a look at the Crosbys' home brings to mind a picturesque Tuscan hillside. The exterior stone is made in the USA by General Shale.

The Crosbys worked with their contractor, Rocky Mountain West Construction, to duplicate what the couple had seen in old pictures of Italy. The end result was a distinctive and unique combination of four types of thin stone--Cherokee, Trailhead, Tuscany and Venezia--and four types of thin brick accents--Cambridge, Old Charleston, Old Delaware and Willshire.

The Crosbys say they couldn't be more pleased with the look of their home. The family loves to entertain friends and host large family functions, especially in the outdoor living spaces on their veranda and by their pool.

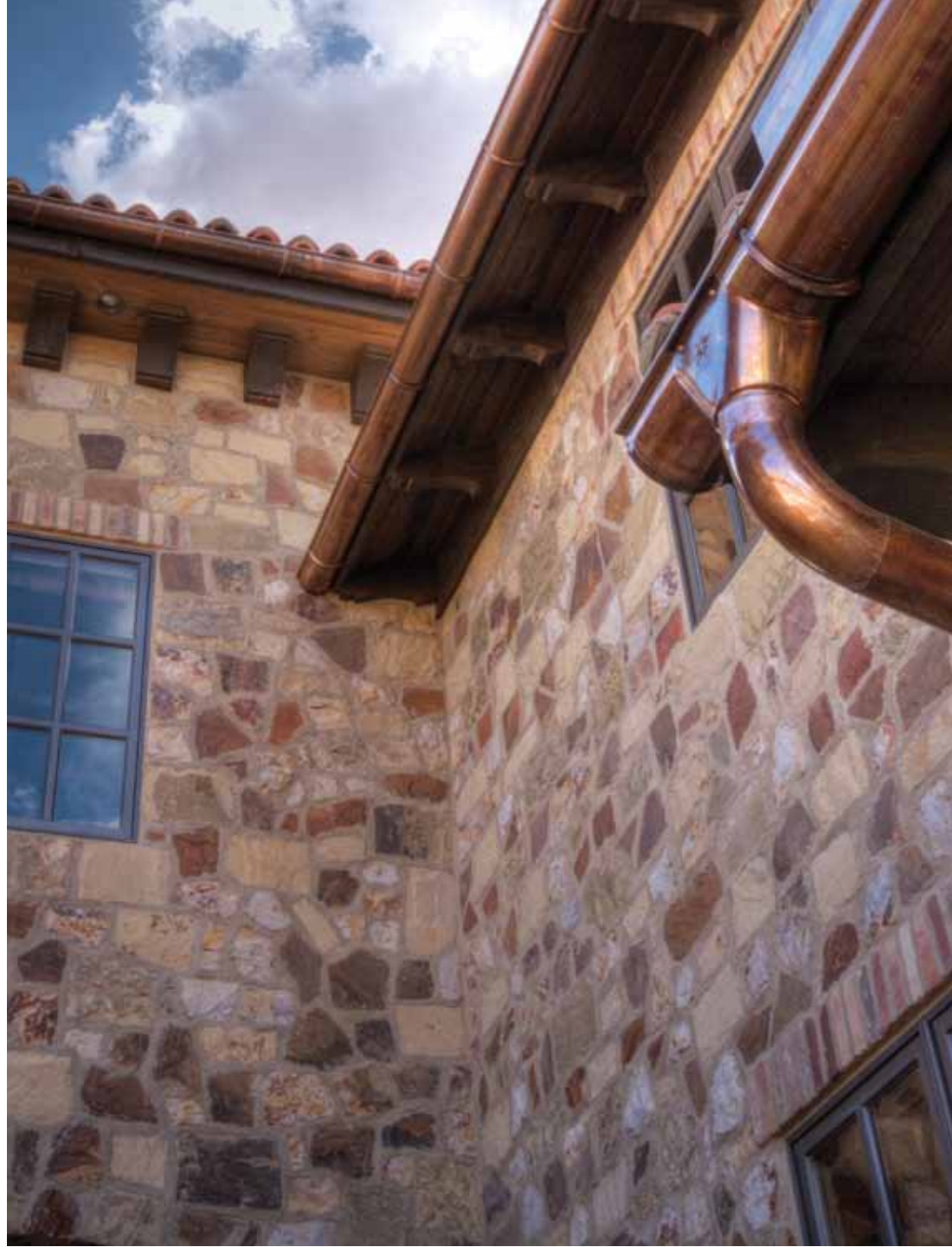




GREAT AMERICAN IDEA

Thin Stone by General Shale reduces cost and greatly increases your finishing options when used around cooking areas or as a base treatment for kitchen islands.





LEFT Entertaining under a desert sky seems so natural with the Crosbys' choice of rustic lighting and a fire pit that centers a nighttime gathering space.

RIGHT Sean's decision to blend four types of stone was a brilliant way to create a picture of timeless beauty.

OVERLEAF Entertaining or relaxing is effortless in the pool area the Crosbys crafted for their family and friends.



GREAT AMERICAN IDEA

Utilizing thin rock rather than concrete to edge a pool, pond or water feature can significantly increase the upscale look of a backyard retreat.



A T R I B U T E T O T H E A M E R I C A N D R E A M ,
the Crosby home fits in its desert environment and American history. Kanab, Utah, is a town of 5,000, with an authentic Western past and a storied reputation as “Little Hollywood.” With more than 100 movies credited to Kanab, more Westerns were produced near Kanab than anywhere outside of California. Clint Eastwood, John Wayne, Ronald Reagan and a host of other famed movie stars have made movies here. About 20 episodes of the TV series Gunsmoke were also made here.



GREAT AMERICAN IDEA

General Shale offers both solar and wired paver lighting for use in your outdoor patio. Sleek, reliable and energy efficient, there's no better way to beautify your great outdoors.

Photography on this spread by Matthew Porter



REDEFINING ELEGANT OUTDOOR LIVING

Trading one country club landmark for another



THE JOHNSON CITY COUNTRY CLUB IS A CLASSIC, SOUTHERN-STYLE CLUB IN TENNESSEE THAT IS LISTED ON THE NATIONAL REGISTER OF HISTORIC PLACES.

As its members prepare to celebrate the club's centennial anniversary, there's a noticeable difference in the landscape of the grounds. A 160-year-old oak tree that had offered a focal point for outdoor gatherings since the club's founding finally succumbed to age and disease. But in its place is what the general manager calls the best asset the club has added in 20 years: a 5,000-square-foot, two-level brick and stone terrace designed and built by General Shale. But the change did not come easily.



“It’s funny how you look back and realize we spent five years and thousands of dollars on this tree because we knew that it, and the deck surrounding it, was such an important part of the outdoor space here at the club. But we never imagined how much better things could be with the new terrace,” says Charlie Oliver the general manager and chief operating officer at the club. “From the entrance to the country club, you used to see this majestic, old oak tree, so we wanted something as spectacular as a focal point. Now you see this monumental stone fireplace. It’s beautiful and very visually appealing,” Oliver adds.

The terrace was installed in the summer of 2011 and was built with General Shale Outdoor Living products, including the custom-built Serenity II Fireplace with The Stacker Woodboxes on either side, The Entertainer Round Fire Pit, Paladin Garden Columns, The Retreat Garden Bench and a culinary center with an outdoor grill, sink, refrigerator and cabinetry. The retaining walls, stairs and floor were also constructed with General Shale Pathway Pavers. The product line also includes paver lights that can extend any event late into the evening.

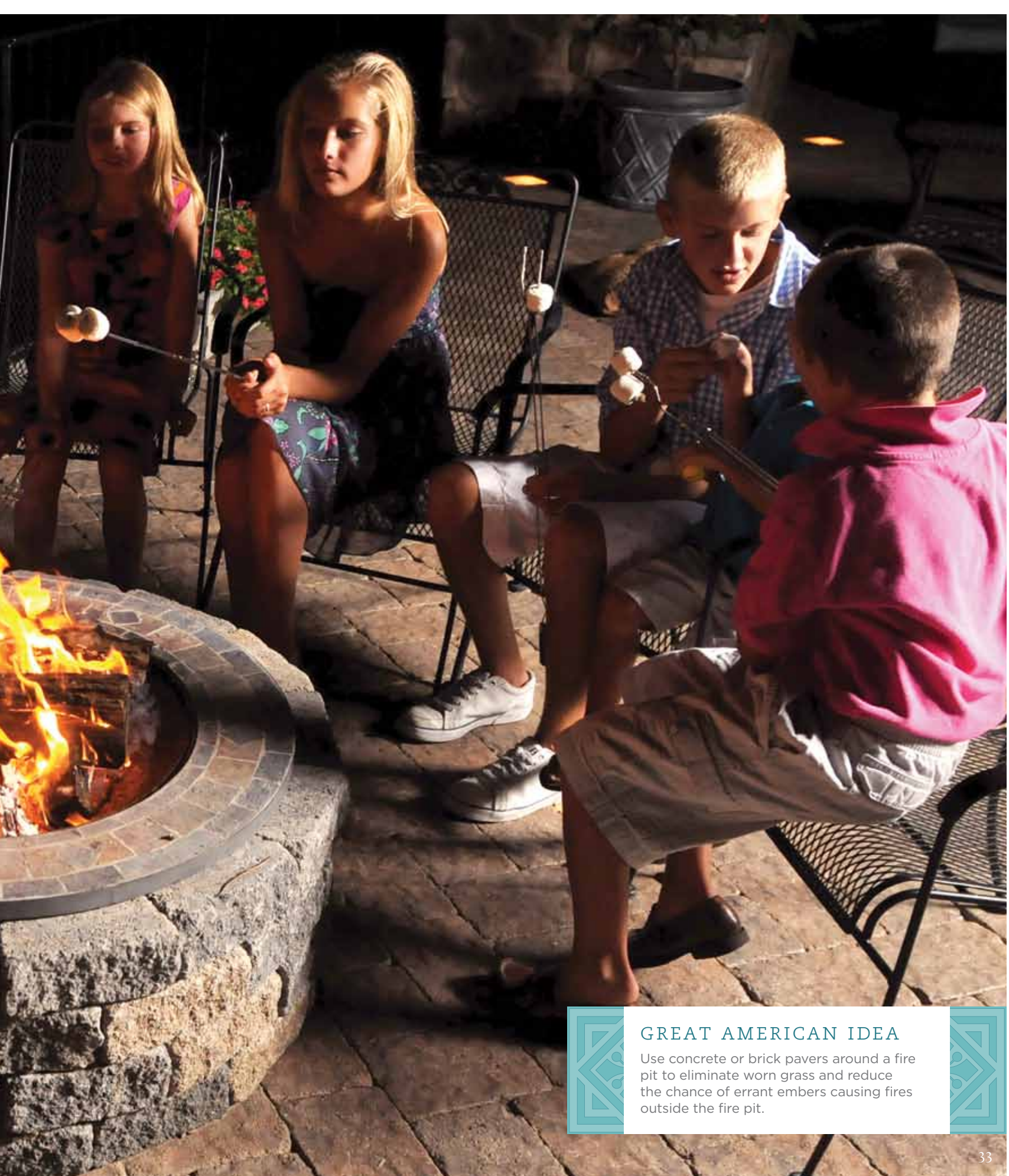
The design allows the space to be used nearly year-round. On cooler evenings, members gather around the fireplace or fire pit. And on the sunniest of days, the space stays cooler with General Shale’s new solar-powered pergola with a retractable sunshade.

“We went to General Shale, and their experts helped with the design and even managed the excavating, construction and landscaping on the project. I still can’t believe how well it turned out,” comments Oliver.



Photography on this spread by Matthew Porter





GREAT AMERICAN IDEA

Use concrete or brick pavers around a fire pit to eliminate worn grass and reduce the chance of errant embers causing fires outside the fire pit.



The location of the terrace is ideal because it is just steps from the main clubhouse, and it offers a view of four holes of the Tillinghast-designed course.

The space is used as a relaxation spot for families, where adults can socialize while kids roast marshmallows over the fire pit. It has also provided a great means for the club to increase sales of its food and beverage items. Guests can order from the club's restaurant menu and have the food delivered to them on the terrace. The club also hosts several special cookout events during seasonable weather. Friday night couples golf events include the chef firing up the outdoor grill on the terrace for dining under the stars. "We'll place menu cards on their cart when they begin, and they can choose from four or five items that will be prepared on the grill. The orders are placed when they begin their round of golf, and when they're finished with their nine holes, the meal is ready to be enjoyed as they watch other couples play through," says Oliver.

The new terrace is larger than the club's previous outdoor space but requires much less maintenance. Oliver says blowing off leaves is all that's required, compared to the nearly constant upkeep of maintaining a wooden deck.

Oliver says the upgraded space has been instrumental in attracting new members and even bringing back past members. "We've added the value of having a place to gather with your family and friends, and that's appealing to members," he says. "It's been a fantastic way to showcase many club activities."

Oliver adds, "It's really hard to even put a price on what a fine investment this terrace has been for the Johnson City Country Club."



Photography on this spread by Matthew Porter



GREAT AMERICAN IDEA

Concrete retaining walls are the best way to reduce erosion and create a layered living space outdoors.



Olde World

CREATIONS

FOR YOUR OUTDOOR RETREAT

One product that brings true functionality to your outdoor living space is the Olde World Wood-Fired Oven by General Shale. These high-heat ovens will be the focal point of your outdoor living area as you bring a unique taste to everything from appetizers to desserts.

Chicago Brick Oven (CBO), a leading manufacturer of brick ovens in North America, provides the ovens that come in the General Shale kit. Mike LoPiano, one of the founding partners of CBO, says that the popularity of outdoor cooking has grown tremendously in the past few years as homeowners seek to improve and utilize every part of their homes, including the outdoor areas. “My partner likes to call our ovens the karaoke machine of outdoor products,” says LoPiano. “It becomes a gathering place where people can enjoy not only the food but also the company of family and friends.”

The temperature inside one of the ovens can easily reach 800 degrees with a unique “flame roll” that cooks the food quickly and evenly. Professional chefs have raved about cooking with wood-fired brick ovens for years, and professional chef Mario Batali has long embraced how the ovens bring out the natural flavor of foods. Batali has teamed with CBO to create a collection of wood-fired recipes that will bring out the chef in anyone. Several of these recipes are featured on the following pages. Buon appetito!





Escarole Calzone: Calzone di Ricotta e Escarola

Recipe copyright 2000, Mario Batali. All rights reserved.

SERVES

Four calzones

INGREDIENTS

DOUGH

- 1/4 cup light red or white wine, such as Fiano del Avellino
- 3/4 cup warm water
- 1 1/2 ounces fresh yeast
 - 1 tablespoon honey
 - 1 teaspoon salt
 - 1 tablespoon extra-virgin olive oil
- 3 1/2 cups all-purpose flour

FILLING

- 1 large head escarole, about 1 1/4–1 1/2 pounds
- 4 tablespoons extra-virgin olive oil
- 4 cloves garlic, thinly sliced
- 4 tablespoons very small capers, rinsed three times in water and drained
- 4 salted anchovies, finely minced
- 1 cup Gaeta olives, pitted but left whole
- 1/4 cup dried currants
- 1/4 cup pine nuts
- 2 cups fresh ricotta cheese
- Salt and pepper

Preheat your oven to Baking Oven Grade 1, roughly floor temperature 425°F–450°F.

To make the dough: place the wine, water and yeast in a large bowl and stir until dissolved. Add the honey, salt and olive oil and mix thoroughly. Add 1 cup of flour and mix with a wooden spoon until it becomes a loose batter. Add 2 more cups of flour and stir with the spoon for another 2–3 minutes to incorporate as much of the flour as possible. Bring the dough together with your hands and turn it out onto a floured board or marble surface. Knead for about 6–8 minutes until you have made a firm, smooth dough. Place it in a clean, lightly oiled bowl and cover it with a towel. Let it rise in the warmest part of the kitchen for 45 minutes.

Cut the dough into 4 equal pieces and knead it into rounds. Let rest 15 minutes.

For the filling, bring 3 quarts of water to a boil.

Remove leaves from escarole head and rinse off all sand and dirt. Drop the leaves into the boiling water and cook until tender, about 12–14 minutes. Remove, shock in ice water till cool and drain. Stack the leaves, cut them into 1/4" thick ribbons and set aside. In a 12"–14" sauté pan, heat oil over high heat until smoking. Add garlic and cook 2–3 minutes until light golden brown. Add the capers, anchovies, olives, currants and pine nuts and cook 2–3 minutes until garlic is golden brown. Add the escarole ribbons and cook 4 minutes, stirring and moving until well mixed. Remove from heat and allow to cool. Gently stir in ricotta cheese and season mixture with salt and black pepper. Set aside.

Dust a clean work surface lightly with flour. Take the first of 4 rounds of dough and flatten it with your fingers and palms until it is about 1/8"–1/4" thick and oval shaped and about 10" across. Place 1/4 of the escarole mixture in upper part of center of the rolled dough. Fold the dough to form a half-moon, then seal the edges. Repeat this process with the other 3 pieces. Place each piece on a well-dusted pizza peel and then place in the front 40% of the oven, close the door and cook 7 minutes. Open the door and gently turn the calzones around 180 degrees. Close the door and cook for 8–10 more minutes until golden brown. Remove from the oven and serve. This dish is often served at room temperature, but can be eaten fresh from the oven.



Herb-Roasted Chicken

Recipe copyright 2000, Mario Batali. All rights reserved.

SERVES

Four

INGREDIENTS

- 1 (3 1/2- to 4-pound) organic, whole roaster chicken
- 3 1/2 tablespoons kosher salt
- 2 tablespoons freshly ground black pepper
- 1 tablespoon finely chopped garlic
- 1 tablespoon chopped fresh thyme leaves
- 1/2 tablespoon chopped sage leaves
- 2 tablespoons chopped parsley leaves (reserve the parsley stems)
- 1/2 cup extra-virgin olive oil
- 1 lemon, quartered
- 2 bay leaves

Preheat your oven to Baking Oven Grade 1, roughly floor temperature 425°F–450°F.

Wash the chicken and pat dry. Season aggressively inside and out with all of the salt and pepper. In a small bowl, combine the garlic, thyme, sage, parsley and olive oil. Rub the olive oil and herb blend into the cavity of the chicken as well as all over the exterior.

Place the parsley stems into the cavity of the chicken and squeeze each lemon quarter into the chicken and place the rind in as well. Put the bay leaves inside the chicken, place the bird into an oven-friendly ceramic dish, place into the oven and close the door. Roast for about 1 hour or until the chicken is golden brown, the juices run clear and a thermometer inserted in the thickest part of the thigh registers 160°F. Remove from the oven and let sit for 10 minutes before carving. Serve with a simple salad.



Crostata di Ciliegie: Cherry Jam Tart

Recipe copyright 2000, Mario Batali. All rights reserved.

SERVES

Six to eight

INGREDIENTS

- 2 1/2 cups all-purpose flour
- 1/2 cup superfine sugar
- 2 sticks chilled sweet butter, cut into 1/2" pieces
- 3 egg yolks
- 1/4 cup cold vin santo
- 2 cups red cherry jam
- Pinch of fine sea salt
- Grated zest of 1 lemon
- 2 or 3 turns of the peppermill

Preheat your oven to Baking Oven Grade 1, roughly floor temperature 425°F.

Pulse the flour, sugar, salt and zest 2 or 3 times in the bowl of a food processor fitted with a steel blade. Add the butter and pulse until the mixture resembles coarse crumbs.

In a separate bowl, beat the egg yolks together with the cold vin santo. With the machine running, add the egg/vin santo mixture to the dough through the feed tube. Process 5–6 seconds or until the mass combines and leaves the sides of the bowl. Permit the pastry to rest for 30 minutes, wrapped securely in plastic, in a cool place.

Thin the cherry jam a bit with a little hot water, stirring well to combine. Add a few grindings of pepper to heighten the flavor of the cherries and stir again. Set aside.

On a well-dusted, clean work surface, roll out the dough in a free-form circle of about 12" and transfer it to a well-dusted pizza peel. Leaving a 1" border uncovered, spread the cherry mixture over the dough, folding, pleating and tucking the border of the dough up over the fruit.

Place tart in the front 40% of the oven, close the door and bake for 8 minutes. Open the door and gently turn tart clockwise 1/2 way around. Close the door and cook 8 minutes. Open the door and turn clockwise 1/3 of a turn. Close the door and cook 10 minutes, or until the pastry is deeply golden and the fruit is glossy. Gently remove to cool on a rack for several minutes and serve warm with a glass of the vin santo.

GENERAL SHALE RETAIL LOCATIONS

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7029 Highway 72 West
Huntsville, AL 35806
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3255 Drennan Road
Colorado Springs, CO 80910
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