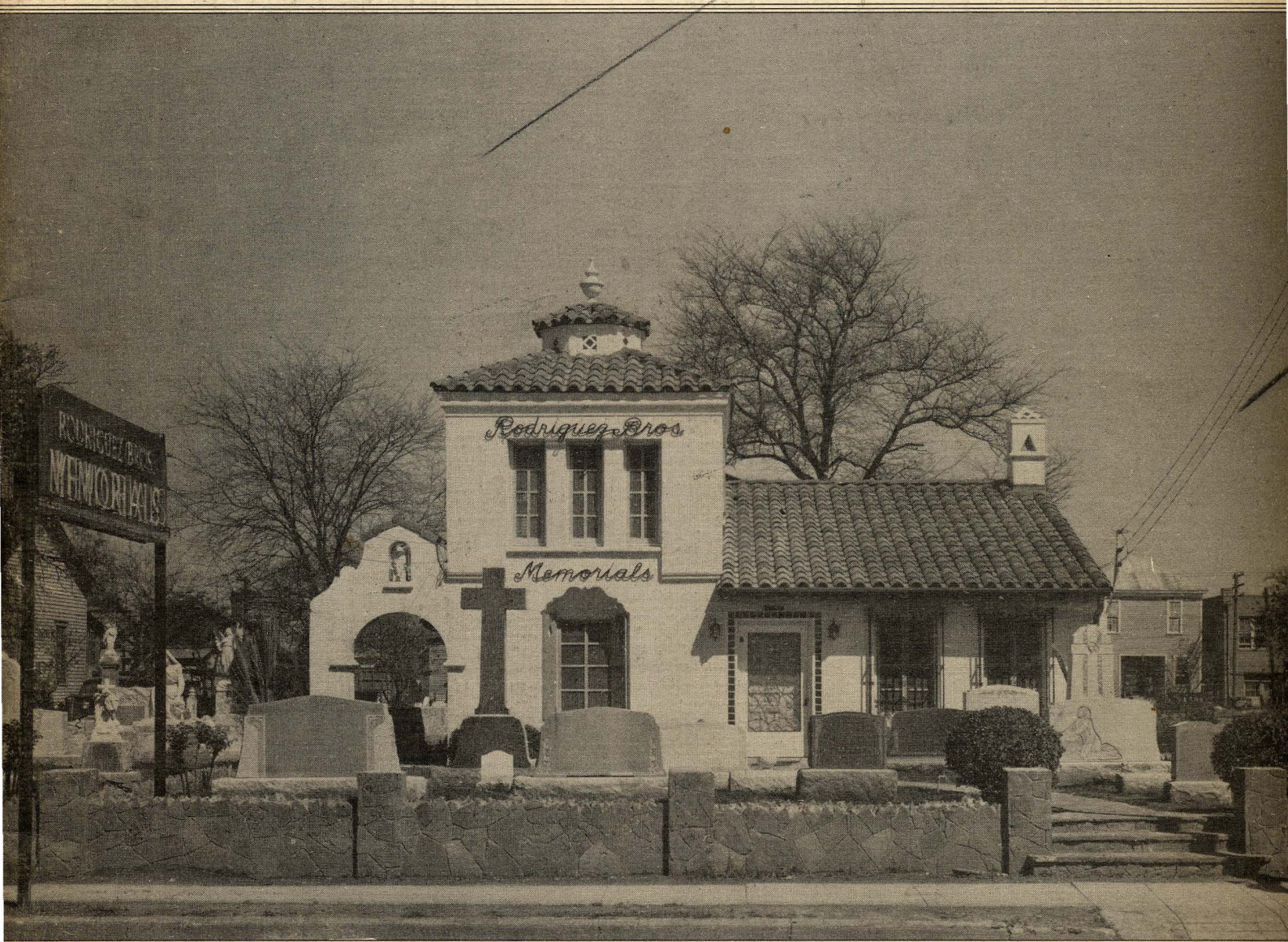


# MONUMENTAL NEWS

GRANITE · BRONZE

MARBLE · SCULPTURE



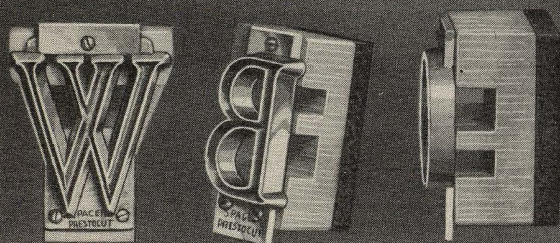
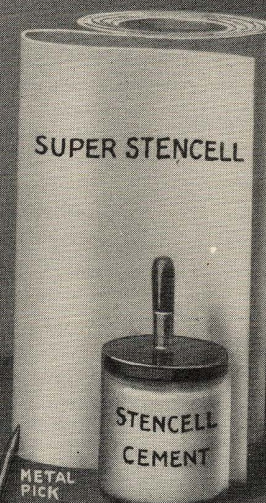
MARCH  
1 9 3 8

SHADOW



THE NEW *Presto-Cut* SYSTEM is READY  
Perfect Letters Every Time in 1/3 the Former Time

PRESTO-CUT OUTFIT



1877 WALENTY  
1879 AGATA 1936  
1901 STANLEY F.  
1902 CLARA R.

**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.

ELECTRIC HEATER COMPLETE (advise current) . . . . .	\$24.50
STRAIGHT EDGE WITH SLIDE RULE . . . . .	4.00
CAN OF LETTER EEZE POWDER . . . . .	.50
ROLL SUPERSTENCELL—24½" x 10 yds. . . . .	11.00
STENCELL CEMENT — GALLON . . . . .	2.50

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.

JELLOW BROS., Manufacturers.

**BRANCH OFFICES: BARRE, VT.—17 W. 60th St., NEW YORK CITY—4635 W. FULTON ST., CHICAGO**



# The Voice of THE TRADE

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 kalled Telepthie, If you kno which i mean. i hev ben thinkking about thet Five an you et the sam tim was think about thet subscripshun, 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 alrede heve it, so you kan send me thee recepit for same an we booth be satisfied. you print it i reed it an lik it. i try this telepthy on lots of My ackounts but it dont work so hot, always: gess it maks them mad at me when thay think about ouwing me then thay wunt do nothing. but thet issent sayin the theary it dont work.

im try too figer out My inkum tax on one of them lousy Russan kross wurd pussels invent by them loung lissards down in washingtun 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 exxempt guys wurkin for it an al the Politishuns and evry other chair wormur mebbly It wood help out the rest of us. from Pres. down too the town constabule. if ther is eny gang of timkilers thet is entitel to pay a tacks it is the birds which eat up our tackses an ther is so meny of them cant be counted. us little chaps inbisness is milk dry supportin thet crowd an they dont pay a nikle whil we are kept 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 bills. hop you feel the same.

your fren Tony

(Please turn to page 98)

Vol. 50, No. 3  
March, 1938

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 \$5.50.

FOR MARCH 1938

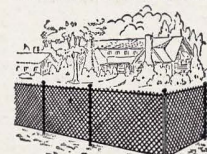
## There is Always a Market for STEWART PRODUCTS



ORNAMENTAL  
IRON FENCE



ORNAMENTAL IRON GATES



CHAINLINK  
LAWN FENCE

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.

# Stewart FENCES

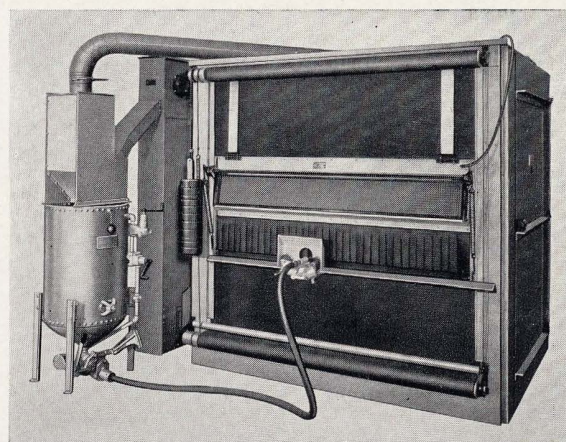
Fully illustrated catalogs showing typical installation and exclusive constructional features are available upon request.

## The Stewart Iron Works Co., Inc.

523 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, Surfacers and Banker Dust Collectors.

## RUEMELIN MANUFACTURING CO.

3844 N. PALMER ST., MILWAUKEE, WIS.



# 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.

★  
MEMORIAL EXTENSION COMMISSION

ST. ALBANS, VT.

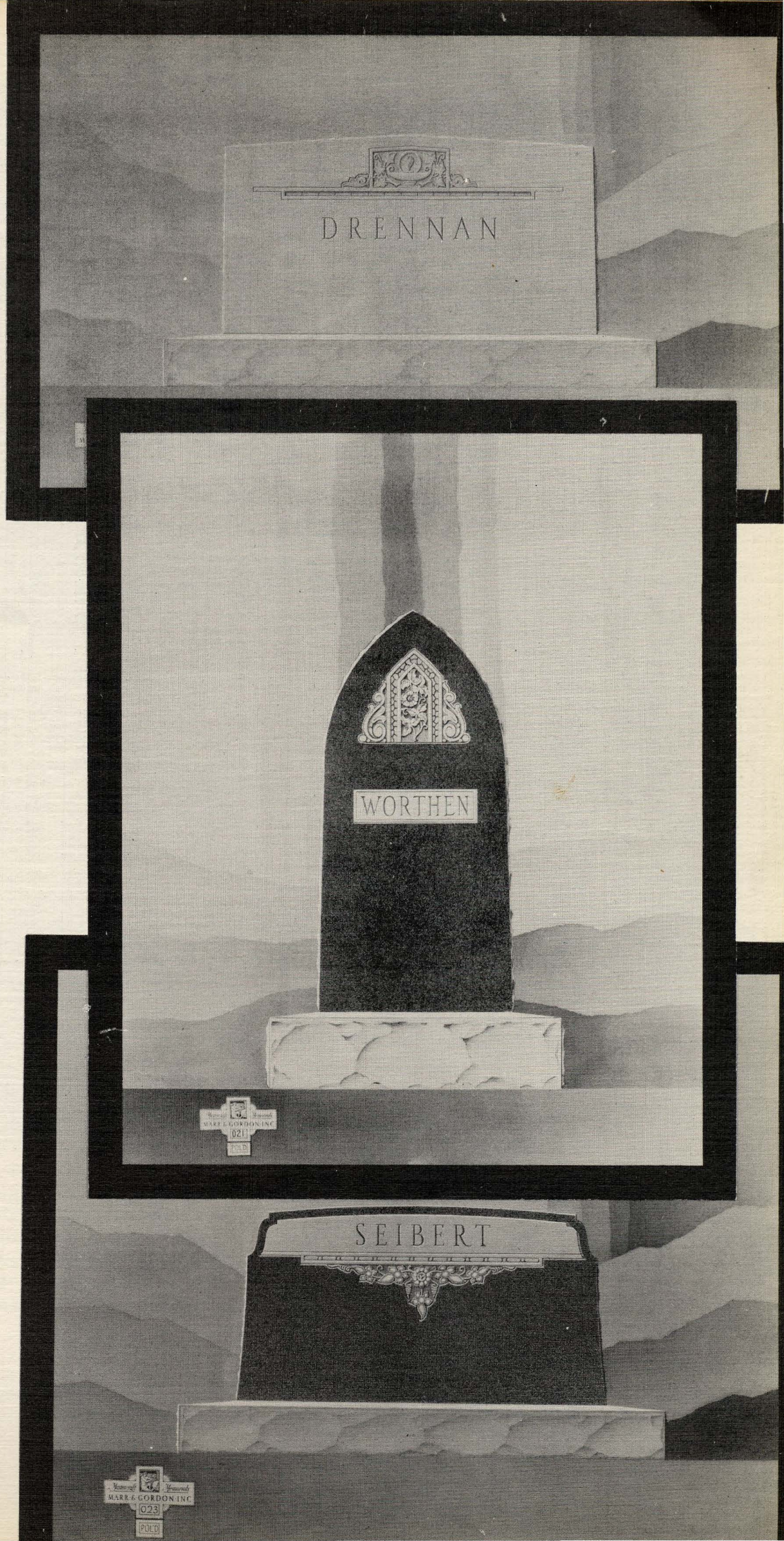


**MARR & GORDON**  
**PORTFOLIO DESIGNS**  
*are Tested*  
**IN THE FIELD**

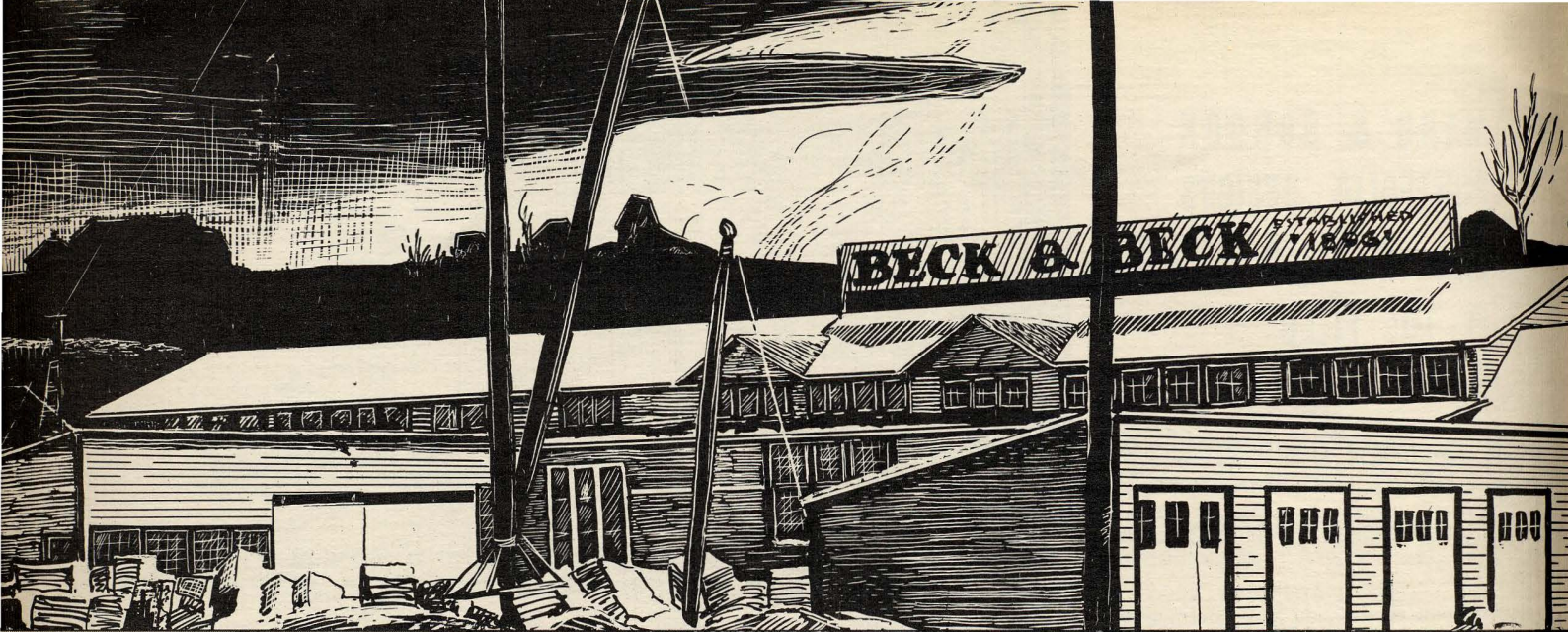
Before any design is copyrighted and added to our Dealer Portfolio of Mastercraft Memorials, it has been previewed and approved by hundreds of our clients. These three moderately priced designs were first shown to many of our clients as rough sketches, and after certain minor changes they were added 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.



**MARR & GORDON**  
 INCORPORATED  
*Mastercraft Memorials*  
 BARRE, VERMONT



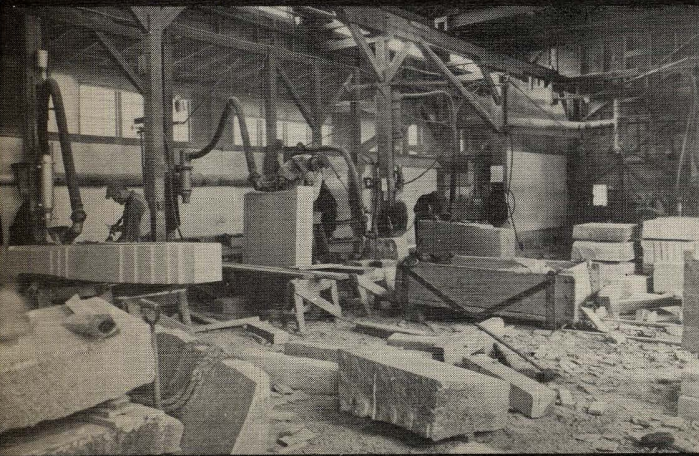




Hundreds of semi-finished slabs are stored in the spacious Beck & Beck yard insuring speedy execution of customer orders.



One of the modern high-speed polishers shown in the recent well-lighted addition to the Beck & Beck plant.



## BECK & BECK

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, 230 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.

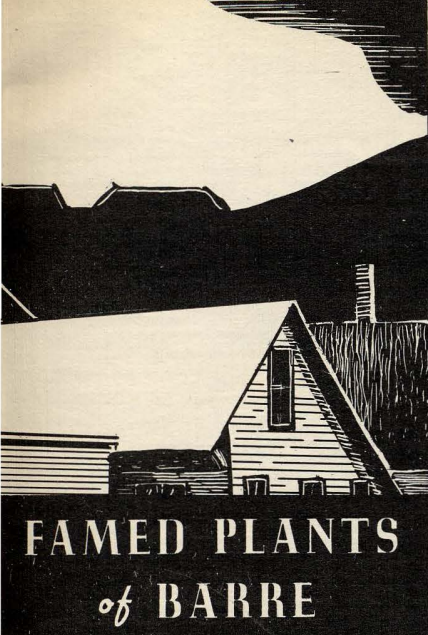
Particularly noteworthy is the Beck & Beck list of clients, several of whom have been consistent patrons for 40 years and many more who have favored this firm for more than 20 years. Such a record of customer approval is indeed enviable and is convincing testimony of the masterful craftsmanship with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

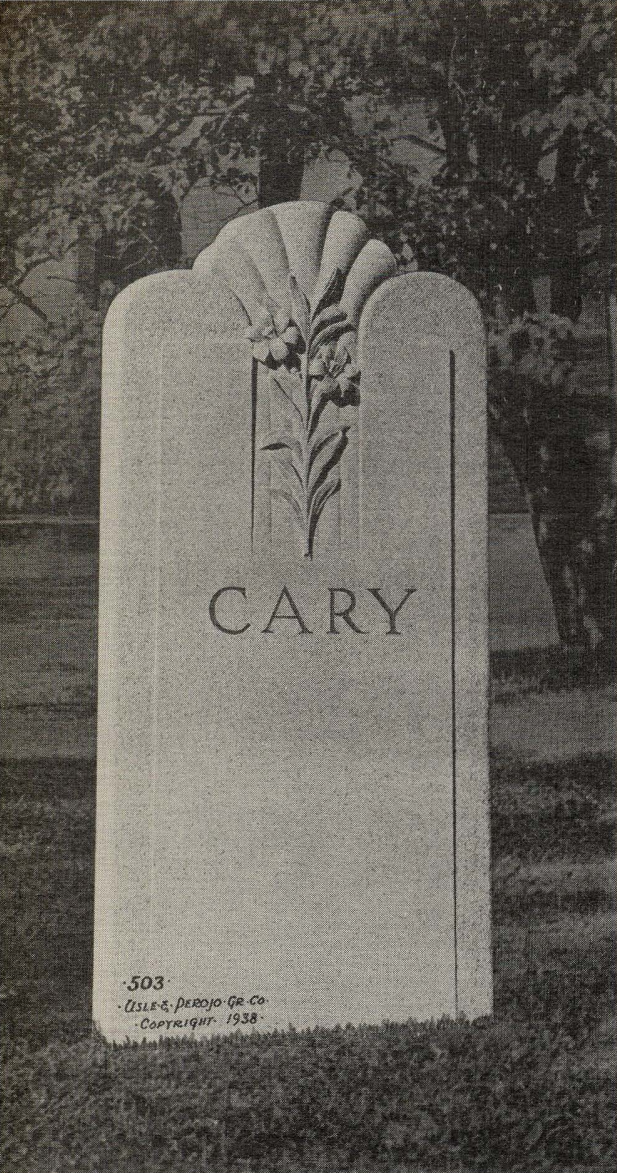




## MODERN INTERPRETATION OF CELTIC ART

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.





# THE CARVING

*was done by*

Antonio Abbiati

**SATIN FINISH PANELS**  
MAKE AN APPEALING  
CONTRAST AGAINST  
THE STIPPLED FINISH  
♦ ♦ BACKGROUND ♦ ♦

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.

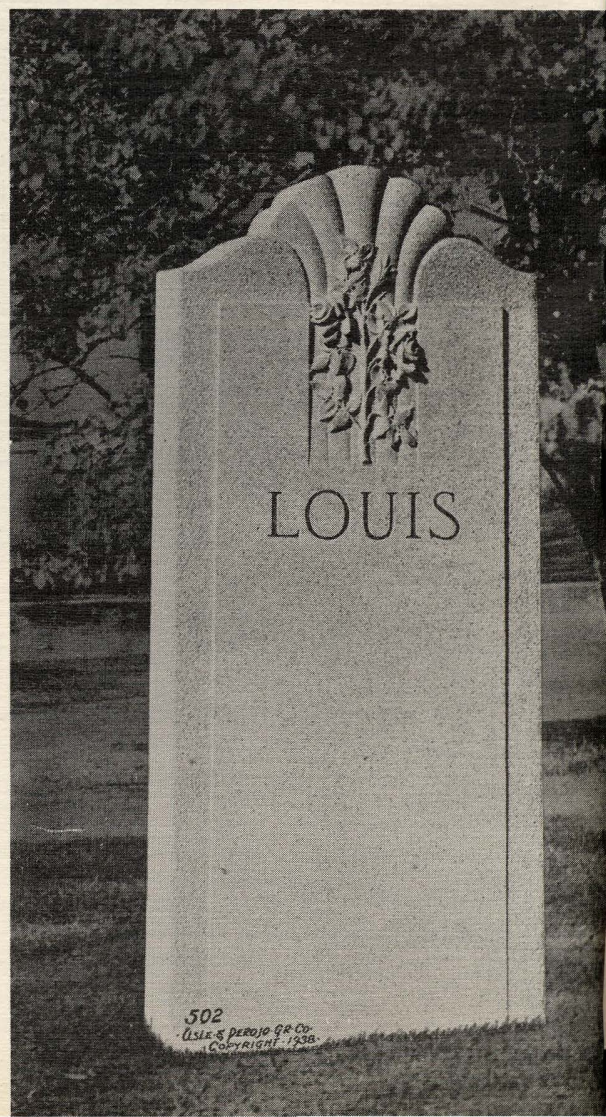
Other modern memorials of simplicity and refinement, done by Mr. Abbiati, will be shown in our advertisements in the future. Watch for them. They will help you in your spring sales, for hand carving means the appeal of individuality and quality.

## USLE & PEROJO GRANITE COMPANY

Barre, Vermont

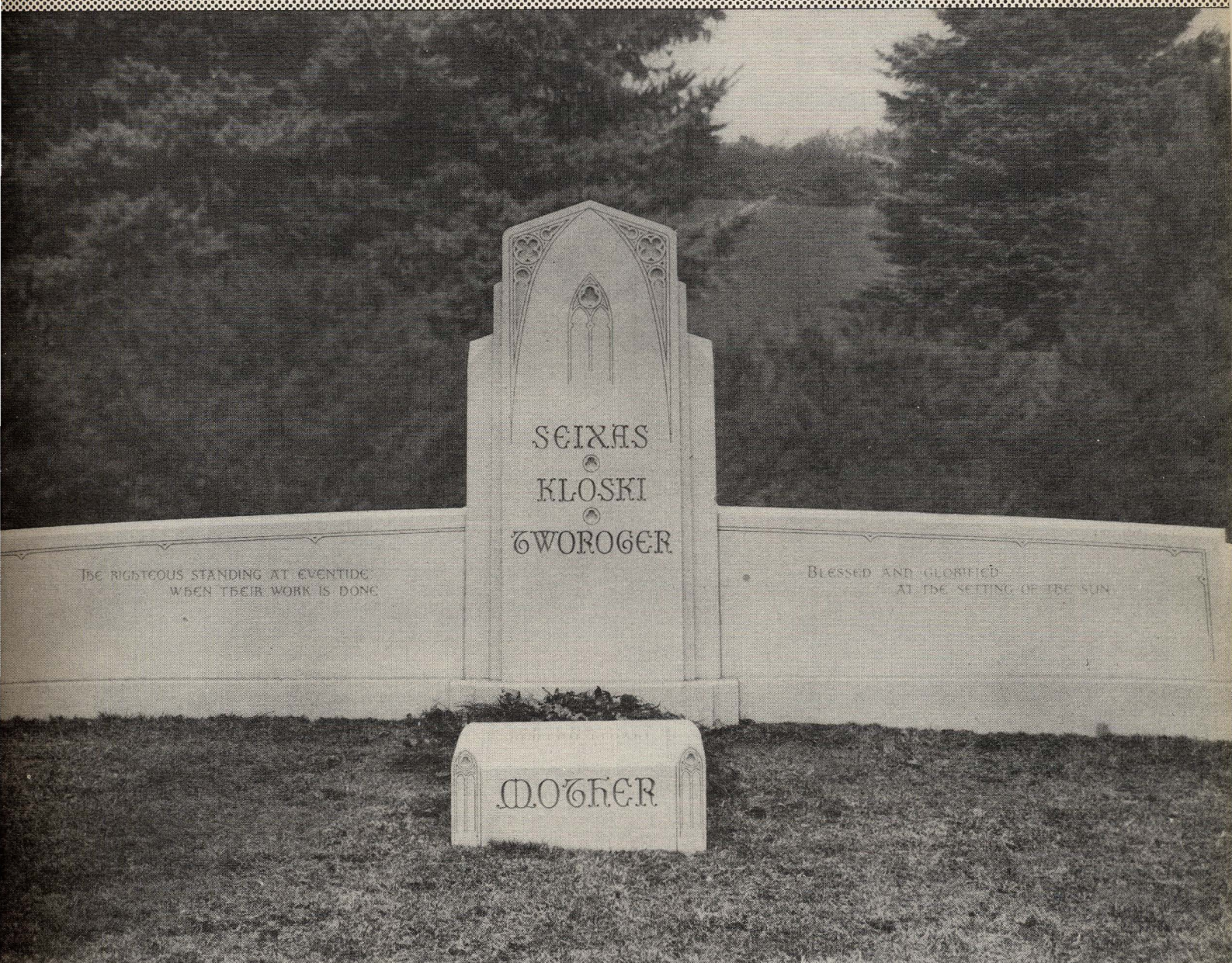
### REPRESENTATIVES

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





# MASTER CRAFTSMANSHIP



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*

**C. L. O'CLAIR GRANITE WORKS WATERBURY, VERMONT**



# 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.

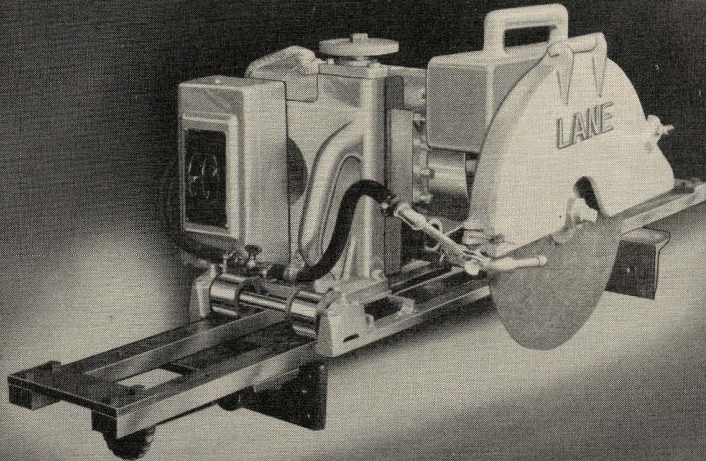
**THE BARRE GRANITE ASSOCIATION, Inc.**

Barre, Vermont



# Turn LOSSES into PROFITS

## with THESE LANE MACHINES



### LANE JUNIOR HIGH-SPEED POLISHER

PAT. NO. 2,055,404

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 PORTABLE EDGERS

• • • are the Outstanding Profit-Makers in the Industry.

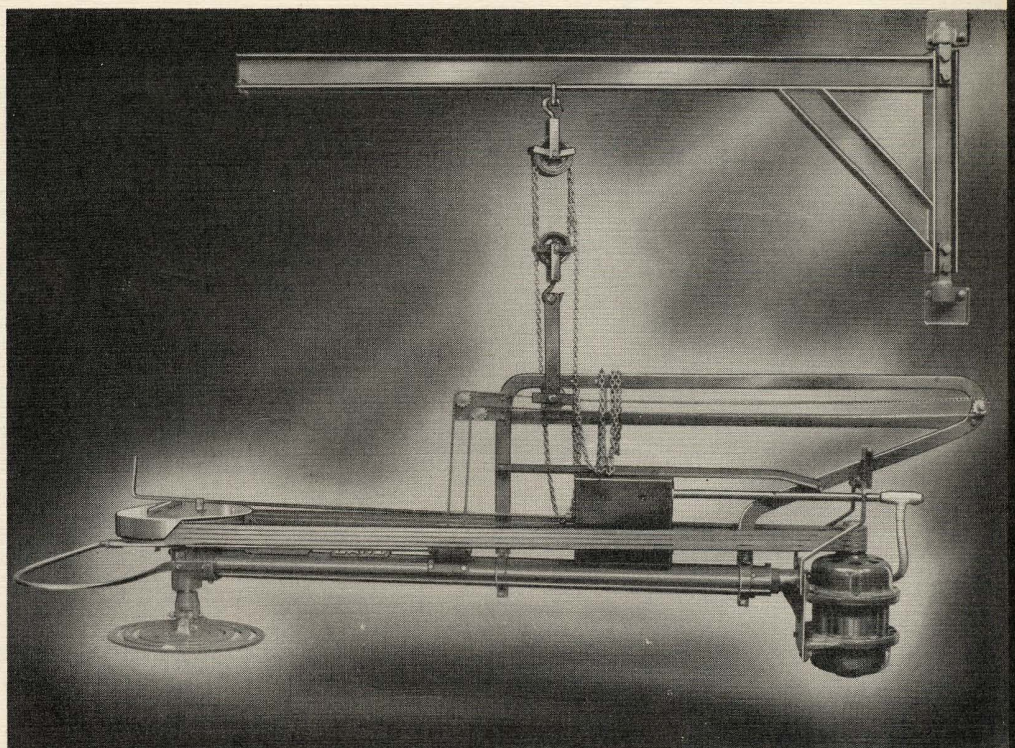
Large and Small Plants Alike are Showing a Profit with these Machines.

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**

Established 1857

**MONTPELIER**

**VERMONT**

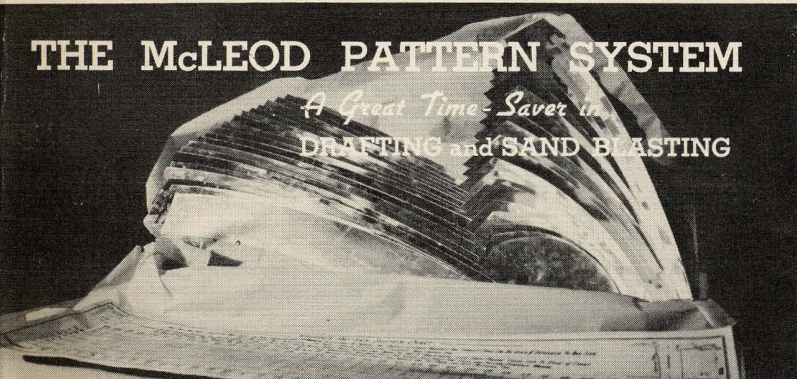


# PROVEN PRODUCTS

## MACHINERY EQUIPMENT & SUPPLIES

### THE McLEOD PATTERN SYSTEM

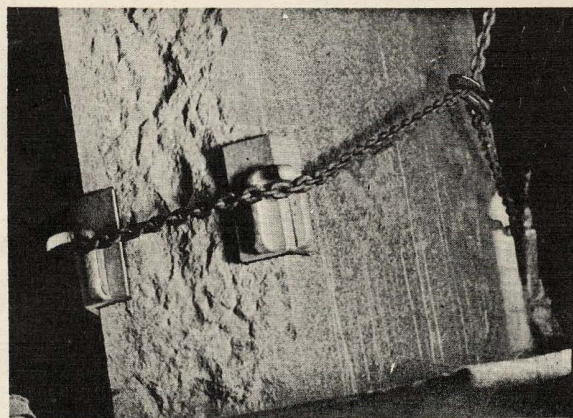
*A Great Time-Saver in*  
DRAFTING and SAND BLASTING



Accurate Curves in 1/10 the Time

Set No. 1 (Fiberloid) \$55 — Set No. 2 (Tempered Aluminum) \$40

W. ALFRED McLEOD .: BARRE, VERMONT



Carlson

CORNER

PROTECTORS

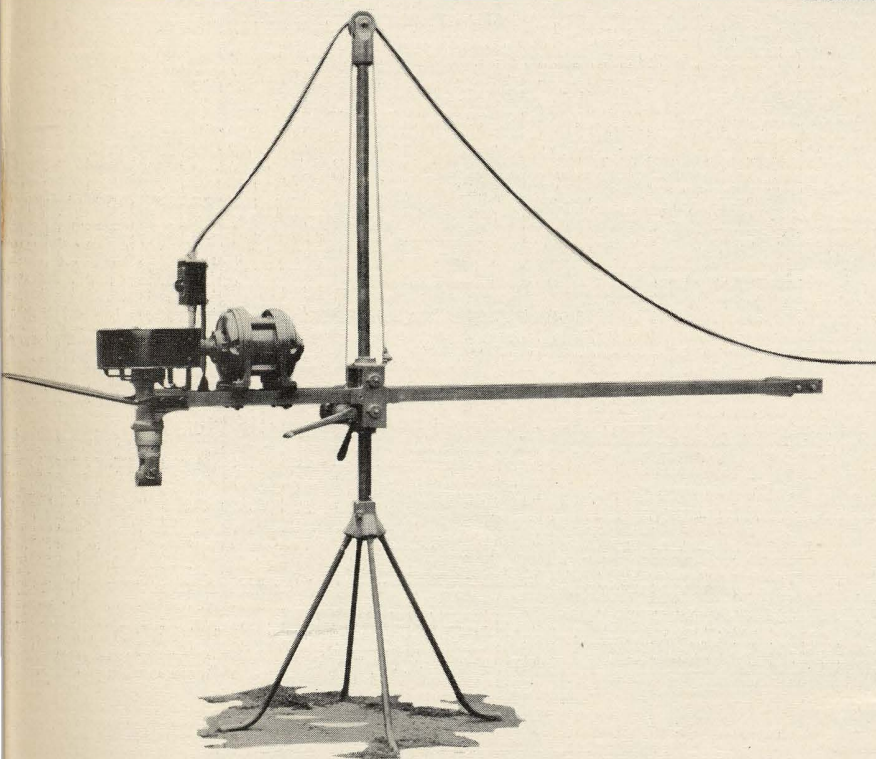


\$25.00

PLUS FREIGHT

Write for Descriptive Folder on Our Safety Handling Equipment

CARLSON MANUFACTURING CO. - READING, PENNA.



### 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

**T**HIS 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.

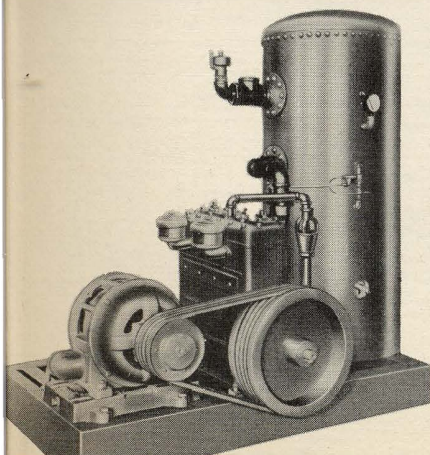
The wire rope hoist will raise and lower the machine to the proper position.

*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*

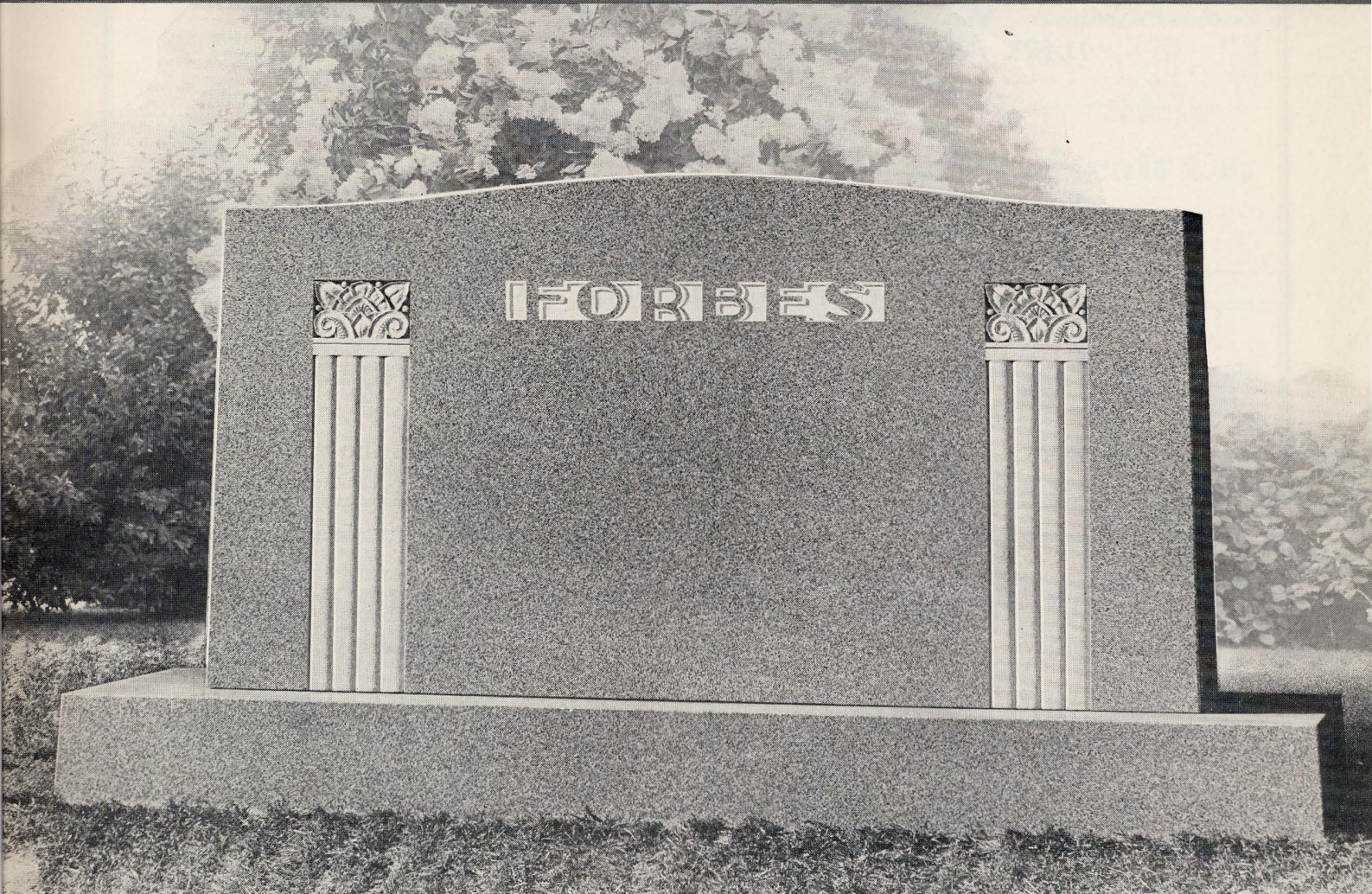
**DAWSON-MACDONALD CO.**  
178 Purchase Street, BOSTON

*"The Complete Supply House"*

SCHRAMM INC. -- WEST CHESTER, PA.



# Guardian MEMORIALS



Reg. U. S. Pat. Off.

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

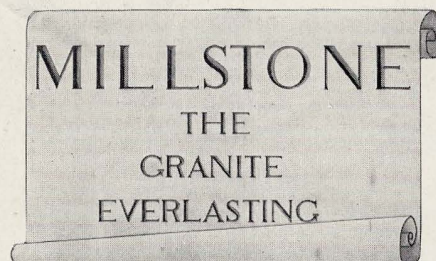
10 HIGH STREET, BOSTON, MASS. QUARRIES AND WORKS, BARRE, VT.



# MILLSTONE GRANITE

THE GRANITE WITH THE GREATEST CONTRAST

DARK BLUE



DARK PINK

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.

Mont. No. _____	Material _____	Date Ordered _____
Bought of _____	" _____	Rec'd _____
Sold to _____	" _____	" _____
Erected at _____	" _____	Erected _____

Cost at Quarry _____	REMARKS
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 _____	SKETCH OF MONUMENT HERE
Percentage to cover Rent, Taxes _____	
Interest, Insurance, Bad Debts, etc. _____	
Total Cost _____	

Highly endorsed by many successful dealers. The pages are 8 x 10 1/4 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.



## 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  $3\frac{3}{4} \times 5$  \$4.50

— Also —

### Gold-Edge China Ovals

No. 1  $3\frac{3}{4} \times 4\frac{1}{2}$  \$5.50

No. 2  $4\frac{1}{8} \times 5\frac{1}{8}$  7.00

No. 3  $5\frac{1}{4} \times 6\frac{1}{4}$  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: RITCHEY 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— $3\frac{1}{4} \times 4\frac{1}{2}$  \$6.00    Oval No. 3— $5\frac{1}{4} \times 6\frac{1}{4}$  \$10.00  
Oval No. 2— $4\frac{1}{8} \times 5\frac{1}{8}$  \$8.00    Oval No. 4— $6\frac{1}{4} \times 7\frac{3}{8}$  \$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.

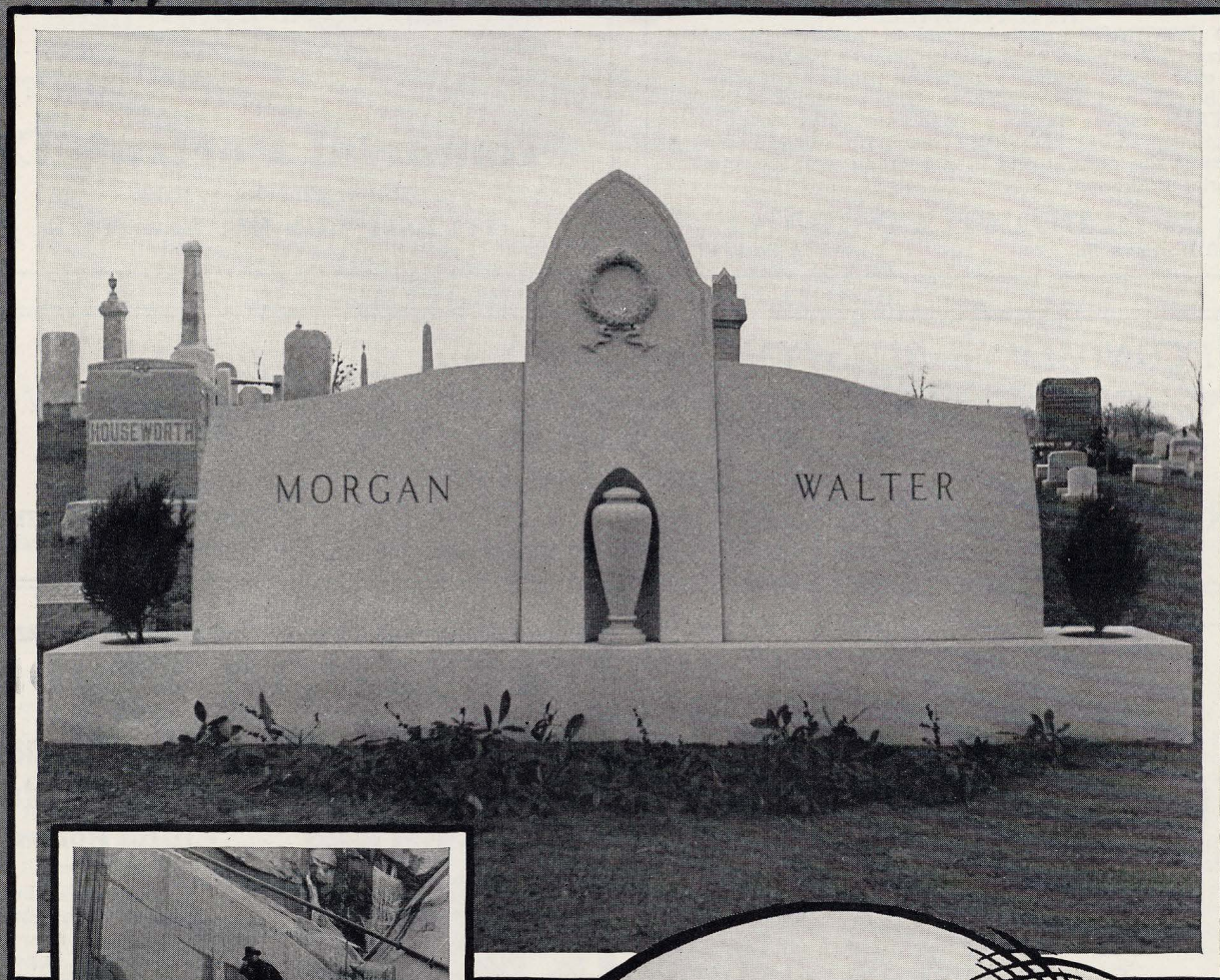
## Watch For the New Series of Emblems Soon to Appear in The Monumental News

(See page 112 for more information regarding the series)



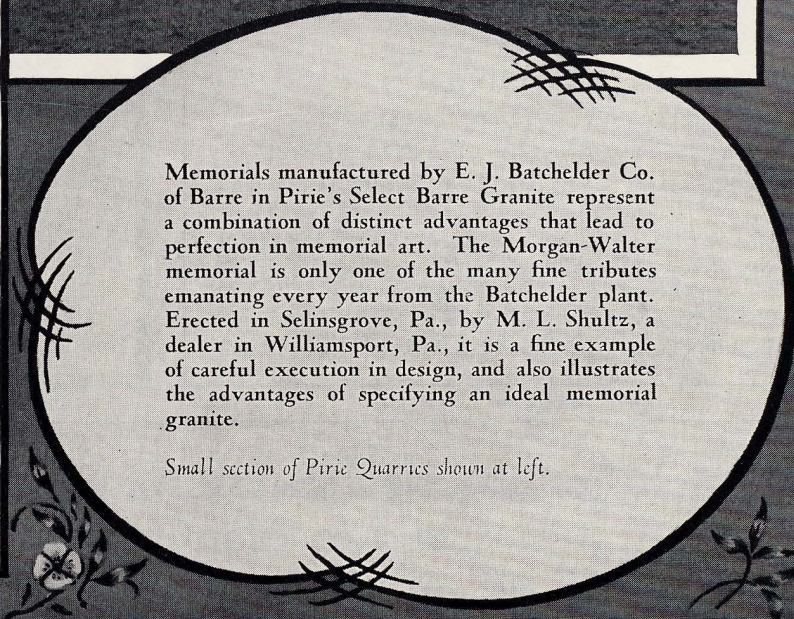


# PIRIE'S SELECT-BARRE-GRANITE



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.*





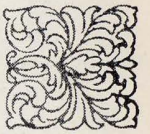
# MONUMENTAL NEWS



*The Monumental News Publishing Company*

.. ESTABLISHED 1889 ..

114 SOUTH CARROLL STREET, MADISON, WISCONSIN  
B. S. WHITAKER, President



## Editorial

Vol. 50, No. 3

MARCH

1938

### The "Ethical Dealer" Controversy

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 exorcised 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 confrère, 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.

### Editorial Pot Pourri

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.





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

# 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

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 what 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 tombs 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. Pirie 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 Puente 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 Comi.

## PLEASE NOTICE

The Convention Design of the Vermont Marble Company reproduced in the December issue of the MONUMENTAL NEWS is a copyrighted design.





- 1 How much do you use your Lindsay Compressor? (Model *E5*) *4 to 6 hrs. per day.*
- 2 Do you use it for pneumatic tools? *Yes, for 3/4" + 1" pneumatic tools.*  
Sand Blast? *Yes, about 100 on day.* Other Work? *Yes, about 100 on day.*
- 3 Do you use it in the shed or in the cemetery or on building work? *I use it in the shed and in the cemetery.*
- 4 Does any work you do with it need more power than you get from the machine? *No.*
- 5 Have you paid anything for repairs on this machine? If so, please give details. *No.*
- 6 Have you any photos of the machine at work? *Yes.* (May we have one?) *Yes.*
- 7 We would appreciate suggestions.

Your Name... *Egidio De Santis*  
Your Address... *Margaret St., Marion, Mass.*

This Model E-5 LINDSAY PORTABLE costs \$187.00.  
More powerful units are available for sandblast work.

**P. K. LINDSAY COMPANY**

FACTORY 2 210 BROADWAY EVERETT, MASS.

#### 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. Plumley 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. Plumley 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 both 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:

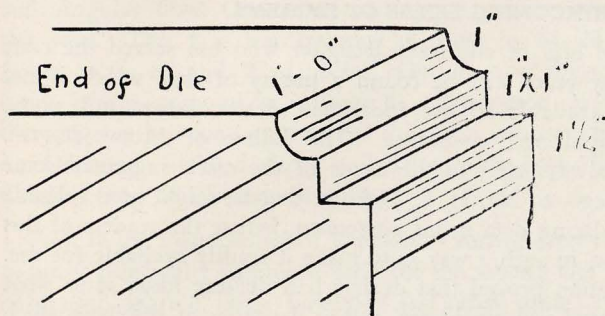
Massachusetts	-----	\$42,136
Philadelphia	-----	35,898
New York	-----	21,748
Oregon	-----	8,309
Maryland	-----	6,151

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."



# CUT COMPLETE IN HALF HOUR FOR \$1 IN BARRE GRANITE



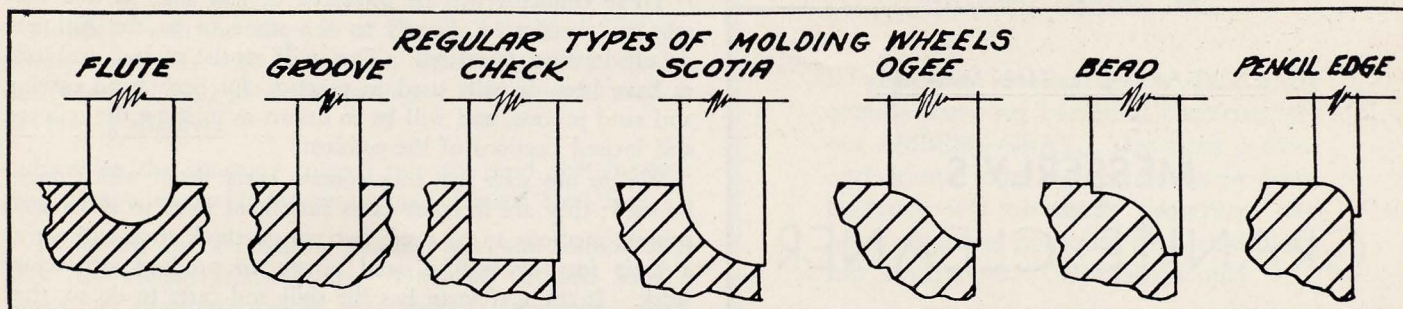
Save \$8.00 an Hour Average on Your Molding Work  
with Wheels Shown Below Together with Margin  
Lines, Joints, etc.

## STONE Take-About SAWS

Over 600 in Use Coast to Coast

**STONE MACHINERY COMPANY**

**Syracuse, New York**



Did you see these Manhattan Molding Wheels at the Stone Take-About Saw exhibit in Cleveland?  
They make possible—executing in half an hour, work that formerly required five hours.

MANUFACTURED BY

**THE MANHATTAN RUBBER MFG. DIV.**

**Passaic, New Jersey**

ABRASIVE WHEEL DEPARTMENT

### 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.



**Evans'**  
**5A DOPE**  
**FOR SAND BLASTING**

Low melting point  
sets quickly—stencils easily  
and cleanly. Super-resistance—  
easily removed and non-staining.  
Write for folder today.

THE COMMERCIAL PASTE COMPANY, COLUMBUS, OHIO  
"STICK WITH EVANS"

23 YEARS ON THE MARKET

## MESSERLY'S GRANITE CLEANER

2 lbs. make	8 qts.	\$2.50	Parcel Post Prepaid Shipped by Express
10 lbs. make	40 qts.	8.00	
25 lbs. make	100 qts.	18.00	
100 lbs. make	400 qts.	70.00	

E. J. MESSERLY, Warren, Penna.

**CLEANS THE DIRTIEST STONES**

You can make more profit this spring in your stone cleaning work using **MAGNUS GRANITE CLEANER**. For, it cleans the dirtiest stones quickly, surely and safely, leaving them in better condition without the danger of acid burn. 400% clear profit can easily be yours when you use **MAGNUS GRANITE CLEANER** on your granite cleaning jobs. Start towards this profit today. Send for 10-lb. trial order (\$8.00, money-back guarantee) or our **FREE "Stone Cleaning Handbook."**

**MAGNUS CHEMICAL COMPANY**  
15 South Ave. Garwood, N. J.

Left: Half-cleaned with **MAGNUS**

**MAGNUS CLEANERS**

No matter what you want,  
try a Monumental News  
Want Ad to get it. See page  
117 in this issue.

## Trade News

### 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, blue-stone, 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-drilling 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

QUARRIES—AMBERG, WIS.

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."

**E. A. Mundt Granite Company**

Marinette, Wis.

OUR SPECIALTY

## SHEAHAN'S MISSOURI RED GRANITE

Sawed, Axed and Polished Slabs  
Monuments - Markers - Rolls

Also Other Granites

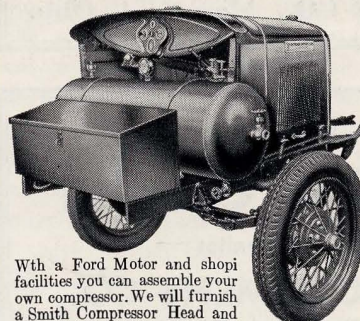
Wholesale Manufacturers

**PICKEL STONE CO.**

1320 S. Vandeventer Ave.

St. Louis, Mo.

## Smooth, Low-Cost Performance THE SMITH AIR COMPRESSOR



made from FORD Parts

For sand blasting and general use with pneumatic tools, the Smith Compressor replaces cumbersome, inefficient portable compressors on 90% of the jobs. That's why we say, "IT'S IMPORTANT IN THE MONUMENTAL INDUSTRY." If you want Low Cost, Efficient Operation — GET THE FACTS TODAY!

Address Inquiries to Desk J

**GORDON SMITH & CO.**

INCORPORATED

Bowling Green, Ky.

With a Ford Motor and shop facilities you can assemble your own compressor. We will furnish a Smith Compressor Head and Accessories with instructions for mounting.





## CESCO'S *New* No. 92 RESPIRATOR

*Approved by U. S. Bureau of Mines*

Light. Durable. Compact. Allows full vision and does not interfere with goggles. Over 45 sq. in. filter area. Wear all day in comfort. **\$2.50 ea.**  
Order today.

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**Dixie Rose Pink    Dixie Mahogany  
Dixie Blue-Grey and Dixie Black Granites**

Quarried, Sawed and Manufactured by

**MOUNTAIN PARK GRANITE CO.**

**Mountain Park, Oklahoma**

Your inquiries given prompt attention

WHOLESALE MANUFACTURERS OF  
**Missouri Red Granite**

MONUMENTS, MARKERS and ROLLS

Your inquiries given prompt attention

**J. P. BOURGOIN & CO., INC., Elmwood, Ill.**



Patented

**OWENS LONG LIFE  
SAND-BLAST NOZZLE**

It will give as much service  
as 200 cast iron nozzles

Price \$9.00 Postpaid in U. S. A. Large Size: 1-8, 3-16, 1-4, 5-16, 3-8  
Small Nozzles for Shape Carving \$9 each. Sizes 1-8, 3-32, 1-16, 3-64

Order one today or write for circular

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**Monuments, Memorials & Statuary**

*In all Granites, Marbles and Bronze*

**Imported Granites and Premiums**

Whether your needs be Barre, St. Cloud, or Elberton, any of the imported granites or marbles, you'll find our facilities more than helpful. We also have a complete line of sales premiums which are proving increasingly beneficial to retailers. Won't you write or further information and samples.

**E. G. LADEWICH & CO., Mansfield, Ohio**

Exclusive Wholesale Manufacturers of

**Missouri Red Granite**

— Also All Other Granites —

**CENTRAL MONUMENT CO.**

3535 Gratiot St., St. Louis, Mo.

## 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. Hertzner 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 Sliager and David McMillan are the proprietors.

### QUARRY IN A SHOW WINDOW

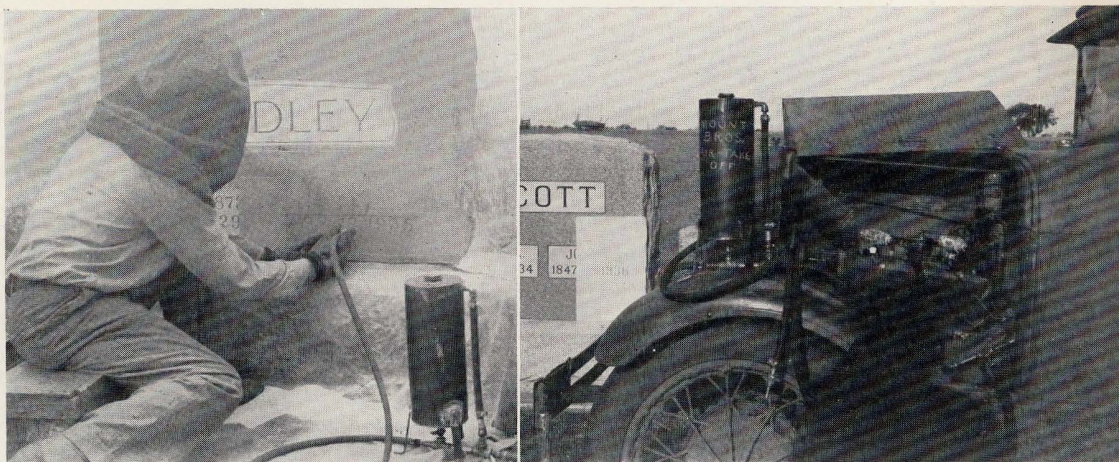
A quarry appears in a show window of Reynolds & Son at Barre, Vt. That is, a miniature quarry that is an exact replica of the granite quarry of E. L. Smith and Company at Graniteville. The exhibit is approximately four and one-half feet long and three feet wide and about three feet high. A form of plaster 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.



## AIR TAKE OFF VALVES

Until Mount Bros. of Memphis, Mo., had completed their sandblast experiments some 12 months ago, it was generally thought finishing of cemetery sandblast lettering could only be accomplished by previously accepted methods,—by use of the regular compressor and engine.

However it became apparent to Mount Bros. that any automobile possessed the ability to continuously pump air at relative high pressures from its own cylinders. This idea was accordingly developed by them. By substituting their patented Air Take Off valves for any two spark plugs, and starting the Auto engine, a most efficient air compressor and engine was combined in the same unit. This combined auto-air unit was capable of delivering up to the compressing ratio of the particular



auto used. In most cars this pressure is close to 100 pounds of air. A small utility sandblast was further developed that would hold sufficient sand for sandblasting several regular sized letters in granite. A regulation shape carving nozzle of small aperture was used. By another arrangement no sand was lost.

The weight and space of the entire assembly when not in use was such as not to occupy any more space nor weight than the average office typewriter in its box.

## 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 Leland, 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 land marks. 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

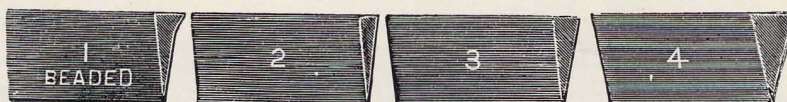
strikes me as a definite and vital indication that the art authorities of a future generation may look in our cemeteries for outstanding examples of artistry.

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 that all comprehending figure on the Adams memorial, the figure which we rather vaguely call Grief and the figure in which I have never seen grief. I have seen understanding and consolation and Father Counselor wrapped up in one glorious production in bronze, and Mrs. Roosevelt went there. She sat there for an hour and counseled with that artistic and sentimental thing and she cleansed her soul so that she might make a more fitting companion for the President of our Country.



## WEDGE LEAD



Above shows actual size. Order by number.

ROCHESTER  
**LEAD WORKS**  
ROCHESTER, N. Y.

Correspondence Solicited

## SPECIAL AIR BRUSH DESIGNS

### *Eliminate Competition*

Quick, artistic, modestly  
priced special design  
service to the retail  
memorial craftsman.



### Harry L. Ogborn

401 West Boulevard  
Charlotte, N. C.



### William R. Hoepfner

*When the Farrington, Gould and Hoagland office sent this photograph of the late Mr. Hoepfner and Mr. Donald Smith of Barre, they wrote: "In sending this snapshot with the granite boulder as background, we feel a certain fitness, as it symbolized Hepf's every-thought and represented his life's work."*

William R. Hoepfner, Brooklyn, New York, died on Feb. 3, 1938, after an illness of two weeks. He was a member of the firm of Farrington, Gould & Hoagland Memorial Corp. He had been connected with the memorial industry for over thirty years. He was president of Memorial Associates, Inc., a trade organization of Manhattan, and was very interested and active in all movements to improve and uplift the Industry.

He is survived by his widow and two daughters.

### 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.

## BRONZE

Doors, Grilles, Tablets, Etc.

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### FOR YOUR PROFIT

We will quote you low prices

Barre St. Cloud Dakota Mahogany  
Elberton Red Missouri Quincy  
Balmoral Red Beers Red Chester

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BURTON PRESTON & CO., Mansfield, O.

## Balfour Pink

"The Granite Eternal"

Compressive strength 51,990 lbs. per  
sq. inch over 76% silica

Get our estimate on polished and hammered work.

### Sandblast Carving

The Harris Granite Quarries Co.  
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## Amberg Gray Granite

NON-FADE—NON-RUST—QUALITY

Over 27,000 lbs. to cu. in. Crushing Strength—Less  
than .09 Water Absorption—Polishes Like Glass

### MEMORIALS and MARKERS

"The Quality Memorial Material of the Industry"

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Marinette County

Amberg, Wisconsin

WHOLESALE PRODUCERS & MANUFACTURERS

## Save Time—Use Nash's Merchant & Seaman's EXPEDITIOUS MEASURER

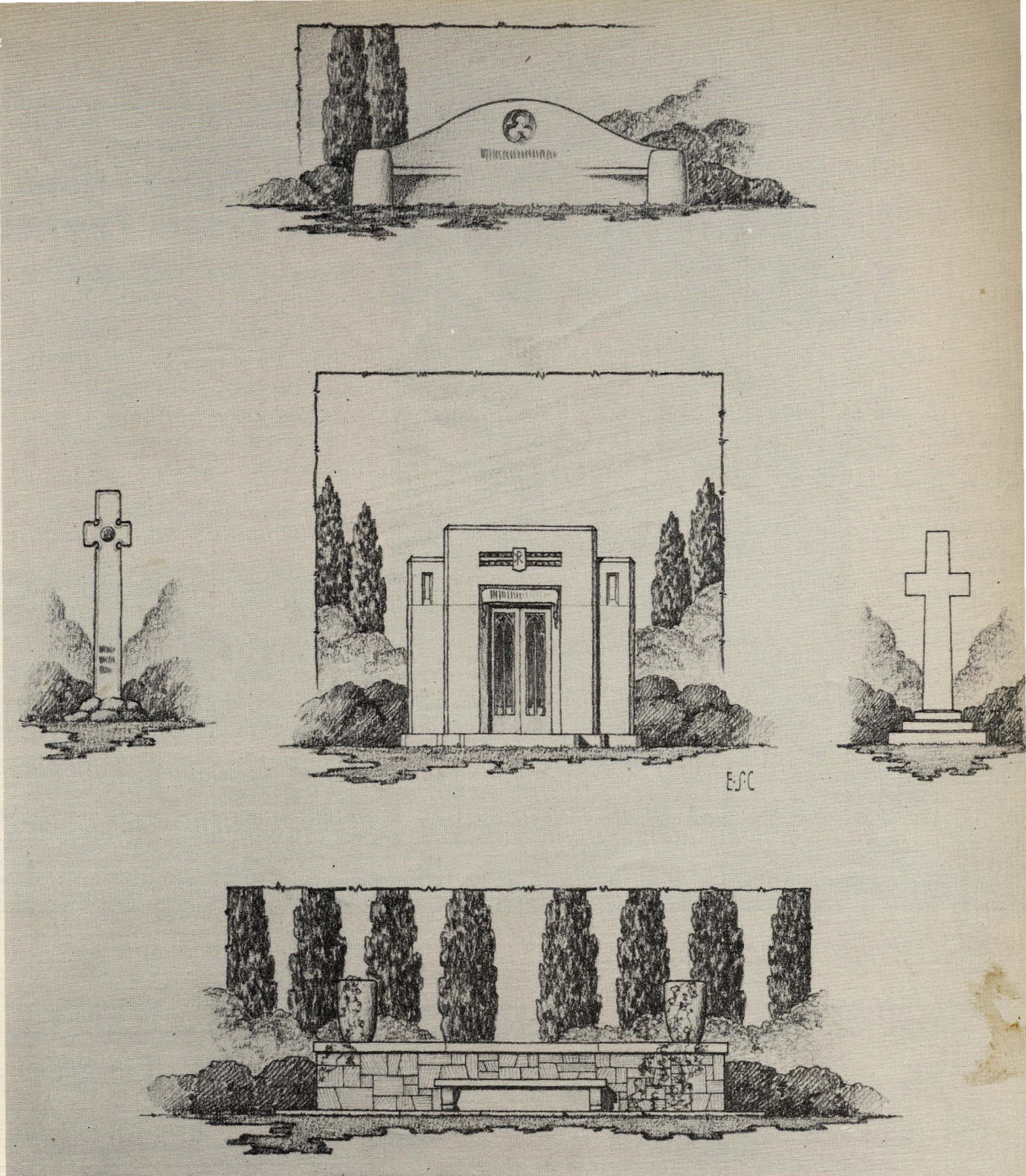
Indexed tables showing at a glance the cubic contents of any stone, according to its length, breadth and depth. Used by stone cutters all over the world. Reinforced index tabs.

PRICE \$4 PER COPY, POSTPAID

### THE BAKER & TAYLOR CO.

55 Fifth Avenue, New York City





## THUMBNAIL PENCIL SKETCHES AN AID TO BETTER SELLING

By EDWARD SQUIRES CARTER

*M*R. 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.



This fine product of the well-known Beck & Beck plant in Barre was sawed, steeled and shape carved with our products.



## 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 not 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.

PITTSBURGH CRUSHED STEEL CO.  
PITTSBURGH, PA.



STEEL SHOT AND GRIT CO.  
BOSTON, MASS.

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

**T**HE 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 nation-wide distribution on or about April 1.

**TRY A WANT AD** When you want a bargain or opportunity



# classified advertising

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 heading 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.

## ART GLASS MAUSOLEUM WINDOWS

ART GLASS MAUSOLEUM WINDOWS—SEND FOR OUR BOOK-let of Mausoleum Designs. **Flanagan & Biedenweg Studio**, 225 W. Illinois St., Chicago. Est. 1883.

## BRONZE TABLETS

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## CEMENT

IMPORTED GERMAN STONE CEMENT—REPAIRS MARBLE, Granite. 1 Kilo can \$2.00, 2 Kilo can \$3.60, 5 Kilo can \$6.50. **F. O. B.** Boston, also extra liquid. **Chester H. Moulton**, Medford, Mass.

## MARVELOUS STONE CEMENT

For Faster... Neater Repairing of Marble... Granite... Limestone, etc. Mends better... permanently.

LIQUID and POWDER are packed in separate containers, thus no breakage... there is no waste... it goes further.

Prices, 2 lb. size \$1.75, 4 lb. size \$3.00, 6 lb. size \$4.50 f. o. b. shipping point. Order a package today.

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## DESIGNS

### L. ORSINI

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For 25 years a specialist in watercolors, pencil, ink. Full size details etc. of Monuments and Mausoleums.  
Prompt and reasonable

## MACHINERY SURFACING MACHINES

We have several second hand machines at attractive prices. Address **BICKNELL MFG. CO.**, Rockland, Maine.

FOR SALE: 100 LB. PANGBORN SAND BLAST, \$50.00; COOLEY-Wright No. 1 Polishing Machine, friction hoist, \$100.00; miscellaneous lot of Buffer, Emery Ring and Ironing Wheels, \$50.00; Turbine Air Polisher for 5 inch wheels, \$25.00. Entire lot, one buyer for \$200.00. **Cuyahoga Monument Works**, Cleveland, Ohio.

## HELP WANTED

WANTED. EXPERIENCED SALESMAN. VERY GOOD POSITION. For Chicago Catholic trade. Write **H. C. Bethlem**, Route 1, Box 18, Des Plaines, Illinois.

WANTED: A CAPABLE MONUMENTAL-SALESMAN BY A firm in business nineteen years—in prosperous farming community. Terms—10 to 15% commission. Address Box 145 care **Monumental News**.

ONE FIRST CLASS SAND BLAST OPERATOR CAPABLE OF laying-out, cutting out, and doing shaped carving. Good wages; steady; for further information, address **J. H. Anderson**, Monument Company, 5751 Ravenswood Avenue, Chicago, Illinois.

SALESMEN WANTED FOR THE NEW JERSEY AND BALTIMORE districts. High-class established trade. **Caccavo Granite Company**, Barre, Vermont.

WANTED: AN EXPERIENCED COMMISSION SALESMAN TO represent us in New York state. Also one for Minnesota, Nebraska, Kansas and Missouri. All classes of work, markers to mausoleums. **Novelli & Calcagni, Inc.**, Barre, Vermont.

## SITUATIONS WANTED

SANDBLAST OPERATOR—EXPERIENCED DRAFTING, STENCIL cutting, shape carving; must be top wages and permanent. Prefer retail plant. Box 392, St. Cloud, Minnesota.

## DESIGNER-SALESMAN 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 unquestioned 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**

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

SITUATION WANTED BY COMPETENT 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**.

POSITION WANTED: EXPERT ON SAND BLASTING and shape carving. Lay out own work; also cut and letter granite. Address "M" care **Monumental News**.

WANT STEADY JOB—CAN DO BETTER CLASS OF WORK-manship. First class letterer, fair carver, A1 with pneumatic tool. I am not a rough cutter or layout or sandblast man. At the present employed as a rough cutter. Want a better job. Can furnish best references. **M. Woodson**, 5412 E. 24th St., Kansas City, Mo.

LETTERER AND LAYOUT MAN WANTS WORK. SOME KNOWLEDGE of cutting. Address **H. J. M.**, % **Monumental News**.

## FOR SALE

PAYING MONUMENT BUSINESS: FINE FOR BEGINNER: priced to sell quick. Write **Buyers & Sellers Exchange**, 1915 W. Walnut St., Milwaukee, Wis.

FOR SALE: USED CANTON FLOOR CRANE, A1 CONDITION. 8 ft. lift, cheap for cash. Address **Sedalia Monument Work**, Sedalia, Missouri.

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ROLLS - COLUMNS - URNS - VASES

In any of the domestic granites.  
Write for prices and save yourself money.

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MEMORIAL CRAFTSMAN'S GUIDE  
Fifth Edition

by **August Paveglia** and **A. B. George**  
Priced at \$10.00

Order From Book Department  
**Monumental News**  
Madison, Wis.

"MONUMENTAL NEWS SALES RECORD" A READY MADE cost-keeping system that tells at a glance just what the job cost you at every stage of its progress from the quarry to the cemetery. It 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 incidental expenses. It saves money by avoiding future mistakes on monuments of similar design. The pages are 8½ by 11 inches, with the complete cost-history of a monument on each page. Handsomely, and strongly bound in cloth with leather back and corners. Made in two sizes; 200 page Sales Record with index, postpaid, \$5.00; 300 page Sales Record with index, postpaid, \$6.00; **Monumental News**, Madison, Wis.

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.

*Buyers  
Guide*

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**BRONZE · STATUARY · ACCESSORIES & SERVICES**  
**MACHINERY · TOOLS · SUPPLIES**

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- American Granite Association, Inc., 221 Columbus Avenue  
Boston, Mass.
- \*Memorial Craftsmen of America, 360 No. Michigan Ave.,  
Chicago, Ill.
- \*Memorial Extension Commission, St. Albans, Vermont

### DESIGNS (Air Brush, Photographs, Models)

- \*Alfred J. Comi, Barre, Vermont
- \*Bliss Design Company, Rockford, Ill.
- \*E. R. Peterson, Rockford, Illinois
- \*Harry L. Ogborn, 401 West Blvd., Charlotte, N. Carolina

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

- Crown Iron Works Co., Minneapolis, Minnesota
- \*Stewart Iron Works, 423 Stewart Block, Cincinnati, Ohio

### FOLDING 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, Ill.
- \*J. A. Dedouch Co., Inc., 606 Harrison St., Oak Park, Ill.
- \*Flaschner Co., 1296 Third Avenue, New York, N. Y.
- \*Memorial Portrait Company, 141 East 45th St., New York, N. Y.

### SETTEES, VASES, URNS

- Crown Iron Works Co., Minneapolis, Minnesota
- \*Stewart Iron Works, 423 Stewart Building, Cincinnati, Ohio

## ■ BRONZE EQUIPMENT & MARKERS

- Architectural Bronze & Aluminum Corporation, 2338-40 Belmont  
Ave., Chicago, Ill.

- \*Illinois Bronze & Iron Works, 915-23 So. Kildare Ave., Chicago,  
Illinois

- Crown Iron Works Co., Minneapolis, Minnesota

- \*Stewart Iron Works, 423 Stewart Building, Cincinnati, Ohio

### BRONZE DOORS & EQUIPMENT

- Ellison Bronze Company, Inc., Jamestown, New York

## ■ GRANITE SUPPLIES

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

## ■ IMPORTERS OF GRANITE

- \*Cook, Watkins & Patch, Inc., 221 Columbus Ave., Boston, Mass.,  
Plant, Barre, Vt.

- \*Gray Rock Granite Company, Inc., Quincy, Massachusetts

- Reed & Vendret, Inc., 43 Vernon St., Quincy, Mass.

- \*E. G. Ladewich & Co., Mansfield, Ohio

- \*Burton Preston & Co., Mansfield, Ohio

- \*W. C. Townsend & Co., Zanesville, Ohio

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

- \*R. C. Bowers Granite Company, Montpelier, Vermont

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- \*Millstone Operating Corporation, Millstone Granite, Millstone,  
Connecticut

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

- \*Berkeley Granite Corporation, Berkeley Blue, Atlanta, Georgia

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

- \*J. P. Bourgoin & Co., Inc., Elmwood, Illinois

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

- ADRIAN, 48 Penn St., Quincy, Massachusetts

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

- Golbranson & Company, Inc., Quincy, Massachusetts

- Peerless Granite Company, 88 Penn St., Quincy, Massachusetts

- \*E. Settimelli & Sons, Inc., Quincy, Massachusetts

- \*Liberty Granite Company, St. Cloud, Minnesota

- \*Pickel Stone Company, 1320 S. Vandewater Ave., St. Louis, Mo.

- \*Harris Granite Quarries Company, Balfour Pink, Salisbury,  
North Carolina

- \*E. G. Ladewich & Co., Mansfield, Ohio

- \*W. C. Townsend & Co., Zanesville, Ohio

- \*French Creek Granite Co., St. Peters, Pennsylvania

- \*Dakota Granite Works, Dakota Mahogany Memorials, Milbank,  
South Dakota

- \*Rock of Ages Corporation, Rock of Ages Granite, Barre, Vt.

- \*E. A. Mundt Granite Co., Marinette, Wisconsin

- \*DeVoe Granite Company, Wausau Memorial Granite, Wausau,  
Wisconsin

- \*C. A. Kullgrens Enka, Uddevalla, Sweden

- \*Svenska Granitindustri Akiebolaget, S. G. A.'s Everlasting  
Granite, Karlshamn, Sweden

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- \*Anderson-Friberg Company, Barre, Vermont

- \*E. J. Batchelder Co., Inc., Barre, Vermont

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- \*Buttura & Sons, Barre, Vermont

- \*Chioldi Granite Company, Barre, Vermont

- \*Comolli & Company, Barre, Vermont

- \*Cook, Watkins & Patch, Inc., 221 Columbus Ave., Boston, Mass.,  
Plant, Barre, Vt.

- \*Johnson & Gustafson, Barre, Vermont

- \*Jones Brothers, Inc., 10 High St., Boston, Mass., Plant, Barre, Vt.

- \*Marr & Gordon, Barre, Vermont

- \*Peerless Granite Co., Barre, Vt.

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

- \*Usle & Perojo, Barre, Vermont

- \*Bonazzi & Bonazzi, Montpelier, Vermont

- \*Capitol Granite Company, Inc., Montpelier, Vermont

- \*Everlasting Memorial Works, Montpelier, Vermont

- \*Cross Brothers, Northfield, Vermont

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

### MARBLE MONUMENTAL MANUFACTURERS

- \*Georgia Marble Finishing Works, Canton, Georgia

- \*Georgia Marble Company, Tate, Georgia

- \*E. G. Ladewich & Co., Mansfield, Ohio

- \*Vermont Marble Company, Proctor, Vermont

## ■ QUARRIERS OF GRANITE AND MARBLE

### GRANITE QUARRIERS (By States)

- \*Millstone Operating Corporation, Millstone Granite, Millstone,  
Conn.

- \*Allen Granite Company, Allen's Blue, Elberton, Georgia

- \*Berkeley Granite Corporation, Berkeley Blue, Atlanta, Georgia

- \*Harmony Blue Granite Company, Harmony Blue, Elberton, Ga.

- \*J. P. Gilman Granite Company, Egyptian Pink Granite, Kansas  
City, Kansas

- John L. Goss Corporation, GOSS DEER ISLE PINK GRANITE,  
77 Summer Street, Boston, Massachusetts; Quarries: Ston-  
ington, Maine

- \*J. S. Swingle, Inc., Peerless Quincy, Quincy, Mass.

- \*Liberty Granite Co., St. Cloud, Minnesota

- \*Melrose Granite Company, St. Cloud, Minnesota

- \*Collins-Durax Co., Inc., Salisbury Pink, Salisbury, No. Carolina

- \*Harris Granite Quarries Company, Balfour Pink, Salisbury,  
North Carolina

- \*French Creek Granite Company ("F/C" Black), St. Peters, Pa.

- \*Dakota Granite Works, Dakota Mahogany Granite, Milbank,  
South Dakota

- \*Jones Brothers, Inc., Select Barre Granite, Barre, Vt., Boston, Mass.

- \*J. K. Pirie Estate, Select Barre, Barre, Vermont

- \*Rock of Ages Corporation, Rock of Ages Granite, Barre, Vt.

- \*E. L. Smith & Company, Select Barre, Barre, Vermont



- \*Svenske Granitindustri Akiebolaget, Karlshamn, Sweden
- \*Wells-Lamson Quarry Company, Select Barre, Barre, Vermont
- Wetmore & Morse Granite Company, Select Barre, Montpelier, Vermont
- \*E. A. Mundt Granite Co., Amber Gray Granite, Marinette, Wis.
- \*DeVoe Granite Company, Wausau, Wisconsin
- \*C. A. Kullgrens Enka, Uddevalla, Sweden

#### **MARBLE QUARRIERS (By States)**

- \*Georgia Marble Company, Tate, Georgia
- \*Vermont Marble Company, Proctor, Vermont

#### **STATUARY (Granite, Marble & Imported Marble)**

- \*Leonard J. Hollearn, 155 No. Clark St., Chicago, Ill.
- \*Burton Preston & Co., Mansfield, Ohio

- \*E. G. Ladewich & Co., Mansfield, Ohio
- \*W. C. Townsend & Co., Zanesville, Ohio
- \*H. A. Whitacre, Inc., 66-67 Sixty-ninth Street, Middle Village, Maspeth, N. Y.
- \*Comolli & Company, Inc., Barre, Vermont

#### **■ WHOLESALEERS OF ROUGH STOCK & MONUMENTS**

- \*J. P. Bourgoin & Co., Inc., Elmwood, Ill. (Missouri Red Granite)
- \*Central Monument Co., 3535 Gratoit St., St. Louis, Mo.
- \*Burton Preston & Co., Mansfield, Ohio
- \*E. G. Ladewich & Company, Mansfield, Ohio
- \*W. C. Townsend & Co., Zanesville, Ohio
- \*R. C. Bowers Granite Co., Montpelier, Vermont

## *Machinery • Tools • Supplies*

#### **ABRASIVES**

- \*Brunner & Lay, 727-739 So. Jefferson St., Chicago, Ill.
- \*Pangborn Corporation, Hagerstown, Maryland
- \*Dawson-Macdonald Company, Inc., 178 Purchase Street, Boston, Mass.
- \*Lombard & Company, Inc., Winter Hill Station, Boston, Mass.
- \*Norton Company, Worcester, Mass.
- \*The Carborundum Company, Niagara Falls, N. Y.
- \*Abrasive Products Co., Lansdowne, Pa.
- \*The Dallett Company, 165-189 Clearfield St., Philadelphia, Pa.
- \*Pittsburgh Crushed Steel Co., Philadelphia, Pa.
- \*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 St., Boston, Mass.
- \*Norton Company, Worcester, Mass.
- \*The Manhattan Rubber Company, Passaic, New Jersey
- \*The Carborundum Company, Niagara Falls, N. Y.
- \*Smith, Whitcomb & Cook Co., Barre, Vermont
- \*R. C. Bowers Granite Co., Montpelier, Vermont
- \*Lane Manufacturing Co., Montpelier, Vermont

#### **AIR COMPRESSORS (Stationary)**

- \*Dawson-Macdonald Co., Inc., 178 Purchase Street, Boston, Mass.
- \*The Dallett Company, 165-189 Clearfield St., Philadelphia, Pa.
- \*Schramm, Inc., West Chester, Pennsylvania
- \*Trow & Holden, Barre, Vermont

#### **AIR COMPRESSORS (Portable)**

- \*Gordon Smith & Company, Bowling Green, Kentucky
- \*Dawson-Macdonald Company, Inc., 178 Purchase Street, Boston, Mass.
- \*P. K. Lindsay & Company, Inc., 210 Broadway, Everett, Mass.
- \*The Dallett Company, 165-189 Clearfield St., Philadelphia, Pa.
- \*Schramm, Inc., West Chester, Pennsylvania
- \*Ruemelin Mfg. Company, 3840 No. Palmer St., Milwaukee, Wis.

#### **CEMENT (Patching)**

- \*Pittsburgh Crushed Steel, Pittsburgh, Pennsylvania

#### **DRILLS, PNEUMATIC**

- \*Brunner & Lay, 727-739 So. Jefferson St., Chicago, Ill.
- \*Dawson-Macdonald Co., Inc., 178 Purchase Street, Boston, Mass.
- \*The Dallett Company, 165-189 Clearfield St., Philadelphia, Pa.
- \*Schramm, Inc., West Chester, Pennsylvania
- \*Smith, Whitcomb & Cook Co., Barre, Vermont
- \*Trow & Holden, Barre, Vermont

#### **DUST COLLECTING EQUIPMENT**

- \*Pangborn Corporation, Hagerstown, Maryland
- \*Dawson-Macdonald Company, 178 Purchase St., Boston, Mass.
- \*The Dallett Company, 165-189 Clearfield St., Philadelphia, Pa.
- \*Ruemelin Mfg. Company, 3840 No. Palmer St., Milwaukee, Wis.

#### **DUST RESPIRATORS AND GOGGLES**

- \*Brunner & Lay, 727-739 So. Jefferson St., Chicago, Ill.
- \*Chicago Eye Shield, 2319 Warren Blvd., Chicago, Ill.
- \*Dawson-Macdonald Co., Inc., 178 Purchase Street, Boston, Mass.

#### **LEAD**

- \*Brunner & Lay, 727-739 So. Jefferson St., 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.
- \*The Dallett Company, 165-189 Clearfield St., Philadelphia, Pa.

#### **MONUMENT CLEANERS**

- \*Brunner & Lay, 727-739 So. Jefferson St., Chicago, Ill.
- ADRIAN, 48 Penn St., Quincy, Mass.
- \*Dawson-Macdonald Company, Inc., 178 Purchase Street, Boston, Mass.

- \*Magnus Chemical Company, Garwood, New Jersey
- \*The Dallett Company, 165-189 Clearfield St., Philadelphia, Pa.
- \*Trow & Holden, Barre, Vermont

#### **POLISHING MACHINERY & SUPPLIES**

- \*Brunner & Lay, 727-739 So. Jefferson St., Chicago, Ill.
- \*Pangborn Corporation, Hagerstown, Maryland
- \*Dawson-Macdonald Co., Inc., 178 Purchase St., Boston, Mass.
- \*Norton Company, Worcester, Massachusetts
- \*The Carborundum Co., Niagara Falls, N. Y.
- \*The Dallett Company, 165-189 Clearfield St., Philadelphia, Pa.
- \*Smith, Whitcomb & Cook Co., Barre, Vermont
- \*Trow & Holden, Barre, Vt.
- \*Lane Manufacturing Co., Montpelier, Vermont
- \*Ruemelin Mfg. Co., 3844 No. Palmer St., Milwaukee, Wis.

#### **SALES CONTRACTS (Dealers)**

- ADRIAN, 48 Penn St., Quincy, Mass.

#### **SAND BLAST MACHINERY AND SUPPLIES**

- \*W. B. Owens, 1516 Pico Blvd., Santa Monica, Calif.—Supplies
- \*Brunner & Lay, 727-739 South Jefferson St., Chicago, Illinois—Machinery & Supplies
- \*Chicago Eye Shield, 2319 Warren Blvd., Chicago, Ill.
- \*Ottawa Silica Co., Ottawa, Illinois—Supplies
- \*Peoria Sand Blast Mfg. Co., Ottawa, Illinois—Machinery
- \*Pangborn Corporation, Hagerstown, Maryland—Machinery & Supplies
- \*Dawson-Macdonald Co., Inc., 178 Purchase St., Boston, Mass.—Machinery & Supplies
- \*P. K. Lindsay & Company, 210 Broadway, Everett, Mass.—Machinery
- \*Minnesota Mining & Mfg. Co., Saint Paul, Minnesota—Supplies
- \*W. H. Gage Glue Co., 19 So. First St., St. Louis, Mo.—Supplies
- \*Pulmosan Safety Equipment Corporation, 176 Johnson St., Brooklyn, New York—Supplies
- \*The Commercial Paste Company, Columbus, Ohio—Supplies
- \*The Dallett Company, 165-189 Clearfield St., Philadelphia, Pa.—Machinery & Supplies
- \*Pittsburgh Crushed Steel Co., Philadelphia, Pennsylvania
- \*W. Alfred McLeod, Barre, Vermont
- \*Smith, Whitcomb & Cook Co., Barre, Vermont—Supplies
- \*R. C. Bowers Granite Co., Montpelier, Vermont—Supplies
- \*Lane Manufacturing Co., Montpelier, Vermont—Supplies
- \*Ruemelin Mfg. Co., 3844 No. Palmer St., Milwaukee, Wisconsin—Machinery & Supplies

#### **STONE SAWS**

- \*Dawson-Macdonald Co., Inc., 178 Purchase St., Boston, Mass.
- \*Stone Machinery Co., Elberton, Georgia, Syracuse, N. Y.
- \*The Dallett Company, 165-189 Clearfield St., Philadelphia, Pa.
- \*Lane Manufacturing Co., Montpelier, Vermont

#### **SURFACERS & STONE WORKING TOOLS**

- \*Brunner & Lay, 727-739 So. Jefferson St., Chicago, Ill.
- \*Dawson-Macdonald Co., Inc., 178 Purchase St., Boston, Mass.
- Z. O. Benson, St. Cloud, Minnesota
- \*The Dallett Company, 165-189 Clearfield St., Philadelphia, Pa.
- \*Schramm, Inc., West Chester, Pennsylvania
- \*Smith, Whitcomb & Cook Co., Barre, Vermont
- \*Trow & Holden, Barre, Vt.
- \*Lane Manufacturing Co., Montpelier, Vermont

#### **STEEL SHOT, CRUSHED STEEL & AUTOMATIC FEED**

- \*Brunner & Lay, 729-739 So. Jefferson St., Chicago, Illinois
- \*Pangborn Corporation, Hagerstown, Maryland
- \*Dawson-Macdonald Co., Inc., 178 Purchase St., Boston, Mass.
- \*The Dallett Company, 165-189 W. Clearfield St., Philadelphia, Pennsylvania
- \*Pittsburgh Crushed Steel Co., Pittsburgh, Pennsylvania
- \*Smith, Whitcomb & Cook Company, Barre, Vermont
- \*R. C. Bowers Granite Co., Montpelier, Vermont



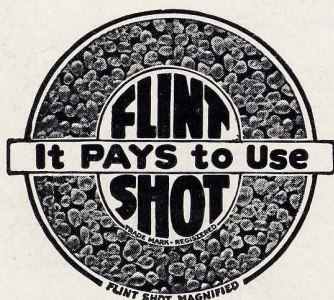
# DEVOE

## GRANITE COMPANY

WAUSAU, WISCONSIN

Quarriers and  
Manufacturers

### Wausau Memorial Granite



## Use FLINT SHOT

for

## MONUMENTAL SANDBLASTING UP-TO-DATE

Send for Our Booklet

Mined and Shipped Only by  
**The Ottawa Silica Co.**  
Ottawa, Illinois

## Here

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*.

## and

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.

## There



# SUPPLY NEWS

Published Monthly by **DAWSON-MACDONALD CO.** The Complete Supply House

## MAGIC

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



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 16½ LBS.

PRICE—\$3.75 per can

Furnished in either LIGHT or DARK

An exclusive

DAWSON-MACDONALD CO.  
product

ORDER A CAN TODAY!

DAWSON-MACDONALD CO.

D-M is the BEST ABRASIVE VALUE on the MARKET!!



NOTHING COMES CLOSE to D-M at the PRICE!

**STRONG CLAIMS**  
YES --- But  
**WE CAN PROVE THEM!**

Priced at:  
100-lb. bag - 7c per lb.  
Ton lots - 6 1-2c per lb.  
(20 bags)

FREIGHT PREPAID  
With a few Western Exceptions

DAWSON-MACDONALD CO.

## SCOTCH SANDBLAST STENCIL

cuts easily yet is unusually tough. The nozzle can be held much closer than with other methods—for that reason blasting time can be greatly reduced.

Single process carved—completed from stock marker in 1½ hours.



Made by  
**MINNESOTA MINING & MFG. CO.**  
SAINT PAUL, MINNESOTA  
This Trademark Your Guarantee of Quality

## Check THIS LIST For REPLACEMENTS

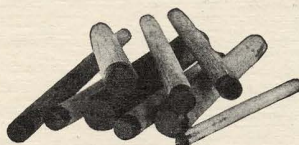
SPONGES OF ALL KINDS



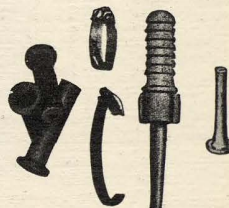
DALLETT CARVING TOOLS



HORNBEAM WOODEN ROLLERS



NOZZLES



NOZZLE HOLDERS

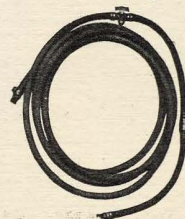
STEEL HOSE NIPPLES



HOSE MENDING NIPPLES



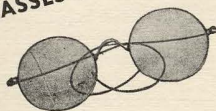
AIR HOSE  
built  
Wea  
and  
Serv



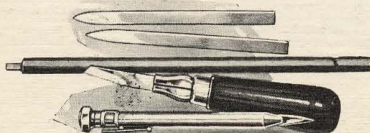
EXCEL SCRUB BRUSHES  
Expressly made for GRANITE



GLASSES and GOGGLES



STENCIL KNIVES



**DAWSON-MACDONALD CO. 178 Purchase Street, BOSTON**

BRANCH OFFICES: BARRE, VT.—17 W. 60th St., NEW YORK CITY—4635 W. FULTON ST., CHICAGO



# IMPORTERS OF ITALIAN MARBLE STATUARY



■  
**LARGE  
SELECTION  
IN STOCK**  
■  
**at all times**

*Write for  
Descriptive Folder*

... MODERN MEMORIALS combined with our artistic Italian Marble Statuary become expressive monuments of extraordinary symbolic appeal. Our attractive prices assure good profits.

**H. A. WHITACRE, INC.**  
66-67 SIXTY-NINTH STREET  
MIDDLE VILLAGE LONG ISLAND, N. Y.

*Select*  
**"F/C" BLACK**



**FOR MEMORIALS  
OF  
BEAUTY  
WORKMANSHIP  
AND  
DURABILITY**

▼  
**FRENCH CREEK  
GRANITE CO.**  
ST. PETERS, PA.

## The Voice of THE TRADE

### "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,

### "PEACE"

Friend News: We found this clipping saved from B. L. T.'s column, its title was Peace:

"In his sepulcher in Paris sleeps Napoleon. A mausoleum of transcendent beauty, lighted by windows of predominating blue that tint the interior perpetually with the soft azure of summer skies. A place of profound and eternal peace. How incongruous it seems that so relentless a warrior should have attained, at last, such a perfect Nirvana. Flags of his legions hang from the walls tattered and limp. Busts of his marshals rest in niches round about. Heroic symbols and figures of yesterday. Only sad remnants and reminders of war today. But whatever future wars may rage about them, nothing can disturb their peace any more; the peace earned by those who died."

EOLUS.

We pass on its beauty to your readers.

### MISREPRESENTATION AND FRAUD

In the issue of the PATHFINDER of March 19th, 1938, is the following advertisement: the Heading, Tombstone \$12.50, freight prepaid—a pictured small memorial with the following copy:

Save up to 50%. Monuments of enduring beauty. Free lettering, satisfaction guaranteed. Catalog free. Southern Art Stone Company, 1927 V. Piedmont Road, Atlanta, Georgia.

This page from the widely circulated magazine—was sent to us by the W. Weirtheimer & Sons Company of Philadelphia, Pennsylvania, with the following letter:

March 21, 1938.

Editor of Monumental News:

Dear Sir: The enclosed clipping should be of interest to other members of our industry. Apparently they supply a composition stone, but the ad doesn't explain and is therefor misleading. We suggest that the company should be investigated.

Sincerely yours,  
W. WEIRTHEIMER & SONS,  
Herman Wertheimer.

Writers are always behind in their correspondence. Pugilists are pacifists outside of the Ring. Barbers are often bald and unshaven. Shoemaker's children are without shoes. *Monumental Retailers are without Family Memorials!*



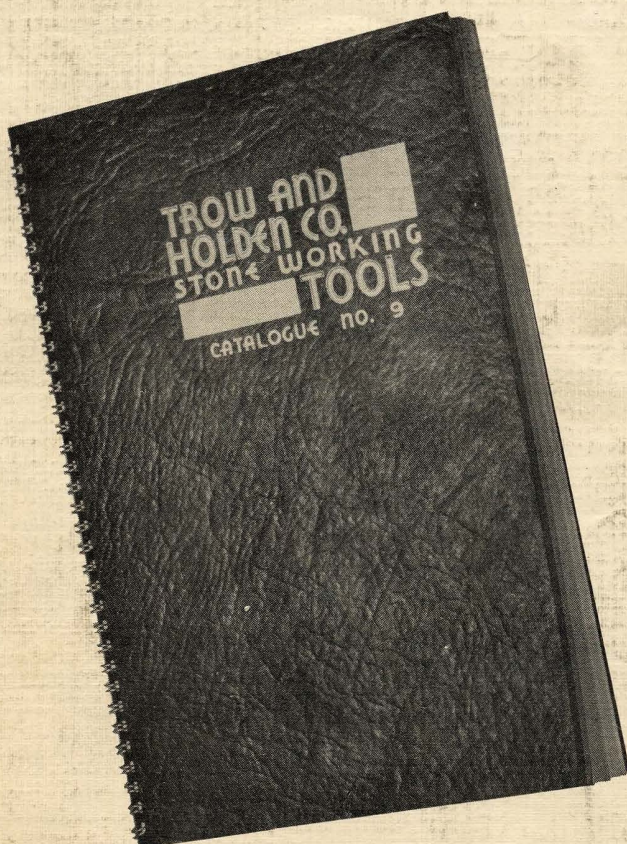
# **SCOTCH AND SWEDE, BARRE, QUINCY, CONCORD AND WESTERLY GRANITE**

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.**



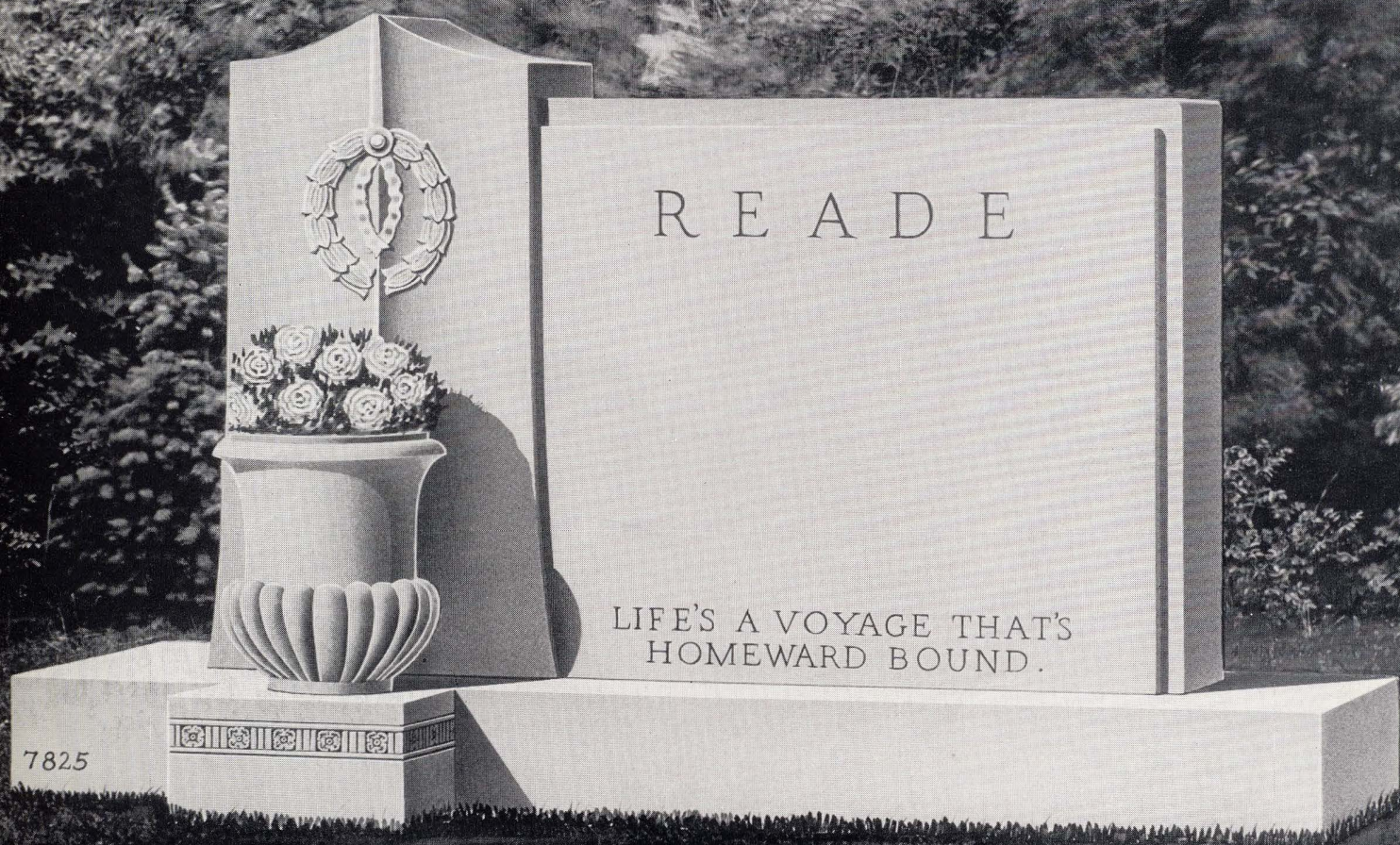
## Let This Catalog Be Your GUIDE---

.... 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.



**LONGER WEAR and BETTER SERVICE mean TRUE ECONOMY**





**THE GEORGIA MARBLE FINISHING WORKS**

*"Builders of Fine Monuments"*

**CANTON, GEORGIA**