The crystalline formation of Georgia Marble not only gives to this material great strength and moisture resistance, but also contributes a high degree of beauty, for the clear crystals have the diamond-like property of reflecting and refracting light rays. Shades and shadows that add immeasurably to the charm of the memorial result.

In an Equable Climate
The Georgia Marble Company operates both plants and quarries during the entire twelve months of the year. The equable climate of Georgia makes this year round attention to customers' requirements possible.

There is No Substitute for Marble

GEORGIA CRYSSTALLINE MARBLE

THE GEORGIA MARBLE COMPANY

TATE, GEORGIA

September, 1927, Vol. 39, No. 9

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SELL BEAUTY

It isn't price — it isn't cold stone — it isn't cheapness that interests the customers who matter to you most.

They seek — beyond everything else — something that will symbolize the love they bear for the one who is gone.

Show them this beautiful granite — Wisconsin Ruby Red — whose beauty of color and finish will never fade or dim — unaffected by time, climatic conditions, or the elements — as permanent as the earth itself.

In this they will find the thing they want. Their purchase of a Wisconsin Ruby Red memorial will be a source of lasting pride and satisfaction. You will find them recommending it to others. You will see your profits grow.

Write for our portfolio giving the facts about Wisconsin RUBY RED Granite and its unique perpetual guarantee.

ANDERSON BROS. & JOHNSON CO.
WAUSAU, WISCONSIN
Worthy of
FINE EFFORT~

No craftsman ever worked in finer granite than this ~ from Knowles, California, where is quarried the famous

Raymond Granite

In 38 years, millions of cubic feet of snow-white, flawless granite have been quarried here, and engineers estimate there is yet over 600 million cubic feet of equally fine stone. The situation of the quarry, plus modern methods of extraction keep operating costs at a minimum.

Attractive Prices
for dealers west of the Mississippi. Write at once for attractive proposition.

Raymond Granite Company, Inc.
3 Potrero Avenue ••• San Francisco, California
1350 Palmetto Street ••• Los Angeles, California
THE NORWALK VAULT BUSINESS IS THE NATURAL SIDE LINE FOR THE MEMORIAL CRAFTSMAN

because it builds monument sales for him. This business belongs naturally to you memorial dealers; you are best equipped to handle it, and it is the ideal monument sales promoter. This is not guesswork. Our memorial dealers tell us so. They have proven it in their business, and you can do the same.

One of our dealers cleared 200 per cent in a year. No side line fits into your business like selling the Norwalk Vault.

We furnish you with literature and sales helps that make it easy to sell vaults. Our simple instructions and complete outfit, make it easy to manufacture them. You can go into the Norwalk Vault business now and cash in on it this season.

And remember, every time you make a burial vault sale, you are dealing with a good monument prospect. You get acquainted with him first, and you will have the best chance to sell him a monument when the time comes.

Write us today for our special proposition to memorial craftsmen.

THE NORWALK VAULT COMPANY
81 Prospect Street    NORWALK, OHIO
What memory stone could so fittingly symbolize the spirit of one who loved the out-of-doors and sunny days? The illustration shows the memorial at Burr & Burton Seminary, Manchester, Vermont, to Elizabeth Leidtke.

Note in the picture how delicately the clear face of Vermont Marble catches the fullest contrast of sunlight and shadow. Beauty under the test of sunlight is one more reason why the nationally known, nationally advertised Vermont Marble is easy to sell—why it continues its more than a century-and-a-half history as America’s noblest Memory Stone.

VERMONT MARBLE COMPANY, PROCTOR, VERMONT

"World's Largest Quarriers of Marble"
UNLIMITED SUPPLY

These two recent views in the Pirie quarries, give visible evidence of the development that gives the choicest blocks in unlimited size and quantity. Study these views carefully. They tell their own story.

J. K. Pirie Estate
Campbell Block
Pirie’s Dark Barre granite has been famed for superior quality since the beginning of the Barre granite industry. Here is shown the result of unexcelled producing facilities. Always ask for the Pirie Certificate of Perfection.

Barre, Vermont
Depot Square
The Cenotaph of
Major Archibald Willingham Butt
Arlington Cemetery
Washington
Hero of the Titanic Disaster
Military Aide to Presidents
Roosevelt and Taft

White Mount Airy Granite
THE CENOTAPH OF A HERO

ARLINGTON CEMETERY, WASHINGTON

By BRUCE BAYNE

There is a white Cross in Arlington Cemetery. It marks an empty grave. Before this cenotaph, the visitor stands uncovered in honor of a soldier whose life was a cardinal example of the chivalry, traditions and culture we have come to associate with the Southerner of gentle birth; and whose death in the Titanic Disaster added another name to the immortals of whom the Christ said: Greater love hath no man than this, that a man lay down his life for his friends.

Facing half-crazed cowards with disconcerting contempt and indomitable courage, Major Butt placed women and children in the life-boats, maintaining that inherent courtesy and graciousness which typified his conduct at all times and when the last life-boat had cleared he was seen standing utterly calm and composed, hat in hand, ready to meet death like a gentleman.

The heroism of Major Butt is not only an epic of the sea. It is much more than that. Life is the great teacher and it is in the hour of trial and adversity that fate measures the mettle of men. The fop can be gracious and polite in a drawing-room. The cloak of good manners can hide a rotten soul. But only sterling character, inbred culture and sheer courage can give the world another Major Butt.

As the Military Aide to Presidents Roosevelt and Taft, Major Butt earned his share of honors in life,—but it was that appalling hour of utter panic and disaster which proved to the world that his finished manners, his fascinating personality and all his attributes of the gentleman were of the soul and not the surface.

And just as great tragedies or great adversities reveal great men, so likewise do the common-place problems of life test the true worth of a man. If we would know how we might face a disaster like the Titanic, let us first study how we meet the lesser trials of life.
The permanent beauty of a Wetmore & Morse memorial such as the one shown above is a permanent advertisement for the memorial craftsman who erected it, and will be an asset to him for all time. You cannot afford to take any chances on the future appearance of your best work. The safest way to avoid dissatisfaction in the future is to always specify Wetmore & Morse stock.

Ask for the Wetmore & Morse Certificate from your Manufacturer.


The Wetmore & Morse Granite Co.
Quarries: Barre, Vt. ::::: Main Office: MONTPELIER, VT.
"The Promptest Shippers South"

GEORGIA MARBLE

"For All Monumental Purposes"

FINISHED OR DIMENSION STOCK

Send us your orders and inquiries for quick and satisfactory attention.

The Georgia Marble Finishing Works

"The Promptest Shippers South"

CANTON, GEORGIA
This exedra, erected in memory of Louis Lebeck, in Nashville, Tennessee, is constructed entirely of Rock of Ages Granite. It measures, at the base, fourteen feet wide, and the height overall is nine feet, two inches.

Where perfect texture is essential

In a memorial like the exedra illustrated above, where the broad surfaces appear without ornament, a material is necessary whose texture and color shall be even and without blemish. The illustration shows how perfectly Rock of Ages Granite meets such requirements. Even when quarried in blocks of the very largest size, no knots or discolorations appear to mar its beauty. It is, indeed, the ideal material for all monumental work of large dimension, whether plain or elaborately carved.

ROCK OF AGES CORPORATION
BARRE, VERMONT
An attorney, representing a monument dealer who has been refused admission to a local cemetery for the purpose of performing a contract for monumental work on a lot, asks for a reference to court decisions bearing on the subject.

The cemetery is operated by a corporation, which sells its lots subject to rules, regulations, etc.

The refusal of the cemetery company to permit this dealer to enter the grounds is said to be based upon a disagreement between him and officials of the cemetery. Both the lot owner and the monument dealer are willing to comply with the cemetery company's rules, etc.

The specific question raised is whether or not there is a precedent for a suit by the monument dealer directly against the association.

Our attention has not been brought to a direct precedent on this precise point. However, we regard the comparatively recent decision of the Iowa Supreme Court in the case of Chariton Cemetery Company vs. Chariton Granite Works, 197 Northwestern Reporter, 457, as sustaining the right of a monument dealer to restrain a cemetery corporation from wrongfully interfering with the performance of a contract with a lot owner.

In that case, the cemetery company sued to restrain the monument company from doing work on a lot, and lost, not because suit directly between the parties was held to be improper, but because the court held that the cemetery company had no right to exclude the monument company. It would seem to necessarily follow that a monument dealer has a right to enjoin wrongful exclusion.

In the Iowa case, it was decided that a rule requiring monument foundations to be constructed by the cemetery company was void as being unreasonable. The court said:

"Any rule of the company that would deprive him of the right to personally care for, beautify, adorn and improve the burial place of his dead would be abhorrent to many of the finer instincts of mankind. A rule that required that the work be of a certain character, conform to certain standards, or be done in a certain character, would not deprive him of that right and would not, on that account, be unreasonable, but one that obliged him to forego the right of personal attendance or labor in marking or beautifying the spot that he had provided as the last resting place of those near to him in life, so long as he conformed to proper regulations, would be unreasonable. What he might do himself he might rightfully do by another of his own choosing whom he might regard as more competent or capable. Any regulation that prohibited him from so doing, would, we think, be unreasonable."

The leading decisions previously handed down by courts of other states on this general subject are cited in the opinion of the Iowa court.

April 30, 1926, the Minnesota Supreme Court handed down a decision in the case of Scott vs. Lakewood Cemetery Association, in which the reasoning of the Iowa Supreme Court was followed. The Minnesota Supreme Court held that a rule excluding outside florists from the cemetery grounds was unreasonable. There the unit suit was brought by a lot owner to enjoin the association from interfering with his employment of a private florist to decorate the lot, subject to the association's reasonable rules.

It may be that the lot owner's rights are a bit stronger than those of a florist or monument dealer employed by him, and that probably accounts for the bringing of the Minnesota suit by the lot owner, although it is quite manifest that the suit was instigated and practically carried on by Minneapolis florists who had been discriminated against by the cemetery association. We cannot doubt that it is the better practice to have a suit of this kind brought by the lot owner, or in his name, when that is feasible. It avoids chance for the association to raise any question as to the monument dealer standing in such relationship to the cemetery association as to be entitled to sue to restrain enforcement of its rules.

But there is hardly debatable ground for questioning the monument dealer's right to sue in his own name.
AMERICAN MEMORIALS IN EUROPE

MEMORIAL TO AMERICAN DEAD AT CHATEAU THIERRY
From Accepted design by Paul P. Cret, Philadelphia

The struggle of Americans in the allied cause at Chateau-Thierry, St. Mihiel and in the Meuse-Argonne region will be commemorated by three superb memorials to be constructed under direction of the American Battle Monuments Commission, which is planning a program of monument building in France.

The most important monument in the commission's program is that to commemorate the Meuse-Argonne operation, the greatest battle in American history. It is to be placed in the old town of Montfaucon, ruins of which are to be preserved intact by the French government as an everlasting memento of the great combat waged there.

Montfaucon was located on one of the dominating hills of the region and was captured by the American Army during the offensive which started September 30. The town itself was completely destroyed.

The exact site selected by the American commission for its memorial is atop the hill, near the main road just west of the ruins of the church. The architect working on this memorial is John Russell Pope, of New York, and the estimated cost is $400,000.

The memorial will be 165 feet high and consist of a base surmounted by a Doric column 24 feet in diameter, rising from a retaining wall in which there will be a door giving entrance to a small memorial chamber from which there will be access to the top of the column.

A forecourt also will be provided, and the whole will be approached by a series of steps from the road level, the top of the retaining wall being approximately at the high point of the hill.

Next in importance is the structure commemorating the operation of the First American Army which resulted in the reduction of the St. Mihiel salient, this to be located on Montsec, at an estimated cost of $230,000 in addition to the cost of an approach road.

Montsec is an isolated hill about 150 yards high. It was within the German lines during most of the war and was a familiar landmark to all soldiers who served in that sector. The view from the top of the hill is very impressive.

The commission's plan contemplates construction of a road up the hill and placement of the monument on its crest. The land has but little value and the commission now holds options on practically all of it. The road is to be built by the French government as a communal thoroughfare, and the commission is to pay the expense involved, estimated at about $40,000.

Egerton Swartwout is the architect of this memorial, which will be an open colonnade resembling somewhat the Lincoln Memorial, 30 feet square and 55 feet high. The columns will be 24 feet high and form a double line, the interior columns being Ionic and raised a slight distance above the outer peristyle in a manner somewhat similar to the Propylea in Athens. A fine opportunity for a sculptured frieze above the columns is offered.

Of almost equal importance to the St. Mihiel Memorial is one to be built near Chateau-Thierry commemorating all activities of American troops in the vicinity of the Marne salient. The estimated cost of this memorial is $230,000 in addition to the cost of the approach road.

The site selected is on Hill 204, as it was referred to on the battle maps, to the west of the town and above the village of Corteau. From it a beautiful and extensive view can be obtained of Chateau-Thierry and the Marne Valley. To make the monument readily accessible, a branch road about a half-mile long will be laid connecting it with the main highway between Paris and Chateau-Thierry.

The approach road is to be built by the road-building department of the French government and its cost is to be paid by the commission. Paul P. Cret, Philadelphia, is the architect. This structure will be in colonnade style on a terrace wall. It will be 60 feet high, the colonnade being 55 feet long.

AMERICAN MEMORIAL AT BATTLEFIELD OF MONTFAUCON
From Accepted design by John Russell Pope, Architect, New York
The accompanying illustration shows the accepted design for the World War Memorial for Providence, R. I., selected in a competition among leading architects. The prize design is the work of Paul P. Cret, of Philadelphia, and the work will be erected within a year at a cost of $200,000. Bids are to be asked at once for the construction of the memorial.

The competition, which was under the auspices of the American Institute of Architects, was carried on in two stages and nearly 100 designs were presented to the jury, consisting of members of the committee, two architects and a sculptor of high standing.

The design shows a column rising approximately 115 feet in the air. This rests on a platform approached by steps from four directions. Four bronze plaques, bearing insignia of the various branches of the service are inserted in this. The plinth, or base supporting the column above, has four large faces suitable for memorial inscriptions or the names of the citizens of Providence making the supreme sacrifice during the World War. The four diagonal corners of this plinth contain the seals of the Army, Navy, Air Service and the Medical Corps.

On the lower part of the shaft is a memorial frieze symbolizing the moral virtues of our citizens during the war. This frieze is flanked by the seals of the city of Providence and the State of Rhode Island. The shaft proper is symbolical of the American coat-of-arms, the Stars and Stripes. Surmounting the shaft and crowning the whole is a large heroic figure of Peace. It is proposed that the design be executed throughout in Westerly granite.

Mr. Cret, the designer, is himself a World War veteran, having served with both the French army and the First Division, A. E. F., and is at present chairman of the Art Committee, Battle Monuments Commission, of which Gen. John J. Pershing is chairman. He is also advisory architect for Brown University and professor of designing at the University Pennsylvania School of Architecture.
THE MONUMENTAL NEWS

NEW PLANT OF H. A. WHITACRE

The accompanying photograph illustrates the new home of H. A. Whitacre, Inc., located at 66-67, 69, 71, 73, 75 Sixty-Ninth St., Middle Village, New York City, directly opposite 1963 Metropolitan Ave., their former place of business. Sixty-Ninth St. was, until a revision of the streets, Juniper Avenue.

This structure is modern in every detail, and has 33 feet frontage and is 84 feet deep. The construction is iron, concrete and brick, with copper cornice. The walls are 16 inches thick throughout, poured in concrete forms. There are 63 tons of structural steel in the building; 24 piers, four feet square and four feet in the ground support the weight. The floor beams are on ten inch centers and of long leaf yellow pine two and one-half inches thick, which gives a carrying weight of 800 pounds to the square foot.

In the right end of the building is a modern show room with two windows of heavy plate glass eight feet by eleven feet square. The office at the left front has one window of the same size. To the right of the office is a smaller private office.

The building is conveniently equipped with ladies' and gentlemen's rest rooms.

Seventy-Nine electric lights are distributed throughout the building for convenience and comfort.

The large doors in the center are the entrance for the truck. The drive-way is sunken to make the truck bed on a level with the upper wareroom floor. The entire basement is for storage, save the boiler-room; the office and show room are heated by a modern Newport Boiler.

The building was designed by the well known architect, Henry C. Brucker, of 2424 Myrtle Avenue, Brooklyn, N. Y., with the assistance of the owner, H. A. Whitacre. Mr. Brucker's ability is shown throughout the construction. The building is greatly admired by the general public and the residents of the immediate community.

The General Contractors were Messrs. Fraser & Berau, well known builders who have erected so many of the beautiful churches, Masonic temples, and other public buildings, as well as private homes in the greater city. This firm builds to satisfy the owners and every completed contract is one more memorial to their well earned reputation.

The water tables, window sills, name-plates, and coping are of black polished granite from the quarries of F. T. Lang of Middle Village. These quarries are located in Maine, and the manufacturing was done at the plant in Middle Village. Drips were cut under all the work, except the name plates; this was done with the newly installed carborundum wheel.

The employees at this modern, up-to-date concern will spare no pains to show all the many patrons over the building, and any one wishing to know how 1200 to 1500 statues of Italian marble will look all grouped under one roof will do well to call and greet any of the five persons actively engaged in this business.

This firm carries a large and comprehensive line of interior decorative marble and bric-a-bracs for the home, office, and so on; with the new show room this will be a beautiful exhibit, as they carry around 250 cases of this merchandise.
FIRM CHANGES AND OTHER NEWS

The Fulton Monument Company of Wymore, Nebr., has recently purchased two lots on which they plan to erect a new building for the Monument Works.

The Knoxville Marble Co. of Knoxville, Tenn., has incorporated with a capital of $625,000. Walter V. Clark, Benjamin P. Broome, O. T. Roehl, 215 N. Broadway are the incorporators.

The Muldoon Monument Co. of Louisville, Ky., Peter B. Holland, Pres., erect a plant on Broadway. The building will be 2 stories, 3 x 85 ft., limestone and granite, brick and concrete, semi-fireproof construction, Greek Corinthian style of architecture with flood lights for display purposes. Carl J. Epping is the architect.

The Gray Eagle Marble Co. of Knoxville, Tenn., are planning the erection of a mill addition which will be 56 x 96 ft. Wulfenden & Sons, new Monument Stone company have recently opened a plant in Lebanon, Tenn.

Kreg & Fee, in connection with S. P. Nelson, an experienced monument man of Auburn, Ill., have formed a partnership and will engage in the monument business in Hicksville, Ill., under the name of Kreg, Fee & Nelson.

The Wells Marble and Granite Co. of Fort Worth, Texas, have incorporated with a capital of $10,000. Anna B. Wells, W. C. Wells and Oscar H. Cheek are the incorporators.

With the Moretti-Harrah Marble Company of Sylacauga, Ala., enlarging their quarry and erecting a large finishing plant, and the madras quarries adding improvements, it is said that more than 100 workmen have been given employment since the last of June.

It is also stated that the Alabama Marble Company at Gantts Quarry, have also made new improvements, and added several workmen to their already large force of workmen. The marble industry is on the upfist, and there is talk of other quarries opening up in the district.

Arthur A. Hart, former member of the firm of Hart and Cress, undertakers, who recently retired from business here, has taken a position as manager of the Hillsboro, Ill., Monument Co.

The monumental firm of Gordon & Adams of Caldwell, Idaho, has been taken over by N. C. Gordon as sole proprietor and has moved from Albany St. to 807 Arthur St. which is the main business district of the town. Mr. Gordon reports that business has been remarkably good in the new location.

The G. Y. Ralph Co., Inc., of Hardwick, Vt., has filed articles of association in the secretary of state's office to carry on a business of quarrying, manufacturing and dealing in stone and stone products. The capital stock will be $50,000, the shares having a par value of $25. The incorporators are: George Y. Ralph, L. S. Robie and Melvin G. Morse of Hardwick and Frank J. Stewart of Hyde Park.

The Cuyahoga Monument Company of Cleveland, Ohio have recently been incorporated. Bernard Radomski, K. Radomski and Henrietta Rodomski are the incorporators.

The Danville Monument company of Danville, Ill., with offices and plant opposite the Springfield cemetery is a new entry into the industrial field in Danville. The company was organized here a few months ago.

Rupert P. Ferguson of Russville, Ark., has purchased a half-interest from R. H. Osborn in the marble works at Morilton and Conway, Ark. Both business will be operated under the firm name of Ferguson & Osborne, and Mr. Ferguson will have charge of Morilton business. Mr. Ferguson was engaged with his father, W. P. Ferguson, in the marble business for several years, and for the past five years has operated a business at Camden, which he recently sold.

The Berliner Monument Co. of Forest Park, Ill., moved into a fine new office building. Their old building will be moved to the back of the lot and used as a drafting room.

Kern Marble Company, Knoxville, Tenn., have incorporated with a capital of $24,000. The incorporators are: John P., Robert A., Charles H., Margaret D. and Rosalie Kern.

It has been reported that the Carthage Marble Corp. of Carthage, Mo., has acquired the Ozark Quarry and will remodel the plant and install modern machinery.

Paul H. Peiffer, formerly employed by Gingrich & Miller, marble cutters, of Lebanon, Pa., purchased the Wood marble and granite works at Annville, and will conduct this business at that place.

THE OBITUARY RECORD

Frank D. Black, of Grand Rapids, Mich. well-known memorial retailer, and one of the pioneer association men in the country, died July 10. Mr. Black was credited with being the founder of the National Retail Monument Dealers' Association, now the Memorial Craftsmen of America, and was for many years a leader in association councils. His firm was one of the oldest and most progressive in the state. The business was founded by his father, A. Black, and was for a long time under the firm name of A. Black & Son. The present firm name is F. D. Black. Mr. Black was an enthusiastic association man, and a leader in the promotion of the Michigan State and District associations as well as the National.

At the Detroit Convention of the Memorial Craftsmen of America last year, Mr. Black was made a life member of the association, and a framed life membership certificate was presented to him. This is the only similar membership the association has ever issued.

THE LATE FRANK D. BLACK

Mr. Black was 64 years of age, and died after an illness of about ten days. He was in the monument business more than 25 years, and came to Grand Rapids in 1900 after the death of his father, with whom he entered the monument business in his early years. He opened an establishment on Pearl street and later moved to Division Ave.

Mr. Black was born in South Bend, Ind., May 10, 1863, and was married in 1891 to Miss Matie L. Roell of Portland. He held memberships in Valley City Lodge, No. 66, F. & A. M., Grand Rapids Chapter, No. 7, R. A. M., De Molay commandery, De Witt Clinton consistory, Saladin temple, the Elks, Exchange club Izaak Walton league.

He is survived by the widow and four sisters, Mrs. Myra J. Allison of Indianapolis, Ind.; Mrs. Martha B. Eldred of Seattle, Wash.; Mrs. Mary B. Stimson of Dallas, Tex., and Mrs. Grace Landis of Detroit.

Frank E. Gladding, of Randolph, Vt., for many years a resident of Barre where he was in the granite manufacturing business, died July 16 at his home in Randolph. Frank Elwin Gladding
was born in East Montpelier Center Sept. 26, 1875, and came to Barre when a small child, continuing to live there until three years ago, when he removed to Randolph to enter the Sargent-Osgood-Roundy company, becoming a member of the firm at that time. As a young man he learned the stonecutter's trade, later becoming identified with the manufacturing business as a partner in the E. A. Bugbee company, now the H. P. Hinman Granite company. Mr. Gladding was always interested in military affairs and at an early age enlisted in company E, V. N. G. During this enlistment he went to Chickamauga as sergeant of company E and in due time was made captain of his company in 1902.

On April 21, 1903, he was married to Elizabeth Canning of Montpelier, who survives him, with two daughters, Edith Madeline, and Marion. He also leaves two brothers, William and Clarence and five sisters, Mrs. Charles Douglass, Miss Alice Gladding, Mrs. Arthur Tilden, Mrs. Walter Scott and Mrs. Arthur Averill. He was held in the highest esteem in both Barre and Randolph and his passing brought sorrow to a large circle of friends. He was a member of Granite lodge, No. 35, F. & A. M. Funeral services were held at his late home and interment was in the family lot in Elmwood cemetery in Barre.
granite industry of Quincy, Mass., to the number of about 70, visited Barre, Vt., for a two days' outing, July 29 and 30, reviving an old custom of reciprocal outings between the two granite centers.

Quincy has extended Barre an invitation to return the call in September.

The visitors gathered at the Hotel Barre at 8 a.m., July 29, and left for a tour of the quarries in fifteen automobiles.

They were first conducted to the J. K. Pizzle quarry and then to the deep gorge that marks the Rock of Ages quarry. Pictures were taken at both places. The third stop was the E. L. Smith quarry, where a formal group photo was taken with a granite background. Next arrived at the Wetmore & Morse quarry, they were given the glad hand by Frank M. Corry and taken on a train trip over the extensive workings of this quarry.

At the Wetmore & Morse quarry at noon they were served a satisfying buffet luncheon, with Mr. Corry acting as master of ceremonies, the luncheon being provided by the quarriers. From the quarries they were brought back to Barre and escorted through the Herr & Gordon and Jones Brothers' cutting plants.

Early in the afternoon the quarry visiting squadron, joined by other cars, swung out of Barre, bound for Roxbury Heights, where Paul Scampini and his assistants served a real Italian chicken dinner.

Following the dinner a program of impromptu sports was arranged.

The second day a fleet of twenty cars took the party to Mount Mansfield. The visitors were shown about the mountain and at 1:30 o'clock they were guests at dinner at the Mansfield hotel. On the return trip the committee showed the visitors about historic Smugglers' Notch and Bingham's Falls.

PROPOSED NEW BARRE WAGE SCALE

The Barre branch, Granite Cutters' International Association, at a meeting held July 25, adopted a proposed new scale of wages, which will be sent to the executive board of the international union at Quincy, Mass., for ratification. If the bill is ratified it will be presented to the Barre granite manufacturers to replace the union bill, which expires on April 1, 1928. The bill calls for a minimum of $9 per day, instead of the present $8 minimum.

There are but few other changes over the old bill, except that the new bill calls for a 40-hour week the year round and the improvement of working conditions, chiefly the placing of dust-removing devices at the surface-cutting machines now outside the main cutting rooms of the granite plants.

It is expected by the Barre branch that the international executive board will act promptly so that, if the bill is ratified, it can be presented within a short time to the manufacturers. Three months' notice is required in case of a desire for a change, which would make Jan. 1, 1928, the time limit for presentation of the bill.

As drawn up by the local branch of the granite cutters, the bill would run for three years and would, therefore, expire on April 1, 1931. The call for $9 a day would make the scale $1.12 1/2 per hour for the 40-hour week. Some of the union granite plants have been working 44 hours a week under the old bill, while others have shut down for Saturday entirely.

Official members of Barre branch state that about 1100 members are carried on the books of the local union, outside of polishers and tool sharpeners.

In addition to the union cutters, there are a large number of open shop workers in Barre.

BARRE QUARRY AGREEMENT

The Barre Quarry Workers' Union and the Barre quarry owners that are operating under union agreements, signed a new bill to run from the expiration of the present agreement, April 1, 1926 to April 1, 1931.

The new agreement provides for the same wages, hours and conditions as the present one and was negotiated at this time to assure both a continuance of stable prices and that there be no interruption in work.

WASHINGTON MEMORIAL TO WIFE OF NOTED AUTHOR

See Cover Illustration

Our cover illustration this month, shows a Washington memorial of unusual interest in both design and associations. It is a tribute to Florence Lathrop Page, wife of Thomas Nelson Page, the noted author and stand in historic Rock Creek Cemetery, Washington, D. C. The design is a chaste and beautiful rendering of the Greek stele and is the work of McKim, Mead & White, the well known architects of New York. In refinement of contour and decoration it is a rarely beautiful example worthy of careful study.

The work was erected by the J. F. Manning Company, of Washington, D. C., and was executed in Tennessee marble by the Dodeclano Monument Co. of Zanesville, Ohio. It is of the following dimensions: Base, 2-4 x 1-5 x 0-6; die, 1-7 x 0-6 x 5-6.

NEW SAILOR STATUE

The "Spirit of the American Doughboy," the popular world war soldier statue by E. M. Viquesney of Spencer, Indiana, created so much favorable comment, that the same artist has modeled a statue covering the activities of the Navy during the world war and in a half page ad in this issue is shown an illustration of the "Spirit of the American Navy," the world war sailor statue by the same artist, E. M. Viquesney, of the American Doughboy Studio at Spencer, Indiana.

The "Spirit of the American Navy" is the companion statue to the "Spirit of the American Doughboy" and both statues are being built in 32 ounce sheet bronze, seven feet in height and twenty-four inches square at the base.

The "Spirit of the American Navy" is a statue filled with the breeziness and atmosphere of the ocean and arrangements have been made by the artist with the Friedley Voshardt Company, of Chicago, to manufacture this statue for him.

Already a number of these statues are being commissioned for memorials to the world war soldiers and sailors and several memorial bridges are considering the placing of the Doughboy and Sailor at the entrance of their bridges.

The "Spirit of the American Navy" shows a sailor with hat held high aloft in an enthusiastic moment, left hand clenched at side, the entire pose one of likeness, enthusiasm, and patriotism, and Mr. Viquesney expects it to be about as popular as his Doughboy figure.

TENNESSEE MARBLE COMPANY

The organization of the Tennessee Marble and Brick Company of Fayetteville, Tenn., was recently completed, when the new company took over what was formerly the Lincoln Marble and Brick Company and the National Marble Company, the two last named having been organized several years ago. The company owns 143 acres of marble land of which 40 acres have been proved, the deposit lying in a natural hillside on both sides of a gulch, and located ten miles from Fayetteville and about two and a quarter miles from Brown, on the N. C. & St. L. railroad. Geologists report 163,980,000 cubic feet of marble in 12 distinct colors in the 40 acres tested. Officers of the company are George A. Jarvis, president; J. W. Holman, vice president; E. W. Guant, secretary-treasurer; M. J. Copps, Jr., general manager of quarry operations; A. T. Barnes, chairman of executive committee.
WASHINGTON NATIONAL CONVENTION

M. C. A. Enjoys Twenty-Second Annual Rally

The twenty-second annual convention of the Memorial Craftsmen of America, Inc., is now a part of history. It was held at Washington, D. C., the Nation's Capital, which contains more interesting places to visit than any other city on this continent and to Americans unquestionably the most interesting city in the world. Whatever criticisms may be made regarding the Capital City as a desirable location for a business conference of memorial craftsmen, none can deny that all the memorial craftsmen and the members of their families who attended the twenty-second annual convention had the time of their lives; and it may also be said that the three business meetings held on Tuesday, Thursday and Friday were accorded in each case those who did visit it remained but a short time. The result was that the exhibitors considered the expense they went to as a very poor investment.

One of the interesting features regarding the convention was the recommendation of President Yunker in his address suggesting that in the future the exhibit feature be eliminated or at least that it be held only every other year. Pres. Yunker also recommended that greater attention be given to the matter of local organizations, the greater assistance being lent by the national office.

It is also interesting to note that among the distinguished visitors who looked over the exhibit was Dr. Jan Papaneck, ambassador to the United States from Czecho-Slovakia. He was escorted through the exhibit tents by the convention secretary, A. R. Baxter.

THE GOLF TOURNAMENT

The first event on the program of the convention was Monday, August 15, when the annual golf tournament took place at the Indian Springs Country Club on the outskirts of Washington. There were supposed to have been two tournaments, one for the ladies and one for the men, but only one lady showed up so this part of the program was cancelled. However there were a large number of entries in the men's tournament which was of course conducted on the handicap system.

The winner of the tournament handicap prize was John Ginzie, Chas. A. Metallic & Co., Zanesville, Ohio; the second was taken by Dino Abbatiatti, South Barre Granite Co., Barre, Vt.; and the third by O. J. Hammell, Pleasantville, N. J. The low score winner was William Johnstone, Baltimore, Md., who represents LaClair & McNulty, Barre, Vt.; the second was Jas. Stewart, Stewart & Pratt, Barre, Vt.

TUESDAY MORNING SESSION

August 16, 1927

The opening session of the Twenty-second annual convention of the Memorial Craftsmen of America, held at the Wardman Park Hotel, Washington, D. C., August 16-19, was called to order at ten-thirty o'clock by President R. A. Yunker.

Reverend R. Y. Nicholson of the Rhode Island Avenue Methodist Protestant Church gave the invocation.

President Yunker: The first speaker this morning is Grace Usher Shuey of Chicago, personal analyst, who will talk to us on the subject of “How to Keep Your Customer in Buying Mood.”

She spoke as follows:

Mr. President, Ladies and Gentlemen:
When I talk to you about how to keep your customer in a buying mood, you know that means doing away with resistance, and I fear I started out with poor salesmanship this morning; I understand I kept you people waiting. You women will understand a lot of reasons why one is delayed, but it was no fault of mine, I assure you. Anyhow, I hope I haven't tried your patience too much and if I seem a little bit out of breath at first it is because I rushed at the last minute not to keep you waiting any longer. We will get into our subject and I am sure I will hit all the points I especially wanted to bring out to you.

Of course, the study of human nature which I give to you in a scientific method—you all are students of human nature, you are all personal analysts, but most of you are judging human nature, judging the other fellow, in a sort of haphazard way. Because of that, a lot of you haven't as much confidence in your own judgment as you should have. One of the main reasons is that most of you are fact collecting. You have logical minds. Many of you have wives who have hunches and you say, “Why do you say that? Why do you think that?”

“I don't know; I just think it.” There are no facts to back up their decision so you discard it and later you will say “My goodness, she was right. That was right about that fellow.”

Many of us, especially you men who run more to the fact collecting, logical minds, haven't as much intuitive power as your wives or the more feminine type
of mind. Lots of times your years of experience have taught you certain things. You might not know if I should let that tailor know what you have learned. That is what I am here for this morning, for the purpose of bringing to you some scientific knowledge along this line.

As I said before, you are all character analysts. You are all reading human nature soon or later and you are dealing with people. That is why some of you are more successful than others, because you are selling memorials and monuments like nature is interested in that. You are selling on the principles of nature, whether insurance, automobiles or just their personal service. All we are doing is selecting the right type of salesman and the right type of salesmen. The language of the other fellow, it is pretty hard to get our merchandise to the public in line that is not scientific selling, that is not essential, that is not master salesmanship and we have all learned that. Selling is more and more becoming a science and if we are really going to be professionals in our line, then we must be specialists, and above all things, we must do things scientifically.

I am speaking to you this morning about how to keep your customer in a buying mood and then keep him there and before I finish with these three talks I am going to give you a very practical standard for the closing. As you gentlemen know, particularly you dealers, there are very few good closing men. Very many of you would pay for a real good closer. Most of your salesmen are good in the beginning. They get the customer to agree to buy. They handle the closing, but no one else does it. We can train natural born closers. You don't know how close. If you did, you would tell your salesmen. We cannot all be natural born closers, but we can all be scientific closers and my last subject of these three is going to be how to recognize the Psychological Moment to Stop Selling and Close your Deal.

That has been considered, whether I have given a series of cases on men of two or three talks to a sales organization, that has been considered, I guess, the boomerang of salesmanship. It has brought many, many added dollars to an organization and to a salesman.

First of all, we won't have need of the moment, unless a customer is in the buying mood.

When customers come into our place of business who are our own type, we can sell them ourselves. But there are types of customers that come in that vary from our type and it is well for us to have a good degree of different types of salesmen to handle a customer. It is important for us to look first into correctly selecting our salesmen.

Right type material for those salesmen to sell. You who are buying, what do you have a tendency to do? It is human. We all have that tendency. You try to back it up with some real, scientific fact and you have nothing unless you have studied nature. That is what I am here for this morning, for the purpose of bringing to you some scientific knowledge along this line.

I have been in many dealers' places of business and before I saw that dealer I could look over his merchandise and see that trying to make it because you once in a while I run across a dealer who is buying from the customer's standpoint, the client's standpoint, more than from his own. I could describe the type of dealer who had made that purchase.

Direct us to realize our line of merchandise whatever it is and get away from that standard line, I am going to give for that type. He is recognized by the looseness of the face, the looseness of the neck, the looseness of the fingers, the looseness of the toes. That tapering type will particularly appeal to the mental type. That is the type who is wide at the top of the head, and it is that kind of the type who is wide at the jaw as at the top of the head. That tapering type will particularly appeal to the mental type. That is the type who is wide at the top of the head and tapers in a V shape. That tapering type of face like, well, say Judge Landis. We are not going to be advocates of the formal, and the formal type, the formal type of face. That tapering type has the mental face. President Coolidge has rather mental face.

Next, we must have merchandise which appeals to the individual who wants something substantial, something practical, something that will not be so much money you would pay for a real good closer. Most of your salesmen are good in the beginning. They get the customer to agree to buy. They handle the closing, but no one else does it. We can train natural born closers. You don't know how close. If you did, you would tell your salesmen. We cannot all be natural born closers, but we can all be scientific closers and my last subject of these three is going to be how to recognize the Psychological Moment to Stop Selling and Close your Deal.

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caused that salesman saw things the way he did, and that salesman handled him according to his type. That is the thing we keep our cunning is a distributive type of mind. That is why the blonde, a sale resistance but we keep our cunning is a distributive type of mind. That is the thing we keep our

There is another point I want to bring out, and we will call up types. Tomorrow I am going to talk just purely from the selling standpoint and the types will be brought out more forcibly. If you are interested at all in salesmanship, there are all kinds of ways in which you will find most practical in your business. Realize me how to handle a certain type of customer. He was getting nowhere and yet he knew the customer was very much in the market. I told him how to handle this type the best I could from the standpoint. I had given me and he told that individual a $5000 memorial.

My; Isn't there a difference in the industry? Or else I am awfully old or old fashioned something. I always thought of gravesyards. I couldn't see anything interesting or attractive about them and now that I begin to think of them, I find it is most interesting, most romantic, and there is a very, very beautiful artistic side to it. So I work just the most interesting and I am mighty happy to talk to a group of professional people, because after all you are in a profession. You are a service, so much more than just offering to sell so many feet or so much tonnage of granite or marble. And the more that you throw into your minds that you are rendering a service and when you think of giving that dividend, what he wants to pay a tribute or in tribute as a symbol, what love for one who has gone beyond, then you can afford to charge a real, honest-to-goodness profit for your merchandise. But when you think of only so much granite or so much marble, then your conscience is going to pitch you a great deal if you get much more than a little margin of profit. When you think of it from a service standpoint, you can't charge it and you have not overcharged the individual.

Now I wanted to speak to you too about blockades and bruntettes. You know, we all have a feeling that we are people, and yet there is just a world of difference in them which is shown in the outward development of the face, the body, the shape of the head, the texture of the skin, consistency of the bones and muscles and color of hair skin and eyes.

The first point I want to bring out is the difference between blockades and blockettes. One reason is most of us can tell a blonde from a bruntette and yet not always. A gentleman once told me a great deal about his wife and as he told me all the characteristics of his woman, it sounded very much like the blonde characteristics. I said to him, "She is a blonde, isn't she?"

"Oh, no," he said, "She is a bruntette." When I asked him why, he only knew. But he told me more and more about her and I said, quite puzzled, "You are a bruntette, isn't she?"

"No, no, she is a bruntette." The third time I asked him whether his wife was not a blonde, he became very indignant. He said, "I ought to know when I am in a buying mood."

Some time after that I had occasion to meet the wife and talk enough, she was blond. She had been living with her husband for eight years and he didn't know whether he had a blonde or a bruntette.

I am told that your husband doesn't know more about your clients than that man did about his wife you may make a living but you are just taking the orders and you can't pay yourself on the back. But when you can meet an individual, realize his type and get out of your way of your salesmanship, you are a master salesman and you can afford to feel puffed up over the sale.

All right, the difference between blockades and bruntettes is to tell you very much and I want to put this point over to you. Every point I give you regarding characteristics is applicable just as I give it to you. If you will take it and apply it, that is all I ask of you. I don't ask you to say, "She is right," until you prove me right, but I do ask you to do this: I ask you to be openedminded enough to take these points and check them up and if they prove to be true to you, as they have proved to be true to thousands of others, time and time again, then accept it just as it was a fact to that gentleman who made a $5000 sale by treating his customer differently than he had. Those are facts to him.

Now, hitting just a few high spots of the blonde and bruntette question. The blonde—I can't give you the reason for this, but this reason is, this blonde has a fast vibrating mind. The bruntette has a slower vibrating mind. Every vibration is an idea, a new idea. Because the blonde has the faster vibrations he is taking on more ideas. The bruntette has the slower vibrations but in taking a few ideas, they hold them longer. That is why the blonde has a distillative type of mind. That is why the blonde is always analysing the way the bruntette has a concentricate mind. He likes fewer things at a time but to go deeply into the few things in which he is interested. That is why the blonde, reaching out continuously for many different ideas, likes the newness of things, thinks the things that are old, tried and true.

Let us take that in a broad way. Isn't it our blonde countries as well as our blonde individuals always looking out and exploring for something new? It is our blonde countries that lead in the major inventions, the ones that are really new, exploration and foreign commerce. It is our bruntette countries, our Latin races, that cling to the old traditions, the things that are sentimental, but they are the perfecting type. It is the bruntette who comes along and perfects the major inventions of the blondes. The bruntette comes along and develops the territories discovered by the blondes. It is the bruntette who comes along and builds the business while the blondes are the business getters.

Now let us take that individually in our place of industry. What would that mean? When a blonde comes in assuming you are a bruntette, it is not going to bother you to see that that blonde just jumps all over the place. I don't care what all the morons scattered all around. Run around with him. Just hurry up, you bruntettes. Get your vibrations raised and go around with him.

The blonde has a more concentrative mind. He wants to see and looks around until he sees what he is interested in and he goes on. The blonde salesman has a tendency to show others and others to that client. Leave that bruntette's mind there. Let it concentrate and take in fully all the good points about that monument.

When then he has fully assimilated that and is ready for the next, take him on.

Now what I am trying to say is that when you are talking, make your statements embrace the newness of your proposition to a blonde, a new design, a new type of memorial, a new material, die, a new design, granite, marble, or whatever you are talking about, while the bruntette while you were talking about all those things were listening but usually more from just an educational standpoint—"Well, try it on someone else too." A blonde wants the things that are more symbolic of the old, tried and the true, something that has more sentiment and more tradition, than that newness.

Now that also can be used to very good advantage in making your calls on customers. Tomorrow I am going to hit upon this a little bit more definitely because I am going to talk from the selling standpoint. But blondes and bruntettes can be used to a great advantage in the salutation. This is rather interesting to apply and it is good business also. If you notice the blonde, he is going to be interested in the new. As you make the introduction, you put it into his mind, you put it into his thoughts. He is going to be interested in the new. You are rendering a service, so much more than just offering to sell so many feet or so much tonnage of granite or marble. As you make the introduction, you put it into his mind, you put it into his thoughts. He is going to be interested in the new. You are rendering a service, so much more than just offering to sell so many feet or so much tonnage of granite or marble.
To many of you, with whom we have come in contact, the work of the Field Men of the Rock of Ages Corporation, is no longer any mystery. These men, one of whom I am fortunate and happy to be, have the pleasant task of making personal calls on the retail dealers; good, bad and indifferent. In my first year of travels, I covered more than eighteen thousand, six hundred miles, and to date, I have met and visited with nine hundred and fifty-six dealers, in their plants. I have not included the writers I have met and visited with at conventions and conferences, nor does it include the many, many places I have called, found the plants locked up, and no one around with whom to make a contract.

During the time I have been making those calls, my experiences have been many and varied, and some of them humorous, some of them not so funny. Naturally, we have become observers of the field of retail dealers, and when we meet them, we are not the only persons, and perhaps imperfectly, through our eyes. And so, if I recount some reflections which seem to me to be, to a certain extent, true in mind that your executive board asked for a true picture, so far as we could give it, whether it hurt or not; and if any of my remarks seem to criticize you, or any of you, they are made not in a spirit of meanness but with an honest desire to help you. If my remarks are taken in that spirit, and I assure you they are made with the desire that I will have rendered you a real service, and fulfilled the obligation which I consider has been laid upon me.

I would like, first, to discuss your organization, the Memorial Craftsmen of America, Incorporated, and to begin at the top of it, your executive board. I have had occasion to become intimately acquainted with the members of that board. I have met some of them individually in their plants, and I have had all of them in action, as a board. My friends, I can say to you, without reservation, that I have never seen a harder-working, more honest group of men in my life. And truly, their labor, as such members, is a labor of love. They may get their expenses paid, when away from home on this business, but I think you have no idea of the personal sacrifice each one of them is making. Boards, similar to yours, ordinarily are able to fix the times and places of their meetings so as to interfere in the least degree with their personal business. But I happen to know that pressure of business of your organization has been so great that these men have been obliged to leave their businesses to go to the meetings of the board, at times most inopportune for their businesses. And at their meetings they have worked early and late, often until after midnight, giving to this organization all the business acumen and judgment which they apply to their own businesses, and working at it harder and longer than, in their own businesses.

True, there are compensations for them; the knowledge of work well done, especially altruistically done, gives to men a feeling of being used, which is very, very rewarding; and, of course, the education which they acquire from doing this work is of inestimable value, but you better believe they earn those intangible compensations incidentally, they lose tangible compensations which are sometimes so appalling that they dare not figure them. I want to impress upon you, deeply, that you have occasion to be very proud of, and grateful to, the members of your executive board.

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THE RETAILER AND HIS BUSINESS

By Roswell M. Austin.

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During the time I have been making those calls, my experiences have been many and varied, and some of them humorous, some of them not so funny. Naturally, we have become observers of the field of retail dealers, and our eyes, ordinarily are able to fix the times and places of their meetings so as to interfere in the least degree with their personal business. But I happen to know that pressure of business of your organization has been so great that these men have been obliged to leave their businesses to go to the meetings of the board, at times most inopportune for their businesses. And at their meetings they have worked early and late, often until after midnight, giving to this organization all the business acumen and judgment which they apply to their own businesses, and working at it harder and longer than, in their own businesses.

True, there are compensations for them; the knowledge of work well done, especially altruistically done, gives to men a feeling of being used, which is very, very rewarding; and, of course, the education which they acquire from doing this work is of inestimable value, but you better believe they earn those intangible compensations incidentally, they lose tangible compensations which are sometimes so appalling that they dare not figure them. I want to impress upon you, deeply, that you have occasion to be very proud of, and grateful to, the members of your executive board.

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Roswell M. Austin
Field Representative, Rock of Ages Corp.
Like every other association, your association is no better than its best member is. The associates are links, and certainly, the granite memorials, which has heretofore been confined to your own business instead of business in general, is a unification is taking place in the quarrying, manufacturing and selling of granite and marble monuments, which has been long dreamed of. Benefits, why, when I hear a dealer say he can't see anything in it for him to join the association, I fairly laugh with answers for him.

A chain is no stronger than its weakest link. An association is not a chain, and so the generality does not apply, but its members. With few exceptions, the association is no better than its best member is. Your association should have found ranks some of the finest fellows I ever met. And, necessarily, I have found men of pretty poor caliber. It wouldn't be out of place, here, to outline a plan to brace tasks and define the “best dealer.”

What do we mean when we say a man is the highest type of dealer? Well, first of all, he is honest. And that means all the way through. It is not confined to answering questions honestly when they are asked him. It means not permitting anyone with whom he is doing business to become mistaking even though that person asks no questions at all. You have often heard it said that there are tricks in all trades. We all know there are tricks in all trades. We all know there are tricks in all trades. We all know there are tricks in all trades. We all know there are tricks in all trades.

Secondly, he knows his business. Here, of course, a dealer justifying for to know your business means knowing every ramification of it. It involves education in Geography, Archeology, Design, Sculpturing, stone-cutting and masonry, on the one hand, manufacturing, cost-accounting, salesmanship and general business training on the other. How much of all, or any one of these, of these subjects should be mastered, is entirely a matter of choice. But the highest type of dealer knows something of them. You would be astonished at the number of dealers I have met whose whole education is confined to knowing how to cut a stone only, haw to make up a plan for sale, with no buyer. The other ten dealers for the larger plants at lower prices, depending upon bulk sales not only to cover cost, but to keep their plants busy, depending upon their own dealers to bring in their real profits. The result of this tendency is to drive out of business the small dealer who is not equipped, or does not care, to handle large memorials. Time was when a dealer in a small town did not need to go out of his plant to sell all the monuments he could let and set. But times have changed, and those dealers are now few and far between. The first class dealer has learned that he has got to pursue an aggressive and wise sales policy.

I believe I have set forth the salient points in the highest type of dealer. And in doing so, I have described many of the failures to be classed as such. My friends, you can find them all in your organization, and, of course, troublesome coal miners, at least, the conditions is undertaking to study the conditions, analyze them, and present understandable, sympathetic solutions of the problems arising therefrom. For any dealer who wants to attain to the highest rank in his chosen profession—you, profession, I repeat—the door is open to him. He will have to make the struggle alone, if he so chooses, and he will find it not only interesting but stimulating.

You have heard me express enthusiasm for your business. That enthusiasm has never faltered. I still see a mighty future for your business, so long as you provide you make it bright.

The Committees, as appointed by the President, were as follows:

Nominating Committee: W. W. Kimball, West Durham, N. C., Chairman, J. A. Wunderlich, Joliet, Ill., J. G. Newall, Lawrence, Mass.

Credentials Committee: E. E. Rich, Cleveland, Ohio, Chairman, J. H. Marsteller, Roanoke, Va., R. A. Zener, Columbus, Ohio.
WEDNESDAY—AUGUST 17

The greater part of Wednesday was given over to a most delightful sight-seeing tour. There was a fleet of ten large motor busses provided with guides and the party left the hotel at about nine o'clock in the morning. They covered all the points of interest in the city on the way out going through Georgetown passing the former homes of many famous men, going on over the Potomac River to Arlington, through Fort Meyer to the last resting place of the Nation's dead known as Arlington Cemetery. Here the party disembarked from the busses at the entrance and walked to the famous Arlington memorial after having seen the home of the late Robert E. Lee, now the home of the cemetery superintendent. The Arlington memorial was a marvelous piece of architecture built a few years ago from Vermont marble. In the rear of the memorial and overlooking the Potomac River is the famous tomb of the Unknown Soldier. Here the party stood with uncovered heads in reverence for the symbolism which it represents. Group photographs were taken and President Yunker on behalf of the Memorial Craftsmen laid a wreath upon the tomb and dedicated the act with appropriate words.

Leaving the busses drove through Fort Meyer, passing over the Arlington bridge to the famous Lincoln Memorial where a short stop was made to inspect this marble structure of which the late Henry Bacon was architect and which was built a few years ago, and which contains the famous Lincoln statue by Daniel Chester French. The remainder of the trip was about the city viewing the White House, Capital, government buildings, Pan American building, the Ford Theatre where Lincoln was shot, the house across the street in which he died, and in fact practically all of the important points of interest, finally winding up at the exhibit tents where each one went his way.

It was a wonderful day and will long be remembered by those who were fortunate enough to be present.

THURSDAY MORNING SESSION

August 18, 1927

The meeting convened at nine-thirty o'clock.

Mr. A. E. Snyder, of Pittsburg, Pennsylvania, gave the invocation.

Miss Grace Usher Shuey then gave her second lecture on character analysis as follows:

Those who miss the fresh air or any oxygen that may be stirred by the fans, just take a couple deep breaths, and you will not miss the fans.

I am mighty glad to see so many of you back here this morning. I have many, many things to tell you, ideas, points, that I was not able to bring out Tuesday morning. I was especially interested in a salesmen's standpoint on salesmanship. Now, that will hit us all, whether you are dealers, wives, parents, or manufacturers, or out-and-out salesmen.

We are all interested in salesmanship, because this is a case of salesmanship. We are not interested in some intangible ideas or personalities, but we are interested in something that is concrete, specific.

Master Salesmanship paints our proposition confidently. We can talk the symbolism which it represents. We are not able to do that very well unless we understand our products, do not necessarily mean for you to understand their thoughts, because this science of personal analysis will enable us to read the mind of the other fellow, our written language, his kind of thoughts, motives, incentives, his types of likes and dislikes. If we can hit those likes and dislikes, then we are hitting some vulnerable point of appeal.

I would like to review some of the things that I said the other morning. Brunettes want to delve into things more deeply than blondes. You never saw a symphony orchestra composed of blondes, did you? No, they are brunettes, because they have concentric vision and spend years and years of their time to perfect themselves. They are the specialists. It takes our blondes to make our generalists.

The newspaper makes the newspapers into two parts—head lines and fine print—on for blondes and brunettes. The head lines are printed for you blondes, you draw your conclusions, you look at the fine print, and write your conclusions, then you are hit just as deeply as possible.

Now, many have said to me, when I have seen them out in the lobby, "Miss Shuey, what you said about the types of blondes and brunettes, was interesting but I don't understand how I would like to have a better understanding." Those little books that I have, I want to refer to them whenever you come in contact with an individual that applies to them.

Phrenology—some people will say that personal analysis is phrenology. "Personal analysis is not phrenology. The long head is planning for the future. The high head is building high up. The wide head is the aggressive head. The narrow head wins what he wins by diplomacy."

We do not take bumps into consideration. When a customer came into your place of business you could not say, "Wait a minute until I feel the bump on your head and then I will talk." Even if phrenology is scientific it has a tendency to bring us back to some old idea from a selling standpoint. We, in personal analysis take into consideration the developments that can be seen at a distance.

If you have really interested, I am going to call up these types outlined in these little sales books, just because I want every one who is sufficiently interested in personal, scientific, personal analysis to have that written work to carry around with you. You remember things straight. We have other work, more complete work, that we call at a good, legitimate profit. Those are more complete and you can ask any questions about those you like.

I took down some names here. I sat down out there in the lobby and selected my types, and then I thought they might fall me.

She then called several subjects to the platform and demonstrated her application of character analysis.

Mr. Hall of West Baden Springs, Ind., then made a brief talk as follows:

Ladies and Gentlemen:

I appreciate this opportunity to come before you and tell you something about Northern Indiana. I am here on behalf of the West Baden Springs Hotel, to try to interest each and every one of you in a six hours a day or next convention in 1928 West Baden Springs Hotel.

Now, folks, I won't go into a long story about West Baden because it is something that you must see to appreciate. I can assure you of one thing; you will be all together at all times because we are in a position to take wonderland care of you and easily accessible by railroad. In the first place, you will have your exhibits and shows. Arrangements are being made to sleep all under one roof and that is something well worth listening to.

We have two golf courses, one of thirty-six hundred yards and the other of seventy-one hundred yards and they will be turned over to you without charge and you can play as many times in the day as you want to. I think when you get through with eighteen holes you will be pretty well worn out because it is a long game. We have a town of four square miles, 300 rooms, a swimming pool and baseball park, and you can use them at any time. Our orchestra will be turned over to you for six hours a day and you can use it any way you wish.

I know this picture (showing it) is rather hard to see from a distance but you can get some idea of the hotel. Where the exhibits are, this room is 210 square feet and has a high arched roof that weighs 12½ tons. It is the largest single room in the world, and in this room you can have your exhibits and shows, too if you wish, because we can serve a banquet to 1500 people without that much trouble. It sounds like an exaggeration but it is exactly as I am telling it to you.

We would like to have you there. We would also like to have a committee appointed to visit that place, but above all I would like to have your help. Probably I cannot carry out the salesmanship as the young lady did in telling it because I can't see all the square heads and the narrow faces, but I do know folks that I know will give you the books that you have and I am not in a position here to exaggerate because your business depends upon you taking wonderfully good care.

We operate on the American plan and every meal is a banquet. We all know that if we can feed you well and treat you right you will buy and convention business is an advertisement.

Last year we had 27,000 visitors at the West Baden Springs Hotel. You can reach it over the Pennsylvania Railroad, the Monon and the B. & O. In fact, you can get on the train at six-thirty tomorrow morning for West Baden. We have seven bedrooms in West Baden on the National Limited. When it comes to automobile roads, there are five state federal highways entering West Baden.
Mr. Zenker (Columbus): I move the adoption of the report.

The motion was seconded and passed.

President Yunker: During the last year, the States of Texas, Arkansas, and Alabama have been organized and affiliated with the National Convention. We would like to have all the members from these states, Mississippi, Texas, Arkansas, and Alabama who are here at this convention rise so we can see you. There are several of you here.

The members rose and were applauded.

PRESIDENT YUNKER'S ADDRESS

My time as President of the Memorial Craftsmen of America is about to close, and I wish to express my deep appreciation for this honor conferred upon me a year ago. I accepted the responsibilities, realizing with many misgivings my inability to fill the position, and with the hope that I might fulfill the obligations devolved upon me. The obligations are numerous, and during the past year have been many and at times very distressing.

The results of our Traffic Bureau have been very good; several instances of freight rate adjustments have been made for certain localities whereby all the memorial dealers of a state save more annually than the amount of their annual dues for the state and national associations. A big victory was won in the battle for the gain of a few dollars in New England states. Every member of our Association should avail himself of the services of this Bureau.

The course on Commemorative Art at Columbia University was discontinued because there were not enough students to warrant its continuance—a deplorable fact. No definite action will be taken for the present. It is hoped the proposed course will be reorganized, when and where to establish a course, if one is needed, and to so create interest in the course by a general campaign to follow the survey that many young men will avail themselves of this opportunity.

An effort has been made to create harmony and a feeling of good will between the different branches of the industry, numerous conferences having been held between our Executive Committee and the representatives of different manufacturing and producing centers of marble and granite. A considerable effort has been made to obtain new members and to keep some already affiliated from dropping out. The M. C. A. is indebted to Mr. Robert L. Morris of Memphis, Tennessee, a member of the board of governors, who single-handed organized the states of Oklahoma, Mississippi, and Alabama, and induced them to affiliate with the National. (Applause) Texas has also been organized and affiliated with the efforts of the Executive Secretary.

In spite of the fact that four new states have affiliated, our total membership is less than we had three years ago. However, owing to the increase of dues as of July 1, 1926, our income is considerably greater permitting the initiation of many progressive and beneficial projects.

The effort, cost and sacrifice of time and energy in staging the National Convention is terrific. It requires 25 per cent of the time and attention of National Headquarters, and a considerable amount of the time of the Executive Board, especially the Vice-President, who has charge of the event. Last year there were six straight weeks of my time during the year to this purpose. The cost to the Executive Secretary do makes it a difficult work in those states, and that special effort be made to build up the state organizations. In some instances the personnel of the local committees must be conducive to a harmonious state organization.

Last year at Detroit an advertising committee was selected with power to advertise the National Convention. It seemed to be the popular demand, the general supposition being that this was a factor largely to the whole industry. After considerable work had been done by this committee and the producers and manufacturers of memorials had been approached, the reaction was not so favorable, and might be summed up briefly by stating that our industry as a whole was hardly ready for a comprehensive and extensive campaign of advertising. I might enumerate some of the reasons for this line of thought.

To get an amount of good from advertising, the man who retails the product advertised must first be placed, or place himself, in the most advantageous position to be benefited thereby. At present there seem to be several obstacles to be overcome. There is a lack of close connection and mutual understanding between the manufacturer and retailer; in some cases it is one of antagonism and discord. This mutual misunderstanding cannot be underestimated.

There is failure on the part of the retailer in knowing how to sell the product for his product and to increase sales at a profit within a given territory. A large percentage of retailers have absolutely no sales policies to guide them. They fail to understand how to direct their sales efforts and train their salesmen. Too many sales are made on a basis of so many cubic feet of stone for so many dollars. In too many cases there is misunderstanding and lack of appreciation of the purpose and ideals of the memorial industry, which is rendering service to the public.

Our marble-memorial granite and marble must ultimately assume the responsibility that is logically theirs; to educate and direct the public on the output of their product so it does not fall into the hands of unscrupulous dealers.

Statistics show that the quarrying of monumental stone is largely determining the decline for the past few years. The Executive Board has put considerable time and effort into this business from the time the stone is quarried until it is placed in the cemetery. It is believed a solution has been found in a plan to make our entire industry for the purpose of developing an educational program for the retailers and all persons connected with
the industry. A permanent organization has been chosen, known as the "Memorial Extension Commission," to handle this project. This commission consists of five memorial craftsmen, five manufacturers and five producers. I believe this to be the first far reaching and constructive program ever sponsored by the M. C. A. This program has been outlined to you at the state conventions and in the trade journals.

I want to stress the necessity of loyalty and cooperation of the members to the M. C. A. It is their responsibility.

The accomplishments of this organization are in their infancy. The officers need your assistance and constructive advice at all times.

In closing I wish to express my sincere thanks to all officers, members, producers, manufacturers, and cooperators for their cooperation during the past year.

(Applause)

The next is the report of the chairman of the Executive Committee.

Convention Secretary Baxter:

"Report of the Executive Committee from July 1, 1926 to July 3, 1927.

There were several meetings held at which there was a full attendance of the Board at every meeting, to settle all matters to come before the Board.

"At the meeting held at headquarters in April, representatives from the manufacturing and producing centers of the entire industry were in attendance, at which time the proposed educational program sponsored by the Memorial Craftsmen of America was outlined.

"There were also several conferences held with manufacturers and producers, to discuss subjects of mutual interest confronting our industry.

"All the individual members of the Board have spent considerable time visiting, single handed, different manufacturing and producing centers, as the result of the educational program from the Memorial Craftsmen of America was outlined.

"Summary of Funds—Exhibit 1.

General Fund Receipts and Disbursements—Exhibit 2.

Treasurer's Fund Receipts and Disbursements—Exhibit 3.

Contingent Fund Receipts and Disbursements—Exhibit 4.

Convention Fund Receipts and Disbursements—Exhibit 5.

"The following is a summary of the balance of the Funds as at June 30, 1927.

Treasurer's Fund $12,851.16
Contingent Fund $57.58
Convention Fund $3,045.90

Total $16,958.64

We verified the Cash Balances of the Funds during the year by reconciliation with a certificate received directly from the depository.

Transactions between the Secretary and the Treasurer were reconciled.

"Should further information be desired regarding any point within the scope of our examination, it will promptly be furnished upon request.

(Signed) Jonathan H. Cook & Co.
Certified Public Accountants.

And then they attach the summary of the funds which we have passed to at this time, if you will permit me to pass it up.

Despite the fact we increased activities and services, the Treasurer's report in account is about $4,100 more than it was at the close of the fiscal year last year.

Executive Secretary Cassidy then read his report which follows:

SECRETARY'S REPORT

By T. E. Cassidy

Understanding permeated the entire memorial industry throughout the fiscal year ending June 30, 1927, as a climax to the application of understanding started the previous year.

The healing influence of understanding had been applied with beneficial effect, last year, to the Barre district. The misunderstandings which had existed between the Granite Manufacturers Association of Barre and the Memorial Craftsmen of America. These misunderstandings were removed, understanding and goodwill, based on clear thinking.

The work in Barre was so conducive to uplift, that the Memorial Craftsmen of America officers and the Executive Committee felt it should be continued in other centers. They realized that the memorial industry is larger and greater than one quarry center, or the retailer—that there are many other factors in it. Building a successful memorial industry meant building good relations between quarry centers and the Memorial Craftsmen. The Memorial Craftsmen of America set about building this good will.

Searching for the foundation stone upon which to erect the house of harmony, they selected the plan of making a complete survey of the memorial industry, from which to develop an educational program; also to form a permanent organization representing the quarriers, manufacturers, and retailers, to handle all problems confronting the industry.

Representatives of the Granite Manufacturers Association attended a conference of National Headquarters, in January, unanimously endorsed the proposed plan of the Memorial Craftsmen of America. It was unanimously and enthusiastically endorsed at all the Annual Conventions of the Memorial Craftsmen, and at the Memorial Extension Commission. Establishing such a Commission places the Memorial Industry in the front ranks of the competitor industries. Leaders in many industries sense the changing business conditions. They realize the need of united efforts to maintain the competitive position of the granite industry. They too are forming commissions such as that representing the Memorial Extension Commission, the per-
Traffic Bureau

Traffic Manager Leo's complete report shows this department steadily growing in influence and results. The outstanding achievement of the year is the victory won for a reduction of 25 per cent in the rates from eastern centers to Pennsylvania, New York, New Jersey, Maryland, Delaware, D. C., parts of Virginia, West Virginia. More and more members are learning the value and advantage of the Traffic Bureau, by using its services regularly.

Personal Service

The year just closed witnessed the largest amount of correspondence recorded in the history of National Headquarters. Various business and personal problems were referred by members. Answers to them were sent promptly, where information was available. Where the information was not available, it was obtained immediately from reliable sources. This personal service is deeply appreciated by the members.

Educational Work

National Headquarters' educational work covered a wide range, with increasing results. Several thousand members sent requests for booklets. Sales letters, advertising literature, copies of booklets used by members, and photographs and descriptions of modern display rooms were the four things greatest in demand in our educational work. The members are realizing the excellent opportunities National Headquarters plan to gather information along all lines, for the benefit of the entire membership. This is making the educational work exceedingly popular.

State Secretaries

The State Secretaries, around whom the state organizations function, worked splendidly and unselfishly in a harmonious way with National Headquarters officials. Without these men giving so willingly, it would be impossible to continue to build greater in a National way. Their work is keenly appreciated by the Memorial Craftsmen.

Publicity

Much publicity matter was obtained in the press of the country. Little by little, editors are becoming acquainted with the ideals of the Memorial Craftsmen of America and the memorial industry, through the publicity avenue. Unfavorable publicity should be called to the attention of your officers immediately, to prevent its reappearance.

Memorial Crafts News

The eight page Memorial Crafts News still continues to be a popular medium of contact between National Headquarters and the membership. The eight page issue was continued throughout the year, it being necessary for the dissemination of news regarding the activities of the organization. This medium furnishes the exchange of ideas and information has become an important part of our program.

Community Mausoleums

Community mausoleum promoters are operators still. They succeed here and there in the erection of these temporary, undesirable places for burying the dead. A large file of educational matter in National Headquarters, sent into all districts where community mausoleums are proposed, is being used in successfully educating the public in many cities against the desirability of these buildings as places of burial. Compliments on the promotion have been killed in these cities.

State Meetings

President R. A. Yunker, the Executive Secretary, and other officers, attended the winter conventions and many other meetings of the state organizations. The programs were well prepared, the attendance satisfactory, and much good resulted from them.

Commemorative Art Course

While the Commemorative Art School in Columbia was discontinued, a committee functioned throughout the year, investigating other plans, but are marking time for the present.

Cost System

Additional members installed the Uniform Cost System during the year. This cost system will become a part of the educational program, as will the gathering of statistics, which will aid in making the program more popular and effective.

Executive Secretary

Your Executive Secretary, under the Executive Committee, took an active part in the establishment of cordial relations between the granite and marble centers and the Memorial Craftsmen; the financing of the Survey and Educational Program, and the establishment of the Memorial Extension Commission; conducted state wide personal membership campaigns in Massachusetts and Ohio in September, October, November, 1926, obtaining a large number of new members, also doing other work necessary in strengthening these organizations: represented the Memorial Craftsmen at the State Conventions of Maine, Massachusetts, Connecticut, (Joint meeting), New Jersey, Maryland, Delaware, D. C. (Joint meeting), New Jersey, Missouri, Kansas, Oklahoma, Colorado; attended all meetings of the Executive Committee, Board of Governors, Board of State Representatives, meetings of all special committees; edited the Memorial Crafts News; assisted in the Detroit Convention, and planning for the Washington Convention; worked with the State Secretaries in completing their programs; attended the conferences between the Granite Manufacturing Association of Barre and the Memorial Craftsmen of America; delivered an address before the Association of American Cemetery Superintendents at their annual meeting in Memphis; had personal charge of the vast amount of business transacted in National Headquarters, and all services rendered in connection with same; was instrumental in obtaining the affiliation of the Monument Dealers Association of Texas, the only remaining organized state unit not affiliated; went to California, Oregon and Washington on membership work.

It became necessary to double National Headquarters office space, due to the growth in membership, the development of the Memorial Extension Commission, the constant demands received from members for better service. Your organization is now in an office which reflects credit to it and makes the headquarters staff work more efficiently.
The future of the Memorial Craftsmen was never brighter. The binding together of all the elements in the memorial industry through the Memorial Extension Commission, will yield more harmonious inter-working agreement between the quarrymen, manufacturers and retailers. This will materially help the retailers, in that it will eliminate the costly delays which have destroyed our building efforts.

The memorial industry's house will be cleaner when it is 1926. We will be in a position to take advantage of all opportunities for the advancement of the industry, because it will be united instead of divided.

Your Executive Secretary appreciates the opportunity for service you have given him. His relations have been extremely cordial throughout the past year with the entire membership. He feels it a privilege to serve in his small way, giving what he has been given in the way of talent by his heavenly Father, for the advantage of your interests and the memorial industry. He looks forward with renewed hope, vigor and strength to the years ahead, believing they will be larger than any previous year. He has never lost faith in the memorial industry as it ultimately reaches its proper place in the industrial sun. He is more confident today than ever before that this goal shall be attained.

There is much hard work ahead before we attain the goal set by the Memorial Extension Commission. There is only one way for us to reach it. That one way is through unselfish service. There is no other way of obtaining lasting joy, happiness, peace and contentment in life, excepting through unselfish service. There is no other way of providing for the elements in the memorial industry. We need spiritual power, the sooner the memorial industry is shot through and through with spiritual power. The sooner the memorial industry will be kept clean.

MEMORIAL EXTENSION COMMISSION

This good-will was fostered by a joint committee report of the Apprentice Training Committee, by Mr. J. Beninch of Brooklyn, N. Y. (Applause)

ART SCHOOL COMMITTEE

The Committee met with the Dean of the Art School at Cleveland, who offered to work up with us both the correspondence and art courses. His proposition seemed to be a very favorable one. We have also had the matter up with the Granite Art Schools and with the Carnegie Institute of Technology at Pittsburgh. Before we made any definite plans, the idea was conceived of a correspondence course in with the proposed survey and educational program of the National Association, which idea the committee believes to be an excellent one and very practical.

Respectfully submitted,

COMMEMORATIVE ART SCHOOL COMMITTEE

Signed: W. L. Horigan, Chairman.

Signed: C. J. Benisch of Brooklyn, N. Y.

Signed Robert Graham.

President Yunker: We still have one more report. That is from the state representatives. Mr. Baxter.

Convention Secretary Baxter: I will say the state representatives held a meeting Tuesday evening. That was not the first meeting, but only the state representatives but the presidents, secretaries, the national officers and the past presidents. At the conclusion of the general session the state representatives went into official session and elected two members from their number to serve on the honorary board of Governors for the following year: James Newall from Lawrence, Massachusetts, and F. C. Frederickson from Chicago.
President Junker: Still one more report, the Treasurer's report. Mr. Henry Haertel.
Mr. Haertel read the report of the Treasurer.
The report of the Traffic Manager, Mr. Thomas H. Lee, was handed in to be incorporated in the record.

TRAFFIC MANAGER'S REPORT
By Thos. H. Lee

Fourth annual report of the Traffic Department of the Memorial Craftsmen of America—Period July 1, 1926 to June 30, 1927, Inclusive.

First in order I desire to report by states in alphabetical order, the amount of claims, covering both overcharge and loss and damages, handled during the year. Second, the amount of claims out as of June 30. Statement is as follows:

<table>
<thead>
<tr>
<th>State</th>
<th>Claims out</th>
<th>Total Amt. standing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arkansas</td>
<td>452.95</td>
<td>257.22</td>
</tr>
<tr>
<td>California</td>
<td>152.42</td>
<td>23.64</td>
</tr>
<tr>
<td>Connecticut</td>
<td>2.31</td>
<td>0</td>
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<td>324.87</td>
<td>78.88</td>
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During the year ending June 30, 1926, the actual amount of claims collected was $9,685.42 and during the year ending June 30, 1925, the actual amount of claims collected during the year just closed was $6,377.42, a decrease of approximately $3,500.00. There are several reasons contributing to the lowered amount of claims collected during the year just closed. The most particular reason was due to the fact that during the year just closed a circular letter was sent out to our members in January asking them for their freight bills, while the preceding year, a circular letter was sent to the members during the month of November. Our members, somewhat delayed in getting in our claims for the year's business, while for the year ending June 30, 1926, we ended the year with an outstanding amount of $4,684.52 in uncollected overcharge claims.

This year we end with $5,981.34 in uncollected overcharge claims or an uncollected amount of $2,312.79 in excess of the uncollected for the same period for last year.

Secondly, my campaign for the general elimination of overcharge claims is evidencing having some effect. This is accomplished by having the members secure their rates prior to movement. It will be hard to state the exact figure, but I feel safe in stating that at least $3,000.00 has been saved to members during this period, as they had the freight charges before same was paid.

Third, we do not seem to get the proper kind of response from our members when asking them for their freight bills. Hereafter, it has been the practice to simply notify them once a year that their freight bills should be sent in. At the time this notice is sent, we further enclose with the mailing envelope which makes this request quite expensive, considering our cost of the circular letter, postcards, and envelopes used. If it is the opinion of the Executive Officers that the Traffic Manager should trace members who are slow in sending in their freight bills, instructions to that effect will be appreciated.

Members who secure the real service rendered by this department are those members who pass the traffic department before looking back over our records. I find that the members who in the first year of operation took advantage of the varied service rendered by this department still do so regularly. When all the members become aware of the service which we can render, I believe that every member will be regular users of the Traffic Department. It is obvious that none of the members can utilize the Traffic Department service each month of the year, but I am certain that there are no members who could not save themselves considerable time and money if they were to use it. While we have reduced overcharge claims to a considerable extent and still file considerable claims, it must be remembered that the collection of overcharge claims is only a small part of the service which this department can render.

At the end of each year, when checking over the member's freight bills, the writer still comes in contact with numerous cases where our members have lost considerable money on accounts of improper shipping instructions. The knowledge in advance of the proper rate and route cannot be overstressed, and the members are urged to take advantage of this particular service.

In my third annual report, I set forth various miscellaneous freight reductions which had been secured. For the year just ended, we have a few miscellaneous reductions in rates of which no report is being made. Our main effort over the past year has been for rate readjustments in general. The securing of reduced rates for a particular dealer or dealers at a certain point in most cases works a handicap on another dealer located at a nearby point. Where rates are found to be out of line at a particular point, it is generally true that the rates are out of line to consuming points in the same general district, in order that the dealers in a certain vicinity or district might enjoy equal rates from the same producing points, the president seeking for general rate adjustment was inaudible. The general rate adjustment usually call for formal complaints. We find that the carriers are usually slow in making a certain point if sufficient justification can be set forth, however, when you request a general reduction in rates to a certain district they are generally disposed to deny such a request.

Formal complaints require considerable time and expense in their preparation and prosecution before the Interstate Commerce Commission, but the needs of our members are along these lines rather than the handling of each member's needs separately.

We are in the process of preparing a formal complaint, take our complaint in Docket 18,339, hereinafter referred to. While this case cannot be considered any more important than the usual run of formal complaints, it is typical, the rate information, exhibits, and other statistics required for the successful prosecution of this case required two months of actual research and work. As will hereinafter be set forth the preceding year has been the final disposition of these complaints. These complaints were filed in behalf of group of members, rather than in behalf of specific carriers or in behalf of single members, and were handled and disposed of by the Traffic Department for the year just ended are as follows:

Docket 18,692. Filed Oct. 18, 1925, and decided in favor by Interstate Commerce Commission March 24, 1927. Case filed in behalf of the Lafayette Granite Co., Lafayette, Indiana. This complaint was not filed primarily for the amount of refund which we secured, but was filed in order to help in a general rate adjustment which would be the legal rate on a carload shipment of granite which while not exceeding the usual valuation placed on our commodity, did result in a considerable saving to our members. The case was decided in favor of the rate and it is felt that this decision will mean a considerable saving to our members in the years to come, as it is a known fact that the manufacturers or producers will often fail to declare any valuation whatever.

Docket 18,385. Memorial Craftsmen of America vs. Chicago, Rock Island & Pacific Railway, et al. We filed formal complaint with the Commission involving the carload shipment of granite from the producing districts to points in Oklahoma. This complaint involved granite from both the Minnesota, Wisconsin, and Southern District. Complaint filed December 1924, and was disposed of in January, 1927. Under the Commission's decision in this particular, the Oklahoma members are aware of this new advantage of this particular service.

Complaint filed in behalf of our Oklahoma members have received a reduction in their carload rates into the state of Oklahoma from the producing districts above named, ranging anywhere from 15 to 45%, depending on where the dealer is located on all carload shipments of polished granite. This complaint involved the question of whether or not the carriers could maintain and apply a lower rate on polished granite for building purposes than they applied to rough granite or marble. The Commission has held in this case, as they have in previous cases, that no discrimination in the rate should exist depending upon the dealer or on what the granite or marble might be used. All of our Oklahoma members are aware of this new law which permits of an advantage of same over the past year. It will be hard to estimate in exact dollars and cents just what the saving has been to our Oklahoma members.

I & S Docket 2,772. September, 1926, the carriers proposed certain increases in the rates on finished granite and marble from certain producing districts to Minnesota, Wisconsin and the upper peninsula of Michi-
The present rates from Vermont districts to states above named are generally on blanket basis of 59¢ per cwt. The carriers proposal was to increase this rate to 55¢. Under date of September 22, the carriers were requested to prepare a protest with the Commission against this proposed increase. The hearing was assigned at St. Paul, Minn., Nov. 6, 1926, and on Nov. 3, 1926, I gave the Minnesota Chamber of Commerce the benefit of all the data which I had accumulated to defend these proposed changes. The Commission decided that the proposed increase had not been justified. In rendering their decision, however, the Commission did not sweepingly condemn the carriers proposed rates and it is possible that the carriers will in the near future attempt to secure the increase first desired through other channels.

Docket 7716. This covers a complaint filed with the Oklahoma Corporation Commission by the Craftsmen of the Granite Manufacturing Association, who objected to the proposed changes on the grounds that it would involve some increase on granite for building purposes in the assurance of the leading Eastern lines that the reduced rates which we have asked for will be made effective only at the beginning of the next结晶 state and I am satisfied that the Eastern Railways will strictly live up to their agreement with the writer. The reduction secured in this particular case amounts to 5¢ per cwt., on all carload shipments of finished granite and 5½¢ per cwt., on all carload shipments of dressed and rough granite. In our agreement with the Eastern carriers, it was stipulated that we would request the establishment of these reduced rates only to such points where there was an actual movement of granite in carloads. From a circular letter mailed out to our members located in the states named, the rates will be made effective to the following points in the states named.

- Delaware: Wilmington.
- Maryland: Havre de Grace.
- New Jersey: Cape May Court House, Freehold, Jersey City, Newark, Rahway, Clifton, Glassboro, Montclair, North Arlington, Trenton, Englewood, Hackensack, Morristown, Plainfield, West Newfark.

If there are any members in the states named who received granite in carloads and may have overlooked so notifying the writer, they may do so on or before Nov. 15, 1926.

The year just closed has seen various changes and proposed changes of rates generally throughout the United States. It is a known fact that the general rate structure of United States is built up more or less in a haphazard manner. The work of the Interstate Commerce Commission in an endeavor to work out equitable scales of rates for general application has just commenced to be felt over the entire country. We are now passing through one of the greatest rate changing periods in the history of the United States. I do not hesitate to say, however, that we are passing through a much neglected period and that in the future will be built upon reasonable and stable lines. So far, the general rate adjustments have effected very little the rates on granite and marble with the exception of LCL shipments. The time is not very far distant, however, when the rates on granite and marble will come up for the same consideration as is being given other commodities.

In closing, I would like to first thank the officers for their many considerations to the writers and the members of this organization who have utilized the services which this department can render them.

The session adjourned at twelve-fifteen o'clock.

FRIDAY MORNING SESSION
August 19, 1927

The session convened at nine-fifty, President Yunker presiding.

A. R. Baxter gave the invocation.

Miss Gracie Underwood delivered her third lecture as follows:

Miss Shuey:

Before we get started—we have a limited time this morning—I am going to try very hard to be a blonde and give you a lot of ideas in this half hour, you see. I think there has been some of you are blonde enough to get all the ideas and outside ideas are creeping in) but even the brunettes, if you get your clients thrown out the beaten paths of your brains will begin to exercise themselves and you will keep up with me even though you are blonde.

There are a number of questions that have been asked me and I am going to take a few minutes to answer those before we get onto the main subject of our session. These questions have been asked me a great many times and I figure if it is in the minds of all, it is probably in the minds of a great many others. I have been asked many times, is this personal analysis a science or an art and is it your own? Are these your own problems?

Personal science or character analysis is a science and it is a science just as old as life itself and a science just as exact and infallible as any other universal law. It is true that we know less of that universal law than in most others. Also it is true, even though this science is ever so exact and perfect, it will always continue to make errors, get away from the science even though we have a thorough and complete understanding of it. I lay no claims to originality. I have studied the work, specialized ever since I studied psychology in school, and I have been studying it for twelve or thirteen years now and then because we are only human and as long as we are human and are applying the universal law it will have a tendency to make errors, get away from the science even though we have a thorough and complete understanding of it.

The only claims I lay to originality as my own is that I have studied all recognized authorities, I have written work and studied under many of them personally in class work and through I have taken very careful instructions under. The only claims I lay to originality is the way I link those facts and the things that I got from the many different sciences, also in my way of presentation.

Then it has been asked, what about nationalities? Character analysis applies to all a person individually regardless of race, color or creed.

Another question is, what do you do if marble is restricted from the cemeteries where you are? There are a lot of problems, I appreciate that fact, that I know nothing of, but I do know that if I make you understand better the science of human nature, better make you understand the human element problems of your business, you can adapt that to your own particular . . .

It doesn't work, does it? It always pays to be yourself. Your own problems anyhow. But even this, if you get your clients thrown out the beaten paths of your brains will begin to exercise themselves and you will keep up with me even though you are blonde.
the finest quality granite you can possibly have to sell to your fine textured people. Only the finest textured type are coming into your place of business and you are losing sales because you haven't something fine enough.

Some one wants me to show an example of the extreme receding foreheads. I will do that a little bit later.

If you have a customer who flatters you, well, I suppose all people do like flattery but you know, what is flattery is one to criticism. We have analyzed many people according to their praise them for that in which they are strong. For instance, if you a

I suppose all people do like flattery but you know what is flattery is one to criticism. We have analyzed many people according to their praise them for that in which they are strong. For instance, if you tell a customer that he has the ability to grasp many ideas seemingly at the same time, that isn't a compliment because he knows he isn't that type and he is what he is because he thinks it is mighty fine to be that. If you compliment a customer for having a concentrated type of mind, taking up a few problems at a time, that is a compliment to that type. Let's get down to the first points of criticism. Now an individual who likes praise and flattery is shown by the short upper lip. Perhaps he have the most direct and like flattery most. Well, perhaps there are more women with the short upper lip but it is oftentimes found among men too. The short upper lip, and the shorter it is the more this holds true, that individual is dependent upon praise and complimentary remarks. The individual who have a short upper lip, don't call them in and rattle them over the coals even if they have done something wrong. They are worth while keeping on your pay check, treat them according to their type. Put them on the back. Compliment them for their ability to really go out and represent your proposition and put it over, and send them out feeling good and then they will put it over for you if you have correctly selected your salesmen at all.

But the man with the long upper lip, the stiff upper lip—Henry Ford has such a lip. So have a lot of salesmen. So if you flatter them, they get suspicious of you and they move their pocketbook from this pocket over to that pocket. So, if you think right away that there is money in that pocket, henry ford is said to have paid $1 for each criticism heard against the little old ford. If he had a type to a lip that would have sent him to his grave.

So the individual who has the short upper lip, tell them things complimentary, them on the back. Praise them for their good judgment in selecting this and that memorial in your place of business, but be careful to avoid that in talking to those with the long upper lip. In fact, they will respond to criticism.

The question is asked about eyes, also. Well, suppose you tell a deep set eye from a protruding eye? An eye that protrudes shows that an individual uses unnecessary words with which he is not able to make his point clear and also he likes to have the platform to do all the talking and once he gets started you can't get it back. You can't stop him by the fact that the eye protrudes beyond the cheek bone. We think of it as a concentrated type of mind. You see, there is a tendency to throw something out and say it. If an individual is wild you can say that he is a night person. When you say to an individual, "Don't you like that granite?" and she says, "Yes, that is lovely," there is a tendency to think that she wants to get away from that just as quickly as possible.

As you go around with that customer and see her looking at different designs, you know you are giving her a lot of information. She will ask any questions or get her to express herself. If they close up before a monument, you know there is a negative reaction there. If they come to one and look at it and walk away and return to and walk away again, it is the mental type and you start telling them how strong and durable it is, what great things have happened in the past to severe weather, you are apt to get them closed up. They are not buying from that standpoint. If you talk to them about the place of business, then you are asking them the "I can't decide. I will have to go and talk it over with my husband. She doesn't want to." "If I can get the money together, I won't have the money until next week"—there is something wrong with your salesmanship. It doesn't matter that you will have to let them go. You can't get the sale over right then, if you try to make an appointment with her so you can go and call on her and she says that it isn't possible that she will not be home, or one of a hundred other reasons, and that she will come in next week, you needn't expect her next week. You better find some excuse, if you want the order very badly, to get out there in the meaning, get a hold of her and try to resell her.

Also, I would like, every time that you are getting the individual opened up to you and to your proposition, to your memorials, I would like to have you more carefully analyze, more carefully observe that customer. Resort to this little book. It will do you a lot of good. I know you are all adaptable enough no matter what your present tactics are, and I wouldn't sell you another book, even if it was the only book you had, because you have a tendency to go out of business with your salesman, that is the case, that you will have to let them go. You can't get the sale over right then, if you try to make an appointment with her so you can go and call on her and she says that it isn't possible that she will not be home, or one of a hundred other reasons, and that she will come in next week, you needn't expect her next week. You better find some excuse, if you want the order very badly, to get out there in the meaning, get a hold of her and try to resell her.

Whatever that individual says, then, word of mouth watch the posture of the body. When you are talking to an individual, if they begin to close up, there is some negativity in their mind. They are thinking, "I wish he would shut up and let me get away gracefully?" Suppose you ladies go to call on a neighbor. She opens the door and says, "Oh, how do you do!" I am so glad you called? (assuming posture with arms folded), even though you brought your knitting and intended to spend the whole evening, don't do it. Say, "Oh, I just dropped in to say hello." She will think, "There is a lovely woman. I hope she comes some other time."

One more point I want to give. I shall want to make sure that you are correct in the little book. We know every posture from the body is positive; every posture is negative. When you are talking to an individual, even though they are very open, and telling them certain things, you will have to be sure that there is something wrong in that person's mind. There is something. Either he is listening but not understanding you or there is a question in his mind. Either of those three are in the minds of those
customers. You can't get them to write a check or hand over money. Instantly you see those arms close, notice when you get home to classify that or qualify it or re-say it, whatever it was. There is something wrong there and you don't know just why. You did see her close where there were other times you asked about the wonderful workmanship on that! If you want to know the reason behind this time you made regarding the workmanship, ask that question again and notice if she closes the opens. Do something to do with price, let us say, and you quote a price, as you are talking about something about a price in connection with a phase of your work, she doesn't stay there for five minutes or ten minutes, perhaps, or all day, while you talk on and talk about the time of signing up. There sets in that reaction. He begins to think, "Maybe I should have seen more designs." If a bracelet, "Well, maybe I am a little confused; maybe this isn't just the one of all of them I should have." If it is someone of kind a phase and you are saying, "Maybe you should have consulted some of my friends, my husband or so and so," will come into his mind. Those doubts begin to come in because we all have been trained to have a tendency to have more fear than courage. When that individual's hand is open, stop saying that is the time he wants to be sold.

Take example little children. Children, you know, are governed by the subconscious. The little child, if he wants candy or an apple or daddy's watch to play with, does he say, "Mother, I want candy?" (negative posture) "Father, I want candy?" No he says, "Mother, I want this; Daddy, I want that" and he goes grabbing around for what he wants. We, I believe, learn to have more poise. If someone would come in and grab one of your memorials, you would think he was crazy and had to be locked up, and yet, every day or very, very often, we are, figuratively speaking, not allowing people to grab the things they want out of our showrooms.

I am going to give you a little example. Mr. Webb, a few years ago, sat in my audience, along with several others. He was divided attention on an important matter and I thought it was just a waste of your time and my time. I know he had to offer and I was intending to get in touch with you later. Did you run into Mr. Smith and did he tell you about me?

Mr. Webb said, "No, I didn't. The only way—I didn't know why you were sold or who sold you or why—the only thing I knew was when I came in there was a man in your face, someone who I represented, although you waved me out of the door, when your hands were divided attention. When I told you that, you told me, I know not how or why you were sold on what I had to offer. Now if all of us would learn to be good, scientific closers like Mr. Webb and many others, in using this science here, we wouldn't all have to be wise heads and strong chinned types that have a tendency to be among our good closing types. Let us all be good, scientific closers if we can't be natural. When an individual wants something more than we want to sell them, aren't we foolish and isn't it an evidence of your lack of training in this type of work? Other the fellow doesn't think very much of us. He will say, "He could have sold me. Why didn't he sell me? I really liked that." What have a tendency to put up resistance and yet if they handle us correctly, we just go along smoothly with the individual. When he would realize it. We put ourselves on the back and say that we bought the average person would rather think he bought than that he sold him.

I thank you very much for your kind attention and I know when I get away I will tell you. You can say, "Why didn't I do this and that," but I don't care. I could maybe plan a little better things to say but if I got up here and knew exactly what I was going to say I would get...
The Monumental News

CO-OPERATION BETWEEN CEMETERY AND MEMORIAL CRAFTSMEN

By Chauncey W. M. Fitz, of West Laurel Hill Cemetery, Philadelphia, Pennsylvania, representing the Association of American Cemetery Superintendents.

Memorial Craftsmen and guests, it is indeed a great pleasure to be with you, also a great privilege to answer the call of the Association of American Cemetery Superintendents to address you at this Convention.

Mr. Edward G. Carter of the Committee co-operating with your Association asked me to accept the position in which I am now placed, suggesting that I talk to you about relationships between us, stating that possibly I might gather from your Mr. Cassidy just what he would like me to talk about, being assigned "Relationships between us." I will quote a remark attributed to a great Chicagoan, who one time said—"Don't talk to me about relationships. I talk to people who want to have relationships. But those things I ought to hear", so avail myself of this opportunity I will start by saying that I know one big thing which I would all like to hear and that is that along the lines of improved Memorial Art I think you have made wonderful strides. Our Cemeteries of to-day show the results of co-operative spirit. Reflect for the moment and compare them with the old graveyards, where we had the enclosures, copings, corner posts and entrance sills, now dilapidated and classed passé.

Then turn to our more modern cemeteries, and rules and regulations have been somewhat restrictive and you will find instead of the lot holder or purchaser making such purchase, spending their money for the actual memorial, whether it be headstone, footstone or monument.

Much have you done toward the elimination of the many pieced memorials, and you have helped us as the guardians and caretakers of that which you are selling, not only in the preparation of the typeset copy, but in the actual presentation of the typeset copy, in the arrangement and layout of the various sections, and the floor plans, and the sizes and shapes, and if the architect did this same thing, varied the size of his windows, we would have a most peculiar looking building. He must vary the design by floors but he keeps a similarity at the same election consequently. I hope you visualize at what I am getting.

The eye glides very quickly over a lot where no memorial has ever been erected.

We get away from the incongruity which comes about where study alone is given to the whole and the part is left.

Many times have I heard the word "co-operation" used when referring to craftsmen and Cemetery Superintendents. This I will sell you on. It is a wonderful stride. Ours is a Co-operative Cemetery.

Just how much of one's lifetime is spent in the consideration of the thought of the section of undetermined individual who would be placed in their chosen resting place? I venture to say that there is not the fractional percentage of one per cent of the world's population who give this matter any forethought, consequently you and we are combined in selling those whose duty it becomes: Hence, the word PROPORTION—stone and verdure.

The purchaser with us buys the right of burial which fits into the location in the Cemetery as surveyed, and the memorial craftsman has public feet of granite, marble or bronze at his command to beautify or mark the landsape.

Many times was I thrown in personal contact with the late Captain Edmond R. Morse of the Vermont Marble Company, who left us May 26th, 1895.

So I feel confident in saying that I think he made greater strides along the lines of the study of beautification than anyone I know, dealing with memorial art. He was taken from our midst at a most untimely moment in our efforts to arrive at a comprehensive thought of leaving posterity beautiful Cemeteries, whereas could we spend studying the many memorial features, and I think that the granite manufacturer is more of a man than I who with but a look in their midst who would take advantage of all the modern machinery, which enables them to cut granite as readily as marble, that we could have memorials in this material executed more beautifully if a previous study of proportion were to be made.

Visualise for a moment a section of a Cemetery entirely surrounded by roads, where every lot and those contiguous would be dealt with memorial art. Is it not proper for the Cemetery Superintendent or engineer when laying out the ground plan, with first its typography, then size of lots, landscaping and featuring of each and every lot to be sold in this section, to, for one, think that in a general way a regulation as to the memorial should be made for every lot from this one point alone—PROPORTION.

A lot of modern thought have a maximum size for memorial and approximately a lot of 1000 feet just the same; hence a section of four acres, where sold for the lot, and memorial erected thereon, would present a picture of studied art and would, to my mind, be just as appealing as a well furnished room. We get away from the incongruity which comes about where study alone is given to the whole and the part is left.

On the other hand, in most cases burial lot is purchased usually is heretofore of someone, and through the force of circumstances, little or no consideration given as to how it will be treated, is so small that co-operation plays no part.

Where the purchaser has the means to erect a Mausoleum he seems to give the appearance a great stride, but the thought does not rush into a decision. Well! who is at fault for all this? With the experience I have I know better than I do anyone who sold this family than I do anyone who follows him. My censure comes from the fact that we have no regulations which could be done in the way of development, is the cause for the apparent lack of co-operation, and I wish to mention the means of bringing about a greater co-operation between Cemetery men and Memorial Craftsmen. Should the Cemetery man, in planning his beautiful cemetery, using proportion of soil area to granite and then the colorings and placements, to determine the design appropriate for the particular lot, considering other placed memorials when so doing.

I hope you are all familiar with the Theatre. Have any of you ever noticed the appeal which the art director makes when assembling the entire cast in a big musical comedy hit. Like craftsmen, with their individual memorials, he brings in one chorus at a time and then gradually creates the whole effect. The postures, the coloring and placement all work in harmony and produce a most pleasing picture. On the other hand, we have the architect who designs a large building, and the sculptor who in imitation, to the highest pinnacle some architectural features in the whole creation, but in some of our Cemeteries, if I might liken it to a situation where many lots are designed, we find memorials, which might be considered as units in this particular section of lots, in terms of sizes, shapes and designs, and if the architect did this same thing, varied the size of his windows, we would have a most peculiar looking building. He must vary the design by floors but he keeps a similarity at the same election consequently. I hope you visualize at what I am getting.
but where the small lot is overcrowded with a disproportionate memorial, it becomes an eyesore, no matter how beautiful the memorial may be in itself:

And with the exceptional wealth of material, both design and substance, you have at your command, why not let us have true co-operation, that is to say, you would not have to set aside some for a purpose of discussion, or through inquiry, and with the knowledge in hand that you may gather you proceed in the sale of a memorial, whatever it may be.

A little study on your part, or a personal visit with the customer to their lot, broaching your ideas, and conveying to them that you want to be considered, would I think, be a great help and advantage, and I feel confident that should you find the lots in the immediate vicinity finished as to their memorials, and after, a careful study place before them a suggestion, you are helping the development generally, providing your suggestions carry out the general scheme, that is in the architectural beautification.

Quantities of stone by no means help, and quoting one of the slogans of a memorial craftsman, I think that "more art and less stone" is applicable in ninety-nine and nine tenths per cent of cases.

Rules and regulations adopted by many Cemeteries have long been shown to be really been brought about by the inarticulate use of stone, and if we are to continue these lies in the same sense, where well chosen memorials are to be placed and our Cemeteries maintained with the reverence and respect to the dead, and in our own place, we give this all important subject of proportion more forethought, more consideration, and more care and devotion.

And I think that the need of drastic legislation on the part of Cemetery Companies who have before them pictures of grave yards and cemeteries, where rules were few and stones were many and conditions are now forlorn and deplorable, would cease to be the indelible impressions which have been the cause for the many attempts to create and establish memorial parks which we know that the thought of having a loved one with their dead away have been educated to decide on such places of burial, whereby Cemeteries can be maintained as in my belief they are steps to the destruction of the sentiment we try to preserve, that is commemorating the sepulchre of our loved ones with some superficial marking, whether it be headstone, monument or mausoleum, humble or imposing, and make our Cemeteries a garden ensemble of the spirit where the living will delight to go and commune.

President Yunker: The next on our program is a report and little talk from Mr. Lee, our traffic Manager. This is a departure with you are all interested, and Mr. Lee has some very interesting data to give you. Mr. Lee. (Applause)

Mr. Lee: Mr. President, Ladies and Gentlemen: My report is very voluminous. I am simply going to make a few comments on the report, and in particular in the next number of the "Memorial Crafts News" and you will have an opportunity to read it.

I would like to say, however, that the claims collected during this year were rather light of last year, as was expected to go over last year. The actual collection was $6,377.43. However, collections for July and August are running rather heavy.

Most of this report will be an outline of formal complaints or cases before the Interstate Commerce Commission, and the case handled during the year closing July first.

Up until last year, the Traffic Department took care of each and every claim, and as the occasion arose. Last year, it was decided that the needs of the members were in a group, rather than individuals, so we are handling your loss claims as groups and not as individuals. All those things, however, you will see in the report.

I would like to touch upon several things mentioned in my report and addition, discuss some things which did not appear there.

In the first place, I do not feel that the members remit freely enough to our yearly request asking for their freight bills. We have approximately 1200 members. This year we received freight bills from approximately one-fourth of the members and so far our claim collections for these members is about $7,000.00. I feel certain that if we could have each and every one of you members send in your freight bills at least once a year for one claim collections would exceed $20,000.00.

One of the two things is very evident: Either you are passing your freight bills out to various auditors located over the United States, or you are not having your bills audited and in the latter event, you are losing considerable money each year in the shape of overcharges in freight.

Personally, I believe that a large part of this problem is previously mentioned have their freight bills audited by Individual Traffic Companies. It seems to me as though our members could take a little time once a year, which would not be more than fifteen minutes to send their freight bills into their own Traffic Department. The service is free and on freight bills turned over to Traffic Companies, you usually pay about fifty per cent of the amount received. The Traffic Companies usually charge a retainers fee in addition to the fifty per cent. It has always been this policy to me why we dealers in good business, are less than the Traffic Company to be audited on a commission basis and quite often pay the solicitor for the Traffic Company a fee of any where from $10.00 to $25.00 for that purpose.

I see no objection to you having your freight bills audited by a Traffic Company, but I am satisfied that our members could save considerable money each year by first sending their freight bills into the Traffic Department. I know, however, that you can secure the service of any Traffic Company without paying them their fee which they usually demand. In fact, any of them will take freight bills on a fifty per cent basis, regardless of whether they secure a fee in advance.

While on this particular part of the service rendered by the Traffic Department, I wish to bring your attention to this fact, and that is if you send in a year's freight bills for audit and no overcharges are discovered that is no reason why the Traffic Company to get any overcharges on your next year's freight bills. Most of you are doubt aware of the fact that there are two different rates, and further that a change in the office force of your local agent is liable to cause erroneous rates to be applied, therefore, if you send in freight bills for one year and secure no refund, do not under any circumstances get the same company to handle your bills for the ensuing years will all be correct. It has been demonstrated to me a question of whether a company's business cannot be used as a barometer as to what your next year's business will be.

Would also like to ask your cooperation along the following lines: When asking for freight rates, be sure and in the kind of grade, you desire, whether it be rough and stock and if dressed, kind of finish, which will compose the shipment and whether the freight must be billed or less than carload or less than carload. Also specify what particular delivering line is desired, if you have any particular choice. The writer received numerous requests for rates each year in which the member does not specify whether he desires carloads, or less than carload, or what kind of granite he contemplates to ship. Your cooperation with me on these particular things will mean a considerable saving of time to both of us.

Last year, we handled considerable more loss and damage claims than we have handled in previous years and if you are not familiar with the general rules surrounding claims for loss and damage, would like to say that all claims for loss and damage must be filed within six months from shipement is delivered. Loss and damage claims should be supported with freight bills, bill of lading, certified invoice and detailed statement of loss or damage sustained.

As a usual thing, you will have pretty good success in seeing your claim through your local agent, turn your claim over to me before making any concessions. Most of you have, no doubt had experience with loss and damage claims, in which the Railroad Company offers you the freight bill of the amount which you are able to file. I believe in filing just and reasonable claims for loss and damage and then being firm that the full amount of the bill is due. The Traffic Department is in position to render you just as efficient service on your loss and damage claims as on your overcharges.

I believe these remarks, together with my annual report, which was just read to you and which will appear in the "Memorial Crafts News" will give each and every member a good understanding of what the Traffic Department is doing and trying to accomplish for the members.

In closing, I would like to personally solicit each member to cooperate with us by sending in their freight bills when our annual request for them is received. If each of you will do this, I am in my belief that for the year ending 1928, we can show a collection of overcharge claims of at least $20,000.00.

Mr. W. K. Kimball (West Durham, N. C.): I said somewhere the other night, we are afflicted more or less with an ambition to do more business whether we make any profit or not.

The slogan I wish to offer as a National Slogan, to be mailed out to all the members is "LESS VOLUME AND MORE PROFITS". That, perhaps, does not sound like much at first, but if you think it over it means a great deal—"LESS VOLUME AND MORE PROFITS".
I just want to make that as a suggestion for a slogan. That will help us if we get more profits, what do we care whether we do so much business or not. The big business does not buy our bread and it might do.

I just want to make that as a suggestion for us to think about. If we can get that drilled in to our heads, when we go to make a sale it will come up before us, "LESS VOLUME AND MORE PROFITS". It is short and to the point.

Mr. James Newell (Lawrence, Mass.): I would like to know if this slogan is to go on our letterheads.

Mr. C. J. Benisch (Brooklyn, N. Y.): I would suggest that it be placed on our letterheads and invoices, so it will be clearly understood between us what it actually does mean. (Laughter)

President Yunker: I would suggest, Mr. Kimball, that you write a letter to the Executive Secretary, Chicago, and let the Board ponder over that, and if they see fit to adopt that as a slogan, we will be happy to comply with the request of the Committee.

President Yunker: By request of two of our members and by suggestion of three more, I am going to call on Mr. R. C. Morriss, of Memphis, Tennessee, to tell us how he put on this field work. You know the work that falls upon the Executive Secretary, at the Chicago office, is tremendous, and the one thing that really falls throughout the country have fallen down in our duty to the Memorial Craftsmen is that we do not go out and try to build up our Association in our own localities.

Mr. Morriss, in the last year, single-handed, organized three states and induced them to join the National. We would like to hear from him on this.

Mr. Morriss. (Applause)

Mr. R. C. Morriss (Memphis, Tenn.): Mr. President and Gentlemen: In our section, the situation is reflected here. Throughout our country, the memorial dealers have not been very close to each other. Through their selfishness and suspicion, it has been very hard to get them together to realize that we could cooperate and better our condition by discussing prices that would enable us to get a decent living from our business. With this in view, I wrote individual letters throughout the State of Mississippi, and suggested that we organize a state association with the National Association.

I was absolutely unable to get any dealer in that state to call this meeting. They would write and agree with me that we should get together as a state; the money we spent on the whole thing, and finally the thing went on the rocks. There was not much lost.

There are only a few large dealers in New Orleans. The others have little shops, used to have dray horses, but now have second-hand automobiles. Some deal in coal and other things. You cannot attempt to build them up and educate them. That is too much for me.

I received a letter from a young man in his teens to let him know if I were going to join his movement, that he was going to start to organize a state organization. He was, as I say, a very young man, and while we may not be the men that would be called upon in such a manner by a young man whose grandfather I could very easily be as to years, I thought that was a little too much for me, but I thought that would be more proper for me to join the organization. I said they should organize it and leave me in peace.

In New Orleans, the Superintendents are all on charge, and the dealers have no chance of getting any work in those cemeteries. The one who sent me that sum was in charge of two cemeteries. These are the conditions. I don't think you have any such conditions, and you can readily understand that it is not very interesting for me to spend my time and money in putting on such an organization. I thank you. (Applause)

President Yunker: The next is the report of the Resolutions Committee, Mr. Frank Mallon, of Port Huron, Michigan, is Chairman of that Committee.

Mr. Frank Mallon: Mr. President and Gentlemen: These resolutions were passed upon the minutes of the Executive Committee meeting of the Memorial Craftsmen of America, held in National Headquarters, January 5 and 6, 1927, consisting of Past President H. C. Heffner, of Denver, Colorado, and C. B. Holden, of Cherokee, President Yunker: I would like to have Brother Wiedman, of Louisiana, who has been patriotic enough for his Association and for the industry in which he is connected to come up here and say a word. (Applause)

Mr. Wiedman: Ladies and Gentlemen: I am not one of those who is always anxious to get up to hear themselves talk, but Brother Morriss has made remarks which may reflect on my spirit of cooperation. All my lifetime I have displayed the spirit of cooperation. I am a member of this Association, have been a member for over twenty years, and I attend the conventions regularly.

Now, we had a state organization some years ago which, of course, was promoted by myself and our delegation of mine spent the best part of his time traveling around and working this thing up. It was very unsatisfactory. We attended their first meeting and heard their speeches and to their jokes and I realized that the whole thing was not worth the effort and the money we spent on the whole thing, and finally the thing went on the rocks. There was not much lost.

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Iowa, brings a particular note of sadness to this meeting.

"BE IT RESOLVED, that we put on our records the sense of the deep loss to this organization until fitting resolutions can be spread on our records at our next annual meeting, and that a copy of these resolutions be sent to the families of our late brothers and co-workers.

"NOW, THEREFORE, BE IT RESOLVED, that the Memorial Craftsmen of America, assembled in the 22nd Annual Convention at Washington, D.C., August 15 to 19, 1927, stand a minute in silence to the contributions of these two Past Presidents to the development and success of the Memorial Craftsmen of America.

"AND THAT THE FAMILIES of these two Past Presidents be notified of the tribute paid by this convention to our departed brothers and co-workers.

"(Signed) Frank Mallon, Chairman.

Mr. Chairman, I would move the adoption of this resolution.

Motion seconded and carried.

Mr. Frank Mallon:

"WHEREAS, the Memorial Craftsmen of America have just closed the most successful year in their history, and

"WHEREAS, the 22nd Annual Convention, held in Washington, D.C., August 15 to 19, 1927, has been so successful, "BE IT RESOLVED, that the officers be given a rising vote of commendation for their efforts in making the year and convention successes, and that a vote of thanks be extended to all those who have in any way contributed to the success of the convention, especially the speakers, Miss Grace Usher Shuey, Roswell M. Austin, and Charles W. Fitz.

"(Signed) Frank Mallon, Chairman.

I will put the motion myself. All those in favor of that resolution will please signify by rising. It is so ordered.

Mr. Frank Mallon:

"WHEREAS, the Memorial Craftsmen of America deeply appreciate the valuable assistance and cooperation rendered by the Trade Press.

"BE IT RESOLVED, that we offer a vote of thanks to the Trade Press.

"(Signed) Frank Mallon, Chairman.

President Yunker: The next Committee report is that of the Nominating Committee, Mr. W. W. Kimball, of West Durham, North Carolina, Chairman.

Mr. Kimball.

Mr. Kimball read report of Nominating Committee and from it the following officers were elected:

President—R. H. Warner, Raleigh, N.C.

Vice President—R. L. Belknap, Pittsburgh, Pa.

Treasurer—Henry Haertel, Stevens Point, Wis.

Convention Secretary—A. R. Baxter, Trenton, N. J.

At a later meeting of the Board of Governors Chas. J. Benisch of Brooklyn was elected new member of the Executive Committee.

Regarding the next convention city invitations were extended from West Baden, Ind., Indianapolis, Chattanooga, Comeout Lake, Pa.,

The attendance cup was awarded to New Jersey.

The percentages are as follows:

New Jersey ——- 28%

Ohio ——- 27 1/2%

Pennsylvania ——— 27%

THE LADIES AUXILIARY

The annual meeting of the Ladies Auxiliary was held at the Wardman Park Hotel on Thursday afternoon. Unfortunately the sight-seeing attractions prevented a large attendance. The meeting was called to order by Mrs. R. L. Belknap, president, with Mrs. W. H. Johnston, secretary, recording the proceedings. The usual order of business was transacted, and the officers were continued for another year.

The feature of this meeting was an address by Ivan Johnson, field man for the Rock of Ages Corp., who spoke as follows:

CO-OPERATION

Address by Ivan Johnson, Field Service Representative of the Rock of Ages Corporation, before the Women’s Auxiliary, Memorial Craftsmen of America

It was with a great deal of pleasure that I learned of, and with a great deal more temerity that I accepted, not long since, an invitation to discuss before this meeting, some of the conditions as I have found them in eighteen months’ field work for the Rock of Ages Corporation among the retail memorial dealers in the middle west.

I was asked especially to talk about the ways in which the ladies may cooperate with their husbands to help bring about the greatest possible good from this era of constructive achievement which is dawning in the memorial industry.

Webster says that “cooperation” is “collective action in pursuit of common well-being.” However, the memorial industry attains a considerable degree of that quality it will witness such progress and advancement as it never has seen in the past.

Let us grant, first, that the memorial industry would not have made the advancements it has made in to this time, if you had not been affording a substantial share of cooperation in building the industry. There is every reason to expect that upon the unfolding of far-reaching plans for the future, your efforts will extend to far greater things than to mere plenishment. It seems to me that the hand of woman, a potent factor in every great and worthy enterprise, is already very busy at the task of assisting in shaping this industry.

My work has taken me far afield in a great many states, and in a large percentage of retail memorial offices where I have called, there have been women having a share in directing those businesses. Sometimes they have been the owners of the entire business enterprise, and at other places have held the lesser clerical positions, but their influence is very large and extends into every branch of the memorial industry with a power that holds much of importance for the future.

It seems to me that wherever is Washington—"The Soul of America"—where without doubt the greatest forward step in the history of this industry will be taken, the women who are engaged in the business of memorializing lives and careers, those carrying on the momentous work of creating the book of history in stone, will receive added enthusiasm and energy to go farther toward attaining the goal of advancement which this industry desires.

Many ways in which the cooperation of the ladies may be made to mean even more in the future than in the past may suggest themselves to you in the succeeding months. I believe that there is no panacea for all of the so-calledills of this business, but that the cure lies in the application of some sense to our business relations. The women of America have always been exerted with possible amount of this valuable quality, and their assistance is an implied necessity.

I believe that it is the woman’s part to take her husband’s attention occasionally from the details of the ceaseless battle in competition for dollars and cents in the memorial business, and direct it toward some of the higher aims of the business. To pursue a policy of absolute dependability in all things coming under her supervision, and put forth her best effort to make it possible to think of the memorial business from the very highest—
"To plant attractive shrubbery and flowers around his establishment and do away with the unsightly piles of trash and broken stone which are so often the eyesore around monument concerns. To maintain an office and reception room into which any lady may come without fear of ruining her clothes with the dust and dirt, as has been the custom in the past. We have found from experience that the last provision has made our sales easier and more satisfactory in every way."

That latter suggestion, for beautifying the office and grounds, is a definite point in which the ladies may be of invaluable assistance in achieving results through their aid in planning the improvements. I find scores of memorial shops in many states enhanced in a surprising and pleasing manner, and, almost every time, inquiry reveals the fact that a woman planned and executed it all. I have in mind a thriving memorial business in a small city in Ohio, which has been pushed to success in a large measure through the helpful efforts and cooperation of the proprietor's wife. This lady, through the use of artificial flowers and palms, attractive furniture and other appointments, has created one of the most pleasing welcomes for prospective customers which it is possible to arrange.

Another idea which it may be necessary for the ladies interested in the memorial industry to stress in order to get it really over to the retailers, is the symbolism of monumental ornamentation. Symbolism in memorial architecture has been emphasized consistently by the trade press, and some of the trade publications now are engaged in the highly commendable work of emphasizing the meaning and value of symbols in memorial design. That is a message of beauty and craftsmanship, and its purpose may well be strengthened if the torch is taken up by the women in the memorial industry and study and application of this important phase of the business are carried out.

A headline struck boldly from a recent issue of the Memorial Crafts News. It declared: "Lack of Courtesy Kills Many Memorial Sales." This industry cannot afford to stand placidly under that indictment and do nothing to correct the defect. In his editorial, the Executive Secretary said: "There is no business where courtesy can be used more effectively than in the sale of memorials because of the motivating forces that make for the sale of memorials, yet there is probably no business where there is a greater lack of common, ordinary courtesy than in the memorial business. Think courteously, act courteously, talk courteously. The results will be astounding. Courtesy comes only from unselfishness."

That is a matter which may well be the subject of cooperation on the part of the women who look to the welfare of the memorial industry. Their combined, constructive help in waging a campaign for courtesy in their individual places of business can revolutionize the industry in a short time.

There are many more phases of cooperation and helpfulness, which the ladies may find time to aid in the future. As I close these few remarks about points with which we all are acquainted, I wish to ask you not to overlook the fact that the headliner for the Instruction part of this convention of the Memorial Craftsmen of America is a woman, Miss Grace Usher Shuey. I think that fact speaks plainly that the men in the memorial industry are seeking the cooperation of the ladies in helping solve their problems, and in attaining the goal of greater service and achievement which the Memorial Craftsmen of America and all allied branches of the memorial industry are seeking.

We wonder sometimes at the seeming lack of sentiment among the people of America—a thing about which we need to be concerned, since it is the heart of the memorial industry. I am going to tell you of an incident which came under my observation a few months ago while I was visiting the New York (City Public Library, and which, I believe, gives point to this matter.
of sentiment. I stood before a wonderful painting of George Washington, impressed by this marvelous piece of work and all that the man meant to America, when a boy of about 14 years, evidently the son of immigrants to America, came up a few feet from me and stood looking at the painting. He held school-books under his arm and, from the look on his face, I took it that he literally had come to worship at his shrine. As he stood there, gazing, oblivious to everything else about him, the tears coursed unashamed down his cheeks.

When the people of America regain a reverence and appreciation of sentiment, equivalent to the deep feeling in the heart of that immigrant boy, the memorial industry will occupy an enviable position. The duty of the Memorial Craftsmen of America, you ladies, and the entire memorial industry lies before us—to inculcate that sentiment.

THE EXHIBIT

Whatever criticisms are made regarding the arrangement of the exhibit for the 1927 convention it can be safely said that there has never been a more artistic display of memorials in both granite and marble than was shown at Washington. There have been in past years much larger volume of memorials created at greater expense and there have been more elaborate pieces shown in the past, but for beautiful simplicity, high-grade architecture and exquisite ornaments the 1927 exhibit will carry off the palm. Owing to the many sight-seeing trips and the distance from the headquarters hotel, which was over five miles, the attendance at the display on the part of retail dealers was far from satisfactory and bringing results to the exhibitors. Then, again, the display being shown under two large tents made it impossible to secure satisfactory lighting effects upon the work inside. Furthermore the tents were in no way waterproof and the rain wrought very bad effects upon the situation.

Entering the first big tent, first booth on the right was that of the Lawrence Granite Co., Montpelier, Vt. They showed two polished Rock of Ages memorials and one in Wetmore & Morse stock axed and carved. There were also polished and axed markers to match the memorials. Wm. Stephen was in charge.

The Lillie Granite Co., Montpelier, Vt., was next in line and here were shown three polished Rock of Ages memorials in charge of Fred C. Bancroft and E. R. Tarbox.

The Mcbee-Ladewich Co., Mansfield, Ohio, had an attractive display in one Dixie Pink marble memorial, one polished Barre and a center piece with a polished Beers Red die surmounted by an Italian Marble statue. Those who presided over the booth were E. G. Ladewich, J. L. Mcbee and Bert Hess.

The Anderson-Friberg Co., Barre, Vt., had a very attractive display with an outstanding center piece consisting of a tall stele memorial ornamented with Gothic moulding. Then there were two very beautiful polished memorials in Pirie’s Dark Barre. The company was represented by Arthur Anderson and L. W. Bressett.

C. L. O’Clair Granite Works, Waterbury, Vt., was represented by P. J. Flannery and J. E. Scully. They showed three two-piece Rock of Ages memorials with beautiful ornamentation and one axed, carved memorial in Wetmore & Morse stock.
The St. Cloud Granite Works, St. Cloud, Minn., showed two attractive pieces in polished red St. Cloud granite. Wm. Shields presided over the booth.

Marr & Gordon, Inc., Barre, Vt., did not have as large an exhibit as they have had heretofore, but it was a very attractive one and their center piece executed in Au Sable Gray granite was a beautiful piece of architecture and carving. It called forth much favorable comment as did their other two memorials, one a polished creation in Pirie's Dark Barre and the other one axed, cut from Capitol Hill stock. This booth was presided over by Wm. G. Adams, Harry K. Meyers and Walter Adams.

The Willard Granite & Polishing Co., Quincy, Mass., together with the Golden Pink Monumental Works, had an attractive display including a small Millstone Point memorial, one polished Beers Red, one in Swingle's Extra Dark Quincy Granite and two in Malnati's Golden Pink. This was in charge of Neil MacDonald and Konstant Tikkainen and John Paakkari.

George Straiton, Barre, Vt., had seven memorials in his Kleen-Kut finish. Two of these were in Smith Barre granite axed and five were in polished Rock of Ages stock. This booth was in charge of Geo. Straiton, A. B. Louiselle, John O'Brien and W. H. Pontius.

Thos. W. Dunn Co., New York City, was represented by Wm. Setter and Edw. McCormick, who had samples of their sand blast composition and were busy during the working hours in explaining it to their many visitors.

Jones Bros. Co., Boston, Mass., and Barre, Vt., have always had an attractive display, but the one this year far surpassed all of their previous efforts from the standpoint of originality and artistic effect. This display was a display of their Guardian Memorials. Each one was a copyrighted design. There were seven beautiful creations. The company was represented by Walker Jones, Marshall England, Arthur K. Soule, Austin Wald, C. W. Dunshee and Robt. Knox.

The North Star Granite Corp., St. Cloud, Minn., had an unusually beautiful display including two Minnesota Pink polished memorials, one with bronze ornament which blends very attractively with the coloring of the stone; one Pi­oneer gray, four in polished North Star Red and one in their polished Indian Red. The company was represented by Wm. Campbell, John Campbell, E. J. Stander, Albert Poole and John Leslie.

Melrose Granite Co., St. Cloud, Minn., showed three memorials, one in Melrose Red, one in Melrose Gray and a center piece in their beautiful new tapestry granite. The company was represented by Jos. Gossman and F. F. Hoffman.

The outstanding attraction was a large Barre monument with sand blast ornament, set in a large case with suitable lighting effects to bring out the lights and shadows. This booth was in charge of John C. Pangborn, Harry D. Gates, Lloyd L. Stauffer and G. Edward Poe.

The Rock of Ages Corp., Barre, Vt., operated a novel and interesting booth with a lighted modiscope, showing enlarged views in panoramic continuance of Rock of Ages quarries, machinery, power plant, etc., scenes at the manufacturing plants, model retail showrooms and artistic monuments that have been executed in Rock of Ages granite. The company was represented by Roy L. Patrick, Jos. Smith, John M. Carroll, Athol Bell, Roswell W. Austin and Ivan Johnson.

Royal Granite Co., St. Cloud, Minn., had an attractive display showing not only their Royal Gray granite, but their two new and very beautiful granites, one of which is named Royal Mahogany and the other their Royal antique. There were two memorials in the latter material. The company was represented by C. J. Hemberger, Hugo Frieberg, Fred Manson and W. M. Thomas.

The Coldspring Granite Co., Cold­spring, Minn., had one of the foremost displays in the exhibit, showing some wonderful creations in their polished Rainbow Granite. This included several vases and four highly artistic memorials. The company was represented by Ferd­nand Peters, Floyd Holes and Robt. Gretsch.

Stewart & Pratt, Barre, Vt., showed only two memorials but they were of a very high order. Both of them were axed, one executed in Smith Barre Granite and the other in Wells Lamson stock. This was in charge of the two partners of the firm, Jas. Stewart and George Pratt.

The Wetmore & Morse Granite Co., Montpelier and Barre, Vt., maintained a cozy nook with easy chairs and writing table. The company was represented by Frank C. Corry.

The John Swenson Granite Co., Con­cord, N. H., had three Swenson Gray monuments and this was in charge of Jos. Comolli and I. M. Stock.

Johnson & Gustafson, Barre, Vt., showed three polished Rock of Ages memorials and two axed pieces, one in Wet-
A memorial of

Extra Fine Grained Blue-White Westerly Granite

possesses a distinction which places it in a class by itself. Every piece of this handsome, standard granite, quarried exclusively by us, is shipped under our guarantee of perfection.

Send for our illustrated booklet giving detailed information

SULLIVAN GRANITE COMPANY
FRANK A. SULLIVAN, President and Treasurer
WESTERLY, RHODE ISLAND

THE CRUMB QUARRIES
THE "KLONDIKE" QUARRIES

THE JOHN B. SULLIVAN QUARRIES
THE JOSEPH NEWALL & CO. QUARRIES
THE MONUMENTAL NEWS

consisted of a display of samples of all the granites produced by members of the association; also the soldiers crosses that were submitted in the appeal for consideration in the government purchase of soldier memorials. This display was in charge of Secretary L. O. Holman, Mrs. Foxwell, Miss Hazel Neitzey and Miss Betty Dowden.

LaClair & McNulty, Barre, Vt., showed two polished Rock of Ages memorials and one axed memorial executed in Wetmore & Morse stock. This was in charge of Chester A. Carpenter and Wm. Johnston.

The Imperial Granite Co., Quincy, Mass., showed one of the most beautiful Quincy granite memorials that has ever been seen at a convention. This was ornamented with a deep Gothic mould on each side of the die that set it off most beautifully; the other two were an axed memorial in Sullivan's Westerly granite and a polished die in Smith's Pink Westerly. The company was represented by Geo. C. McLeod and Wm. Johnston.


E. L. Smith & Co., Barre, Vt., had a space with tables and easy chairs and this was in charge of W. M. Thomas.
Is Better Than Sand For Sandblasting

Strictly speaking, Flint Shot is not sand; but a manufactured product which we secure by disintegrating St. Peters rock, hydraulically.

The best of natural sandblast sands contain many grains that are too soft for sandblasting, while FLINT SHOT particles are all flint; with no mixture of softer rock-formations.

Flint, as you know, is free from planes of cleavage. It doesn’t split under impact, but chips off like an Indian arrow head. That’s why Flint Shot lasts so much longer and produces so much less dust than sandblast sand.

Flint shot cuts to a clean, sharp edge because its flint grains are uniform in size, shape and hardness.

It is now used by a majority of all monumental sandblasters, from the Atlantic to the Pacific; and from the Canadian border to the Gulf of Mexico.

**FREE TRIAL OFFER**

Let us send you a 150 lb. bag of Flint Shot for a thorough working test—FREE—you pay only the freight from our plant at Ottawa, Illinois.

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**Italian Marble Statuary**

**Only MARBLE Only ITALIAN STATUARY**

We Have

1000 FIGURES IN STOCK

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1963 Metropolitan Ave.
Middle Village, Borough of Queens
NEW YORK CITY
CARRARA, ITALY
J. K. Pirie Estate, Barre, Vt., had a booth with tables and chairs and the company was represented by J. G. Pirie and Robert Bassett.

Grearson & Lane, Barre, Vt., were represented by Jas. Grearson. They had no granite display but presented catalogs and illustrated draughting instructions for execution of artistic creations in round and turned work.

The Cooper Marble Co., Knoxville, Tenn., showed three Tennessee marble monuments, several markers, a cross, beautiful vase and a grave ledger. The company was represented by C. C. Cooper and H. J. Gosselin.

Perry Granite Corp., Waterbury, Vt., showed a beautiful polished Rock of Ages memorial and two memorials in a granite that was new to most of the visitors. The polished surface of this granite to which they have given the name of AuSable Egyptian is not only very highly attractive but entirely different from anything else that has been used before and attracted a great deal of attention. The display was in charge of W. H. B. Perry, Harry Abrahams and Homer Riordon.

The Lane Mfg. Co., Montpelier, Vt., had a large display of their polishing wheels and buffers with other polishing machinery and an extensive collection of photographs of their various types of their granite handling and working machinery. This was in charge of Perley Pitkin and Daniel F. McGovern.

P. K. Lindsay & Co., Boston, Mass., had an extensive line of their sand blast machinery, including their portable low-pressure sand blast in conjunction with their cemetery lettering outfit. This was in charge of Fred Maslen.

Golbranson & Co., Quincy, Mass., had one of the best displays of polished Quincy granite that has been shown at any convention. There were two beautiful all-polished Quincy memorials and two carved markers in Golden Pink granite. This was in charge of John S. Anderson, C. A. Arnold, Gust Martinson and C. F. Carpenter.

Sanguinetti Bros., Barre, Vt., had a very beautiful display of hand carving in Barre granite which included one carved and polished memorial in Pirie’s Dark Barre and two axed and carved memorials one in Standard stock and one in Wetmore & Morse stock. They also showed to their friends a photograph of a carved cross they recently executed to the memory of the late Father P. M. McKenna of Barre, Vt. This is one of the most beautiful cross monuments that has ever been executed in granite. The display was in charge of J. B. Sanguinetti, Jos. A. Sanguinetti and Mario Sanguinetti.

Barclay Bros., Barre, Vt., had a very attractive display showing four beautiful polished memorials in Rock of Ages stock and one highly attractive memorial executed in Smith Barre granite. This display was in charge of Wm. Barclay, Fred Cook, C. E. Pinkerton, J. K. Batchelder and E. E. Hoppes.

Davis Bros., Riverton, Vt., showed two polished Rock of Ages and an axed memorial in Wetmore & Morse stock, carved with Gothic ornament. The company was represented by Dan Davis, R. G. Davis and E. P. Davis.

The Rueemelin Mfg. Co., St. Paul, Minn., had a large number of interested visitors at their booth where they showed a complete line of their sand blast outfit and equipment. The company was represented by R. Rueemelin and C. C. Dragoo.

Colman & Artistic Granite Co., Montpelier, Vt., had two artistic polished monuments and these were shown by Mr. Albertini.

Anderson Bros. & Johnson, Wausau, Wis., showed two beautiful Ruby Red memorials and the company was represented by Chas. J. Johnson, Julius Johnson and W. A. Clarence and Chas. Ashmore.

Arthur Wunderlich, Joliet, Ill., presided over a table where he showed his famous Wonder Spinner.

Chas. A. Metcalf & Co., Zanesville, Ohio, had an attractive display of Italian Marble statuary and two polished Rock of Ages memorials with a center piece showing polished Beers Red die surrounded by an Italian marble statue. This company was represented by Chas. A. Metcalf, Harry W. Taylor and John Gizzi.

Anderson & Johnson, Barre, Vt., had three very attractive memorials, two of which were polished in Pirie’s Dark Barre granite and the third was a fine axed memorial in Wetmore & Morse stock. The company was represented by Adolph Friberg, Brisben Palmo and Thos. Cerasoli.

Geo. Dibona, Quincy, Mass., proprietor of the Spaciter Co., was on hand to show his novel device for spacing letters.

The L. D. Davis Co., Philadelphia, Pa., was represented by Mr. Davis who attracted a great deal of interest to his booth where he showed his Lou-Vis stencil rubber composition in sheet form for immediate sand blasting.

Last but not least, in fact one of the most attractive and outstanding displays of the entire exhibit was that of the Georgia Marble Co., Tate, Ga. Not only was there a large collection of memorials executed from designs of highest architectural merit, but in construction, were most unique and attractive. Some of the outstanding pieces were combinations of Silver Gray marble set off with panels of Etowah Pink. Their entire exhibit consisted of 21 memorials, everyone a masterpiece. The company was represented by Hugh Litchfield, Maynard Mashburn, H. C. Gober, John L. MacQueen, John Long, Horace Long and Bud Bozeman.

THE FINAL EVENT

The final event on the schedule of the 22nd annual convention was a fitting climax to a week of wonderful sightseeing. At 2:30 in the afternoon a fleet of busses filled to capacity left the headquarters hotel for the wharves of the Potomac River where the party embarked in a special chartered steamer and sailed down the river to Mount Vernon where a delightful hour or more was spent in visiting the tomb of George Washington and the famous estate which was the home of the Father of Our Country. At 5 o’clock the boat steamed across the river to Marshall Hall Park where a barbecue was enjoyed by the hungry multitude and those who were young enough danced the light fantastic until 9:30 when the return to Washington was started.

GENERAL VIEW OF VERMONT MARBLE CO. EXHIBIT
MAKE OUR EXHIBIT YOUR EXHIBIT

Our new models in memorial art shown at Washington offer you a big sales asset if you place them in your show-room. These new creations received much favorable comment at the convention, and the progressive dealers who bought duplicates of them to add to their displays are taking the most profitable part of their convention home with them.

Show your best trade something a little in advance of the common run of work by stocking one or more of our special convention memorials.

Ask us for sizes and prices today.

COOK, WATKINS & PATCH, Inc.

221 Columbus Ave., BOSTON, MASS.

Plants: BARRE, VT.
PART OF OUR DISPLAY AT WASHINGTON

With all due modesty we can say that no exhibit at the Convention created greater admiration than the one shown above.

OUR RAINBOW GRANITE

The masterpieces of architecture combined with nature’s masterpiece material have never been excelled in the history of memorial art.

COLD SPRING GRANITE CO.
Cold Spring, Minn.
Our Display at Washington

This shows our Rock of Ages memorial at the Convention. It was a revelation to many dealers who had never bought Perry polished memorials.

Our two pieces in Ausable Egyptian constituted one of the greatest attractions in the entire exhibit.

PERRY GRANITE CORPORATION
WATERBURY, VT.
BARCLAY BROS. EXHIBIT AT WASHINGTON

The beautiful axed memorial in the foreground from Barclay Bros. copyright design was one of the great attractions of the Convention and was the only one illustrated in the Washington newspapers. It was executed from Smith-Barre Granite.

E. L. SMITH & CO.
BARRE, VERMONT
OUR EXHIBIT AT WASHINGTON

As usual the Royal Granite Co. captivated the Convention.

Royal Antique Did It!

THE ROYAL GRANITE CO.
ST. CLOUD, MINN.
Our Exhibit at Washington

It was the consensus of opinion that there was no more beautiful display of memorial art in the exhibit tents than that shown by us. The Gothic stele and the tablets in Pirie's Dark Barre Granite cannot be excelled.

Anderson & Friberg Co.
BARRE, VT.
Our Exhibit at Washington

THIS photograph gives an idea of our display but the exquisite finish of this memorial must be seen to be appreciated. There are shown here two polished Rock of Ages memorials with a center piece of Beers Red surmounted by an Italian marble statue.

Chas. A. Metcalf & Co.
ZANESVILLE, OHIO
NEW DESIGNS IN

Red Pearl St. Cloud

Here are two good sellers in modern models and the fine designs we showed at the Washington convention offer you St. Cloud's dependable product in other salable artistic memorials.

Put these two memorials in your show room now and realize on them this season, and ask us for special quotations on our Exhibit memorials.

Let us quote you today.

ST. CLOUD GRANITE WORKS, (Dependable Folks) ST. CLOUD, MINN.
Our Exhibit at Washington

The visitors at the Washington Convention had a chance to see polished Quincy Granite at its best in design, stock and workmanship when they came to our booth.

Golbranson & Co.
QUINCY, MASS.
ONE OF OUR SUPER MEMORIALS
ON DISPLAY AT THE WASHINGTON CONVENTION

NORTH STAR GRANITE CORPORATION
ST. CLOUD, MINN.
The Outstanding Exhibit at Washington

Our patented designs with their art carving de luxe caused the crowd to wonder and admire. Every one of these masterpieces was executed throughout in Rock of Ages granite.

Cross Brothers Company
NORTHFIELD, VERMONT.
WE made no attempt this year to put on an elaborate display, but those who saw the Ausable Gray centerpiece realized that the art department of Marr & Gordon is producing things that make class dealers out of all their customers.

A Certificate of Guarantee furnished with every Marr & Gordon Memorial.

MARR & GORDON, Inc.
BARRE VERMONT
EVERY Craftsman who came to the Exhibit Tents went away with the impression that Young Bros. polished Rock of Ages was in a class by itself, at the height of perfection and their axed work of high merit.

YOUNG BROS. CO.
BARRE, VT.
Our Display at Washington

The stock of "sold" cards piled on the various pieces of our exhibit, is good evidence that McBee-Ladewich produce the goods that the dealer knows he can sell at a profit.

McBee-Ladewich Co.
MANSFIELD, OHIO
The product of Westerly's oldest quarries has been recognized as the best for more than eighty years. Its lasting qualities against severe weather conditions are well known.

The Smith Granite Company owns and operates quarries producing Westerly Granite in four distinct colors, Blue, Red, Pink and Gray. The 1927 price list quotes Westerly Rough Stock at the lowest prices named in several years.

Ask for this price list and use this stock for your quality work.

Sawed, polished, turned and finished monumental work will be quoted on request.

THE SMITH GRANITE COMPANY
WESTERLY, RHODE ISLAND
1928 Series
De Luxe Pocket Photographs

The new 1928 series of DeLuxe type POCKET PHOTOGRAPHS is now ready for distribution. This series comprises selected cemetery views and original designs illustrating two-tone, sand blast and carborundum wheel effects. The general character of this group of designs as regards individual and original merit, has never before been paralleled in memorial architecture. To reliable dealers we forward two hundred designs permitting the selection of one hundred, balance to be returned within one week for credit.

The price of the new 1928 series DeLuxe type POCKET PHOTOGRAPHS is $15.00 per hundred including leather portfolio; when cash accompanies your order $14.00 per hundred.

Copyright Warning

If a prospective client becomes interested in a lovely memorial in your trade territory, erected by a craftsman other than yourself, and if that memorial is legibly and properly marked with a copyright notice,

Then

we counsel our friends to avoid duplication or intimate imitation.

It is important that the effectiveness, the protection and the benefits that the copyright law offers, be established by a case in court. An infringement on your part might be the first case carried into a Federal Court.

The great mass of lovelier memorials that producers are making available to you will carry copyright protection. Copyright protection fosters and rewards art in memorial craftsmanship. We believe this protection to be the greatest boon that we can establish for the benefit of legitimate craftsmen, to assist them in the successful conduct of their business.

We seek co-operation in this great movement forward. We regret that a case must soon go into court. We recommend diligence in avoiding infringement.

Bliss Design Company, - Rockford, Ill.
The NATION'S APPROVED STATUES

"THE SPIRIT OF THE AMERICAN DOUGHBOY", the only World War Soldier Statue that has ever scored "100% PERFECT" in a National competition. Approved and endorsed by the AMERICAN LEGION and given enthusiastic commendation by nearly 100 committees who have erected it as their Memorial.

The Most Widely Duplicated Statue in the World

And there is a reason. Ask for "THE ARTIST'S STORY", a gripping article by the artist telling how he worked 2 years to perfect this wonderful statue. Get a copy of this today—IT'S FREE.

INTRODUCING

"The Spirit of the American Navy"

a companion figure to the Doughboy, carefully modeled and just as accurate in minute detail as the "100% PERFECT" Doughboy, fully American in form and features, the spirit of the ocean shows in every fold of his uniform—representative of the Nation's sea power.

Both statues carefully constructed of 32 oz. U.S. Government sheet bronze—joints welded—strong, enduring, permanent—total height of each statue 7 feet, 24 inches square at the base. Just right in every way for your Memorial, and works of the sculptor's art.

Ask for Prices and Helps for Raising Money—Designs for Pedestals—Advertising, etc.—A Free Service

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QUARRIERS AND MANUFACTURERS OF
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BLUE "OGLESBY" GRANITE
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"A PREFERRED STANDARD FOR QUALITY MEMORIALS"

ROUGH STOCK—SAWED AND POLISHED SLABS—FINISHED MEMORIALS. NO MATTER WHAT YOU MAY NEED, IT WILL PAY YOU TO GET OUR PRICES.
Ortonville Ruby Red and J. & L. Mahogany Granites

Nothing Quite Their Equal For Beautiful Sand-Blast Effects

Contrast between Hammered and Polished surfaces—very striking.

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Our representative will cooperate with you in determining the exact type of equipment you need. There is no obligation whatsoever.

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I Can Show You How To Use My Stock Sheets In Such A Way As To Make Money For You.

No two people are apt to have the same taste when it comes to selecting a memorial, and no one dealer can afford to carry a stock so extensive and so varied as to catch every prospect who comes along.

Now my stock-sheets are the result of scientific study and they show a class of memorials that will appeal to the largest possible number of people. The dealer who uses them always avoids losing many customers. Write me for my latest stock sheets and for my suggestions as to how you can use them.

W. A. HAMBLETON, Mansfield, Ohio
Wholesale Granite and Statuary

Barre, Vt. Aberdeen, Scotland
You make the extra profit

THOSE dealers that have been wise enough to look into the Little Falls Black proposition have found that this specialty granite demands no greater price than standard granites.

Many dealers are discovering there is extra profit to be made with this material.

It is a one dealer granite---only one reliable dealer in each territory can obtain the sale of it. The dealer that sells it has no competition. A good profit is the natural result of this policy.

And it is the dealer that reaps the extra profit.

LITTLE FALLS BLACK GRANITE CO.
LITTLE FALLS, MINN.

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BOLTLESS SURFACER BUSH CHISEL

The cuts of this patented chisel are held in place by a V-shaped key in the center. They can be taken out or put in easily and quickly. There is no side movement, and the cuts are solid, which enables them to deliver a stronger blow and minimizes the chance of their breaking.

IT IS IMPORTANT

that new cuts and key properly fit the chisel. Satisfactory results can be guaranteed only when the new cuts and key are furnished by us. They will fit as well as the original set.

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With Mount Bros. "Air Take-Off Device". Lettering in granite, stone and marble is made easier and at lower cost. Any Auto-engine quickly changed into an efficient air-compressor by simply removing one spark-plug and inserting "The Air Take-Off Device". No tank is required. Now being used extensively in 33 States and Canada by several hundred satisfied dealers.

Write for names of users near you. Our circular "A" and other information gladly furnished.

Terms:—C. O. D. and your privilege of returning for full refund price in ten days if not satisfied. Price $30.

It is guaranteed 2 years against unusual wear or defective parts.

Your car has compression, why not use it? State car make.

Mount Bros., Memphis, Mo.

ORIENTAL

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Minnesota
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ARE OUR SPECIALTIES

Mausoleum and Heavy Vault Work

Our Lathes are the Largest in the Country

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OVER 1000 MEMORIAL ART SHOPS AND QUARRIES Have Purchased Pangborn Sand-Blast and Dust Collector Equipment Within the Past 3 Years

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Pangborn Sand-Blasts have in many instances, within a very short period, created sufficient additional profit to return the total outlay.

**JIFFYSTENCIL** comes in sheet form for immediate blowing regardless of atmospheric conditions. **LIQUISTENCIL** is the very highest grade of melting compound.

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**PANGBORN NOZZLES** outlast several ordinary ones. We stock every Sand-Blast Accessory and Supply and make quick shipments.

You may as well have the best

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**Globe H. C. Chilled Shot**

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For Sawing, Cutting, Rubbing and Polishing Granite, Marble, and Stones of all Descriptions

Low-priced shot can only mean a reduction in quality, and the loss in service from poor shot makes it costly at any price.

Our latest improvement—the addition of nickel and chromium alloys in the mixture—insures the maximum of service.

Use only the best the "Globe" Brand made by the oldest shot manufacturers in the United States.

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Samples on request

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Here's the 200 lbs. "Lindsay" complete sandblast outfit at work.

When the above monument was manufactured three years ago by E. Settimelli & Sons, Quincy, for F. P. Davis, Forest Hills, six inscriptions were cut. Cutting the seventh (26 letters), to match perfectly, is described and fully illustrated by photographs in folder No. 7F.

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Highest Quality Workmanship and Finish

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Polished Monuments and Dies
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SELL Stewart’s Iron and Wire Fence

When you think of the hundreds of places where iron and chainlink wire fence can be sold, it should convince you that we have a product which affords you a splendid opportunity to materially increase your profits.

In the territory you serve there are many cemeteries that need ornamental iron fence and entrance gates or chainlink wire fence. Many families still maintain private burial grounds and there are any number of cemetery lots in outlying districts that can be fenced.

You know where these prospects are. Send for catalog and prices so you can get this profitable business.

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Manufacturers of Industrial Adhesives since 1902
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Change Your Sand Blast Dope With the Weather

“5/A”
(Trade-Mark Registered)

Sand Blast dope is made in two brands, one for warm weather and one for cold weather. Our experience has shown that it is better to have two different grades for different weather conditions, and the weather does not need to bother you if you have the proper grade of 5/A Dope.

We will begin shipping our Winter Grade Dope about September 15.

Ask us about it.

COMMERCIAL PASTE CO.
228 Stewart Block CINCINNATI, OHIO

“The World’s Greatest Fence Builders”
Man of Monumental Lettering

The Only Book of Its Kind

Seventeen chapters of instructions on letter cutting with the pneumatic tool, written by an expert letterer and carver of many years' experience; chapters on the drafting of letters, decorations and carving; the laying out of inscriptions; laying out and drawing of lodge emblems and floral decorations; and lettering details.

This is the first and only book ever published devoted exclusively to the lettering of monuments; definite instructions on how to cut all types of letters and inscriptions with the pneumatic tool are given. Invaluable for teaching apprentices or workmen, and for perfecting the fine points of letter cutting.

Drawings of all the most used floral carvings with instructions for conventionalizing them into designs for monumental decorations and geometrical decorations for monuments are shown, and their drafting explained.

Designs especially drawn for stone carvings of over 30 leading lodge emblems; practically all needed in monumental work. Army and Navy emblems of the World War; reprinted by frequent requests, with the addition of the leading Canadian Army insignia; over 280 drawings.

174 pages; handsomely bound in permanent covers; profusely illustrated; price, $5.00, cash with order.

MUNIMENTAL NEWS

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Do You Want the Best Thing in Polishing Machines --- The Granite City Improved?

This machine will do the work—is doing it for many of the largest manufacturers.

It is also used by many of the most prominent marble people—One Vermont concern, probably the largest in the world, has twenty-seven in use.

An exceedingly stiff and rigid machine—the hollow or box section arms make it so.

Solid or hollow spindles as required; also furnished with wrought iron scroll wheels, ring wheels, grit wheels—filled and unfilled.

Look into this machine; it has many new features. We are the exclusive manufacturers.

We Build All Kinds of Stone-Working Machinery—Ask For Catalog "S"

LINCOLN IRON WORKS

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RUEMELIN

SAND BLASTS

No. 2 — Curtain Generator, Fan $513
With Steel Room, $673

"I am more than pleased with Ruemelin Equipment and would not trade for any machine on the market."
—From Bowman Monument Co., Burlington, Kansas.

When all is said and done it's the service a machine gives that counts, isn't it? Users of Ruemelin Equipment are enthusiastic over its endurance and ease of operation.

Won't you write for particulars?

RUEMELIN

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FOUNDERS
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MEMORIAL
BRONZE
OF EVERY
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THE JOHN HARSCH
BRONZE & FOUNDRY CO.
CLEVELAND, OHIO
"There is Only One Hunter's Mahogany Granite."

A granite that is different at a fair standard price. We give exclusive sale to one dealer in a locality.

WRITE TO
ROBERT HUNTER
Quarrier and Manufacturer of
Hunter's Mahogany Memorials
MILBANK, SOUTH DAKOTA

"The Silk of the Trade"
Rium, S. C.

Imperial Polished Quincy represents a character in memorial work that is worthy of your best trade. Let us quote you on this class of work in any Quincy or Westerly Granite you have to buy.

IMPERIAL GRANITE CO., Inc.
Columbia Street
QUINCY, MASS.

PROFITABLE DESIGNING can be had. When you are tired of the sameness of the commercial photographers' work and want artistic work—ask—

S. R. POOLE
Care Monumental News
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