MONUMENTÁL NEWS

GRÁNITE - BRONZE MÁRBLE - SCULPTURE



JUNE 1938



ACHINERY EQUIPMENT



THE CARLSON LEVELING TABLE Another Time- and Money-Saver

With this device the top and four washes can be finished without removing the stone as the table is easily adjustable to any angle by turning the selflocking worm gears. Users report upwards to 50% savings on Base Costs. Many years of rugged service guaranteed.

PRICED AT \$350

BEFORE

AFTER

Carlson Manufacturing Co., Reading, Pa. ALSO HANDLING AND SETTING TOOLS



Here is a BEFORE and AFTER photograph of the Quincy High School steps which were entirely covered with yellow stains and black scum and dirt.

stains and black scum and dirt. The lower steps show what ADRIAN'S P D Q and SPEEDIE did to restore the natural, clean appearance of the Granite. The entire job was done by two men in less than two days, using less than 2 gallons P D Q and to lbs. SPEEDIE.

PDQ sells at \$7.00 per gallon..... 4 gallons \$25.00 SPEEDIE sells at \$9.00 for 10 lbs..... Write for small sample of these products today! MANUFACTURED ONLY BY

WM. M. ADRIAN, 48 Penn St., QUINCY, MASS.

CEMETERY AND YARD TRUCK

Every Dealer should have one of these rubber-tired sturdy trucks equipped with 12" diameter x $3\frac{1}{2}$ " tread, 4 ply pneumatic Rubbertired Wheels, complete with roller bearings. Heavy duty construction.

3,000 lb. capacity 42" long, 24" wide, 171/2" high

PDQ AND

SPEEDIE

Delivery in 4 to 6 days from receipt of order. Price \$67.50

> DAWSON-MACDONALD CO. 178 PURCHASE ST. BOSTON

THE McLEOD PATTERN SYSTEM



You can draw absolutely Accurate Ovals and Serpentine Curves on any stone from a 1 ft. marker to a 6 ft. die with any drop up to six inches—top, concave or conversides—in $\frac{1}{10}$ oth the former time with the McLeod Pattern System and Patented Chart This system is used and endorsed by Hundreds of Firms. The Set Illustrated (Tempered Aluminum) costs \$40.00 and is ideal for both Drafting Room and Sandblas Room. Our Fiberloid Set (transparent and unbreakable) has especial advantages in the drafting room and sells for \$55.00. Write for Information and Testimonials.

W. Alfred McLeod . Barre, Vermon



These high speed emery wheels, perfected recently by Smith, Whitcomb and Cook engineers, have renewable Segments and the covers are machined on both sides, balanced and centered. The high speed required in operating these wheels means that the polishing machines must be kept in perfect alignment in order to assure best results and low production costs.

SMITH, WHITCOMB & COOK CO., BARRE, VERMONT 6" HEAVY DUTY BALL BEARING BENCH GRINDE

> An improved model of th popular "wide-type" Grinder, a most attractive new low price Motor power has been increase to full $\frac{1}{3}$ H.P.

For bench or pedestal use, at price that will make it availab to many shops for tool sharpe ing, wire brushing, polishin buffing and general shop work.

P R I C E — Completely equipped—for 50-60 cycle, single-phase A. C. cur- \$

DAWSON-MACDONALD CO. 178 PURCHASE ST. BOSTON

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.

LETTER ON SKETCHING

Weatherford, Texas, May 14, 1938.

MR. EDWARD SQUIRES CARTER,

% Monumental News,

Madison, Wisconsin.

Dear Mr. Carter: Your article on Thumbnail Sketching in the March 1938 issue of MONUMENTAL NEWS was very interesting.

We have found that rough sketches (like we make) are indeed an asset in the retail business. However our sketches lack much in being like yours.

In your drawings in the News we notice that your straight lines are clear cut. Do you make your thumbnail sketches with the aid of a rule, or do you free hand your work? Do you have a pencil with one end sharp and the other flattened?

Any information or suggestions you might give us will be appreciated.

Yours very truly, ALEX. RAWLINS & SONS, By Bert Rawlins.

Attention to other dealers: Mr. Edward Squires Carter, latest addition to the MONUMENTAL NEWS staff of contributors, will be pleased to help anyone interested in improving his pencil sketching technique. Send in your rough sketches and Mr. Carter will be glad to offer advice for improvement.

MR. BERT RAWLINS,

Alex. Rawlins & Sons,

Weatherford, Texas.

Dear Mr. Rawlins: I am pleased that you found my March article on pencil sketching interesting and that members of your firm use rough sketches to stimulate business.

In regard to the questions asked, I personally seldom use a rule for my sketching but believe that beginners and those who may have less native ability will be greatly helped by using a rule to block out the basic outlines.

In answer to your question concerning a pencil with "one end sharp and the other flattened" you will readily appreciate that the point of a 4-B pencil or softer readily developes two edges in use, one flat for heavy lines, and the other sharp for fine lines. If you will take a 4-B pencil and shade in any area you will soon find that you have developed a flat beveled surface on the lead and that this surface gives broader heavier lines to be used for shading, shrubbery, or background. By giving the pencil a half-turn you can then use the sharp edge

(Continued on page 230)

Vol. 50, No. 6 June, 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 \$\$3.50.



Copyrighted Design

Beauty and Economy . .

Here is a memorial of wide appeal, beautifully conceived and skillfully executed. . . But, what is equally important . . . attractively priced.

The lilies, hand carved by Antonio Abbiati, add a distinctive touch to this monument produced largely by machine economy.

Here is an ideal memorial for your show room, that is no gamble, outranking the sales appeal of higher priced work and adding tone to your display.

Write today for our attractive quotations on this copyrighted design and for illustrations of other memorials that are now increasing sales and profits for our clients.

> 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



Why are nearly all the fine Monumental Granites Priced so High?

No American granite is non-competitive and prices for the most part are close to production costs, which are determined by many variable factors such as age and structure of quarry, percentage of good stone, management and selling policies, transportation to market, etc.

The most beautiful and most enduring granite is in the northern glacial belt. There quarries for the most part have been developed in recent years at higher costs and less time to write off overhead. In these quarries a small percentage of the stone is suitable for monuments, sometimes as low as 5%—the rest becomes expensive grout piles.

Why is Millstone Granite Priced Lower?

For one reason only . . .

It costs less to produce. Why? Because the Millstone quarry is over 100 years old and major development costs were written off before 1900.

Dark Blue Dark

Pink

Because the Millstone quarry is an unusually fine formation but chiefly because we sell nearly 90% of our stone, fine but not quite up to our rigid monumental standards for building purposes. Therefore our monumental stone costs less.

MILLSTONE GRANITE

THE GRANITE WITH THE GREATEST CONTRAST

The Millstone Operating Corporation

Quarriers aud Manufacturers JAMES E. RANTA, Manager

MILLSTONE, CONNECTICUT

The Voice of THE TRADE

(Continued from page 229)

of the beveled lead to draw the fine lines and details. Naturally this sharp edge wears quickly but can be regained simply by changing from time to time to the flat edge for shrubbery, etc.

If you will send me any sketches you have done, I will be pleased to make any suggestions for improvement in technique which may be helpful to you.

Yours truly,

EDWARD SQUIRES CARTER.

RE: "CARBORUNDUM WHEELS"

Passaic, N. J., June 8, 1938.

THE MONUMENTAL NEWS,

Madison, Wisconsin.

Gentlemen: This letter will serve to illustrate how carefully we read your publication.

We are going to criticize the fifth paragraph on page 157 of the April issue, namely, the expression, "Carborundum Saws." We thoroughly appreciate that it is very easy for one who is not in the grinding wheel manufacturing business to miss some of the finer details and fall into the habit of using such an expression which was at one time more or less common in the granite shops. In the first place, there is actually no such thing as a Carborundum Saw, if this expression is intended to refer to equipment such as coping machines. If, however, the expression was intended to convey the idea of coping wheels, then it is unfair to publicize only one manufacturer of the many in the industry who produce such wheels.

Particularly in reference to coping wheels, let us go over a little bit of history. Originally Norton Company, Carborundum Company, Abrasive Company, and others produced only shellac bonded coping wheels with one inch rim on steel centers. Such steel center wheels are a necessity in marble work where heavy cuts are made in a single pass. However on granite, where the practice is different, and the cutting done by repeated passes, it was thought unnecessary to be confined to a steel center wheel with only a narrow rim because such great stiffness was not required. Therefore, over twelve years ago we pioneered in the manufacture of solid taper side coping wheels for granite and have probably furnished as many if not more wheels of this shape than any other manufacturer. This development resulted in a great reduction in wheel cost to the stone worker. Wheels of this solid type with taper sides are now supplied not only by those companies mentioned above but by several others also.

In connection with the steel center wheels, we felt that the wheel cost to the user was too high and might be reduced through the use of a wider rim, and we believe that we were the first to offer steel center wheels made with rims two and three inches wide. Ours are made with a resinoid bond, and while some steel center wheels of shellac bond are still being used, all of the manufacturers of this type are furnishing wheels also of resinoid bond and most of them are imitating our wider rim.

The correct general term for such an instrument is *Abrasive Wheel*, but if you were going to use an expression like you

have in this fifth paragraph, it would be necessary for you, without showing partiality, to mention also Manhattan Saws, Norton Saws, Abrasive Company Saws, and so on through the list of all the manufacturers producing this tool.

We hope that you will accept our constructive criticism in the spirit in which it is given, and are

> Very truly yours, THE MANHATTAN RUBBER MFG. DIV. OF RAYBESTOS-MANHATTAN, INC., N. Clif Hilton, Manager, Abrasive Wheel Department.

EDITOR'S NOTE: We certainly do accept your criticism and apologize to you, Norton, Abrasive Co., Cortland, Bay State, Bullard, Macklin and the many other firms who make the wheels so generally called "Carborundum Wheels" in the industry. Which may be a bouquet to the fine Advertising the Carborundum Company has done (including the MONU-MENTAL NEWS). Our only excuse, lame as it is, is common verbiage, we really know better. It reminds us of our early days punching cows in Wyoming where they thought Lucky Strike was a trade name for a Camel.

A QUESTION TO THE TRADE

MONUMENTAL NEWS.

June 24, 1938.

Gentlemen: Should we retail dealers expect the M. E. C. to rely solely on the quarriers and producers as a source of income to bring in sufficient funds to carry out their objective of "making the public memorial minded"? We are, or are supposed to be, the final beneficiaries to a great extent of the commissions efforts.

I for one am willing to pay into their treasury a stated sum per cubic foot of sales, say 5 or 10 cents, towards increasing their income above bare running expenses. Of course the complaint will be made that those who pay nothing will also benefit but is that not true now in the case of the quarriers and producers?

A free discussion of this method of increasing the yearly fund might be of some help and surely we as beneficiaries should be willing to pay our part and not expect some one else to carry the whole load. Certainly business is not up to par but sitting down and just waiting for the upturn will get us nowhere fast.

Unless we as business men wake up and wake the public up through an intensive national publicity campaign consistently catried on through continuous publicity we will continue to be in the back seat when the upturn comes. Spasmodic advertising is money thrown away. The small sum mentioned above will hurt none of us, in fact it might be more if we expect to make any great show towards educating the public and keeping it "memorial conscious".

> JOHN HARWOOD, Berea, Kentucky.

EXTRACT FROM A SOUTHERN LETTER

"the N.L.R.B. is still buzzing around, stinging here and there, made a ruling against the crowd last week, and one against a local retail dealer, who has been practically shut down for lack of work for months, to the effect that, IF and AS, and WHEN he reopened his shop, he MUST deal with the UNION, etc., which sounds funny . . . inasmuch as lack of business even under present conditions had shut him down last winter, and how he can be expected to boost wages 100% and OPEN up at all is beyond me!"



PROTECTED MEMORIES

The workmanship, material and life of the memorial are guaranteed when you buy

STONE ETERNAL M E M O R I A L S



LET US QUOTE YOU

Georgia Granite Corporation ELIBERTON, GEORGIA



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.



The Voice of THE TRADE

A SALESMANAGER'S LETTER TO HIS MEN

THERE are two types of salesmen good and bad. The good salesman operates efficiently and secures more sales because he has conscious control of his sales efforts and works as though he has a definite task to perform. That task is getting business and doing it consistently.

The poor salesman does not seek to improve his selling technique. He is constantly looking for excuses to explain his lack of production. His territory is too large or too small, or so poor that there is no hope of obtaining business. His prospects are "hard boiled" and can't be sold by anyone. The weather is inclement. He had a bad cold and was therefore indisposed. Sometimes he will give legitimate excuses, but in the majority of cases the salesman is at fault. He resists self-examination. He is reluctant to follow helpful advice because of its effect upon his self-esteem. He prefers to go on fooling himself day after day rather than admit failure.

You have no excuse for failure. You have control of yourself and your efforts. Any salesman will lose some sales but the successful man reduces his loss by cashing in on the failures of others in the same line of business. The unsuccessful do not attempt to learn anything from others.

Every salesman is a bundle of habits, both good and bad. These habits are the result of thought or lack of thought. The best way to root out all bad habits is through an honest, personal inventory.

First, analyze your sales talk. Maybe it's missing fire. Perhaps a little more practice or a little more knowledge would increase its effectiveness. A great musician once said that if he didn't practice for a single day he noticed flaws in his technique; that if he didn't practice for two days the flaws were more noticeable, and if he failed to practice for three days his audience sensed his faulty playing.

It is an injustice for any clear thinking man to fool himself. When you make excuses for your inability, inaction or non-production, you are merely showing yourself a good time, attempting to sell ideas to yourself which have no foundation, causing loss of time, money and reputation.

You can get out of selling only what you put into it. Make a close study of your work, find out your weakness and strengthen it with knowledge and practice. The result will be pleasant and profitable, and you will stop fooling yourself.

Salesmen are more prone to drooping morale at times than other people because they are doing creative work. They depend all day long upon their originality, their resourcefulness and their imagination. Unless they are able to keep their minds clear and think positively, they inevitably fall into a negative state of mind.

Sometimes this is caused by continually talking about poor business and tough times and how hard it is to sell. Again, it may be due to some unusual resistance or an unconscious relaxation of effort, a very natural and human failing and not uncommon to salesmen. The interesting thing is that conditions have not changed. Only the mental attitude of the individual has changed.

This condition is due to spiritual, mental and physical fatigue and by resting spiritually, mentally and physically the pressure is relieved and the mind swings back to normal again. When you rid your system of negative thoughts you will experience the inevitable reaction.

When you start the motor of your car you have sufficient evidence of an abundance of power, but until you throw in the clutch and shift gears your car will not move. You, too, have plenty of power, but unless you take advantage of that power you are not doing justice to yourself.

Salesmen are the greatest single economic business factor in the business world. Upon them rests the welfare of society in general. You belong to this great army. Although the loss of your individual efforts may not upset the general scheme of things, it does affect your earnings.

Business is being done every day because salesmen are on the job. You can have your share of business by simply making the effort. You can increase your production, increase your income, increase your happiness by following through with the courage of your convictions and sustained interest in your work.

Do not permit anything to arrest your momentum. Do not permit negative thoughts to control your actions. Do not use them as excuses, even to yourself. The best way to get out of a slump is to keep out.



THE BEAUTY AND CHARACTER

of the ornament and lettering furnished by us in the Campbell-McCallum Monument illustrated herewith is representative of the usual run of monumental work going through our plant. GEORGIA SILVER GREY MARBLE was the material used in this beautiful Monument. Prompt service given to the established retail trade.

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





If You Are Coping or Molding Marble You'll Like the UNIFORMITY of Norton Wheels

NORTON uniformity is a result of accurate control of manufacture and materials.

Uniformity of abrasive - assured by careful control of raw materials and processes at the Norton electric furnace plant.

Uniformity of bond - assured by checking all raw materials by exact chemical analysis.

Uniformity of burning-assured by tunnel kiln firing of vitrified wheels and closely controlled ovens for baking organic wheels.

Uniformity of structure - assured by the Norton patented controlled structure process. The correct amount of abrasive and bond is always molded into the wheel.

Together they give uniformity in grinding action-grinding action that you can depend on every time-that gives economy in your grinding room.

New York Chicago Detroit Hartford Philadelphia Cleveland

adelphia Pittsburgh Hartfo leveland Hamilton, Ont, London Paris Corsico, Italy Wesseling, Germany

NORTON COMPANY

WORCESTER, MASS.

W-658



How CARBORUNDUM Brand Moulding Wheels helped produce this outstanding memorial

ABRASIVE

O NE of the most striking exhibits at the Cleve-land convention was the Goodhue memorial, designed and produced by the Vermont Marble Company of Proctor, Vermont. • Made of Yule Colorado marble, this dignified, well-balanced monument stands 10 feet 3 inches high and weighs

nearly 10,000 pounds. • Notice the sharp, well-defined grooves, checks and beads . . . cut by

Carborundum Brand Silicon Carbide Moulding Wheels. Note the clean-cut arrises . . . produced by Carborundum Brand steel center coping, edging and slotting wheels. . Modern grinding machinery and Carborundum-made wheels play an important part in producing memorials like these.

Write for a complete list of CARBORUNDUM Carborundum products for the stone trade. PRODUCTS

Design Copyrighted by Vermont Marble Co.



THE CARBORUNDUM COMPANY • NIAGARA FALLS, N. Y. Sales Offices and Warehouses in New York, Chicago, Philadelphia, Detroit, Cleveland, Boston, Pittsburgh, Cincinnati, Grand Rapids (Carborundum is a registered trade-mark of The Carborundum Company)

SAMSON STEEL SHOT - An Old Hand at This Tough Job



Quality Sawing Because It's Samson Steel Shot---The Best Shot Money Can Buy

This slab will be sawed better because its being sawed with Samson Steel Shot.

With the strength and stamina that Samson Steel Shot imparts sawing can be done faster, using less shot per square foot.

For over 50 years the Pittsburgh Crushed Steel Company has pioneered in the field of steel abrasives for sawing . . rubbing . . polishing. Its research speaks for itself in a superior shot for your purposes.

PITTSBURGH CRUSHED STEEL CO.



STEEL SHOT AND GRIT CO. BOSTON, MASS

MASTER CRAFTSMANSHIP

C. L. O'CLAIR GRANITE WORKS

WATERBURY, VERMONT



FOR YOUR DISPLAY

This Copyrighted Hanley cross design has wide appeal. Its symbolism and beautiful simplicity have made it extremely popular. Our Master Craftsmanship insures the utmost in realization. This tablet is available in either polished or hammered finish at most attractive figures. In every case where this monument has been stocked, it has been quickly sold at a nice profit.

Quotations upon request.

mier Pink. Try this stock for real color.

This monument

was cut in Pre-

Buy GRAY ROCK

for excellence of workmanship and a reasonable price.

This unretouched photograph tells the story.

We stock and manufacture:

QUINCY -- BARRE -- WESTERLY BALMORAL RED -- BEERS RED PREMIER PINK -- MILFORD SWEDISH BLACK -- EMERALD PEARL -- BLUE PEARL -- PETER-HEAD SCOTCH

> Convince yourself of the superiority of our merchandise

GRAY ROCK GRANITE CO., QUINCY, MASS.



TECHNACRAFT MEMORIALS

The above photograph shows another name on the rapidly increasing list of prominent families who have chosen a Technacraft Memorial. This memorial was manufactured, using the Technacraft process, by Cook, Watkins & Patch, Inc., and was erected by J. G. Newall of Lawrence, Mass.

Edward J. Neil, Jr. was the distinguished young correspondent of the Associated Press, who had been so success-fully reporting the present war in Spain. His short but brilliant career started in the Press Bureau at Baltimore and was brought to an unfortunate end when a stray shell struck the car in which he was riding. He was brought back to America and laid to rest in the cemetery of the New England town in which he had lived.

> EDWARD J. NEIL, JR. DIED ZARAGOZA, SPAIN "He is home To sleep forever Among his own."

Cook, Watkins & Patch, Inc. 221 Columbus Ave.

Boston, Mass.

Plants at Barre. Vermont





EMPIRE STATE BUILDING, NEW YORK CITY The lower part of the facade is covered with polished lack AKF granite. Architects: Shreve, Lamb & Harmon. Contractors for the granite work: Haskel & Sons, Inc., Brooklyn. ALL OVER THE WORLD



IS USED WHERE HIGH GRADE GRANITE IS REQUIRED

BUILDINGS, MONUMENTS, SCULPTURAL WORKS

EBONY BLACK AKF BONACCORD BLACK AKF/LGA BONACCORD BLUEBERG AKF NEW GREEN AKF RED GRANITES AKF LABRADORS.

THE LEVERHULME MONUMENT, LIVERPOOL, ENGLAND The granite work in AKF granite, Bonaccord Gru Blueberg. Executed by Granitwerk Adam Müller, Wirsberg, Bavar

"FERNSTRÖMS" Karlshamn, Sweden

WRITE OR CABLE:



kies LECT

GRANITE

Willis

RF

BOLTON

Pirie's Select Barre Granite quarries have been yielding or ideal memorial granite for more than fifty years, and Pirie's Select Barre Granite quarries have been yielding an ideal memorial granite for more than fifty years, and hundreds of designs have been created by manufacturers an ideal memorial granite for more than hitry years, and hundreds of designs have been created by manufacturers to portraw all the finest qualities in color.

Barre.

hundreds of designs have been created by manufacturers no color, tone and to portray all the finest qualities in color, tone and to portray all the Select. Willis memorial was Bolton texture of Pirie's Select. Willis Co. and the Bolton texture of this page. Batchelder Co. Buttura & Sons. factured by the E.J. Batchelder of Buttura factured is an exclusive design of Buttura memorial is an exclusive direct to these manufacturers Inquiries can be sent direct to these manufacturers

memorial is an exclusive design of Buttura & Sons. Inquiries can be sent direct to these manufacturers at Barre

-BARRE VERMONT



Editorial

AN 18TH CENTURY ADVERTISEMENT AGAINST PLAGIARISM

N OUR research we are constantly reminded, often in a refreshing manner, that our present problems were as acute in earlier times. The protection of copyrighted Memorial Designs, and the general question of what constitutes unjustified plagiarism and what desirable adaption, which so concerns us today is anything but modern, as a study of the following curious advertisement in 1759 will testify. Dr. John-

son, famous 18th Century literateur and Coffee House Winchell, published the following advertisement in order to suppress the piratical practice of inserting his Idlers, without any acknowledgment, in other publications.

LONDON, JANUARY 5TH, 1759

Vol. 50, No. 6 June, 1938 THE PROPRIETORS of the papers entitled The Idler, having found that those essays are inserted in the newspapers and magazines with so little regard to justice or decency that the Universal Chronicle, in which they first appear, is not always mentioned, think it necessary to declare to the publishers of those collections that, however patiently they have endured these injuries, they have determined to endure them no longer. They have seen essays for which a very large price is paid transferred with the most shameless rapacity into the weekly and monthly compilations, & their rights, at least for the present, alienated from them before they could themselves be said to enjoy it. But they would not willingly be thought to want tenderness even for men by whom no tenderness hath been shown. The past is without remedy, & shall be without resentment. But those who have been thus busy with their sickles in the fields of their neighbours are henceforward to take notice that the time of impunity is at an end. Whoever shall, without our leave, lay the hand of rapine upon our papers, is to expect that we shall vindicate our due. We shall lay hold, in our turn, on their copies, degrade them from the pomp of wide margin and diffuse typography, contract them into a narrow space, and sell them at an humble price; yet not with a view of growing rich by confiscations, for we think not much better of money got by punishment than by crimes: we shall, therefore, when our losses are repaid, give what profit shall remain to the magdalens: for we know not who can be more properly taxed for the support of penitent prostitutes, than prostitutes in whom there yet appears neither penitence nor shame.

POT-POURRI CONGRATULATIONS to the M. E. C. — the Harmony Blue Granite Co. — M. E. C. President Maurice Kelley, M. E. C. Secretary Roswell Austin, on their newest member and their revival of the Course of Salesmanship. . . . And last but not least we're almost back to a regularly monthly publishing date which with the help of the Lord and our printers we'll maintain for the next fifty years — . . and that's that until next month.



SUBSCRIPTION TERMS: United States and Possessions, Mexico and Cuba one year. \$3.00: two years, \$5.00; three years, \$8.00; five years. \$12.00. Canada and other countries, \$3.50 a year. Single copies 50 cents. Published on the twenty-fifth of the month. Copy for advertisements and reading matter should reach us by the tenth of the month.



A Symbol of Sentiment in Stone

A "Case History" by the Designer-Salesman in Which He Recounts Another Story About Personalizing the Memorial

(The experiences recounted in these "case histories" are based upon factual incidents but all names and places are fictitious. Certain license is likewise taken with the incidents further to conceal the identity of the memorialist, his client and any other persons involved.)

THERE is nothing new about this idea of personalizing the memorial. The story in stone, be it in words or carvings, dates back to the very origin of art itself. How we came to abandon articulate sentiment, to make our memorials so impersonal, is a long story. That the fault was largely our own, none can deny. Nor can they deny that the remedy likewise is in our own hands. The amazing thing about it all is that the memorial idea has persisted despite the downright meaninglessness of much that we have done in the name of commemoration. The vast majority of the monuments in our cemeteries perpetuate nothing more than a name, and dates. To be sure, the monument itself is a symbol of memory. The fact that it was placed on a plot conveys the inference that someone cared, someone remembered. But so far as actually *expressing* any sentiment, emotion or devotion, well, it is virtually a lost art.

Fortunately, the crisis in which we find ourselves has opened our eyes to the fact that the time has come when we must *make the memorial mean something*—mean much—to the bereaved. It is the purpose of these case histories to recount actual incidents in which the resourceful craftsmen of yesterday and today succeeded in *personalizing* the memorial, in making the selection of a memorial an emotional and satisfying experience to the bereaved; and in restoring sentiment and association of ideas to the one object in the world which, of all things, should *express* sentiment,—the memorial. Here then, is another case history based on an actual experience and one which long ante-dates the current revival of the personalized memorial.

Brandon had spent three days — or rather three afternoons at the White House. His work finished, to the satisfaction of a rather difficult client who was then the incumbent of the Mansion, Brandon taxied in haste to his hotel, anxious to leave the insufferable heat of our capital in summer. Fortunately for these case histories, he managed to make the Congressional Limited. Just as the train was leaving the hottest railroad terminal north of the equator, one of the outstanding personalities in the memorial craft walked into the club car and greeted Brandon. We will call this prominent memorialist Mr. Murchison.

Mr. Murchison is known to every one who has been in the craft long enough to know the leaders in our field. Brandon was delighted to meet a friend and to have an afternoon in which to talk at length with a man whose career is rich in experiences. Elderly, senatorial in bearing, cultured, world-travelled and a "regular fellow", Mr. Murchison has well earned the reputation and high esteem he enjoys within and without the industry.

"Congratulations, son!" Mr. Murchison exclaimed as he sighted Brandon in a seat near the door. "It must have been quite an experience living around the White House several days. Barton just told me about it. If we couldn't get the order, I'm damned glad you did!" And he meant precisely what he said.

After a few pleasantries, the conversation drifted to a recent competition held by the War Department for an important public monument. A large number of drawings had been submitted in the competition, and by bull luck mixed with a little *research*, two of Brandon's drawings had won first and second place. Both drawings introduced a "sentimental association of ideas" which must have hit the committee.

"Tell me," Murchison asked, "how did you come to think of the bas-relief you used on both of those designs?"

"Well J. D." Brandon replied, "it was a bit of sheer luck. We knew that a lot of paintings and decorations had been done with 'Clyde' for a theme and we had a hunch that some of these would introduce symbols and the like which we might shoot into our design. I happened to be here in Washington soon after we tackled the problem and a friend of mine gave me the answer to my prayer. He is an old military schoolmate of mine and he has been secretary to Senator 'Bolton' for many years. When I mentioned the competition, and what I was seeking, he took me into the Capitol building and right there in a lunette I found what I wanted,—a mural depicting the famous inventor at work on a model. It was done by a big shot. We found photographic prints and when I got back to New York we reproduced the scene in bas-relief on our model,—and that is that."

"So *that* was it!" exclaimed Murchison. He reflected a moment, and then he said; "You know, we need to do more of that sort of thing in this business. If only we would take the time and imagination enough to put a *story* into our memorials—public and private—a sentimental association of ideas or places, something that would strike a chord, an emotional reaction in the customer, and the passerby in the cemetery! Or even if the idea meant something personal or intimate to the family alone! Now a lot of other models in that competition showed the old man at work on a model or watching a ship or what not, but your hunch of reproducing that mural right there in the United States capitol is what hit that committee! Which reminds me of something that happened to me several years ago." And here is the story as Mr. Murchison told it, condensed but factual:

"Two years ago" Mr. Murchison began, "I spent several weeks in Palm Beach, taking a good long rest. One afternoon at the club, I met up with some folks from Pittsburgh whom we had known for many years. In fact, we'd crossed the ocean once or twice with them years ago. After finishing a terrible game of golf, I met them by agreement in the lounge and we renewed our acquaintanceship with the result that my wife and I were invited to tea with them the next afternoon."

"Naturally, we went. As the party wore on, I got into conversation with a Mrs. Nelson of Pittsburgh—The Morton Brice Nelsons, steel people. She was a handsome, smartly dressed woman in her late fifties and obviously a widow. We drifted into talk about Europe, especially France and Paris. Her husband, it seems, was a great student of Napoleonic history. He spent a lot of time each year in Paris browsing around for books and pamphlets and articles about the Emperor. He is said to have had the largest private library of books and writings on Napoleon in this country, if not the world. And he had a habit of taking his wife each evening, when they were in Paris, to the Emperor's tomb where he would stand in the twilight gazing down in solemn reverence upon the huge sarcophagus which, as she put it, 'was a symbol of the man my husband worshipped'."

Mr. Murchison paused a moment, then he asked, "Am I boring you?"

Brandon assured the old gentleman that he was anything but bored, adding: "And I think I know what's coming!"

"Perhaps you do" continued Mr. Murchison. "Anyhow, I talked on with the lady for a while and then as people began to leave, we parted with the hope that we might meet again soon. Our hostess, Mrs. Norton, urged me to come again to see them while I was in Florida, perhaps for dinner some evening.

"Well, the next afternoon when I reached the club house after a 'worser' game than ever, I found a message to call Mrs. Norton. I did. It seems that after I went, Mrs. Nelson, the widow, had mentioned her long conversation with me, expressing the wish that Mrs. Murchison and I could come again while she was visiting the Nortons. In some way it must have come out that I was in the monument business whereupon the widow remarked that she was having trouble in locating a design for her husband's memorial and that I might help her. So, the Nortons asked us for dinner the next day."

"After coffee in the living room, the next night, Mr. Norton suggested that Mrs. Nelson and I had some business to discuss and he led us into the library. Well, to make a long story short, Mrs. Nelson reviewed her experiences with dealers and salesmen after her husband's death, and how the flood of conflicting suggestions and designs had left her bewildered. 'Somehow' she said, 'not a single thing I've seen seems to be appropriate for my husband,—anyone of the designs or ideas would be just as good for the Smiths, Browns and the Joneses as they are for us. Surely there must be something that would represent *him*, that would be, well, personal and intimately associated with him.' And then she went off into the usual story about her loss and his character.''

Mr. Murchison paused to light a cigar. He reflected a moment and then continued: "As I was saying about your designs in that competition; where we fall down is in making suggestions and recommendations before we have sufficient data which might give us a clue to an idea,—a theme for the memorial or the decoration. Now those fellows out there in Pittsburgh, they must have known a lot about Nelson and his interests. If not, they *could have found out* what I found. And yet, some were advocating a cross because the Nelsons were Episcopaleans, others argued for a screen—which would have been good so far as the lot was concerned—and others from New York and elsewhere, all seemed to advocate a different scheme with no *sentimental* reason why this or that design was best for *Mr. Nelson*, which is all that Mrs. Nelson had in mind, —a memorial to her husband!

"Now what gripes me is that some of these dealers were sore at me because I walked away with that contract. A few fellows, like your father who didn't happen to be on that job, congratulated me for taking it away so easy and at such a price. And yet, there was nothing clever or brilliant or remarkable about the incident. The answer to that lady's problem was as simple as two and two. Here was a man who literally worshipped Napoleon, who had spent much of his life steeped in Napoleonic literature. And think of those evenings in Paris, Nelson and his wife making a ritual of visiting that tomb in the twilight and gazing down upon the huge sarcophagus! The two of them there together! Sentiment? Association of ideas? Emotional appeal? What in hades could anybody suggest for the Nelson memorial other than a reproduction or an adaptation of Napoleon's tomb? And the minute I suggested it, well, the poor soul broke down and cried. That memorial, my lad-and you've seen it of course-has been a real blessing to that woman. Yes, we've got to do more of that sort of thing, and do it quickly."

NATIONAL MONUMENTS

Count not the cost of honour to the dead! The tribute that a mighty nation pays

To those who loved her well in former days Means more than gratitude for glories fled; For every noble man that she hath bred,

Lives in the bronze and marble that we raise, Immortalized by art's immortal praise, To lead our sons as he our fathers led.

These monuments of manhood strong and high Do more than forts or battleships to keep

Our dear-bought liberty. They fortify

The heart of youth with valour wise and deep; They build eternal bulwarks, and command Immortal hosts to guard our native land.

-HENRY VAN DYKE.

Memorial Extension Commission, Inc., Meets

THE executive committee of the Memorial Extension Commission, Inc., held important meetings in New York City on June 7th and 8th. Maurice G. Kelley, president and chairman of the executive committee presided. Of great interest to the entire memorial industry was the announcement to the effect that the Harmony Blue Granite Company, Inc., of Elberton, Ga., has applied for and been admitted to membership in the M. E. C.

This announcement is of great importance because it marks the first time that a southern granite producer has joined with northern and northwestern producers in working for the principles outlined in the program of the M. E. C.

"The executive committee of the M. E. C.," President Kelley said "is deeply gratified that a southern producer has aligned itself with the other members of the M. E. C. It is the intention of the executive committee to continue an aggressive policy of seeking to enlist additional new producer-members from the southern and western granite and marble belts. Every effort will be made to increase the national scope of the M. E. C. membership."

It was reported that the M. E. C. office has received 1,025 replies to the questionnaires mailed out several weeks ago to retail dealers throughout the United States. It was also reported that additional replies to the questionnaires are being received daily.

It was also reported to the executive committee by General Manager Roswell M. Austin of St. Albans that over 600 retail dealers have inquired as to how they can secure copies of the course on salesmanship and retail business management which was published a number of years ago through the sponsorship of the M. E. C.

Because of this manifestation of dealer interest in the sales course the executive committee at their New York meetings interviewed representatives of the Trade-Ways, Inc., publishers of this sales course, in regard to the possibilities of reprinting the course and adding to it a talking slide film. This medium is now being used by the General Electric company and several other corporations.

Also interviewed at the Tuesday and Wednesday sessions were members of the executive committee of the Interborough Memorial association. Members of the committee expressed to the M. E. C. officers their hearty approval of the recently announced M. E. C. program and asked for cooperation on several problems which are facing dealers in the metropolitan district of New York.

"The meetings at New York were very encouraging, indeed, to the members of the executive committee," President Kelley explained. "The increased interest which dealers throughout the country are exhibiting in the M. E. C. has been a source of great pleasure to those actively connected with that organization. The addition of the Harmony Blue Granite Company, Inc., to the membership rolls is also highly gratifying to the officers. With a continued manifestation of dealer interest and with a successful continuation of our membership campaign, it would appear that the M. E. C. will soon be in a position to carry through to completion many ideas and plans which have been impossible of execution because of lack of funds as well as producer, manufacturer and dealer interest."

Pre-Training of Cutters

PRE-TRAINING of granite cutter apprentices is contemplated in a four-way agreement being discussed by the Barre Granite association, the local branch of the Granite Cutters' International association, the National Youth administration and the city of Barre, it has been learned from a reliable source.

In the depression years the fact has been noted that apprentices were not being trained in the granite cutting trade, the while many expert cutters were retiring because of advancing years.

The NYA has offered, it is understood, to supervise a 12week course for the manufacture of granite ashlar and other granite products for the city of Barre. Manufacturers would furnish the stone and the equipment, while the NYA would pay the wages of boys while working at this project, and also the wages of a foreman. The work would consist of that which an apprentice is usually given to do during the same period of his apprenticeship in a manufacturing plant.

The practical work would be supplemented by courses of instruction in related information, with the instructor furnished by the NYA. The instruction as tentatively laid out, would consist of the history of the granite-cutting trade, of trade mathematics, drawing, good health practices, safe industrial practices, etc. As the plan is skeletonized, boys finishing the course would be placed in industry as apprentices, having finished the preapprentice training.

The benefits from such a training course, inquiry has revealed, would accrue to all four units cooperating. The manufacturers would be supplied with apprentices without the necessity for six to 12 weeks of costly "breaking in.". The union would accomplish one of its objectives, that of seeing that apprentices are continually being brought along to supply the demand for skilled workmen. The city would obtain materials, cut to fit, for retaining walls and other purposes in connection with the many projects under way. The NYA would accomplish its objective: To make youth more employable.

Twenty-four boys would be accommodated in the first 12week project. It is the aim of those sponsoring the training to have an "observation committee," consisting of representatives from the four groups concerned, to watch the plan's operation and study the results. If the plan is successful and there is a continued need for more apprentices, it is hoped to conduct more courses.

Every boy before being accepted for training would be given a physical examination to determine if he is prone to silicosis. Dust removal devices would be utilized and students instructed in the proper method of operating them.

Restraint of Trade in the Monument Business

By LESLIE CHILDS

AS A GENERAL rule, the buyer of a going monument business will want a reasonable amount of protection against after competition by the seller. The latter, on the other hand, may well be cautious in agreeing to restrictions to the end that they may not become burdensome if he thereafter desires to reengage in business.

For trade restrictions, agreed to in aid of the sale of a business, usually mean what they say; and, if reasonable in their scope, will be enforced in accordance with their letter and spirit. Here is a point that should never be slighted, especially by sellers, in the sale of an established business. And, as an illustration of judicial construction of a contract of this kind, the following case may be reviewed with interest and profit.

MONUMENT BUSINESS SOLD

In this case one Simpson and one Skaggs were competitors in the marble and tombstone business in the city of Murray which contained a population of about 3000. Simpson sold out to Skaggs for the sum of \$1,425 cash, and signed the following contract.

"This is to certify that I will not open up a marble shop in the city of Murray in three years".

Following this, Simpson reengaged in the business in a location about 150 feet outside the city limits of Murray. Skaggs then brought the instant action for an injunction, on the grounds that this reengaging in the business by Simpson, before the expiration of three years, constituted a violation of the contract.

Simpson took the position that he was within his rights, and pointed to the fact that he had not located within the city limits of Murray. His contention being that, under the letter of his contract, he had the right to reenter business so long as he was outside the city limits. In other words, he stood upon the strict letter of the contract.

Upon the trial, the evidence clearly showed that at the time of the sale it was the intention of the parties that Simpson would not compete with Skaggs for the period of three years. And, obviously, by locating just outside the city limits, Simpson would naturally draw his old customers and compete.

The lower court, however, found for Simpson. Evidently on the ground that he could only be held to the letter of the restriction. Skaggs thereupon appealed to the higher court. Here, in reviewing the record, and in reversing the judgment the court reasoned as follows:

WHAT THE COURT DECIDED

"The only serious question in this case is whether or not the rights of the parties are to be determined and fixed by the strict letter of the writing. By its terms Simpson only obligated himself not to engage in business in the city of Murray. That he

Be sure in purchasing a business that your contract protects you from competition from the seller, that restrictions are so worded as to leave no question as to meaning

violated the spirit and intention of the writing when he went outside the city limits 150 feet and set up business is not open to doubt.

"He insists, however, that his rights must be adjudged by the very words of the contract, and that Skaggs must be left without redress because he has not violated the letter of the writing. In this view of the transaction we cannot concur.

"In the construction of contracts, * * * it is well settled that they must be read and construed in the light of the intention of the parties at the time the contract was entered into, if this can be done without doing violence to the writing. And to arrive at the intention of the parties, it is competent to look to the conduct, conversation, situation, and circumstances surrounding the parties. * * *

"Considering this contract from this standpoint, it is manifest that it was the intention of both the parties to it, and an essential part of the consideration for the purchase, that Simpson should not engage in business in Murray or its vicinity, or in territory where he would come directly into competition with Skaggs for the term of three years. This does not mean that Simpson may not at other places establish himself in business, but only that he must not do so in the territory in which it may be presumed he would come into direct opposition with Skaggs, or in the territory in which he had been doing the business that he sold.

"We, therefore, conclude that Skaggs was entitled to an injunction restraining Simpson from conducting his establishment. The question of damages the court may submit to a jury. * * * Wherefore the judgment of the lower court is reversed, with directions for a new trial in conformity with this opinion". (III S.W. 251)

CONCLUSION

The foregoing case constitutes a fair presentation of how the majority of courts reason in construing contracts in restraint of trade, entered into in aid of the sale of a business. Here both the letter and spirit of the agreement are taken into consideration, where this is possible without clearly flying in the face of the writing.

In the light of which, it is obvious that care should be in order when contracts of this kind are being drawn, and both parties should thoroughly understand the scope of the restraint. Otherwise, such a contract may easily become a source of costly after dispute. The law books are freighted with cases of this kind that have arisen in almost every field of industry. And, as an example of judicial construction in a case involving the sale of a monument business, the case reviewed is squarely in point and may well be had in mind when contracts of this character are being entered into.



The Legal Department

Conducted by A. L. H. STREET

Authority on Cemetery Law and Legal Editor of the Monumental News

Subscribers are Invited to Submit their Legal Problems for Discussion. Copies of the Legal Editor's Comments Will Be Mailed Free of Charge to Inquiring Subscribers in Advance of Publication

■ Every monument dealer should not only familiarize himself with all the statutes and appellate court decisions of his state specially bearing on his business, but also have at hand for ready reference copies or summaries of these laws and decisions. To assist our readers in this regard, we will publish, from time to time, abstracts of laws and decisions covering the several states, treating each state under a separate heading.

It is suggested that these compilations be clipped and preserved either in a scrap book or pasted on file cards.

Although the material will be of special interest to subscribers doing business in the particular states covered, many readers are apt to find it worth while to preserve all of the installments, as a means of comparing the laws of the different states on identical subjects. Only through careful study of the laws of other states can improved and uniform legislation be brought about.

Variations in Memorial Dimensions

OUESTION has been raised as to the right of a cemetery superintendent to obstruct the setting of monuments or markers that vary slightly in dimensions from those that have been specified.

We are not informed as to whether the specification of dimensions from which there is a slight variance appears in a contract with the lot owner for whom the memorial is set, or whether it appears in some rule of the cemetery association. So, we will briefly discuss the subject in both of these possible aspects.

In the first place, dictatorship has not yet gotten such foothold in this country that a cemetery superintendent can *make* tules. He can do no more than *enforce* such *reasonable* rules as the *cemetery board* or state legislature may make.

Hence, our first question is whether or not the particular cemetery has a rule or by-law that prescribes specifications of dimensions for monuments and markers? If not, neither the cemetery nor its superintendent can interfere on this subject. For example, in the case of Pitcairn v. Homewood Cemetery Co., 229 Pennsylvania Reports, 18, 77 Atlantic Reporter, 1105, the Pennsylvania Supreme Court ruled that defendant's board could not prevent the construction of a mausoleum on one side of a lot, and require it to be constructed in the center, where there was nothing in the deed to the lot or the company's by-laws giving such power to the board. Certainly, the location of a mausoleum or monument on a lot is a more serious thing than variations in dimensions, especially when those variations are slight.

But it may be that there is a rule or by-law of the cemetery that prescribes the dimensions of stones that may be placed on a lot or at a grave. If so, our next inquiry is whether this rule is valid. Not having before us the language of the rule, if one exists, we can only apply to it well-established legal principles on which the validity of the rule must be determined.

There is little ground for doubting the right of a cemetery to sell lots under strict conditions as to the character of erections that may be made on a lot. These conditions may even forbid the erection of any stone, or may require markers to be level with the ground. For like reasons, the character and dimensions of stones to be erected may be specified. If one does not care to buy a lot under such conditions he is left free to seek a lot in some other cemetery where these conditions are not imposed. (See what the Michigan Supreme Court said on this right of cemeteries to impose conditions on future sale of lots, in the case of Wetherby v. City of Jackson, 264 Michigan Reports, 146, 249 North Western

Reporter, 484. In that case there is an *intimation*, but not *decision*, that the power of a cemetery to make regulations governing *burials* is stronger than the right to regulate *use of the lot after burials* have been made. But, for the purposes of this discussion, we will assume, in the light of the Pennsylvania decision above cited, that control over the character of erections on lots may be reserved, *if that control be reserved in the deed, contract or rules under which the lot is sold.*)

As to rules adopted *after* a particular lot has been sold, the courts generally recognize that a cemetery may enforce them *if they are reasonable*. (See cases cited at 11 Corpus Juris, 62–63, sec. 29.) As stated in the Michigan case above cited, "persons acquiring burial lots in cemeteries * * * have a right to care for, beautify, adorn, and improve the same * * subject to *reasonable* rules and regulations that such improvements shall *conform to the general plan for improving and beautifying the cemetery.*"

And the Michigan court further recognizes the general legal principle that "what the owner of lot may do personally, he may cause to be done by his agents or employees." So, if a lot owner has a right to erect a stone of certain character or dimensions on his lot, a monument contractor or dealer, acting for him, has an equal right to set the stone.

The principle of law that the right to bury, carries with it the right to erect monuments, etc., according to the usual custom in the neighborhood, where the lot is sold without restrictions on that subject, is supported by cases cited at 11 Corpus Juris, 62, sec. 28.

Assuming, therefore, that a cemetery, seeking to carry out a *general plan* for beautifying its grounds has adopted a rule specifying the dimensions of monuments and markers, can its authorities prevent the setting of a stone that varies but slightly from those specifications? So far as we know, this question has never been passed upon by the courts. But the *(Continued on page 251)*

MONUMENTAL NEWS REVIEW OF MEMORIAL ART

"THE LOST PLEIAD" MEMORIAL— A STORY of HEAVENLY BEAUTY and EARTHLY TRAGEDY

> ON This Month's Cover We Feature a Beautiful Statue, based on a Story of Greek Mythology, erected by the wellknown Burrus Memorial Company of Burlington, Iowa.

R ECENT years have brought us too few private memorials that may properly be acclaimed as Works of Art in the nicer usage of the term—Beautiful Creations of Universal Appeal.

Such a Monument as the "Lost Pleiad" Statue emphasizes the intrinsic Beauty of the Memorial Idea and becomes a part of our worldly Heritage in Art. That the cemetery it graces has been enriched, not to mention our Industry, is self-evident. Once again we see Mythology as a source rich in Memorial themes.

The story of the "Lost Pleiad" in Greek Mythology is indeed one of Heavenly Beauty and Earthly Tragedy. The Pleiads were the seven daughters of Atlas and the nymph Pleione, who served in the train of the Goddess Diana. One day, so the story goes, the Powerful God Orion saw them, became enamored, and pursued them. In distress the beautiful sisters prayed to the Gods to change their form that Orion might be forestalled. Jupiter, Father of the Gods, in pity turned them into pigeons and then made them a Constellation in the sky. The myth continues with the story of Merope, one of the sisters, falling in love with a Mortal and thereby forfeiting her position in the land of the Gods. Thus Merope, became the invisible or Lost Pleiad, doomed to roam the vast spaces between Heaven and Earth, eternally seeking her Lost Love and her sisters, neither of whom she might ever find.

The exquisite figure was modelled by W. D. Thomas of St. Louis, who has depicted Merope at the moment when startled, she gazes into the Heavens in eager answer to the Call—"Sister Come." The monument is in memory of Mrs. Fred Picard and stands in the cemetery at Geneva, Nebraska.

This Monument erected by the Burrus Memorial Company of Burlington, Iowa, was cut by Comolli & Company of Barre of Smith-Barre Granite.

AN INTERESTING SCREEN-EXEDRA MEMORIAL by DESIGNER C. LENWOOD MOORE

URISTS may rebel at consoles above the bench and other variations from accepted architecture in this creation of talented C. Lenwood Moore of Dallas, Texas, whose work has often featured these pages. As for us we find this monument most appealing with its graceful curves and air of lightness. We like the broken screen, which permits full enjoyment of the tree in the background. It is interesting to note that the vases have removable lids and obviously could be used for flowers or even as cinerary urns for cremated interment.

This copyrighted work was manufactured by the Georgia Marble Finishing works of Georgia Marble.





GOOD DESIGN in MODERN MEMORIAL

POLISHED and Hammered, polished wash and rock face base, panelled name, yes, but what a welcome departure in usage in this fine Kerby Monument! How infinitely superior is this simple sand-carved wreath to the usually over-ornamented work in this field. What a pleasing variation in the low broken base! Note the effect of continuous line in the polished die, of added height and essential unity. This Design was created by Ed Cody of Ed Cody Memorials of Clay Center, Kansas. Cross Brothers were the manufacturers; Pirie's Dark Barre the Granite.



OUTSTANDING TABLET DESIGN —a STUDY IN SIMPLE EFFECTS—

HERE we have a Monolith of fine proportions and restrained ornamentation. Note the fine usage of contrasting finishes in the hammered panel, attractively framed by the symbolic rope molding, in a pointed background, often expressively termed Antique Finish.

The resourceful designer is to be complimented on the Cross and ornament derived from Celtic Art, as well as for the fine placement of the purposely irregular letters, which lend added charm to the rugged strength of the design. Note how nicely an epitaph or later interment records would grace this panel.

This work is the creation of A. Del Giudice & Son of Providence, R. I., who manufactured it of Sullivan's Westerly Granite.

A "GRAVE" PROBLEM

By ISRAEL BEN SCHEIBER

Putnam Valley Town Counsel, Putnam County, New York

N THESE days when the complaint is heard all over the land about the burden of land taxes, income taxes, excess profit taxes and all the other 57 varieties of taxes, which seem to have made a permanent place for themselves in the lives, if not in the affections of the American people, there is one business which is keeping very, very quiet and is not complaining at all. This enterprise is in the unique and strangely fortunate position where owning large tracts of land it pays no land taxes or even school taxes, and where making huge profits it pays no taxes of any kind on these profits.

It is unusually fortunate in other respects. When times are good, its profits are good; when times are bad, business is even better. Neither unfavorable weather conditions or even labor troubles disturb it in the slightest, while its profits keep very quietly, but very, very steadily mounting.

We refer to the cemetery business, and in so doing hasten to add that we do not include religious, municipal cemeteries or cemeteries operated by bona fide charitable or fraternal organizations.

In the early days of an unsettled country like the United States, the selling of cemetery plots was hardly a lucrative enterprise. Every encouragement was necessary in order to induce one to go into such an enterprise, when so many other and more advantageous opportunities presented themselves. It was in line with these conditions and the obvious benefit to the public in encouraging individuals and groups to go into the business of selling and maintaining cemetery plots, that tax exemption was granted to the owner of cemetery lands. Whether even then it was the intention to grant exemption to excessive cemetery lands, regardless of the fact that they could not be used for many generations, is a question which is open to serious doubt.

In these days when corporations or associations organized for the sale of cemetery plots are definitely business ventures, are in it for what they can get out of it and are making unbelievable profits, there seems no reason why immunity should not be taken away from them, at least insofar as excessive tax free landholdings are concerned.

For some years now the courts, although badly hindered by existing statutory ambiguities, have been straining themselves to take a more modern and progressive concept of the law relating to cemetery lands, as a result of the growth of our country and the changing conditions which have come into effect during the past century.

In the brief space available, it is not possible to analyze a number of significant decisions which have been handed down by the courts in recent years, although in reading these decisions it is clear that the Judges were hampered by the lack of clear and definite legislation on the subject.

About a year ago the writer, as attorney for the Town of Putnam Valley, was confronted with a problem which had been

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the cause of much dissatisfaction to the taxpayers in his community. A few years prior thereto, a group of business men had quietly acquired a tract of choice land consisting of 154 acres, ostensibly for a bungalow colony, had formed a "membership" corporation for cemetery purposes and quickly interred one body to meet the requirements of the law, before the community knew what was proposed, and then demanded that the property be taken from the tax rolls.

This was done and for several years thereafter the property was maintained tax free and apparently did a thriving business.

A few figures in this connection may be of interest. The property in question was purchased with a down payment in cash of about \$2,000 and a large purchase money mortgage for \$23,000. Shortly thereafter the individuals back of this enterprise issued to themselves certificates of indebtedness totalling the sum of \$600,000, thereby making themselves preferred creditors for that amount.

It appears from the sworn testimony of the President of this corporation that an acre of land will accommodate almost 4,000 graves. At even the "bargain" rate of \$25 per grave which this corporation has been advertising graves for sale in the New York City newspapers, an acre of land would bring in \$100,-000, and this, when multiplied by 154 acres, would ultimately bring in a total of about \$15,000,000, which is a nice sum of money, if you can get it.

It is to be noted once more that these lands paid no taxes of any kind to the town, county, state or federal government and to that extent placed an unjust burden on everybody else, including you, gentle reader.

Last year, a bill was introduced by Assemblyman Stephens and Senator Bontecou, curing the particular situation in the Town of Putnam Valley. This bill passed the Assembly and the Senate, with the aid of the Association of Towns, because at the moment the cemetery interests were "asleep at the switch" in Albany. Governor Lehman signed the bill as Chapter 568 of the Laws of 1937.

The situation in the rest of the State, however, continues just as bad as it ever was. The cemetery business which pays no taxes, which makes enormous profits for those engaged in it and which places an unjust burden on the community in which the business is carried on, continues to thrive.

The cemetery interests oppose all attempts to enact legislation which will interfere with these profits or lighten the tax burden of the communities affected.

For the cemetery interests, New York State, with its unjust, obsolete laws is indeed the land of the free (from taxation).

Have you a "little" cemetery business in your town which is being supported from a tax angle by everybody in the community, except the business men who are busily engaged in taking "gold from them thar hills"? Do you want the Association of Towns to do anything about it?—Contributed by DAN J. COLBERT, Addison, N. Y.



"THE LAST WORD" . . . THE NEW MODEL TAKE-ABOUT-SAW

CHE Stone Machinery Company of Syracuse, New York have just added a New Model to their present line of Stone Take-About Saws to be known as the Super S–14. As the Originator of the First Portable Saw for the Stone, Marble and Granite Industry some five years ago, Mr. Arthur Stone, President of the Company claims that this New Machine is the Last Word, incorporating many new Exclusive Features in a Portable Saw.

This new Machine is $7\frac{1}{2}$ Horse Power Plus and weighs 120 pounds which is still called a one man machine to handle. The Several New Features include an Ammeter which tells the Operator whether or not he is operating the Saw to full efficiency and prevents overloading the motor. This is a very important feature and used on the large stationary abrasive machinery. Another important feature is the new Evaporative Cooling System which is accomplished by directing a small stream of water through to the fan of the motor where it is whipped into a fine spray and blown through the cooling passages of the motor, keeping it cool even though under a continuous overload. This water does not affect the operator.

The Machine is equipped with a new type Swing out Guard especially designed for the handling of the new Molding Wheels. The Saw handles Molding Wheels up to an Inch and a Half in Width which we understand is an exclusive feature on the Stone Take-About Saws. The Machine handles wheels up to 15" in Diameter and will cut to a depth of 6" with a new wheel. It is also equipped with a new type improved feed mechanism for fast and easy raise and lowering of the wheel. The guides or rails have also been increased over 100% and are of the finest of steel. The new Machine runs on sealed ball bearing rollers which are case hardened for long wear. The machine itself is as fool proof as humanly possible to build, due to the new dust and grease proof design.

In Tests this new Saw cut Barre Granite at the rate of 14 square inches a minute. By the use of the new Molding Wheels the machine will save an average of \$8.00 an hour or better. This was shown at the Keller Granite & Marble Company, Hagerstown, Md., where the machine cut a perfect inch Scotia, followed by an inch by inch check followed by a two inch margin on both ends of a foot wide Barre Die in one hour complete including the setting up time, etc., at a complete cost of two dollars. The die was a polished one and rock pitched top and sides.

Mr. Stone is now on a tour of the Country and hopes to be able to demonstrate this new machine to all who are interested as he carries one complete with him on all his travels. (He and Mrs. Stone are traveling in their new 24 ft. Deluxe Trailer which is also considered to be the Last Word as it is a complete two and a half room apartment with all the modern facilities of a home. They call it the "Rolling Stone".)

THE DESIGNER-CLIENT

By AN EMPLOYER

N ITS April issue MONUMENTAL NEWS publishes one article by the "Designer-Salesman," another by a "Designer-Dealer." A greater percentage of both species would have benefited the Monument Industry in the past and might go far in sustaining it in the future. However, too few dealers have enjoyed the advantages of academic training to be able to honestly call themselves designers and not many are financially able to maintain a designer or to discover men whose abilities combine salesmanship and art.

By no means always, but occasionally, the client may be put to work and made to design his own monument. In such cases, salesmanship is not essential. The client buys.

This lesson first came home to the writer shortly after the war. Her second cousin was a member of a big firm of New York City with a Fifth Avenue address. They had submitted three "special" designs of sarcophagus proportions. Although at present I might be tempted to rob a bank, I was, in those days, quite ethical—even to the extent of discouraging her suggestion that I look over the designs of my metropolitan competitor.

"But," she said, "they are not what I want. Wouldn't it be getting somewhere if you were to know what I *don't* want?"

So I acquiesed, at the same time expressing honest compliments to the designers and then asking just what it was that was *not* acceptable in them. This was a case of not only not knowing what was wanted, but not knowing just what was not wanted. She told me of travels with her late husband in Europe, eventually calling attention to two or three marble pieces they had picked up in Florence, one being a scale model in alabaster of the arch of Titus, which stood upon the mantle piece.

Then she said, "You know that arch for some reason impressed us more than anything we saw in Italy. I wish I might have a monument like it."

"Well, why not?" I asked.

Then she wondered if I had any idea as to the dimensions or the cost. Of course I had a rather indefinite comprehension, but there was an alabaster model in her living room which was not prohibitive either in size or cost. Somewhere in between the heroic scale of the original and the twelve inch replica on the mantel piece, there should be an intermediate scale which would adapt itself to the boundaries of a cemetery plot.

A limit of \$2500 had been set for the monument—a limitation to which I paid not the slightest heed, as I made the drawings from accurate plans of the Titus, borrowed from the library. Two days later I had her commission for the work for which the lady paid \$4200. And was delighted with it.

About two weeks later, I was discussing a similar situation with another lady (believe it or not) by the same name, but not related. In her living room, on her mantle piece was an expensive "French" clock. It had an extended "cap" supported by four tiny marble columns at each side. In the course of our conversation I arose and strolled over to it. Remarked upon its beauty. She said, "That was copied from a monument in France, where we bought it." Well, it was a case of monument to clock and then clock back to monument again. And another well satisfied client. Since taking those two commissions, the writer has occasionally successfully employed similar methods with clients. Sometimes it may be done in the course of a drive through the cemetery, by asking impressions of this and that and noting carefully what appeals to the prospect and what does not. The use of a memorandum pad is desirable, and a subsequent study of the notes can be made to serve in constructing a design which the client may be told is really his, since it was created from his suggestions. A subtle flattery, which goes a long way.

PRESIDENT PRAISES SWEDEN AND FINLAND

On June 27, 1938, standing under a rain drenched canopy, President Roosevelt welcomed in "true friendship" a prince and princess of Sweden, Prince Bertil and Crown Princess Louise. And from them accepted with "profound gratitude", a monument raised by the Swedish people on the spot where the first of their countrymen landed in the new world, three hundred years ago. The illness of the Crown Prince prevented his attendance at the Swedish–American festivities.

Although Mr. Roosevelt's brief speech was addressed to "your royal highnesses," he paid a tribute to the Finns who were represented, too, in the 1638 colonization of Delaware.

"Finland, small in size but mighty in honor, occupies an especially warm place in the American heart," he said to Finnish Foreign Minister Rudolf Holsti, without referring directly to that country's lone practice, among all European debtor nations, of paying its installments to this country regularly and on time.

Accepting the monument, the President said he was confident "it will typify the close association and continued good-will between our two nations."

Americans remember also "with grateful hearts," the chief executive declared, that Sweden was the first neutral European nation to negotiate "a treaty of amity and trade with our young and struggling nation."

At Chester, Penna., on June 29th, the Republic of Finland, raised a memorial to honor the seventeenth century Finns, who founded the city. Presented by Dr. E. Rudolph W. Holsti, minister of foreign affairs in Finland, and accepted by Solicitor-General Robert H. Jackson, as a symbol of Finnish-American friendship.

ADOPTS NEW CONSTITUTION

In keeping with the present trend for stronger state associations of memorial craftsmen, the Wisconsin Association, at its annual meeting, adopted a new Constitution and By-Laws. One of the important provisions is contained in article 5, with regard to District Branch Associations. It states that the state shall be divided into five districts and "it shall be the duty of the president of each district branch association to promote the holding of regular meetings at convenient places within the district, monthly when possible." District organizations are now underway, much interest being shown.

Trade News

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

ELBERTON SETTLED FOR 90¢

A wage scale of 90 cents per hour for granite cutters in the Elberton, Ga., granite belt was agreed on June 16, according to the following article from the Elberton Star of June 17:

"It is with a great deal of interest the public generally learned the local granite cutters' union and the Elberton granite manufacturers reached a mutual understanding yesterday and entered into a contract which will govern hours of work and wages in the industry here for the next two years. The contract was a culmination of negotiations between the committee representing the workers and a committee representing the manufacturers. Commissioner of Labor T. E. Whittaker of Atlanta was present and assisted in bringing the parties to a final agreement.

"The new contract follows generally the terms of the old contract and provides for forty hours per week except in March, April and May when 44 may be worked. The contract provides for a minimum wage scale of ninety cents per hour until October 1st; thence ninety-two cents to July 1st, 1939, and ninety-five cents to July 1st, 1940."

DIRECTOR OF DESIGN

Walter John Konrady, R. A., has been appointed to the office of Director of Design in the studios of Presbrey-Leland, Fifth Avenue, New York. An alumnus of the Columbia University School of Architecture, Mr. Konrady brings to his new office a thorough academic training in design and a wide experience in the practice of architecture. Formerly Assistant Chief Designer for the Standard Oil Company of New Jersey, Mr. Konrady has been engaged on three major projects in the East during the past four years-the Century of Progress at Chicago, with Layman-Whitney Associates, the interior decoration of the Steamships Manhattan and Washington with Walter M. Ballard Company and the decorative metal craftsmanship at Radio City with Oscar B. Bach, famed metal worker. Mr. Konrady resigned from Voorhees, Gmelin & Walker, one of America's outstanding firms in the field of architecture, to accept his new office. The appointment of this talented architect to head the staff of designers at Presbrey-Leland brings another gifted architect into the field of memorial design.

MOVES NEW ENGLAND OFFICE

Pangborn Corporation announce the removal of their New England offices to 175 State Street, Springfield, Mass., to be in charge of J. H. Connolly, who was previously connected with the company's Detroit office. Mr. Connolly's experience as district sales engineer in Detroit and previous experience in the capacity of erecting superintendent and service engineer for the Pangborn Corporation fully qualifies him to serve Pangborn's many friends and customers in the New England area.

CONTRACT AWARDED

The Treasury Department announced April 25th award of a \$2,476 contract to the George Dodds & Sons Granite Co., Xenia, O., for construction of a monument at Ava, O., to commemorate the crash of the navy dirigible Shenandoah. Ava is the nearest municipality to the place where Lieut. Commander Zachary Lansdowne and 13 men were killed when the ship crumbled, September 3, 1925.

CHANGE OF LOCATION AND TRADE NAME

The firm name of Memorial Art Studio at Cleveland, Ohio, is now Holes & McClellan, and the location is now 100 North-field Road, Bedford, a suburb of Cleveland, Ohio.

They now have a modern three story building of over 20,000 sq. ft. floor space and will be able to handle a larger volume of business and give more efficient service. This business was organized in July 1931, by Floyd A. Holes and Harry E. McClellan.

FIRMS COMBINE

On January 1st, 1938 the Permanent Burial Vault Co., and the Permanent Monument Works united under one name Bell Vault and Monument Works at Miamisburg, Ohio.

ENJOYS FISHING TRIP

Riley C. Bowers of Montpelier, John T. Nelson of Barre, Vt., and members of the Elks order in Massachusetts are enjoying the annual fishing trip of the Whistling Pickerel club at Lake Kezer in Maine. The club consists of members of the Elks order. Mr. Bowers and Mr. Nelson are the only Vermont members to belong to the club.

SMITH TAKES NEW POSITION

The Cooperative offices, members of the Barre Quarriers Cooperative, Inc., have accepted the resignation of Ralph H. Smith, field secretary for that organization since last September. Secretary Smith presented his resignation to the quarriers' group and to the Barre Chamber of Commerce, in order to enter the employ of the Rock of Ages corporation in the position of advertising manager.

Smith goes to the Rock of Ages as a successor to Richard P. Holland, who has severed his connections with the Rock of Ages corporation and returned to the employ of a Boston advertising agency. Smith will take up his duties at the Rock of Ages company in about two weeks. In the meantime, he will continue on with the chamber and with the quarriers. He is a local man, a graduate of Spaulding high school and of the Boston University School of Journalism in 1930. He returned to Barre in 1932, after having been employed for three years on the Boston Post. For the past three years he has been secretary of the Barre Chamber of Commerce.

ADDITION COMPLETED

Wm. M. Adrian, the well known granite manufacturer of Quincy, Mass., recently completed the erection of an addition to his office.

PROVIDES FOR MAUSOLEUM

The will of Philip Pagliaro of Philadelphia, Pa., probated May 3, 1938 provides for the purchase of a cemetery lot and erection of a mausoleum, cost \$12,000.00, to hold his remains.



BEAUTY EVERLASTING

I o build a reputation for satisfaction and a memorial that will perpetuate memories dealers choose "Blue Oglesby Granite" for its beauty is everlasting. ZIRKLE MONUMENTAL WORKS, of San Antonio, Texas have cut the Winerich memorial in Oglesby so that memories will linger on.

= BLUE OGLESBY GRANITE =

ROUGH STOCK. SAWED. STEELED. POLISHED SLABS. MARKERS. MONUMENTS AND MAUSOLEUMS OGLESBY GRANITE QUARRIERS, Elberton, Georgia

MORE MONUMENTAL ARCHITECTURE NEEDED

America needs monumental architecture no less than housing for the masses, according to Ralph Walker, of New York, chairman of the City Planning Committee of the American Institute of Architects.

"Regardless of the apparent present trend to social regimentation," Mr. Walker declares, "we may say that without the desire or the ability to create a monumental architecture, people remain builders by instinct only, and strangely enough produce merely a civilization of habit and not of intelligence.

"The necessity and order which motivates the design of a factory or a warehouse is not the same commodity which creates beauty in home life, and certainly they are not the qualities desired where the spiritual aims of a people demand expression. It is quite evident that the word function has been given a too narrow meaning in the last few years. It is one of the functions of architecture to inspire greatness.

"Many claim that the need for the monument is dead. But we know our American democracy needs beauty and distinction not only in all public buildings but in all buildings—beauty toward which the citizen may look for a symbol of public obligation based on a sense of proportion in private life. We in America had this in our early history and we have also had a great deal of ugliness, and, while there is no reason to look backward, we are again attempting a way and must find it regardless of mechanical blight."

INCORPORATION

Concordia Monument Co., River Forest, Ill., 26 shares N. P. V. Incorporators: W. H. Scheel, H. J. Troost, L. Scheel. Manufacturing, selling and displaying, cemetery gravestones, monuments, etc. Correspondent, August J. Calcagno, 10 N. Clark St., Chicago, Ill.

A. D. DAILY TAKES THE MACFADDEN HEALTH HIKE

Bernarr Macfadden, millionaire publisher and faddist, led his annual Health Hike of 1938 from Cleveland, Ohio, to Dansville, New York, where all who completed the 265 mile hike to his Physical Culture Hotel were his week-end guests.

The 125 who started on June 4th, and continued for 13 days arriving at Dansville on June 16th, were reduced to one hundred. Mr. A. W. Daily of Akron, Ohio, was the oldest hiker to "walk every step of the way." (Mr. Daily, owner of A. D. Daily, Inc. at Akron, Ohio, has been in the memorial business for 33 years and is now sixty-six years of age.) The hikers came from all over the United States and several from Canada, they traveled 19 miles a stretch at a three-mile-an-hour pace, stopping for a 10-minute rest stop each hour.

STOLEN FROM MEMORIAL

Enfield, April 29: On a checkup of the town property on the morning after the Enfield fire department's ball, it was found that the plate had been removed from the G. A. R. monument on the Enfield common.

The plate was attached to the monument by a small bolt at each corner. An attempt had been made to take a second plate as two of the four bolts holding it were loosened.

The reading on the stolen plate was as follows: "In memory of our comrades, Gen. William S. Lincoln, post 211, G. A. R., erected by town of Enfield."

This soldiers' monument is being preserved by the town of Enfield to be later erected in the Quabbin Park cemetery.

This little town of Enfield, Mass. has just passed out of existence after 200 years, to make way for the Boston Metropolitan water system.



Model E-22

Lindsay Portable Compressor is shown mounted on the improved auto trailer. The Model C Sandblast and Model S Curtain fit in the box body. This compressor runs a plug drill or a sandblast with $\frac{1}{8}$ " nozzles.

OTHER POPULAR SIZES

Model E-5, — for pneumatic tool lettering.

Model E–12, — maintains the full pressure with 3/32'' sand blast nozzles or can be slowed down to run a carving tool. This size was the choice of the majority of dealers last season.

"Jime Eur Gir!" P.K.LINDSAY COMPANY Factory two, 210 Broadway, Everett, Mass.

ANNUAL OUTING AND ELECTION

Gathering June 9th at the Chelsea summer camp of H. Brandom Jones, at Chester, Vt., members of the Barre Quarriers Cooperative, Inc., held a very successful and largely attended annual business meeting, and were joined later in the afternoon by business associates who gathered for the traditional quarriers' outing and supper.

The annual business meeting, which was attended by nine of the ten stockholders and directors of the corporation, was called to order at 2:30 by President William F. Corry. Directors for the ensuing year were re-elected as follows: W. F. Corry, F. C. Corry, A. R. Bell, A. D. Straiton, J. W. Smith, D. W. Smith, James G. Pirie, F. F. Pirie, M. L. Kelley and H. B. Jones. Following the adjournment of the stockholders meeting a meeting of the newly elected board of directors was called to order by President Corry.

The officers of the Barre Quarriers Cooperative, Inc., were then unanimously re-elected as follows: W. F. Corry, president; H. B. Jones, vice president; A. R. Bell, treasurer, and J. W. Smith, secretary. Field Secretary Ralph H. Smith was named to serve in that capacity for the ensuing year.

Following a brief discussion of several routine business matters the meeting was adjourned at 3 o'clock and the above mentioned members joined their guests for an afternoon and evening of recreation. Horseshoes, golf driving and pitching contests occupied the attention of the quarriers and their guests for the greater part of the afternoon. Early in the evening an outdoor supper of broiled chicken, Italian style, was served on the large fieldstone tables outside the beautiful Jones camp and directly on the banks of the private pond. Howard Walker acted as chef and served a delightful meal. Employes of the Wells–Lamson Quarry Co., assisted Chef Walker and the host, H. B. Jones. Following the supper the group adjourned to the camp for an evening of informal entertainment.

Guests of the quarriers yesterday were: W. R. Reilly and Alfred Willett of the Rock of Ages Corporation, George C. Stewart and B. V. Funk of E. L. Smith & Co., Robert Bassett and Elliott Pirie of the Pirie Estate Company, Charles Buzzi of Wells–Lamson Company, Frank E. Austin and William H. Duthie of the Wetmore & Morse Company and William Black of the Barre Clearing House.

"FIND" OF NEW GRANITE QUARRIED FOR BIG DAM

A mountain of fine granite, discovered last summer by two young Hartford, Conn., engineers, now echoes to the blasts of quarrymen as they labor to cut out 12,000 tons of stone for the huge \$10,000,000 Bills brook dam being constructed 20 miles south of Boston.

The engineers, Edward Erdman and Harold Pickhardt, have a contract to furnish \$60,000 worth of granite. The dam will create a reservoir for the metropolitan water bureau of Hartford.

They were employed in Hartford when they learned the dam was to be built. Knowing a survey indicated the presence of massive rock in New Boston, Massachusetts, they obtained samples, made tests and finally bid for the contract to furnish the necessary material.

They got it and expect to keep a 30-man crew busy through the summer session.

"NO SOAP"

Too much care, the tendency to adopt and follow the advice of too many "knowing" people, and the inherent desire of almost everyone to use soap as a cleanser, takes the color out of many beautiful marble slabs. Marble slabs can be kept clean with hot water. Soap is not necessary. Stains of coffee, wine, beer, etc., can be removed with diluted spirits of sal-ammoniac, or highly diluted oxalic acid. An old stain removing recipe consisted of mixing newly slacked lime to the consistency of paste and applying it evenly to the parts of the marble to be renovated. In two or three days, if the first coating did not remove the stains another was applied.—STONE.

WE AGREE

"But the attitude of the public toward the cemetery itself reveals how successful and appealing is the spirit of life which permeates it. * * *

A cemetery need not, should not be a place of gloom and despair, but a garden of memory in accord with the true Christian conception of a happy eternal life."—BRUCE BARTON.

(We think all cemeteries are "gardens of memory.")



VARIATIONS IN MEMORIAL DIMENSIONS

(Continued from page 244)

legal editor of MONUMENTAL NEWS is firmly of the opinion that no court would uphold cemetery authorities in refusing to permit the setting of a stone because of a variation not great enough to be plainly perceptible. Our opinion in this regard is based on the view that a variation that could be detected only by laying down a measuring rule on the stone would not be sufficient to justify a buyer of a monument from refusing to accept and pay for it, and that the cemetery could have no greater right to object to an unsubstantial variation than the buyer of the monument would have. For support of this view, we cite the leading court decision on the subject-Stratmeyer v. Hoyt, 174 Northwester Reporter, 243, decided by the Iowa Supreme Court.

In the Iowa case, a contract for a monument called for one of the same dimensions, etc., as the A. B. Cummins family monument in a cemetery at Des Moines. The buyer defended suit for the contract price on the grounds (1) that the die was one-half inch thicker than the Cummins monument, (2) that the carving was one-eighth inch less, and (3) that the base was not of the same height and thickness. The Supreme Court okayed the trial court's instructions to the jury that if they found that the monument erected substantially complied with the contract, plaintiff was entitled to recover the contract price. The jury so found. The Supreme Court's decision is to the effect that if a monument contractor acts in good faith-and does not deliberately depart from governing specifications-and if such variations as there may be are of "slight nature" and if they in no wise impair the structure as a whole nor affect its general appearance and symmetry the contract is sufficiently performed.





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Trade News

RANDOM NOTES

By J. C. Brewer

The attractive window display of The Spicer Monument Co., at Akron, Ohio, is one efficient aid to business. This shop is operated by J. J. Reynolds and D. D. Lenner.

T. T. Speicher who operates the La Grange Monument Works at La Grange, Indiana, recently built a new building, installed new Sand Blast and Portable Compressor. He reports sales as good.

Mr. Delmonte formerly at 545 State at Rochester, N. Y., is now located at 8 Lake Ave. He has been in the monument business for 21 years, in Rochester, is now in partnership with Michael A. De Leo.

John H. McGee & Son at Rochester, N. Y., is now enrolling the third generation of McGee monument men. Franklin McGee, recently graduated from Syracuse University has entered the firm as an outside salesman. He recently took the examination for U. S. Power Squadron, senior branch of Government Service on power boats. He passed as did his sixteen year old brother (the latter the youngest in the U. S. to pass this examination).

H. R. Kurtz, former manager, is now operating the Memorials Craft Co., at Rochester, N. Y. (Lake Avenue Mont. Company, old trade name). He is carrying a much larger stock this year.

The Bellevue Monument Company of Bellevue, Ohio, have rearranged their place, and are still outstanding in beauty of their display room.

Gino A. Fiocca operates the Portage Memorial Co. at Kent, Ohio. The shop is completely equipped for business.

NEW OWNER

The monument shop operated by William R. Berridge, Petersburg, Indiana, has been purchased by Ralph Kleysteuber of Vincennes, Ind.

ANNUAL PICNIC

The Monument Dealers' Protective Association of Illinois will supervise the 7th Annual Picnic for the members of the monument industry in their district, and their families and friends. The picnic will be held on July 21st, at Renahan's on Round Lake about forty miles northwest of Chicago. The attendance last year was 244 and they anticipate a fine turnout again this year.

INSPECTS EQUIPMENT

Frank A. Sullivan, well known quarrier from Westerly, R. I., a member of the New England Council, en route to Woodstock, Vt., to attend a meeting, stopped in Barre and inspected the newly installed dust removal devices in operation at the quarries on Millstone Hill.

STUDENTS INSPECT QUARRIES

Twenty-one young men and women, students in the geology department of Miami University at Oxford, Ohio, visited the quarries and manufacturing plants at Barre, Vermont. Escorted by faculty members, they have traveled through each of the New England states, under the auspices of the University as a credit toward their studies.

They are studying fossil, faults, folds and the various surface evidence of igneous and sedimentary geologic formations.

This three-story granite and brick building, owned by the Harrison Abrasive Corporation, is 230 feet long by 35 feet wide. It will be used for storage purposes.

This photograph shows part of the Foundry of the Harrison Abrasive Corporation. This building is 235 feet long by 85 feet wide and it is estimated that its yearly capacity will be 25,000 tons.

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We believe that our Heat-Treated Shot saws granite faster with less wear on saw blades and that our Heat-Treated Shot polishes granite faster with less wear on the polishing wheel.

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NATHAN C. HARRISON









SKETCHING WITH AN ORDINARY FOUNTAIN PEN by EDWARD SQUIRES CARTER OUCCESSFUL Memorial Salesmen are well aware that visual appeal always outranks verbal and often serves as a valuable supplement to dramatic presentation and selling. This article is illustrated with examples of quick sketches done with an ordinary fountain pen—the same one that signs the order. No attempt to show original designs has been made. In fact, all the monuments illustrated are from past issues of the various trade journals, the mausoleum and headstone being direct copies, and the others adaptations. Only two are my own designs. It is my belief that practice with a Fountain Pen will soon enable anyone to attain at least a degree of proficiency, which will be valuable in presentation, selling, copying details in Architecture, memorials, etc., and even putting temporary "brain storms" down on paper for future reference.

In making these sketches you will find that effect is gained in smaller scale and lost in larger size where roughness is more conspicuous.

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Drawings of the most used floral carvings and geometrical decorations with instructions for conventionalizing them into designs for monuments. All the popular monumental styles of lettering executed; many special alphabets for special uses given; designs for stone carvings of over 30 leading lodge emblems.

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Trade News

HERE IS HOW OLD AGE INSURANCE ACT WORKS

The Social Security Act provides an old-age income, payable monthly after 65. These payments will come from an old-age reserve account in the United States Treasury, set aside by law for the purpose. The amount of the payments will depend upon the amount of the worker's wages, in employments covered by the act, from January 1, 1937, until he is 65 years old.

To keep a record of these wages and calculate the benefits due each worker, the Government sets up a social security account for him and gives that account a number, so that it will not be confused with the accounts of other workers who have the same or a similar name.

To qualify for monthly benefits, the wage earner must be at least 65 years old. From January 1, 1937, until he is 65 he must have received at least \$2,000 from employment covered by the law, and during that period he must have worked some time (1 day or more) in each of at least five different calendar years. No monthly benefit is payable before January 1, 1942.

To receive his monthly benefits after he is 65, a worker must be no longer regularly employed. If he goes on working after 65, his benefits will begin when he retires. Under the rules for calculating benefits, the lowest retirement payment he can receive, if he qualifies for monthly payments at all, is \$10 a month; the highest the law provides for is \$85 a month.

Should the worker fail to qualify for monthly benefits, either because there is not time for him to work during five different years before he is 65, or because his total wages do not amount to as much as \$2,000 before that time, he will receive a lump-sum payment equal to $3\frac{1}{2}$ cents on each dollar of the wages counted toward his old-age benefits.

Claims for such payments are now due and payable to wage earners who have reached the age of 65 after working at some time during 1937 in some employment covered by the law.

IF WORKER DIES BEFORE 65, HIS ESTATE WILL BE PAID

Should the worker die before he is 65, his estate will receive a payment equal to $3\frac{1}{2}$ cents on each dollar of all wages counted toward benefits. If he dies after receiving some benefits, the total amount he has received will be deducted from the payment to his estate.

Claims for death payments are now due and payable. If there is no will and if the State does not require action through a court, such claims for \$500 or less may be filed by the widow or widower, parent, child, or grandchild of the wage earner who has died, or by the guardian of a minor child. Otherwise the claim is filed by the executor or administrator of the estate.

Claims for old-age benefits should be filed with the Social Security Board or one of its field offices. These offices, established throughout the country, furnish application blanks and help the claimants to fill them out. This service is free. It is not necessary for the claimant to employ anyone to help him.

Generally speaking, the millions of men and women covered by the old-age benefits plan are the workers in factories, shops, mines, mills, stores, offices, and other places of business. They may be working full-time or part-time, or only occasionally. They may work for more than one employer at a time. They may be employed by manufacturers to work at home. They may be paid by the piece, or by the hour, the day, the week, or the month; or they may be working on commission. Another division of the Social Security Act puts certain taxes upon the employer and the employee. Both these taxes will be collected from the employer, who will take the employee's tax out of his pay. For the next three years, with a \$15 weekly wage, for example, this will mean that 15 cents will be taken out of each week's pay; with a \$25 wage, 25 cents will be taken out, and so on.

In other words, beginning January 1, 1937, this tax will be, for three years, 1 cent on each dollar of wages, up to wages of \$3,000 a year from any one employer. Every three years after that, until 1949, the tax goes up $\frac{1}{2}$ cent on each dollar of wages. From January 1, 1949, the tax will be 3 cents on each dollar of wages up to \$3,000 a year from any one employer.

The worker, however, will always get more in benefits from his old-age benefit plan than he has paid in taxes under the Social Security Act and usually more than he can get for himself by putting away the same amount of money to protect his old age. M. C. A. BULLETIN.

AN ANSWER

How One Retail Dealer Answered the M. E. C. Questionnaire

MR. ROSWELL M. AUSTIN,

46 South Main St., St. Albans, Vt.

Dear Mr. Austin: In reply to your recent questionnaire we have marked question No. 1 solution (a) no; (b) no; (c) yes; (d) no.

Question No. 2 Yes, I publicized this fact between here and Canada on my trip last summer. I have been a student of this course for three years and I am still studying it.

Question No. 3 no, but surmised as much.

Question No. 4 (a) important; (b) most important; because before the sale naturally comes the idea and this must be sold first, and to me this is the real job of the Memorial Extension Commission through quarrier tax on every cubic foot of stone sold to the Monumental industry for monumental purposes.

Question No. 5 (a) speaking of the local situation increase is somewhat considerable; (b) but speaking generally and from talk with wholesalers and other retailers and reading and observation of whats going on elsewhere, the increase is only slight. Believe this is due to federal legislative machinations and people not being sold on the memorial idea.

Question No. 6 generally speaking for our entire district and entire nation we have checked a, b, c, d, and e.

Question No. 7 yes because we would like to know the Memorial Extension Commission's viewpoint.

Question No. 8 "I would suggest that the Commission broaden its usefulness by" enlisting a solid front of quarriers and finishers and importers by 100% membership in the Memorial Extension Commission and sponsor and put forward a continuous advertising program to be paid for by a tax on every cubic foot of stone and bronze for memorial purposes at the source of supply represented by a mark-up in basic cubic foot prices.

With kindest personal regards, I am Most cordially yours, BERNARD WASHICHEK, V. P. & G. M., The Mobile Monument Co. Inc.



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Obituary Record

James F. Manning

James F. Manning, former vice-president of Geo. A. Fuller Co., and for many years engaged in marble sales and the quarrying business died on May 22d, at his home in Eudora, Virginia, aged 75 years.

Born at Paeonian Springs, Va., after completing his education, he entered the retail monument business in Washington, D. C., later going into building and real estate. At this time he secured the contract for the interior marble work for the Post Office Department building on Pennsylvania Ave., which has just been replaced under the Roosevelt administration. For some years he was engaged in the marble business at Rutland, Vt., where he became politically interested serving as mayor and later as state senator.

He became manager for the Colorado-Yule Marble Company, at Marble, Colorado, building modern schools, homes and a gymnasium for the employees. He secured the contract to furnish Colorado-Yule for the Lincoln Memorial at Washington, D. C. In 1915 his company entertained the hundreds of memorial craftsmen who attended the National Convention at Denver. It was a three day trip to the quarry property 200 miles west of Denver, transportation free.

In 1922 Mr. Manning joined the George A. Fuller Company as vicepresident and later formed a subsidiary company at Rockford, Alabama, which furnished stone for the Metropolitan Life, New York. Pennsylvania R. R. Station at Philadelphia and the Louisiana State Capitol at Baton Rouge, La., and many other outstanding buildings. He retired in 1932, returning to Virginia. He is

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Henry J. Gompers

Henry J. Gompers, aged 62 years, owner of the Gompers' Monumental Works, Washington, D. C., died April 11, 1938. He was a son of the late Samuel Gompers, president of the American Federation of Labor. A native of New York City, he learned the stone cutters' trade and began business in Brooklyn, N. Y., moving to Washington in 1910. He is survived by his widow, two sons and a daughter.

A. Rodolpho Parnigoni

A. Rodolpho Parnigoni, retired granite manufacturer of Barre, Vt., died after a long period of ill health, aged 68 years.

Born at Gaggiolo, Italy, June 25, 1870, he learned the granite working trade in Italy, coming to the United States forty years ago. He carried on a granite business in Barre until his health failed. He leaves his widow, Teresa Bottanelli, a son and a daughter, and a sister in Italy.



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