Now You Cannot AFFORD to Cut Your Stencils BY HAND!

THE NEW Presto-Cut SYSTEM is READY

Perfect Letters Every Time in 1/3 the Former Time

THE COMPLETE PRESTO-CUT OUTFIT

The Sensation of The Cleveland Convention is now available for your Spring Business. The Presto-Cut System is simplicity itself. The letters illustrated are placed on the thermostat-controlled electric heater. Each letter is cut into our specially backed Super-Stencell with a very little hand pressure. This sheet costs no more than other stencil and must be used for free replacement of letters. The cut-out piece of stencil is instantly removed with the pick. Perfect letters are cut with absolutely no variation. Lay-outs are made either with our special Straight-Edge or your Spacerite Outfit, in which case the letters are matched over the transfer.

Order promptly for Early Shipment!

PRICE LIST for New Presto-Cut System

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
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<tr>
<td>1&quot; Presto-Cut Alphabet</td>
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<td>1½&quot;</td>
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<tr>
<td>2&quot;</td>
<td>$26.00</td>
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<td>1½&quot; Numerals</td>
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<td>Electric Heater Complete (advice current)</td>
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<tr>
<td>Straight Edge with Slide Rule</td>
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<td>Can of Letter Ezeze Powder</td>
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<td>Roll SuperStencell—25½&quot; x 10 yds.</td>
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<td>Stencell Cement—Gallon</td>
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UNLIMITED AND UNCONDITIONAL GUARANTEE OF REPLACEMENT

The manufacturer of this Presto-Cut System hereby guarantees to replace at any time without charge any Presto-Cut metal letter damaged from any cause whatsoever, provided the letter was used only with SUPER-STENCELL, which has been specially developed for use with Presto-Cut.

Remove the damaged Presto-Cut letter from its die and return to the manufacturer and a new letter to replace it will be sent you immediately without charge.

The use of Presto-Cut letters with any other stencil voids this guarantee.

YELLOW BROS., Manufacturers.

DAWSON-MACDONALD CO. 178 Purchase Street, BOSTON
BRANCH OFFICES: BARRE, VT.—17 W. 60th St., NEW YORK CITY—1235 W. FULTON ST., CHICAGO
These columns, a monthly Monumental News feature, are dedicated to the principle of the open forum and to the belief that a frank discussion of the industry's problems is beneficial. While opinions expressed in these letters do not necessarily agree with our own, we do reserve the right to censorship on material of a libelous or obviously personal nature. Letters are solicited from all branches of the trade and unless otherwise requested the writer's name will be published.

IMPORTANT ANNOUNCEMENT

TO THE TRADE PRESS:

The Executive Committee of the Memorial Craftsmen of America has decided that the 1938 Convention will be held at the Stevens Hotel in Chicago.

Dates of the convention are November 29th and 30th, December 1st and 2nd.

Sincerely yours,
MEMORIAL CRAFTSMAN OF AMERICA.

WELCOME BACK, TONY!

The Monumental News, Madison, Wisconsin.

Friend "News": Evry once in While sumthing kums up Two pruve thers mor too thet busness which it is called Telephie, If you kno which i mean. i hev ben thinkking about thet Five an you et the sam tim was think about thet subscripsion, o-k with Me to Do which you asked, too switch. ive gotta heve thee book which you print an you heve too hev yure money which you alredy heve it, so you can send me thee recept for same an we booth be satisfied. you print it i reed it an lik it. i try this telephthy on lots of My ackounts but it dont work so hot, always: gess it makes them mad at me when thy think about ouwing me then thay wunt do nothin g. but thet issent sayin the the ary it dont work. i'm try too fi ge r out My inkum ta x o n one of them louy Russan kross wurd pussels in ve nt by them Joun g li ssards down in washinngtun but which i heve to send to Ommaha. just bekuz we got incorporated heve to send it in even if dont mak a dime. so i mak it out as lousy as i kan an let them figer it out at that end, if the Gov. wuld charge inkum tacks up too al of the unkountble hoard of exxe mpt g uys wurkin for it an al the Politishuns and evry other chair wormur mebby It wood help out the rest of us. from Pres. down too the town con stabule. if ther is eny gang of timkilers thet is entitel to pay a tacks it is the birds which eat up our ta ckes an ther is so meny of them cant be counted. us little chaps inbisn ess is milk dry supportin that crowd an they dont pay a nikl e whil we are keep bustted. prettie soon we heve to record the numbers of pankakes we have et the morning befor an after. i get so dam mad wen i think about it al wen i heve too wurk lik hells too eat an pay my bils. hop you feel the same.

your fren Tony

(Prepare to turn to page 98)

Vol. 50, No. 3
March, 1938

FOR MARCH 1938

There is Always a Market for STEWART PRODUCTS

Monument dealers should investigate the exceptionally liberal sales plan offered by Stewart. In every season of the year you will find a market for Stewart Iron and Chain Link Wire Fence and Entrance Gates, Ornamental Iron Settees and Chairs, Bronze Tablets, Grave Markers, Steel Folding Chairs and other products. You make no investment—you carry no stock. Sell from Stewart literature. Write for full details today. This places you under no obligation whatever.

The Stewart Iron Works Co., Inc.
928 Stewart Block, CINCINNATI, OHIO
"World's Greatest Fence Builders Since 1886"

Modernize Your Plant with New RUEMELIN Equipment

Ruemelin Memorial Art Carving outfits are preferred by experienced craftsmen. Durable blast machines, simple control, perfect lighting and accessibility to the carving zone are features to provide when selecting new equipment.

Our Abrasive Elevators quickly refill the blast machine and automatically remove dust from the sand.

Write us for catalogs on our complete line, including dust control equipment, Surfacer and Bunker Dust Collectors.

RUEMELIN MANUFACTURING CO.
3844 N. PALMER ST., MILWAUKEE, WIS.

Entered as second Class Matter May 15, 1921, at the Post Office at Madison, Wis., under Act of March 3, 1879. Published monthly by The Monumental News Publishing Co., 114 South Carroll Street, Madison, Wis. Subscription $3.00 a Year. Canada and Foreign $3.50.
Prosperous Dealers
Make A Prosperous Industry

The following quarriers of granite and marble, together with the manufacturers who are using their stock, are Supporters of the Memorial Extension Commission.

KANSAS
J. P. Gilman Granite Co. ___ Kansas City

MINNESOTA
Liberty Granite Co. __________ St. Cloud
Melrose Granite Co. __________ St. Cloud

NORTH CAROLINA
Carolina Pink Granite Co. ______ Salisbury
Harris Granite Quarries Co. ______ Salisbury

OHIO
E. G. Ladewich & Co. __________ Mansfield

PENNSYLVANIA
French Creek Granite Co. ______ St. Peters

VERMONT
Jones Brothers Dark Quarry ______ Barre
J. K. Pirie Estate ___________ Barre
Rock of Ages Corporation ________ Barre
E. L. Smith & Company __________ Barre
Wells-Lamson Quarry Co. ____________ Barre

WISCONSIN
Anderson Bros. & Johnson Co. __________ Wausau
Rib Mountain Granite Co. __________ Wausau

THE Supporters of the Memorial Extension Commission are men who can see beyond the covers of their own ledgers. They realize that their success is bound up with the success of the whole industry. Above all, they know that unless the dealers are making money business is bad for quarriers and manufacturers.

This knowledge dictated the program adopted by the M. E. C. Directors for the present year's work. The most important plank in the 1938 Platform is dealer cooperation.

Field work will be extended. It is impossible for the Secretary to visit all the shops in the United States; but he will contact every dealer once a month through the Extension Bulletin, designed to keep all retailers better informed about M. E. C. activities and topics of general trade interest.

The staff of the M. E. C. will take part, so far as possible, in state and regional dealer meetings.

Careful consideration will be given to improving standards of quality in design and material.

The Commission's Secretary and Legal Counsel will assist dealer groups in districts menaced by the artificial stone surface burial vault business and by speculative memorial park enterprises.

Efforts to improve friendly relations with the cemeteries—from which the dealer has much to gain—will be continued.

The Secretary invites all dealers to correspond with him about their problems. The experience he has gained from meeting quarriers, manufacturers and retailers in every part of the country is always at their service.
Before any design is copyrighted and added to our Dealer Portfolio of Mastercraft Memorials, it has been previewed and approved by hundreds of our clients. These three moderately priced designs were first shown to many of our clients as rough sketches, and after certain minor changes they were added to our line. Now they are definitely "Best Sellers."

This type of Dealer Cooperation is one of the reasons behind the successful record of Mastercraft Memorials.
In recording the histories of other leading Barre firms, we have remarked upon the many notable mausoleums, important public memorials and impressive statuary, which so measurably brought nation-wide acclaim to the Barre district. In reviewing the story of Beck & Beck we see an equally venerable organization whose reputation equals that of its confreres, but whose steady growth and recognized success, however, has been built largely upon works of a lesser scale.

Founded in 1896 by Lothar C. Beck, who passed on in 1929, the firm is operated today by his two sons, Wendelin and Charles, who, learning the business from the ground up, are thoroughly familiar with both the old and the modern in Monumental production. The Beck & Beck plant, 250 ft. by 50 ft., with two extensive wings is a model of efficiency in layout and modern equipment, housing from 30 to 40 skilled artisans engaged in the fabrication of all types of Memorials. Modern polishing machines, a carborundum saw and a large sand blast department, aided by an unusually efficient system of handling stone feature operations in this plant.

Particularly noteworthy is the Beck & Beck list of clients, several of whom have been consistent patrons for 40 years and many more who have favored this firm for more than 20 years. Such a record of customer approval is indeed enviable and is convincing testimony of the masterful craftsmanship with which Beck & Beck has faithfully executed their clients' requirements.

The tendency of retail memorialists to rely more and more upon Barre manufacturers for finished memorials is an oft-acknowledged fact, and the service and superior craftsmanship of such Barre firms as Beck & Beck has been a prime factor in this transition.

Thus is told the story of another respected Barre name whose achievements in Memorial Architecture have played such an important part in building the fame that is today traditionally Barre's.

One of a series of advertisements by E. L. Smith & Co., quarriers of Smith-Barre Granite, in which the foremost shops in the world-famed Barre district are described and illustrated. Smith-Barre Granite, "Medium of The Masters," has become a standard specification with manufacturers and dealers who demand the utmost in monumental materials.
MODERN INTERPRETATION OF CELTIC ART

The Celtic Cross with its characteristic rich symbolism, tasking to the utmost the talents of the hand-carver, has long enjoyed a deservedly high place in Memorial Art. This Cross with its sand-carved decoration is worthy testament indeed of the progress of modern methods in achieving notable creations worthy of earlier hand-carved prototypes.
One of the best carvers in Barre—and there are but a few of his type left—made possible the unusual Louis and Cary memorials.

Mr. Abbiati is in our plant the year round, and these designs, which we illustrate for you this month, are typical of the beautiful work you are assured when your orders are placed with this progressive and reliable firm.

Other modern memorials of simplicity and refinement, done by Mr. Abbiati, will be shown in our advertisements in the future. Watch for them. They will help you in your spring sales, for hand carving means the appeal of individuality and quality.

USLE & PEROJO GRANITE COMPANY
Barre, Vermont

REPRESENTATIVES
GEORGE W. CARY · Zanesville, Ohio
AARNE BISHOP · Valley Stream, L. I., N. Y.
ARTHUR BISHOP · Hempstead, L. I., N. Y.
J. W. FLETCHER · St. Louis, Missouri
Erected by FREDERICK HOLLANDER of Brooklyn, N. Y. and executed in WETMORE & MORSE SELECT-BARRE GRANITE

**A Superior Service in BARRE GRANITE**

This outstanding Exedra is but one Monument that has created good will for the Frederick Hollander firm, who like so many other leading retailers rely upon us to meet their needs.

Skilled Workmanship, Reliable Service and Fair Prices are the factors behind our success in manufacturing, wherein men and machines collaborate in the production of Superior Memorials in the World’s Finest Monumental Material—Select-Barre Granite.

*Let us estimate your Barre Requirements*
The 1938
Select Barre Design Contest

In response to nation-wide request, the quarriers and producers of Select Barre Memorials announce the organization of another open design competition to be entitled:

*A Cemetery Monument of Moderate Cost for the Memorial Dealer's Display*

Three sets of cash prizes, totaling $1500 will be awarded by:

1. The popular vote of dealers at the 1938 Convention.

2. By popular vote of the Cemetery Officials at the 1938 Convention.

3. By popular vote of the quarriers and manufacturers of Select Barre Memorials.

Rules and general information concerning the contest will be available on or about April 1st, 1938.

Contestants will be required to obtain entry blanks from the memorial dealer in their locality.

THE BARRE GRANITE ASSOCIATION, Inc.
Barre, Vermont
LANE JUNIOR HIGH-SPEED POLISHER

for Finest Low-cost Polishing or Steeling

FEATURES

Higher polish in less time.
Easily handled; counterbalanced.
Installation in small space.
Portable; can be easily set up anywhere to handle special sizes.
No foundation necessary.
Larger range of work than any other machine.
V-Belt drive.
Few wearing parts.
Sturdy construction; built to last.

Write Today for Descriptive Folder on These Lane Machines

LANE MANUFACTURING COMPANY

MONTPELIER VERMONT

Turn LOSSES into PROFITS with THESE LANE MACHINES

LANE PORTABLE EDGERS

• • • are the Outstanding Profit-Makers in the Industry.
Large and Small Plants Alike are Showing a Profit with these Machines.
Lane Portables were the First Machines Expressly Designed for Granite, and They have Proven 100% Satisfactory wherever used.

ENDORSED BY MORE THAN 30 BARRE FIRMS

CONVENIENT TERMS AVAILABLE

These Machines Soon Pay for Themselves

LANE MANUFACTURING COMPANY

MONTPELIER VERMONT
Accurate Curves in 1/10 the Time
Set No. 1 (Fiberloid) $55 - Set No. 2 (Tempered Aluminum) $40
W. ALFRED McLEOD - BARRE, VERMONT

THE PORTABLE HIGH-SPEED POLISHER
6 ft. Reach---4 ft. Range
Takes Wheels up to 12 inches
260 Revolutions per minute
Ball Bearing Throughout
Totally Enclosed Parts

THIS machine is built throughout of the best material obtainable for the purpose. The construction is such that most any shape stone can be polished as easily as plain surfaces, such as bands, panels, round and apex tops, dies, concave, etc.

The power is derived from a General Electric two Horse Power motor—1140 R. P. M.—3 phase—60 cycle—220 or 440 volts.

The machine is equipped with 18 ft. flexible cord.

Electric switch and connections.

The wire rope hoist will raise and lower the machine to the proper position.

Write Today for Prices

SMITH WHITCOMB & COOK CO. Established in 1833
BARRE, VT.

SCHRAMM makes COMPRESSORS of ALL TYPES
Illustration shows adaptation of SCHRAMM "Utility" Stationary Compressors for belt drive as now offered by SCHRAMM, INC., of West Chester, Pa., in complete line of sizes including 120, 150, 230, 300, 380, 450 and 600 cu. ft. compressors.

Whatever You Need in MACHINERY--EQUIPMENT--SUPPLIES you’ll find at

DAWSON-MACDONALD CO.
178 Purchase Street, BOSTON
"The Complete Supply House"
A GUARDIAN MEMORIAL, regardless of size and price range is the finest memorial value that can be acquired at the price. Each memorial can be sold on this quality standard with the complete support of The Jones Brothers Company. Each memorial sold can be pointed out to the prospective customer as an actual example of this enduring value. And the ever-growing total of sales is a sound and permanent foundation upon which to advance profitably.

When you sell GUARDIAN MEMORIALS, you get away from nondescript competition—you sell an outstanding quality product that, size for size, design for design, workmanlike detail for detail, has no equal. This kind of business endures, grows, pays! These advantages can be yours. Write for further particulars.

THE JONES BROTHERS COMPANY, INC.
ESTABLISHED IN 1882
10 HIGH STREET, BOSTON, MASS. QUARRIES AND WORKS, BARRE, VT.
MILLSTONE GRANITE

THE GRANITE WITH THE GREATEST CONTRAST

FOR OVER 100 YEARS MILLSTONE GRANITE HAS WITHSTOOD THE SEVEREST WEATHER AND THE NATURAL EXTREMES OF TEMPERATURE WITHOUT CHANGE

The Millstone Operating Corporation
Quarriers and Manufacturers

Millstone

JAMES E. RANTA, Manager
Connecticut

Keep a Cost Record of Every Monument

The Monumental News Sales Record, shown in reduced fac-simile here, is a simple, practical and convenient means of keeping a systematic record of the purchase and sale of every monument. Tells at a glance when and where the monument was bought, to whom sold, when and where erected; shows first cost and all the incidental expenses. It saves money by avoiding future mistakes on monuments of similar designs.

Highly endorsed by many successful dealers. The pages are 8 x 10 inches, substantially bound.

MADE IN TWO SIZES

200 page Sales Record with Index, postpaid $5.00

300 page Sales Record with Index, postpaid $6.00

200 page Sales Record with Monumental News one year $7.00

300 page Sales Record with Monumental News one year $8.00

MONUMENTAL NEWS

114 S. Carroll St.
Madison, Wis.

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Cost at Quarry
Freight from Quarry
Freight to Destination
Hauling, Depot to Shop
Hauling to Cemetery
Lower Base
Markers
Corner Posts
Base Name
Inscriptions
Monogram
Tracing
Foundations
Setting
Boxing
Incidentals
Agent’s Commission
Percentage to cover Rent, Taxes
Interest, Insurance, Bad Debts, etc.
Total Cost

Contract Price, $ 

Cost

REMARKS

SKETCH OF MONUMENT HERE
DEDO MONUMENT PORTRAITS
Dedo Jadcrest - - - Jadco Fastener

Featuring a QUALITY PRODUCT
DEDO PORTRAITS are creations of real artists and craftsmen. A special copper base insures their strength and over forty years experience guarantees their DURABILITY and PROTECTION. The patented JADCO FASTENER makes them a permanent attachment to monument. DEDO JADCREST lends an often desired privacy to the portrait and is in keeping with the finest memorial traditions.

J. A. DEDOUCH COMPANY
608-610 Harrison St. Oak Park, Ill.

PORCELAIN PICTURES
Burnt in at high temperature and guaranteed everlasting waterproof.

Special
Copper Reinforced
Porcelains
Oval No. 2 3½x5 $4.50

Also
Gold-Edge China Ovals
No. 1 3½x5½ $5.50
No. 2 4½x3½ 7.00
No. 3 5¼x6½ 8.00

Bronze and Chromium Frames to fit from $1.50 to $2.50

Memorial Portrait Co.
Ralph Flaschner, Pres.
141 East 45th St., New York

For ECONOMY on BLASTING Operations use:
CYCLONE BLAST ABRASIVE
Hard — Sharp — Fast Cutting
ABRASIVE PRODUCTS COMPANY - - - Lansdowne, Penna.
AGENTS IN CANADA: RITCHIE SUPPLY CO., TORONTO

FLASCHNER’S
Burnt-in China Portraits
to set in Monuments and Headstones
Are Warranted Everlasting Weatherproof
Our standard size panels:
Oval No. 1—3⅜x4 ½ $6.00 Oval No. 3—5⅛x6⅛ $10.00
Oval No. 2—4⅜x5⅝ $8.00 Oval No. 4—6⅜x7⅜ $12.00
Larger, smaller, and special sizes upon application
PROMPT SERVICE GUARANTEED—Address
FLASCHNER CO., 1296 Third Ave., New York

ABENDROTH STUDIO
The Original
Abendroth Studio
China Portraits
Photographs burned on china for monumental purposes are everlasting and imperishable. Finished in Plain or Natural colors.

NOTICE:
We now take orders for special Porcelain on copper, with fastener (pat. appl. for), only one size, 3x4 oval for the present.

THE ABENDROTH STUDIO
7008 S. Paulina St. Send for price list Chicago, Ill.

Watch For the New Series of Emblems Soon to Appear in The Monumental News
(See page 112 for more information regarding the series)
Memorials manufactured by E. J. Batchelder Co. of Barre in Pirie’s Select Barre Granite represent a combination of distinct advantages that lead to perfection in memorial art. The Morgan-Walter memorial is only one of the many fine tributes emanating every year from the Batchelder plant. Erected in Selinsgrove, Pa., by M. L. Shultz, a dealer in Williamsport, Pa., it is a fine example of careful execution in design, and also illustrates the advantages of specifying an ideal memorial granite.

Small section of Pirie Quarries shown at left.
Editorial

FROM several sources we have been asked to speak editorially on that Composite Hy-Brid, "The Ethical Dealer", who from a wealth of recent definition, as nearly as we can determine, now approximates an Armored Saint, or at least a Round Table Knight. If we are to believe those most exercised over the question, either there "ain't no such animal" or he is a dealer in some other town. To be more serious, however, and with no desire to whitewash or pass the buck, we do believe that the question is most important and worthy of all the consideration it is now being given. Nevertheless, we feel that the present emphasis on fixed standards and requirements is not nearly so important as the determination of a Code of Ethical Conduct and a general definition of Attitude and Approach toward the Public and between fellow dealers.

In short we feel that it is far more to the point that the Individual Dealer, regardless of stock, show room territory, etc., view his vocation as a worthy profession entitled to more than a little respect . . . and that it is even more important that he consider his prospect as a client rather than a cash sale. Our most apt comparison is the Man of Medicine, who though bound by certain rigid laws of a powerful association (The American Medical Association), is even more concerned with his attitude toward a fellow doctor. Quite obviously an exceptional doctor must often be aware of lesser ability in a confrere, but he doesn't tell you about it or anyone else except perhaps a professional brother. This one fact of mutual regard for opinions and belief has done more to bring general respect to the Medical profession than any other single factor and it is a lesson we can all afford to ponder. The successful doctor of today is a business man, yes, but he's a professional man first, and this is what we all need too, more than all the other qualifications in the world to keep unwanted competitors out of the market.

In conclusion we say the Ethical Dealer is one who approaches the public according to the highest ideals of the Memorial profession and treats his associates according to the Golden Rule. This professional attitude does not preclude desirable movements to protect the so-called "Legitimate Dealer" from unsavory competition and to restrict the activities of those operating against the best interests of the Memorial Industry. Proof of this are the Wisconsin and Michigan license laws but we maintain that it is far more important that the again so-called legitimate dealers act so as to command mutual respect than it is that they go chasing carpetbaggers. Remember there will always be quacks in every profession and that snake oil hasn't put the doctor out of business yet.

We DON'T know whether it's particularly relevant as an indication of increased Monumental activity, but the Monumental News-Subscriber Mail has more than doubled this past year with no complaints from the editor. . . . One correspondent tells us that he has a slip pasted on the back cover of MONUMENTAL NEWS each month with the name of every member of his organization (12) and each one is asked to check his name when he has read the magazine. For four months he's had 100% results and he says he knows at least one sale that can be directly traced to an advertised design . . . not a bad idea at that. . . . There is no question about new life in several state organizations even if the Trade Press is worried about the complimentary advertising. . . . If it helps build strong state groups it's OK with us. . . . Installment selling of Monuments is unquestionably loaded with T.N.T. but installment collecting on bad bills can be worked to perfection. . . . Speaking of boycotting to enforce various quarriers, manufacturers, etc., in line with dealer movements, we have yet to see any possible good to come from such action. . . . Remember the Pied Piper of Hamelin—he got rid of the rats but he also took the children with him. And That's That until next month.
MEMORIALS—Their Value

An Address Delivered by Alexander Park, Vice-President of
The Georgia Granite Corporation at the Convention of the
Md., Del., Dist. Col. Memorial Craftsmen

ALEXANDER PARK
Vice President, Georgia
Granite Corporation,
Elberton, Ga.

IN THESE days of constant change, socially and economically, it may be well if we look into the values which we, of the monumental industry have to offer to the world. Without value any commodity becomes a liability rather than an asset to society and if by any chance the building of memorials be a liability to society let us find it out immediately so that we may, in some manner, get our house in order and if necessary, admit that memorials are of no value to society.

Let us look, first, at the economics of the thing. So far as I am concerned I am thoroughly convinced that no other industry on the face of the earth adds so much in sound economics as the building of memorials. Let us start in the very beginning—let us do some pioneering—let us wander over the hills of Vermont, over the hills of Georgia, let us go with the pioneer stone men who migrated to our shores from Scotland and Sweden and Italy and let us dig into the hardships and enthusiasms which they put into the seeking of suitable materials in our own land to use for the building of our own memorials, rather than continue to ship what few memorials were built from other lands. These men who pioneered the granite industry in the United States were hard working, thrifty, clean living men, who at great physical sacrifice dug into the hills and found a suitable material. They found granite and they found marble within the borders of our own land and it is a peculiar fact that, having found granite and marble in great quantities, only a very small portion of the granite and marble which they found was suitable for memorial purposes. Few of those men became rich, very few of them, in fact. It seems to me that the division of the dollar which has been put into the building of memorials is more equitable and more sound economically than the division of any dollar put into any industry in America.

Let us take, for example, a beautiful, artistic and interesting memorial composition erected in any cemetery anywhere. Let us dig into the economical facts of the thing and find out where this memorial is a wasted effort—let us find out how the dollar was distributed which went into the building of that memorial. No attempt will be made here to give exact data but we do know offhand that a specific part of our dollar went to the quarrying, a specific part of the dollar went to the quarry owner, to the men who own manufacturing plants, to the stone cutters, to the tool sharpeners, to the designers and the draftsmen and the polishers and the railroads who transport the memorial materials and the cartage companies who haul from the stations to the cemeteries and to the setters who set the memorials in the cemetery and to the cemetery concerns who supply materials for foundations and to the cemetery people themselves, who place foundations. All of these items of cost have been distributed in such an equitable manner that on the whole, comparatively little waste money is represented in your finished memorial. Little profit has been made from it. The finished memorial represents a well distributed dollar and a sound economical investment for the nation, because practically every part of that dollar has been turned over and over and actual productive work has been exchanged for it. I am quite convinced that no other commodity on the American market offers such a sound social and economic value as a finely finished memorial, erected to commemorate the life of an individual or of an historical fact.

Then we have the historic value of memorials, the actual, definite, positive data, which inscribed upon the faces of a thousand memorials, becomes a definite and conclusive record of a thousand men or a thousand facts, that become part of the public record, a record which spreads indelibly through the ages so that one generation after another may, without effort or without doubt, convince themselves of certain definite historic and vital statistics and facts. Every man and woman here today has at some time during his life learned of, or actually had the experience in which a monument, definitely inscribed, determined actual specific facts. The historic value of a monument cannot be measured on the basis of past deeds nor facts alone. It is quite easy for us to visualize, to actually visualize that in this present generation there may be a mother of future presidents, who, were she placed in an unmarked grave today, might be lost forever to historic interest and historic fact. As a matter of fact, only recently a memorial was created and erected at which is presumed to be the grave of Edgar Allen Poe and no one will ever be positive that the memorial is marking the exact burial place of that great master of the English language. I could go on for hours reciting actual, definite instances in which inscriptions on memorials form the basis for all of the knowledge we have with reference to certain historic facts, which are now considered, beyond a doubt, authentic because of the data contained thereon. So far as the human mind can conceive, the granites and marbles of today are everlasting. History is being written every day upon memorials of the world and in the ages to come no sounder basis of fact may ever be found than the memorials of a nation as historic recording agencies. Think of the facts we learn from the toms of the Pharaohs, and the Pyramids, and the knowledge we have of early Greece from her temples and the data we have acquired about the Aztecs in Mexico, and think of the thousand and one other instances of which we are definitely sure today only because of the data we have accumulated from the memorial making stones of another age.

And then, of course, there is the artistic value of memorials.

(Continued on page 115)
Trade News

RECENT WORK ● DEALER NEWS ● MANUFACTURERS NEWS
ORGANIZATION NEWS ● EQUIPMENT AND SUPPLY NEWS

CAMP GIVEN TO BOY SCOUTS
Mr. and Mrs. Harold P. Hinman have given a camp and surrounding land in Orange to the Boy Scout troop of Barre, Vt. This is a memorial to their son Purman Hinman who died several years ago, while a high school student and will be called "The Purman Hinman Camp for Boy Scouts." This announcement was recently made by Guy L. Norris, chairman of the Granite District of the Long Trail Council, Boy Scouts of America.

The control will be vested in a board of three trustees—always to be, the chairman of the Granite District of the Long Trail Council, the superintendent of schools, and the mayor of the city.

LOSS BY FIRE
The Union Granite Co., Montpelier, Vermont, suffered a severe loss when their display shed was destroyed by fire on Feb. 9, 1938. $4,000 damage to stock was reported. All loss covered by insurance.

TO ELIMINATE QUARRY DUST
Barre quarriers are planning to eliminate the dust hazard from quarry operations. Three types of suction devices are to be "tried out." The Wells–Lamson Co., and E. L. Smith Company are testing the Spencer–Turbine Co., device, one being already installed at the Wells–Lamson quarry.

The J. K. Prié Estate Co. will try out the Kadco Dust Remover and the Markley suction device will be tested by Rock of Ages Corporation.

FIRE IN EAST BARRE PLANT
The Granite Memorial Shop or World Granite Co. shed at East Barre, Vt., was completely destroyed by fire recently, with a loss of over $30,000. Insurance was approximately $12,000. A small office building was also partially destroyed.

The plant was equipped with all of the latest equipment, polishing machines, compressors, traveling crane, stone-turning and polishing lathes, sand-blast and surfacing machines, a complete new dust removal device, and smaller tools and equipment—all completely destroyed. Over $6,000 worth of granite stock and finished memorials were ruined. About twenty-two men were thrown out of employment.

BURIAL LOT BROKER DENIED STATE LICENSE
The Wisconsin real estate brokers denied real estate brokers license to Samuel R. Smith, New York City, who desired to sell burial lots in a cemetery known as the National Capital Memorial park, located in Muirkirk, Prince George county, Maryland.

Real estate brokers proposing to sell cemetery lots not located in their home localities will meet with rough sledding in Wisconsin for their plans, the denial indicated.

The findings of the board on which the denial is based, are that the lots sales are speculative and that sales would be induced by the claim that the brokers would, within two years, resell the lots at a price that would give purchasers a profit.

The board summary of the findings for the denial are given in the following paragraphs of the order:
1. That the applicant will authorize his agents to promise to resell lots for the purchaser at a profit;
2. That experience has proven and the testimony produced at the hearing shows that no promotion has ever been successful where the promotion is based on a promise to resell lots at a profit;

"Wherefore, the board finds that the promises to resell are false and fraudulent and that because of the applicant's willingness to promote the sale of the lots upon promises of resale, he has demonstrated that he is not trustworthy within the meaning of Chapter 136 of the Wisconsin statutes."

FIRE REPEATS VISIT
The Puenta Granite Co., in Barre, Vermont, was again visited by fire. The new portion of the plant rebuilt after a fire about a year ago, was destroyed but the main plant was saved, although much damage was incurred. The loss is partially covered by insurance. Burning about 2:30 in the morning, Mr. Rasines did not know of it until his son went to the plant early to start the fires. In the excitement no one notified the Rasines family.

ART ASSOCIATION OF BARRE
The Art Association of Barre, Vt., under the leadership of Dan. B. Haslam, Montpelier, president, has been organized to stimulate interest in art and bring together the artists of the community, and sponsor exhibits. 87 members attended its first meeting on Feb. 4th at Aldrich Library Hall, and Miss Helen D. White, art director, of the public schools of Barre, presided. She outlined the growth of the organization since its foundation last November.

Miss Saffargo told of the exhibits maintained since December in the Barre Public Library. Donato Coletti, sculptor, instructor at the Barre Evening Drawing School and sculptor member of the special committee chosen to select the winning designs in the Select–Barre Design Contest, outlined the purposes of the association; 1. to have exhibitions of art by local or other artists at frequent intervals; 2. to acquire more books on art for the public library; 3. to have good speakers on art address the association as often as funds permit; 4. to influence understanding and cooperation among local artists; 5. to stimulate and awaken art interest and spirit in the hearts of the local people.

Officers are:
President—Daniel B. Haslam.
Vice-President—Miss Ann Squire.
Secretary—Miss Cosette Saffargo.
Treasurer—Alfred Cami.

PLEASE NOTICE
The Convention Design of the Vermont Marble Company reproduced in the December issue of the Monumental News is a copyrighted design.
MEMORIAL DRAFTSMEN AND DESIGNERS MEET

The monthly meeting of the Society of Memorial Draftsmen and Designers was held on March 11 at the Hotel Victoria.

Plans for the annual dinner to be held on March 20 were completed.

Two more applications for membership were received.

Plans for a competition will be drawn up by a committee appointed by Mr. Buchan, president. Complete program will be announced at the next meeting.

The competition will be open to members of the Society only that are in good standing.

Mr. Grove Hinman spoke at length on bronze, its history and uses.

At the April meeting, two films of moving pictures on Germany will be shown. Ladies will be permitted to witness the showing.

Mr. Percy Alvee, well known painter, has consented to address our May meeting.

Sketching in charcoal was indulged in, and the prize awarded to Harold Schaller.

GRANITE INDUSTRY IS AFFECTED BY TRADE PACT

Speaking in the House, Rep. Charles A. Plummer of Vermont attacked the reciprocal trade agreement with Finland on the ground that it 'seriously and ruinously affects the granite industry' of the United States.

Rep. Plummer said:

"As you know one of the trade agreements entered into was with Finland. It seriously and ruinously affects the granite industry. It has already put hundreds if not thousands of men out of a job, and its effects will continue to be and to increasingly become disadvantageous to employers and employees.

"What the trade treaty with Finland has done to New Hampshire granite is 'just too bad.'

"Under the 'most favored nation' clause of the reciprocal trade agreement with Finland, the duty on rough granite and manufactured memorials has dropped to the benefit of all foreign exports, to a level which entirely fails to protect the American workman, and it is anticipated that the situation during the coming memorial session (April, May and June) will be very serious from the standpoint of its effect on sales of domestic granite with consequent adverse effect on the employment situation.

"From the American Granite Association I learn that from figures they just received from the advance proofs covering 1936 importations, as compiled by the United States department of commerce, it is shown that during that year importations from Finland of unmanufactured granite aggregated 13,772 cubic feet, valued at $16,214; those from Sweden amounted to 17,421 cubic feet valued at $34,760; and those from Canada consisted of 9,488 cubic feet valued at $7,101 (presumably chiefly base stock).

"For the same period Finland sent us 14,019 cubic feet of manufactured granite valued at $56,030, with all other countries negligible on this item of finished memorials.

"These figures also show that from the standpoint of value of merchandise landed during 1936 the following districts lead in the importations:

Massachusetts .......................... $42,136
Philadelphia .......................... 35,898
New York ................................ 21,748
Oregon .................................. 8,309
Maryland ................................ 6,151

out of a total of $130,920 imported into the United States during 1936 (landed valuation)."

"Anyway it is a fair assumption that the granite quarries and manufacturing plants of New England would be working full time today if the reciprocal trade agreement with Finland were not in effect. As it is, only about one in five is working. It is a fact the trade agreement with Finland is responsible for widespread unemployment amongst quarry workers and granite cutters throughout the United States."
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Passaic, New Jersey

NEW STYLE RESPIRATOR FOR USE IN LEAD AND TYPE A DUSTS

The Chicago Eye Shield Co., 2300 Warren Boulevard, Chicago, Ill., are offering a new style respirator for use in the lead dust generating trades such as: storage battery manufacture, enameling, sand-papering, pottery making, preparing litho transfers, chipping painted surfaces, mining, processing lead ores, rubber compounding, paint making, milling, etc.; and for protection against Type A dusts, as: quartz, cement, coal, wood, asbestos, limestone, coke, cellulose, aluminum, iron ore, gypsum, charcoal, flour, etc. The filter units function with equal efficiency in the presence of either hazard.

The filter units are of unique construction, exclusive with this company. They have an effective breathing area of over 45 square inches. This eliminates fatiguing resistance to inhalation and greatly increases breathing comfort. They are so located they control the position of the respirator on the face. The result is they adjust automatically to movement, compensate for all facial variation.

The exhale valve is placed between the filter units. It is up and out of the way where it cannot rub on or catch in the clothing. This valve is non-collapsible and will not shut off exhaled air when the head is bent downward. To enable the wearer to converse without removing the mask, it is furnished with a sensitive diaphragm.

The face cushions are anatomically shaped, conform to facial contours, and seal tightly without perceptible pressure because they have soft turned facial contact edges. These impart a 'lamb's wool' feel to the face.

The unusually large breathing area has been attained without any excessive increase in bulk. The weight has been kept to the irreducible minimum. The respirator is compact. It offers no obstruction to the vision, up, down or sideways, and is particularly well adapted to operations that require the head to be held down, as in grinding operations.

The headband is a special type exclusive with this manufacturer. It is made of moulded pure gum rubber, and claim is made it will outlast the ordinary kind ten to one. This respirator is made of quality materials in an expert manner and offered at a moderate price. Its catalog designation is Style 92. It has been approved by the U. S. Bureau of Mines for Lead and Type A dusts.

ANNOUNCEMENT

Magnus Chemical Company, Garwood, N. J. announces three appointments as follows: Alfred L. Gough becomes resident sales representative in the state of Rhode Island; Jas. J. O'Keefe becomes resident sales representative, covering the state of Virginia; Linwood D. Knight will represent Magnus in the state of New Hampshire—all three men have had much previous experience in the industrial field.
THE FORTHCOMING SERIES OF EMBLEMS

In the files of any trade designer who has served the craft for many years will be found a library of data which is not usually available to the individual dealer, when and as he might need such assistance. The Editor of MONUMENTAL NEWS, always alert to the needs of the craft, suggested some months ago, to Mr. H. L. Ogborn, that he might give valuable aid by placing data in his possession, before the readers of this magazine, in such a way as to make it readily available for use. Investigation proved that dealers had definite ideas as to what they wanted and would use, and so the series of emblems which we are to present in coming months was planned.

These emblems will be produced in full size, so that they may be transferred directly to the stone or to the full size detail, drawing as desired. They will consist of such emblems as have been actually used in practice, for both hand carving and sand process, and will be so drawn as to show the relieved and incised portions of the emblem.

We do not state that they contain every detail which might be used; they are in many cases simplified so as to allow sand process methods to be used, but we do think they will act as a basis for any skillful sand carver, to produce satisfactory work. If the craftsman has the skill and cares to do so, they may be elaborated upon, to any extent.

The drawings will be shown in a size (4½” diameter) which will allow of their use for the average size marker, when combined with an inscription.

The original drawings of some of these emblems have been submitted to several representative craftsmen, and their enthusiasm leads to the hope that this series will be of permanent and lasting benefit to the trade. We shall welcome comment. If you have need for particular emblems, in your community, we hope you will make your requests known to us. Naturally, the series must be planned well in advance, but we shall make every effort to include such emblems as you need most. If you have engravings or small drawings of special emblems, send them to us, and we shall be happy to use them, and return your copy at once.

We believe that it will well repay you to preserve carefully these engravings as they appear, in order that you may have the entire collection, for your files or your sand blast operator. It will be difficult to furnish duplicates later on. Watch for the series 'Full size emblems' by Harry L. Ogborn, well known designer.

WILL CARRY ON THE CLEANER BUSINESS

Mrs. Rilla V. Messerly will carry on the Cleaner Business established by her late husband, Everett T. Messerly, in Warren, Pennsylvania.

The same prompt and efficient service is promised to her clients that they received from Mr. Messerly.

GRANITE INDUSTRY MURAL

David M. Granahan, a former resident of St. Cloud, now residing in Minneapolis, Minn., and an artist of national fame, recently finished a mural of the granite industry to be placed on the wall of the new postoffice in St. Cloud.

The mural, on canvas, is about nine and a half feet square and will be pasted on the wall with a special glue.
Golden Anniversary Year of Pittsburgh Crushed Steel Co.

The Pittsburgh Crushed Steel Company, Pittsburgh, Pa., manufacturers of Diamond Crushed Steel, Samson Steel Shot and Angular Steel Grit is celebrating its golden anniversary this year. This firm was founded in 1888 by M. M. Kann, father of G. H. and W. L. Kann who are now the executive heads of the corporation. From its introduction in business the company has constantly served the stone industry, first with its Diamond Crushed Steel and later with both Diamond Crushed Steel and Samson Steel Shot.

Prior to the manufacture of Diamond Crushed Steel the stone industry principally employed sand for the sawing and rubbing of granite, marble, onyx, limestone and other stone. The use of sand for these most important operations was slow and tedious, and because of the time element also quite expensive.

However, with the adoption of Diamond Crushed Steel the sawing operations were considerably shortened, and as the industry learned more about the product it soon replaced sand as the sawing abrasive.

Later on the company entered into the steel shot business with its now nationally known product, Samson Steel Shot.

To-day the use of Diamond Crushed Steel and Samson Steel Shot has widened considerably. Diamond Crushed Steel is found in practically every monumental fabricators plant. Here it is used, in some instances, for sawing marble, bluestone, onyx, etc., but in most cases for rubbing and 'steeling' granite. The 'steeling' of granite, which can be successfully done only with Diamond Crushed Steel, has taken on an all important aspect with fabricators who are striving to improve the appearance of their finished products and give great sales potentialities to their monuments.

Samson Steel Shot is today a popular and well known product in the stone workers every day work. It is now used in practically every phase of monumental fabrication. "Samson" is called upon for sawing, rubbing, polishing, and to a large extent for shape carving. Its many different sizes makes it adaptable for this variety of operations.

The stone industry might be surprised to learn that these products are also much in demand by other important industries. Samson Steel Shot and Angular Steel Grit are used quite extensively by the metal cleaning and finishing industries for use in blast and centrifugal force equipment. The materials are used for cleaning castings, forgings, and all types of metal.

Diamond Crushed Steel is also employed by the optical, glass and railroad industries. In the glass and optical industries it is used for the rough grinding of glass and other related work. The railroad industry calls upon it for the fast grinding of valves, and other important equipment used on locomotives and passenger cars.

Diamond Crushed Steel, Angular Steel Grit and Samson Steel Shot are also used quite extensively for prospecting and in core drilling machines for use in core-drlilling operations. To properly service this wide range of industries and to understand their problems calls for a great amount of knowledge of the various industries difficulties and endeavors. To better understand these problems the Pittsburgh Crushed Steel Company maintains a research department where constant efforts to work problems of the industry and to improve the quality of Diamond Crushed Steel, Angular Steel Grit, and Samson Steel Shot are carried on.

It is the earnest wish of the Pittsburgh Crushed Steel Company, as it enters into its golden anniversary year of business, that the stone industry will inform the company of its problems and ideas and in co-operation that may be worked out and the industry benefited.

Amberg Gray Granite
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If you are looking for a dark gray granite showing beautiful contrasts, try our AMBERG GRAY. The stock is clear and sound; can be had in large sizes. Delivery will be made promptly. We have complete polishing and sand blasting equipment. "Wholesale only."

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Trade News

RANDOM NOTES FROM TEXAS
By J. C. Brewer

C. E. Tooke and J. E. Terrall are operating Forest Hill Memorial Company, in Houston, Texas, at the location formerly occupied by the Green-Gooch Co. They have recently installed two new Sand Blasts, remodeled office and built a new display yard. They report a good business.

Called on Mr. Dietz of The Dietz Memorial Co., of Waco, Texas. He has a fine shop, well equipped, and does his own finishing. He wishes the National Convention might be held further south.

Then visited Mr. Hertzer of the Central Texas Monument Company, across the street from Mr. Dietz. His shop was a good shop and having closed a job just before I entered was naturally in excellent spirits.

The Robbins Monument Company at Houston, are opening a new shop in Corpus Christi, also the Michaels Monument Co. of No. Houston and a shop at Galveston. They report better prices in 1937 than for many years.

Rodriguez Brothers at San Antonio, opened their new shop on January 1st, very modern plant, a complete new shop and equipment. Louis Rodriguez is also a sculptor. They have several large state jobs under construction, have completed 600 monuments for different sections of the state.

El Paso Monument Co., has opened an up-to-date yard with a variety of stock at El Paso. Says if 1938 business equals 1937 he will be satisfied.

Middleton Memorials of San Antonio report sales excellent. They recently enlarged their stock and added new equipment.

ARIZONA

Mr. Quaing of Phoenix, Arizona, says last year was a good one, he has recently installed a new compressor.

The Standard Monument Co., at Phoenix, doubled their stock last year. Eugene Slager and David McMillan are the proprietors.

QUARRY IN A SHOW WINDOW

A quarry appears in a show window of Reynolds & Son at Barre, Vt. That is, a miniature quarry that is an exact replica of the granite quarry of E. L. Smith and Company at Graniteville. The exhibit is approximately four and one-half feet long and three feet wide and about three feet high. A form of plaster of paris, or modeling plaster, was used as the base of the "granite" quarry. The model was completely coated with shellac and then stone dust was blown onto the model, giving a fine resemblance of a Barre granite quarry. A large derrick, complete with cables and pulleys and motor winch, is stationed in the quarry. A miniature railway, with zinc rails, flat cars and a roundhouse, lend realism to the complete scene. Minute details, such as the grooves of dynamite holes, shovels, grout boxes and other equipment peculiar to the quarrying industry, give an added touch to the labor and skill required in constructing the exhibit. Flavio Furloni, a young Italian sculptor, created the model. William Patino, an employee of E. L. Smith and Company, made the mechanical details of the scene. Achille Magne performed the skillful application of the granite texture in the finishing of the model.
Memorials—Their Value

(Continued from page 106)

It may be necessary to be brutally frank about this matter and admit that we haven’t made the best of artistry in the creation of memorial stones but at the same time there is enough artistry, there is enough beauty and there is enough possibility to justify the continuance of the building of memorials for an artistic value if for none other. In practically every part of the world some of the finest examples of art of every age may be found in the memorial field. In our own American cemeteries there are thousands of beautiful things which are recognized as the finest examples of our artistic accomplishments. Offhand, I think of the Adams Memorial of Rock Creek at Washington, the work of St. Gaudens. I think of the Frances Memorial and Belfontaine in St. Louis and I think of a little bird fountain in Charles Evans Cemetery in Reading, Pennsylvania, which was done by our good friend Ernest Lealand, and I can think of no finer example of pure art than the Father Duffy Memorial on Times Square, New York City. With that fine Irish priest memorialized as only a master memorialist could do, Father Duffy stands at the head of Times Square, watching over his flock as he did in the days of the great war in France and it is my prediction that as the days roll on, that monument in Times Square will become one of America’s outstanding artistic landmarks. The artistry and the beauty carved in the memorials throughout America will, as we grow older as a nation, force themselves to the attention of the world as being among the outstanding artistic values of all time. In this connection, let me call your attention to the fact that during the very bottom of the depression the St. Louis Art Museum purchased, for a most extravagant sum, a sandstone ledger, which was erected in Germany at the grave of a German Prince during the fourteenth century. It was well worn, some of the lines on the beautiful carvings had become obliterated but at the same time the artistry of five hundred years ago is evidenced on that old tombstone and it strikes me as a definite and vital indication that the art authorities of a future generation may look in our cemeteries for outstanding examples of artistry.

We come now, I feel, to the greatest of all values in memorials—the sentimental value. No other act of a normal man’s life gives him more complete soul satisfaction than the building of a memorial to his loved ones who have gone on. I have had the experience and I know hundreds of men and women who have had the experience and I know that when the memorial has been erected there comes a pleasing, satisfying feeling that the last deed on earth has been done. It is the finest gesture of love. And while we of today may feel that this nation and perhaps the entire world is losing sight of the sentimental value of things, let us not become disturbed. The constant evolution of life and the constant evolution of thought will swing back again to that finer and nobler basis of living in which the sentimental values will find again their proper place and will again be evaluated for what they are actually worth.

I have told this story before and I am taking the liberty of telling it again. As a matter of fact, the information is public property and the wonder of it is to me, that we of the memorial industry, lost sight of it almost instantaneously. On the morning when Franklin D. Roosevelt was first inaugurated as President of these United States, Mrs. Roosevelt went alone to Rock Creek Cemetery in Washington. She went to counsel with herself and she sat for an hour before the memorial industry, lost sight of it almost instantaneously. On the morning when Franklin D. Roosevelt was first inaugurated as President of these United States, Mrs. Roosevelt went alone to Rock Creek Cemetery in Washington. She went to counsel with herself and she sat for an hour before the memorial industry, lost sight of it almost instantaneously. On the morning when Franklin D. Roosevelt was first inaugurated as President of these United States, Mrs. Roosevelt went alone to Rock Creek Cemetery in Washington. She went to counsel with herself and she sat for an hour before the memorial industry, lost sight of it almost instantaneously. On the morning when Franklin D. Roosevelt was first inaugurated as President of these United States, Mrs. Roosevelt went alone to Rock Creek Cemetery in Washington. She went to counsel with herself and she sat for an hour before the memorial industry, lost sight of it almost instantaneously. On the morning when Franklin D. Roosevelt was first inaugurated as President of these United States, Mrs. Roosevelt went alone to Rock Creek Cemetery in Washington. She went to counsel with herself and she sat for an hour before the memorial industry, lost sight of it almost instantaneously. On the morning when Franklin D. Roosevelt was first inaugurated as President of these United States, Mrs. Roosevelt went alone to Rock Creek Cemetery in Washington. She went to counsel with herself and she sat for an hour before the memorial industry, lost sight of it almost instantaneously.
Everett T. Messerly

Everett T. Messerly, former President of the Pennsylvania Memorial Craftsmen and Proprietor of the Messerly Monument Works, died Sunday, March 6th at his home in Warren, Pennsylvania. (Obituary will appear in the April issue of Monumental News.)

J. Carl Shull

J. Carl Shull well-known marble and granite dealer of Chambersburg, Penna., died on March 11, from a streptococcic infection. He was 67 years of age.

The monumental business conducted by Mr. Shull was established in 1842 by James King, who in 1875 sold it to D. J. Shull, father of J. Carl Shull, and the former's brother Samuel P. Shull. The business was conducted under the firm name of Shull Brothers until 1887 when Samuel retired. D. J. Shull then conducted the business until 1900 when J. Carl Shull became a member of the firm, known then as D. J. Shull & Son. When his father died in 1903 Mr. Shull continued the business until his death.

He is survived by a daughter, Mildred, a son, Robert S., a grandson, a sister and brother. He was an active member of the First Lutheran Church, having served for a number of years on the church council.

John N. Godbeer

John N. Godbeer, President of the Henry Godbeer Granite Company, Fitchburg, Massachusetts, died on March 13th, after a brief illness. Born in Devon, England, he came to this country when a child. He had been actively engaged in the business for fifty-two years. The business will continue under the management of the son, John N. Godbeer, Jr.
Mr. Carter's design renderings for the prominent Barre firm with whom he is associated have been widely praised. When interviewed recently Mr. Carter said: "The ability to sketch a design is obviously a tremendous asset to the retail salesman and contrary to general opinion it is a simple thing to acquire. Even the man who says 'I can't draw a straight line' can quickly develop considerable proficiency with the pencil, if he will devote a little time to practice with the proper tools, which are merely a soft pencil—4B or 6B—never to be machine-sharpened, and ordinary drawing paper available in tablet form. In using a soft pencil two definite sides are developed—a sharp and flat edge. These pencil sketches I have submitted were accomplished in less than twenty minutes and I know they could be equalled by anyone willing to devote the time to a little practice in pencil technique.

A close study of the background treatments on these sketches illustrates their simplicity and the proper use of the aforementioned two sides of a soft pencil.

The screen sketch is a copy of a more elaborate rendering I once did for a prospect who wanted something different for a large plot. I based my idea on a soft colored buff stone with polished dark Green Marble top, vases and bench and although this was not the final choice, it did play an important part in the selling of a very profitable order.
From Start-to-Finish . . .
Let STEEL ABRASIVES
See You Through

The men who judge by performance ask for SAMSON STEEL SHOT and DIAMOND CRUSHED STEEL.

SAMSON STEEL SHOT, “The King of Shot” does more satisfactory work and makes sawing...rubbing...polishing...shape carving granite, marble and stone a much simpler job.

DIAMOND CRUSHED STEEL is the only abrasive that can be used to give granite a successful steel finish. It is easy to use and the beauty of a steel finish does no diminish with the passing years.

It would pay you to use SAMSON STEEL SHOT and DIAMOND CRUSHED STEEL for all your operations. These steel abrasives add much to the appearance and saleability of your finished product.

1938 SELECT-BARRE DESIGN CONTEST
Based on MONUMENT for DEALER DISPLAY

THE Barre Granite Association has authorized the 1938 Select Barre Design Contest. Actuated by the nationwide interest manifested in previous contests conducted by the Association, the producers of Select-Barre Memorials have again enlisted the cooperation of important art organizations in formulating plans for a design contest which should surpass all previous competitions in immediate benefit to the memorial craftsman.

After conducting a survey and conferring with officials of the Society of Memorial Draftsmen & Designers, the Contest Committee has decided to base the contest on “A Cemetery Monument of Moderate Cost for the Dealer’s Display.” Mindful of the fact that dealers in general are sincerely endeavoring to improve their establishments and exhibits, this program for the contest assumes a practical importance surpassing all previous competitions.

Departing from the previous practice of engaging an expert jury of architects, cemetery officials and authorities on memorial art, the Contest Committee has decided this year to award three sets of prizes totalling $1,500.00 to be based upon the popular votes of the memorial dealers and the cemetery executives, together with the quarriers and manufacturers of Select-Barre memorials. Thus each contestant will have an opportunity to win a prize in three distinct ballots.

Detailed information concerning the contest together with the book of rules will be ready for nationwide distribution on or about April 1.
RATES for classified advertisements are 5¢ a word, in advance; minimum price 50¢; 10¢ extra for replies sent in our care; count your words, including headings and signature, and send money with order, as we cannot bill or open accounts for these many small transactions. No receipts sent; the insertion of adv. is your receipt. Advertisements in bold face type 10¢ a word. Copy is due on the 10th of the month.

DESIGNERS-SALESMEN AVAILABLE

- The writer of this advertisement, married and now employed, is not yet 35 years old but has enjoyed a wide experience in the designing and selling of Monuments both wholesale and retail — has an unques tioned record as to ability, integrity and achievement and is eager to make a connection more suitable to his talents preferably with a retail firm in a pleasant, well-to-do community or a large city, where there is a wider market for personalized Memorials.

Write “D-S” in care of MONUMENTAL NEWS

SITUATION WANTED BY EXPERIENCED MAN; EIGHTEEN years experience in lettering (all kinds), sandblasting, selling, setting, and managing. Age thirty-five. Married. For further information write W. H. G. care Monumental News, Madison, Wis.

POSITION WANTED: EXPERT ON SAND BLASTING AND 1-1/2 in machine, also cut and letter granite. Address “W” care Monumental News, Des Moines, Iowa.

HELP WANTED

WANTED: POSITION BY EXPERIENCED COMMERCIAL PHOTOGRAPHER and retoucher. Have had experience in monumental designing, and can guarantee excellent work. Address Wyoming care Monumental News, Laramie, Wyoming.

SITUATION WANTED BY EXPERIENCED MAN; Has ten years’ experience in undertaking profession; six and nine months’ course qualifies men and women. Ask for catalog and information. Worsham College of Embalming, 629 S. Lincoln St., Chicago, Illinois.

LOW PRICES

ROLLS - COLUMNS - URNS - VASES

In any of the domestic granites. Write for prices and save yourself money. L. J. HOLLEARN 216 No. Clark Chicago, Ill.

BOOKS

MEMORIAL CRAFTSMEN’S GUIDE Fifth Edition
by August Passiegl at J. B. George
Priced at $10.00
Order From Book Department
Monumental News
Madison, Wis.

FOUR MARCH 1938

TRY A WANT AD

When you want a bargain or opportunity
THE MONUMENTAL NEWS

The Monumental News accepts advertisements only from firms it can recommend both as to integrity of product and business practices. Rates for these listings are $10 per year including a year's subscription to the Monumental News. $1 for each additional listing. Free listings to regular display advertisers.

* STAR denotes a display advertiser. See advertisers index for page number.

QUARRIERS • MANUFACTURERS • IMPORTERS

BRONZE • STATUARY • ACCESSORIES & SERVICES

MACHINERY • TOOLS • SUPPLIES

ACCESSORIES & SERVICES

ASSOCIATIONS AND ORGANIZATIONS

American Granite Association, Inc., 221 Columbus Avenue Boston, Massachusetts.

Memorial Stone Carvers of America, 360 No. Michigan Avenue, Chicago, Illinois.

Memorial Extension Company, St. Albans, Vermont.

DESIGNS (Air Brush, Photographs, Models) -

Alfred J. Comi, Barre, Vermont.


Harry L. Ogden, 401 West Blvd., Charlotte, North Carolina.

FENCES AND GATES (Iron, Chain, Link, Wire) -

Crowd Works Co., Minneapolis, Minnesota.

Stewart Iron Works, 423 Stewart Block, Cincinnati, Ohio.

PODING CHAIRS METAL -

Stewart Iron Works Company, 423 Stewart Building, Cincinnati, Ohio.

LITHICROMY

Memorial Art Co., Salina, Kansas.

PORCELAIN PORTRAITS FOR MONUMENTS -

The Abendroth Studio, 7008 So. Paulina St., Chicago, Illinois.

J. A. Dedouch Co., Inc., 606 Harrison St., Oak Park, Illinois.

Finnigan Co. & Sons, Inc., Quincy, Massachusetts.

Memorial Portrait Company, 141 East 45th St., New York, New York, N.Y.

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Crowd Works Co., Minneapolis, Minnesota.

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Stewart Iron Works, 423 Stewart Building, Cincinnati, Ohio.

BRONZE DOORS & EQUIPMENT -


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Honer Granite Sample Shop, 13 Cooper Ave., No. St. Cloud, Minnesota.

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Cook, Watkins & Patch, Inc., 221 Columbus Ave., Boston, Massachusetts, Plant, Barre, Vermont.


Reed & Vendret, Inc., 43 Vermont St., Quincy, Massachusetts.


The Waldron Shield Company, Inc., Barre, Vermont.


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*Allen Granite Co., (Allen's Blue) Elberton, Georgia.

*Berkeley Granite Corporation, Berkeley Blue, Atlanta, Georgia.

*Harmony Blue Granite Co., Harmony Blue, Elberton, Georgia.

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*J. P. Gilman Granite Co., Egyptian Pink Granite, Kansas City, Kansas.

*ADRIAN, 48 Penn St., Quincy, Massachusetts.

*Gray Rock Granite Co., Inc., Quincy, Massachusetts.

*Gibson & Company, Inc., Quincy, Massachusetts.

*Fearless Granite Company, 88 Penn St., Quincy, Massachusetts.


*Liberty Granite Company, St. Cloud, Minnesota.

*Pickle Stone Company, 1320 S. Vandensender Ave., St. Louis, Missouri.

*Harris Granite Quarries Company, Bailour Pink, Salisbury, North Carolina.


*Dakota Granite Works, Dakota Mahogany Memorials, Milbank, South Dakota.

*Rock of Ages Corporation, Rock of Ages Granite, Barre, Vermont.

*E. A. Mundt Granite Co., Marquette, Wisconsin.

*DeVoe Granite Company, Wausau, Memorial Granite, Wausau, Wisconsin.

*C. A. Kiemers, Enka, Uddevalla, Sweden.


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(Least there be any misunderstanding, all Barre manufacturers are guild members. The following firms are merely those who are Monumental News advertisers.)

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*Anderson-Friberg Company, Barre, Vermont.

*DeVoe Granite Company, 423 Stewart Building, Cincinnati, Ohio.

*Jones Brothers, Inc., 10 High St., Boston, Massachusetts, Plant, Barre, Vermont.

*Peerless Granite Co., Barre, Vermont.


*USLE & Peratro, Barre, Vermont.

*Bonazzi & Bonazza, Montpelier, Vermont.


*Eversharing Memorial Works, Montpelier, Vermont.

*C. L. O'Clair Granite Works, Waterbury, Vermont.

MARBLE MONUMENTAL MANUFACTURERS -

*Georgia Marble Finishing Works, Canton, Georgia.

*Georgia Marble Company, Toccoa, Georgia.


*Vermont Marble Company, Proctor, Vermont.

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**Wholesalers of Rough Stock & Monuments**

- **J. P. Bourgon & Co., Inc., Elmwood, Ill. (Missouri Red Granite)**
- **Central Monument Co., 3535 Gratiot St., St. Louis, Mo.**
- **Burton Preston & Co., 205 Porter St., Chicago, Ill.**
- **E. G. Ladewich & Co., Mansfield, Ohio**
- **W. C. Townsend & Co., Zanesville, Ohio**
- **H. A. Whitacre, Inc., 66-67 Sixty-ninth Street, Middle Village, Massapequa, N. Y.**
- **Combol & Company, Inc., Barre, Vermont**

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**Instruments, Tools, Supplies**

**Abrasives**
- Pennsylvania Abrasives Co., Hagerstown, Maryland
- R. M. Company, 178 Purchase Street, Boston, Mass.
- The Manhattan Rubber Company, Passaic, New Jersey
- The Carbonbord Company, Niagara Falls, N. Y.
- Smith, Whitcomb & Cook Co., Barre, Vermont
- Trow & Holden, Barre, Vermont
- R. C. Bowers Granite Co., Montpelier, Vermont

**Abrasive Discs & Wheels**
- Dawson-Macdonald Co., Inc., 178 Purchase Street, Boston, Mass.
- Schramm, Inc., West Chester, Pennsylvania
- Trow & Holden, Barre, Vermont
- Smith, Whitcomb & Cook Co., Barre, Vermont
- R. C. Bowers Granite Co., Montpelier, Vermont

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- Schramm, Inc., West Chester, Pennsylvania
- Trow & Holden, Barre, Vermont
- Smith, Whitcomb & Cook Co., Barre, Vermont
- R. C. Bowers Granite Co., Montpelier, Vermont

**Air Compressors (Portable)**
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- Dawson-Macdonald Co., Inc., 178 Purchase Street, Boston, Mass.
- Schramm, Inc., West Chester, Pennsylvania
- Trow & Holden, Barre, Vermont
- Smith, Whitcomb & Cook Co., Barre, Vermont
- R. C. Bowers Granite Co., Montpelier, Vermont

**Cement (Patching)**
- Pittsburgh Crushed Steel, Pittsburgh, Pennsylvania

**Drills, Pneumatic**
- Dawson-Macdonald Co., Inc., 178 Purchase Street, Boston, Mass.
- Schramm, Inc., West Chester, Pennsylvania
- Smith, Whitcomb & Cook Co., Barre, Vermont
- Trow & Holden, Barre, Vermont

**Dust Collecting Equipment**
- Pennsylvania Abrasives Co., Hagerstown, Maryland
- Trow & Holden, Barre, Vermont

**Dust Respiators and Goggles**
- Chicago Eye Shield, 2319 Warren Blvd., Chicago, Ill.
- Dawson-Macdonald Co., Inc., 178 Purchase Street, Boston, Mass.
- Rochester Lead Works, Rochester, New York
- Trow & Holden, Barre, Vermont

**Lift Trucks & Platforms**
- Dawson-Macdonald Co., Inc., 178 Purchase Street, Boston, Mass.
- Rochester Lead Works, Rochester, New York
- Trow & Holden, Barre, Vermont

**Monument Cleaners**
- ADRIAN, 48 Penn St., Quincy, Mass.
- E. G. Ladewich & Co., Mansfield, Ohio
- W. C. Townsend & Co., Zanesville, Ohio
- H. A. Whitacre, Inc., 66-67 Sixty-ninth Street, Middle Village, Massapequa, N. Y.
- Combol & Company, Inc., Barre, Vermont

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**FOR MARCH 1938**

**Magnus Chemical Company, Garwood, New Jersey**
- Trow & Holden, Barre, Vermont

**Polishing Machinery & Supplies**
- Pennsylvania Abrasives Co., Hagerstown, Maryland
- Dawson-Macdonald Co., Inc., 178 Purchase Street, Boston, Mass.
- Norton Company, Worcester, Massachusetts
- The Carbonbord Company, Niagara Falls, N. Y.
- Smith, Whitcomb & Cook Co., Barre, Vermont
- Trow & Holden, Barre, Vermont
- R. C. Bowers Granite Co., Montpelier, Vermont

**Sales Contacts (Dealers)**
- ADRIAN, 48 Penn St., Quincy, Mass.

**Sand Blast Machinery & Supplies**
- W. B. Owens, 1516 Pico Blvd., Santa Monica, Calif.
- Pennsylvania Abrasives Co., Hagerstown, Maryland
- The Manhattan Rubber Company, Passaic, New Jersey
- The Carbonbord Company, Niagara Falls, N. Y.
- Smith, Whitcomb & Cook Co., Barre, Vermont
- R. C. Bowers Granite Co., Montpelier, Vermont
- Trow Manufacturing Co., Montpelier, Vermont

**Surfaces & Stone Working Tools**
- Dry Saw Co., Inc., 178 Purchase St., Boston, Mass.
- Stone Machinery Co., Elberon, Georgia, Syracuse, N. Y.
- Trow Manufacturing Co., Montpelier, Vermont

**Steel Shot, Crushed Steel & Automatic Feed**
- Pennsylvania Abrasives Co., Hagerstown, Maryland
- Dawson-Macdonald Co., Inc., 178 Purchase Street, Boston, Mass.
- The Dallett Company, 165-189 W. Clearfield St., Philadelphia, Pennsylvania
- Pittsburgh Crushed Steel Co., Pittsburgh, Pennsylvania
- Smith, Whitcomb & Cook Co., Barre, Vermont
- R. C. Bowers Granite Co., Montpelier, Vermont
The renaissance of better and more significant design has saved the craft from obsolescence. There are many in the craft and the industry who still believe that the memorial idea is doomed in America—that a generation or two hence the cemetery memorial will become a relic of the past. I am not so sure. Prior to this renaissance of design, I too had my misgivings. But there is reason now to hope that the memorial can be made to mean something to the bereaved; that it can be made a definite and articulate expression of sentiment, emotion, and devotion.—Ernest S. Leland, Associate Designer, Presbrey–Leland Studios, New York City.

The monument business as a whole seems to agree with Colonel Ayres and other Business Economists who after lengthy investigations have decided that what we all need most is more customers.

“Near Greyfriars Churchyard in Edinburgh, Scotland, stands a memorial fountain and statue, erected in honor of a little Skye terrier named Greyfriars Bobby. For fourteen years after the death of his master in 1858, Bobby guarded his grave day and night, protected from the weather only by a simple shelter and fed by a restaurateur. One day he was found, lying across the grave, dead. And in tribute to his lifelong loyalty and devotion he was buried beside his master.” —Freling Foster, Colliers.

This Business Conference has shown the need for responsible, sound and stable small business men to contact their Congressmen in regard to matters of public interest and policies of Government and I urge every sound-thinking business man to make it a point to write his Congressman and keep in touch with his activities so as to give him a pat on the back when he is voting soundly and to give him the benefit of your advice and opinion when doubtful measures are considered.

Today, Congress is the bulwark of American Democracy and it is up to the sound-thinking American public to let their voice be heard through their elected representatives.—Donald P. Blake, Secretary and General Manager, Charles G. Blake & Co., Chicago, Ill.

Dramatizing your Selling doesn’t mean either Handsprings or Histrionics. In its essence it simply means but appealing to the emotions of the prospect.

Q. In view of the fact that cremation may become a necessity, will the Church continue to oppose the practice? (M. W.)
A. If and when cremation becomes a necessity or is enforced by civil law, the Church will, of course, re-adjust her present legislation, and withdraw the penalties for Catholics. Even now, cremation is permitted by the Church in cases of emergency which may arise, for example, in time of plague or war.

Apart from such emergencies, we do not believe that cremation can become a necessity, in spite of the arguments put forward.—Catholic Times, 7th January, 1938.
**D-M is the BEST ABRASIVE VALUE on the MARKET!!**

Nothing comes close to D-M at the price!

**MAGIC**
The Wonder Cleaner for Granite restores dirty and discolored monuments to their original appearance.

**SCOTCH SANDBLAST STENCIL**
Cuts easily yet is unusually tough. The nozzle can be held much closer than with other methods—reason blast time can be greatly reduced.

**D-M Compounds**
Priced at:
- 100-lb. bag - 7c per lb.
- Ton lots - 6 1/2c per lb.

**PACKED IN CANS WEIGHING 16 1/2 LBS.**

**DAWSON-MACDONALD CO.**

Are you using SET-RITE?

It is economical—prepared for immediate use. Guaranteed to produce an absolute water-tight permanent joint. Dealers everywhere endorse its use. Simple to apply. If you once use SET-RITE you will never bother with your own mixture.

Packed in cans weighing 16 1/2 lbs.

**PRICE—$3.75 per can**

Furnished in either LIGHT or DARK

An exclusive

DAWSON-MACDONALD CO. product

ORDER A CAN TODAY!

**SCOTCH SANDBLAST STENCIL**
Cuts easily yet is unusually tough. The nozzle can be held much closer than with other methods—for that reason blast time can be greatly reduced.

**D-M Compounds**
Priced at:
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Packed in cans weighing 16 1/2 lbs.

**PRICE—$3.75 per can**

Furnished in either LIGHT or DARK

An exclusive

DAWSON-MACDONALD CO. product

ORDER A CAN TODAY!
"WE NEED DIPLOMACY"

Piqua, Ohio, February 22, 1938.

MONUMENTAL NEWS

Gentlemen: Since I have a little time today I wish to bring around another point "diplomacy", which I feel is very much needed in our business.

Many sales are lost because the salesman did some undiplomatic thing, probably unconscious that he was doing it. Diplomacy plays a highly important part in selling. It will always be important. In my opinion the most frequent errors that salesmen make, which show a lack of diplomacy, are:

They permit themselves to get into an argument with a customer.
They carry an attitude that they are better and know more about everything than the customer.
They under-estimate the customer's intelligence.
They refuse to show interest when the customer begins to talk.
They are too persistent in trying to land the order.
They knock the goods of a competitor in which the customer believes.
They show resentment when the customer turns them down.

The possibilities for saying or doing the undiplomatic things run into the hundreds. The above are only a few suggestions.

Analyze yourself on this matter. Try and find out if there are any points on which you are not as diplomatic as you should be when talking to a customer. The best way to make this analysis is with a pencil and paper. Get off in some quiet corner some evening and make a list of the points upon which you feel you should watch your step when outlining a proposition to a customer.

Analysis of this kind is bound to do good and will help you during your selling.

Now don't think that this suggestion is absurd and childish. I know you are grown-up men and graduated from doing "home-work" years ago, but no man is ever so perfect that there is no longer room for improvement, and remember that no idea is entirely clear in mind unless it can be defined intelligently on a sheet of paper. I know, because I have tried it."

Yours very truly,
The Miami Granite Co.,
Leo J. Comolli,
SCOTCH AND SWEDE, BARRE, QUINCY, CONCORD AND WESTERLY GRANITE

GRANITE POLISHING SUPPLIES, CARBORUNDUM GRAINS AND BRICKS, IRON SAND, CRUSHED STEEL, PUTTY POWDER, ETC.

R. C. BOWERS GRANITE CO.
MONTPELIER, VT.

124 Union St., Aberdeen, Scotland Quarries: Barre, Vt.

Let This Catalog Be Your GUIDE---

... in ordering the Right Tools—Tools that have proven their worth in the Monumental shops of America for the past forty-seven years—Tools created by men who have devoted their entire lives to the making of a superior product—Tools that have made the Trow & Holden name a bond whenever it is spoken.

TROW & HOLDEN Company
IN THEIR 46TH YEAR OF SERVING THE STONE TRADE
Barre, Vermont

LONGER WEAR and BETTER SERVICE mean TRUE ECONOMY
LIFE'S A VOYAGE THAT'S HOMeward BOUND.

THE GEORGIA MARBLE FINISHING WORKS
"Builders of Fine Monuments"
CANTON, GEORGIA