

MONUMENTAL NEWS

GRANITE
MARBLE
BRONZE
SCULPTURE

*KNIGHTS TEMPLE
YORK RITE*

OCTOBER
1939





What is a **GIRAFFE**
doing in a

MONUMENTAL ADVERTISEMENT ?

GENUS — *Cameleopardalis*
at The World's Fair
Photograph by
W. F. Murray, Barre

The Giraffe, towering nearly 20 feet, is the tallest member of the Animal Kingdom, but it takes him 10 minutes to kneel and drink. He has one of the longest tongues, more than 20 inches, but he can't talk. He can run 30 miles an hour, but he isn't going any place. He is a handsome fellow, but he can't stand competition, and is virtually extinct, except where his only rivals are Parrots and Monkeys.

Only Nature can help the Giraffe in his struggle, but We can help you by letting you know the Actual Sales Records of Our Many Designs, and assisting you in selecting for Stock, Monuments and Markers that will sell for You, because they sold for others.

"PROVEN SELLERS", like these markers illustrated, are Proven Successes, because they are Made Right, Designed Right, and Priced Right to Sell at a Profit.

Write Today for a Representative's Call!

REPRESENTATIVES

GEORGE W. CARY, Zanesville, Ohio

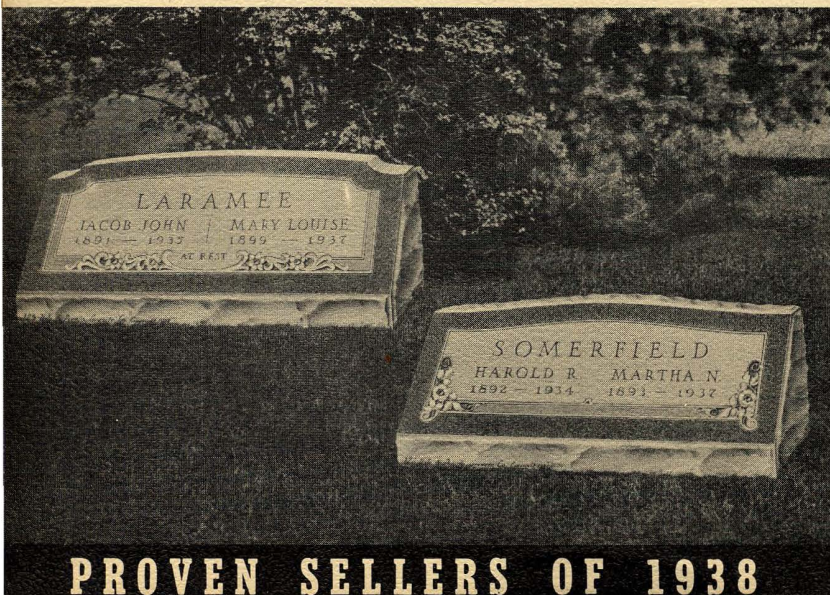
LOUIS C. ROEMER, Attica, Indiana

GEORGE R. BOOTH, Manchester, Connecticut

AARNE BISHOP, Valley Stream, L. I., N. Y.

J. W. FLETCHER, St. Louis, Missouri

ARTHUR BISHOP, Hempstead, L. I., N. Y.



USLE & PERCJO GRANITE COMPANY
BARRE — VERMONT

PROVEN SELLERS OF 1938

Letters to the EDITOR

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.

"HOW CAN I STUDY TO BE A DESIGNER" ANSWERED BY BLISS DESIGN COMPANY

October 11, 1939.

MONUMENTAL NEWS,
Madison, Wis.

I have been reading your article "How can I study to be a Designer?".

We have taken up this work in a very serious mood. As you know, in the past we have had a good many youngsters in the industry here, spending from three to four months of study.

We tried to help ambitious youngsters with a course by mail that cost practically nothing. We found the fault with this sort of thing was that a student had too many things interfering with his studies. He did not get into the spirit of the thing without personal direction and the proper atmosphere around him.

We have abandoned these courses because we have become convinced that it is neither justice to a student to expect him to make professional progress under these short courses and it is an injustice to our organization to judge us by these courses.

In their stead, we are offering a course of a full year of intensive study. If youngsters don't want to devote a year of intensive study to become a proficient, valuable unit in their parent organizations, then they cannot reasonably expect great accomplishments. Recently, we have not been accepting students for less than one year of enrollment. They can stay longer if they prefer to do so, but the minimum requirement is a year of study at Rockford.

Our observation is that economic conditions in the industry are such that no great number of dealers can afford to give their sons and daughters a year of design study, which means so much to them if they are to continue the industries founded by their parents.

In our one-year course, modest personal maintenance expenses of students are more than the tuition fee and the combined cost of maintenance and tuition fee for a twelve-month period is a very nominal sum of money.

We have much correspondence with the dealers who are ambitious to give their sons and daughters a foundation training in the profession they will follow, but in 75% of the inquiries received they ask if it would not be possible for their youngsters to find employment to cover their personal maintenance expenses and they ask for amortized payments on the modest tuition charge that are entirely impractical.

In view of these circumstances, we cannot see how a large enough number of students from the industry could have this advantage when it seems so extensively impractical at this time for parent industries to finance their youngsters for a

(Continued on page 452)

October, 1939
Vol. 51, No. 10

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M I L L S T O N E G R A N I T E

S

I R A S A Y L E S

ONE WHO FEARED GOD
AND ESCHEWED EVIL

Born April 3, 1804
Died March 9, 1870

S

In Rhode Island not far from Providence, a small cemetery, in use since 1765, quietly challenges the factory smokestacks in the Valley below. Judged by present standards of design, its monuments leave much to be desired, yet there is an atmosphere here, as in other Colonial Graveyards, seldom if ever achieved in our later Cemeteries.

The Sayles Tablet, like many others in this hallowed ground, was built from Millstone Granite and no other stone in the Cemetery carries its years quite so gracefully.

For Lasting Durability, Increasing Beauty, and Easy Workability, Millstone Granite deserves your consideration. In either Dark Blue or Dark Pink, it takes a Beautiful Finish, whether Hammered or Polished. And what's equally important, Millstone Granite is less costly than other fine granites.

Write for Samples and Prices.

M I L L S T O N E G R A N I T E

The Granite with the Greatest Contrast

The Millstone Operating Corporation

Quarriers and Manufacturers

JAMES E. RANTA, Manager

MILLSTONE, CONNECTICUT

D A R K B L U E ★ D A R K P I N K

**GREEN VALLEY for
Economy in Barre
STONECRAFT MEMORIALS**



Skilled Craftsmanship
and MACHINE ECONOMY

• The **Green Design** illustrates a type of memorial ideally adapted to our machine equipment. Here the abrasive saw and Sand Blast are effectively used in producing a Monument of appeal at a price that permits a generous mark up. Several variants of the paneled carving are available at no extra cost. Flutes are also available instead of the offsets. When writing for estimates on the Green Design either with offsets or fluting, please state sizes and finish desired.



Write for
QUOTATION TODAY

GREEN VALLEY
GRANITE COMPANY **BARRE - VERMONT**

Letters to the **EDITOR**

**NOTICE!
COPYRIGHTED DESIGNS**

All *Prize-Winning Designs* of the various Barre Design Contests are copyrighted by the Barre Granite Association.

THANKS FOR REPORT

"We are writing to thank you for publishing the "Report of the Memorial Extension Commission." We knew a large fund remained in the treasury of this organization in 1938 and had often wondered *how* it was being dispersed. Now, we know and thank you for the answer."

"LEADS ALL THE REST"

"Your September issue, though very late, is one of the best issues your company has ever issued, full "to the brim," with interesting articles, instructive plates and timely discussion. The article, "Reader, Digest These Facts," is especially pertinent, every member of our industry should read and profit by its warning. The Designer-Salesman talks are always valuable, but this one "leads all the rest."

LEGAL ADVICE

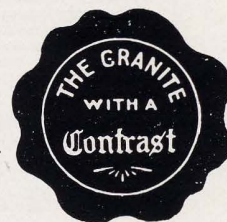
"The topics discussed by A. H. L. Street, are always filed in this office and have saved us much legal expense. They alone are worth many times the subscription check that is enclosed."

"WHAT IS IT?"

"We anxiously await the report of the Advance Sales Planning Committee, why have you not printed the plan as outlined before this time?" (Editor: Because it has not been released as yet to the trade press.)

Have You
Joined the
Red Cross?

Select
"F/C" BLACK



FOR MEMORIALS
OF
BEAUTY
WORKMANSHIP
AND
DURABILITY

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

**SPECIAL
AIR BRUSH
DESIGNS**

***Eliminate
Competition***

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



Harry L. Ogborn
401 West Boulevard
Charlotte, N. C.

GAUGE of QUALITY

Select BARRE *Granite*



WETMORE & MORSE

BARRE

Established 1862
VERMONT

MONTPELIER



*For
All Types
of
Portable Saws . . .*

NORTON RESINOID WHEELS

THERE'S a complete line of Norton Grinding Wheels for all makes of portable saws—thin wheels for cutting operations and thicker wheels for molding jobs.

Made of hard, sharp Crystolon abrasive and resinoid bonded, they are the product of extensive laboratory research, followed by testing and check testing in the field.

A trial of Norton cutting and molding wheels on your saws will convince you that they are better with respect to cutting speed and wheel life—two features which, after all, mean lower grinding costs.

NORTON COMPANY

WORCESTER, MASS.

New York	Chicago	Detroit
Philadelphia	Pittsburgh	Hartford
Cleveland	Hamilton, Ont.	
London	Paris	Corsico, Italy
	Wesseling,	Germany



NORTON ABRASIVES



A Tribute of Beauty

*The West Tribute was designed
and built by us of Silver Grey
Georgia Marble for Neece Memo-
rial Studios, Greensboro, N. C.*



Beauty and Durability are two necessary factors of a monumental material.

Dependability in the manufacturing wholesaler is also essential.

These qualities are assured when you buy Silver Grey Georgia Marble from us.

THE GEORGIA MARBLE FINISHING WORKS

"Builders of Fine Monuments"

CANTON • • GEORGIA



How to Win Friends and Influence People

Some memorials are far better investments than others. Quite often this is very forcibly brought to the attention of a dealer, because a particular design will sell many times over while still another will prove to be hard stock.

When an easy selling memorial is discovered, it means better business for the dealer and more friends and potential boosters for his institution.

Our exclusive Pepper design has proven to be a popular type, and we gladly recommend it as a selling opportunity. It is beautifully conceived, skillfully executed, and attractively priced . . . and when finished in "Comolli Dark Royal Blue Granite" it is a credit to any show room.

*Write us today for quotations on this
and other memorials*

COMOLLI GRANITE COMPANY
Elberton, Georgia

Letters to the EDITOR

"HOW CAN I STUDY TO BE A DESIGNER"

(Continued from page 447)

single year of intensive study at so very nominal an expense of tuition and maintenance. We would regard any plan developed to help these youngsters based on a much more costly course of training as totally impractical.

Students accepted for study at Rockford must meet the standard of personality set up. The study periods occur in our studio rooms where other artists of unusual talent are constantly developing inspirational creations, many times ranging quite a bit afield from the monumental industry itself. They are at all times under personal direction of these artists. They are not isolated. Their contacts with the many progressive elements of the industry that visit our studios are all an important factor in their general education.

The assumption of personal responsibility for the training, guidance and direction of these youngsters for a period of a year's time is a consideration. It requires experience and judgment and a real personal interest in these youngsters. We don't know of a single case where a student was anxious to leave the associations he enjoyed in our substantial organization.

Frequently, students come to us who are ambitious to qualify themselves in a sustaining profession; students who have no parent industry to return to. There never has been a time when we have not had more applications from progressive retail plants in the country for student designers than we could fill.

We have always been able to place boys or girls who seek training to equip themselves in a profession where the demand is greater than the supply in jobs with good retail firms upon completion of their study course.

We believe that Rockford offers the most valuable and resultful year's study course, possibly the only one in the industry. If the time ever comes when enough dealers who are anxious to give their youngsters this opportunity can meet the economic requirements, modest as they are, so that substantial enrollments are continuous in character, it will be practical for us to give student classes some very extensive sales experience by personal contacts, lectures and friendly huddles sponsored by the finest elements in both the wholesale and retail fields, who are constant visitors at Rockford.

We also plan on giving students some actual sales experience in the field, contacting retail and wholesale elements in our industry.

Any dealer interested can write to us for the names of graduate students and obtain from them at first hand an accurate story of their experience while studying with us.

The purpose of my letter is to advise you of these facts. We believe that we are making available to the entire industry an opportunity for their youngsters to devote a year of intensive study that will be worth many times its cost in practical value; a period of time that will have a great influence on the graduate's success in his chosen profession and the responsibilities that go with it.

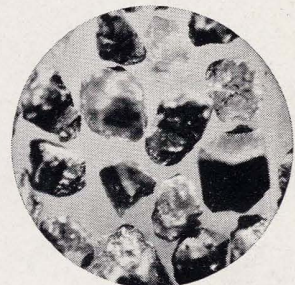
Frankly, we don't believe that other trades or professions can match the character of this opportunity we are making available in our industry.

Yours very truly,

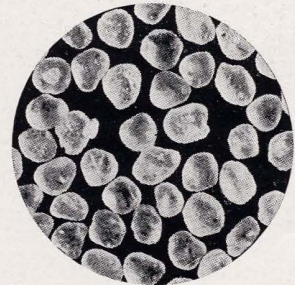
BLISS DESIGN CO.,
Homer Bliss.

Q. What is this man doing ?

A. *He's saving money using "Blastite"!*



Photomicrograph of 30 grit "Blastite" Grain. Note the sharp, angular fracture of the sturdy well-formed grain.



Photomicrograph of quartz sand. Note the definitely smooth, rounded surfaces of the grains without sharp angles or fractures.

5 GOOD REASONS FOR USING "BLASTITE"

- 1 Lasts longer
- 2 Cuts faster
- 3 High reclamation
- 4 Runs free from nozzle
- 5 No discoloration

CARBORUNDUM
ABRASIVE PRODUCTS

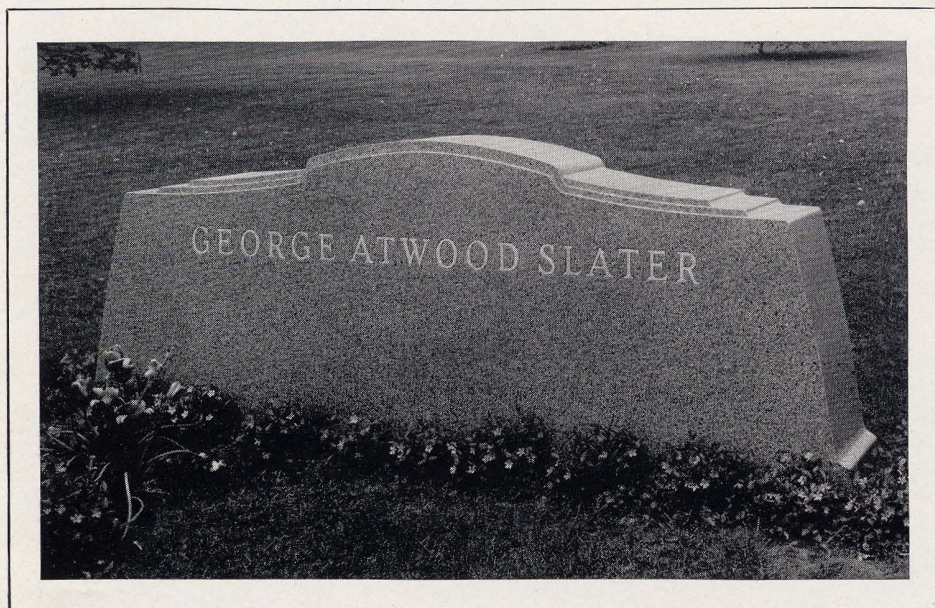


Carborundum Brand Blastite Grain can be used over and over . . . has an unusually high reclamation value. That means a real saving in any shop. • "Blastite" stands up longer because it has a low percentage of disintegration. It is 39% heavier and 150% tougher than quartz sand! But that's only one reason this superior grain saves you money. It cuts faster . . . gives clearer, more accurate designs . . . because it is hard, sharp and angular. And it makes your work easier because it always runs free from the nozzle. • If you want the best results with greatest economy . . . specify "Blastite", the famous grain made by Carborundum. Available in 16, 20, 24, 30, 36, 40, 50, 60, 70, 80, 90, 100, 120, 150, 180 and 220 grits.

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

FOR OCTOBER 1939

THE MEDIUM



MAKES THE
MEMORIAL

THE RIGHT CHOICE MAKES PROFIT SECURE

Nothing so reveals the intrinsic quality of MATERIAL as the Cemetery Memorial. Excellence of design and skillful execution depend inevitably—FOR RECOGNITION AT THE POINT OF SALE—upon the material itself.

For more than a half-century Rock of Ages Dark Barre Granite has won GREATER RECOGNITION AT THE POINT OF SALE than any other.

Demonstrably different in their unchanging and uniformly deep blue-grey tone, fine, gem-like texture, supreme brilliance of polished surfaces and beauty of all contrasting finishes, memorials of Rock of Ages Dark Barre Granite assure satisfaction and make profit secure.

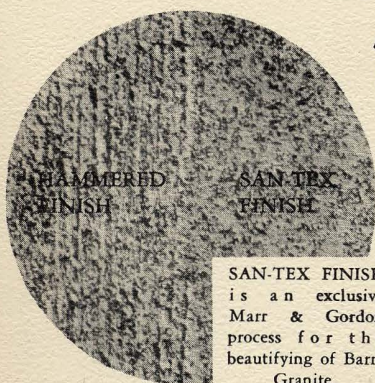
ROCK OF AGES
DARK BARRE GRANITE

— For
price-justifying
Memorials

ROCK OF AGES CORPORATION, BARRE, VERMONT



This Building was Manufactured for J. L. Wegenaar Co. Inc. of New York City



Mausoleum Building Calls For **EXPERIENCE**

The problems of Mausoleum Construction require not only the services of skilled artisans, but a thorough knowledge of the principles of Architecture gained by long experience. For assurance of Customer Satisfaction and for your own protection, nothing less than this necessary Manufacturing Experience will suffice.

The "Build-While-You-Live" program offers unusual opportunities for gain in these times, and we are pleased to offer you the advantages of our fifty years' Experience as Designers and Builders of Mausoleums.



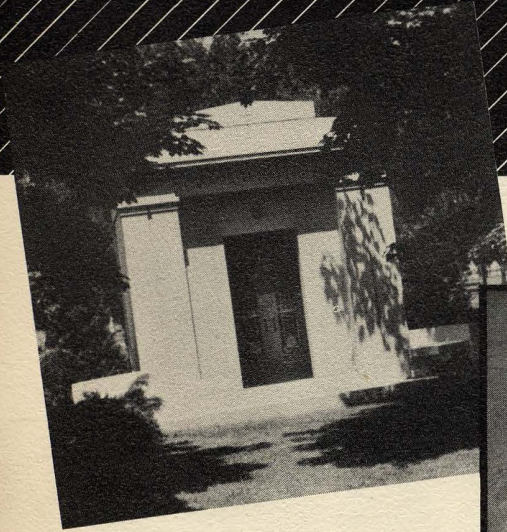
MAUSOLEUMS

from

FAMED PLANTS OF BARRE

in

SMITH-BARRE GRANITE "MEDIUM of the MASTERS"



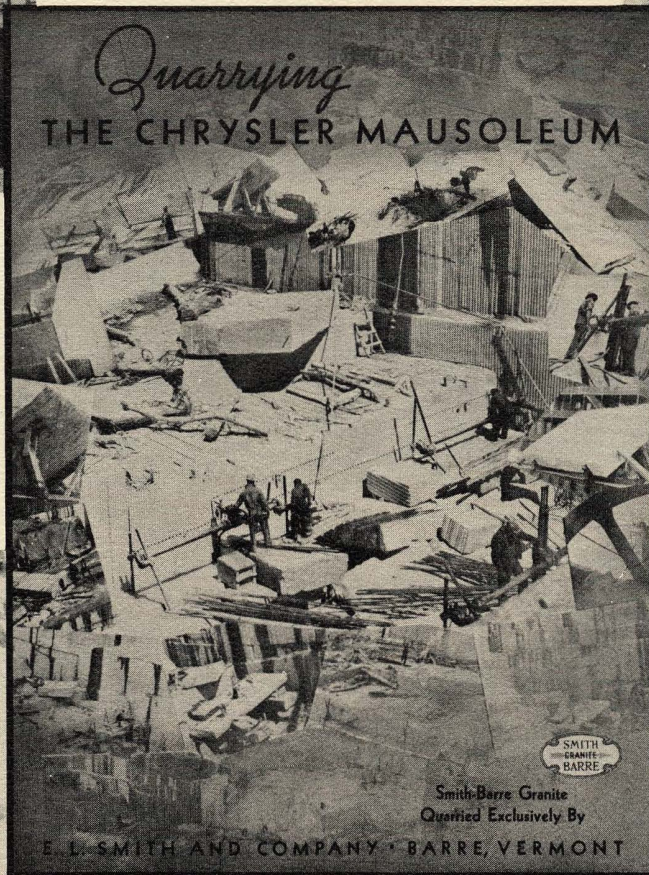
GIUDICI BROTHERS & CO. INC.

THE PAUL IPPOLITO MAUSOLEUM illustrates an interesting combination of exedra and Mausoleum ideally suited to this restful setting, and shows that even in smaller buildings individuality without sacrifice of Beauty may be attained.

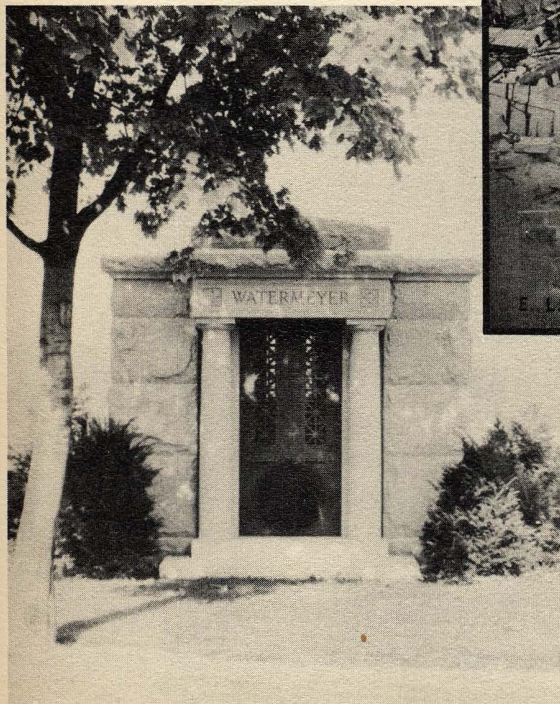


MARR & GORDON INC.

In this large building erected by Stanley B. Donek of Bay Shore, L. I., the designer has offered a portico to relieve the feeling of magnitude. Presenting many difficult problems in construction to the manufacturer, this Mausoleum stands as convincing proof of the value of experience.

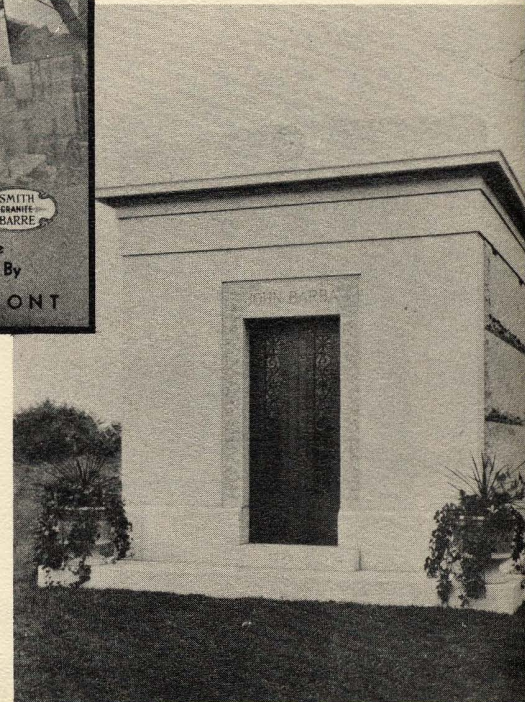


This reproduction of an E. L. Smith & Co. Advertisement entitled "Quarrying the Chrysler Mausoleum," which appeared in several other trade journals, illustrates not only the unique advantages of the E. L. Smith Quarries as sources of Mausoleum material, but also indicates that Leaders of American Life are aware of the advantages of "The Build-While-You-Live" program.



CHIOLDI GRANITE CO.

THE WATERMEYER MAUSOLEUM is of a style that is still popular with the public. Its rough hewn walls combined with finished entrance present a pleasing ensemble worthy of emulation in the building of moderate cost.



JOHNSON & GUSTAFSON

THE JOHN BARBA MAUSOLEUM is another worthy example of the less costly type, particularly adaptable to effective planting. Buildings of this nature are well within the means of present buyers of larger memorials.

MAUSOLEUMS

and

"BUILD WHILE YOU LIVE"

It Can be done, It is Being done

This "Build While You Live" Promotion
of Mausoleum Sales



Here is a booklet that will help you to promote
"Build While You Live" mausoleum sales in your
community!

IT IS admittedly difficult to sell monuments in advance of need because they serve no "practical" purpose when a family is intact. But, the *mausoleum* involves a powerful *psychological* factor which makes it easier to approach a family on pre-need construction!

The aversion for *earth burial* is almost universal. It is a psychological factor which must be persistently emphasized in all Build While You Live promotion. Even if the prospect will probably afford only a monument, your pre-need approach is more effective and practical if you stress the psychological appeal of a *mausoleum*.

The dread of earth burial is far more pertinent than the desire to be commemorated! Hence the construction of a family mausoleum serves an immediate purpose for the *living*. It is a permanent investment in peace of mind. It is a "paid-up" policy against the ordeal of earth burial for the entire family! It combines commemoration and security of the dead with comfort and consolation for the *LIVING*! It is a useful, practical and constant *asset* to the family!

And remember the tax situation!

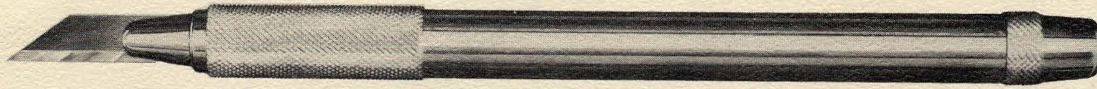
Mausoleums are usually purchased by families in comfortable circumstances. These families must agree with you that inheritance taxes — from 30% to 70% of an estate — place a heavy penalty on postponing mausoleum construction. They will agree with you that income and other taxes together with curtailed income from invested funds make it possible to invest in a mausoleum with only a nominal reduction of the net income from less permanent investments. Furthermore, mausoleums are non-assessable and non-taxable!

Analyze these facts carefully. Fix them in your mind. And then systematically interview and circularize the well-to-do families in your community. It is a business-like proposition which can be presented in a timely and business-like manner. Energetic and resourceful craftsmen are doing it! You can do it! Our booklet "Medium of the Masters" will help you!

E. L. SMITH & CO.

Quarrier's of Smith-Barre Granite

PROVEN PRODUCTS



**H & M "CONSTANT SHARP"
STENCIL KNIFE**

PRICE COMPLETE \$1.25 EXTRA BLADES \$.25-2.50 DOZ.

BLADE SHARPENED ITS FULL LENGTH, SO THAT AS IT WEARS OFF A NEW SHARP EDGE IS CONSTANTLY AVAILABLE.

**HOLES & McCLELLAN
BEDFORD, OHIO**

THE PORTABLE HIGH-SPEED POLISHER

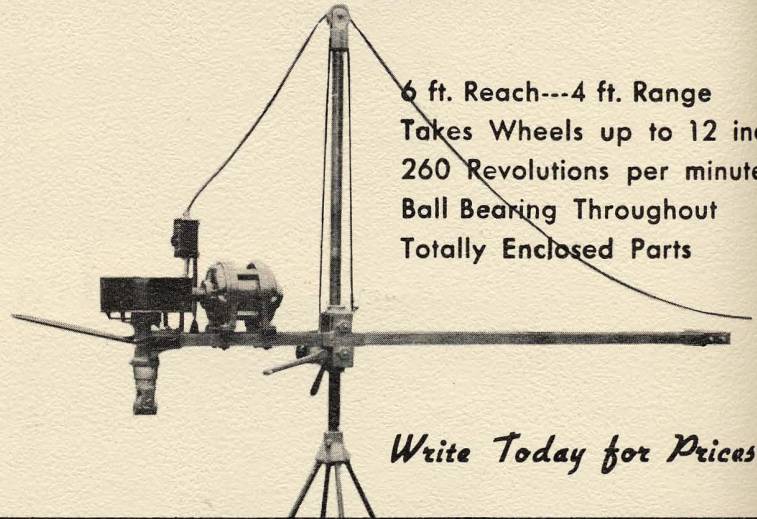
THIS machine is built throughout of the best material obtainable for the purpose. The construction is such that most any shape stone can be polished as easily as plain surfaces, such as bands, panels, round and apex tops, dies, concave, etc.

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

The machine is equipped with 18 ft. flexible cord.

Electric switch and connections.

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



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

Write Today for Prices

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

Lettering Expense Reduced . . .

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

The New "Vermarco" Alphabet and Numerals

Spacerite can help you increase the efficiency of your plant during the busy days just ahead. Reduce the time expense of lettering and improve the quality of your work by using Spacerite alphabets and numerals.

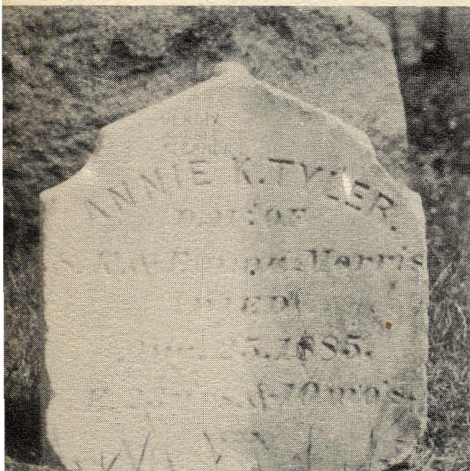
The "Vermarco" Alphabet and Numerals, illustrated, are the latest addition to our line.

Information as to the styles of alphabets available and their cost is included in an illustrated folder which will be supplied promptly on request.

SPACERITE COMPANY

WOLLASTON, MASS.

2 MINUTES of *Verdix* VS. 54 YEARS of DIRT



Here is a photo of an old marble marker that shows quite a contrast between the clean and the dirty part, as a result of using our VERDIX Marble Cleaner.

VERDIX is for cleaning marble — it has no obnoxious odor, as is common with marble cleaners and there is no smoke from its use because it does not contain muriatic acid. VERDIX is simply brushed onto the marble — then scrubbed off. Priced at \$2.75 per quart; \$8.00 per gallon. It may be diluted with about the same quantity of water.

PROPER BRUSHES ARE A VERY IMPORTANT ITEM in the cleaning of granite and marble — almost as important as the proper cleaning material. Our brushes are especially designed for long wear, proper suction and minimum labor. Ask about ADRIAN GRANITE SCRUBBERS.



John Horrigan & S

125 Federal Avenue
Quincy, Mass.

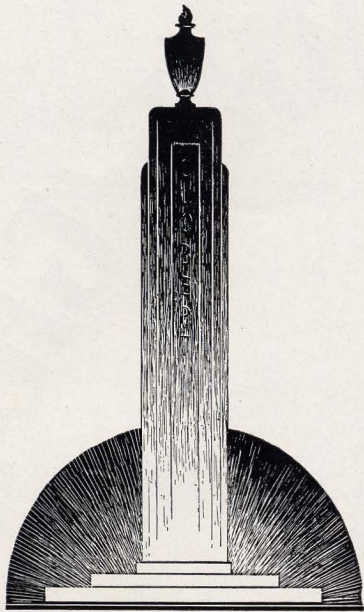
**SCULPTURE
GRANITE STATUES
PLASTER MODELS**

All Granites

Religious Subjects a Speciality

Send designs for estimates

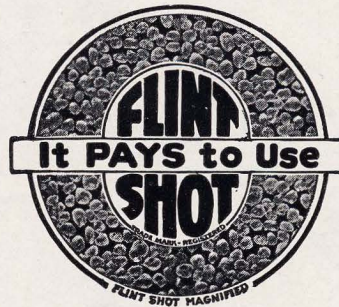
WM. M. ADRIAN, 48 Penn St., QUINCY, MASS.



PHOTOGRAPHS • SPECIAL DESIGNS • ADVERTISING
EDWARD R. PETERSON
MEMORIAL DESIGN
SERVICE
 ROCKFORD
 ILLINOIS

ALFRED J. COMI
BARRE DESIGN SERVICE
 ——— BARRE, VERMONT ———

SPECIAL DESIGNS
 PHOTOGRAPHS
 MINIATURE MODELS
 COMMERCIAL PHOTOGRAPHY



Use
**FLINT
 SHOT**

for

**MONUMENTAL
 SANDBLASTING
 UP-TO-DATE**

— Send for Our Booklet —

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

KNOW THE COST OF EVERY MONUMENT

By keeping a record of all expenditures on every monument you sell in The Monumental News Sales Record.

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

Cost at Quarry.....
 Freight from Quarry.....
 Hauling, Depot to Shop..
 Freight to Destination...
 Hauling to Cemetery....
 Lower Base,
 Markers,
 Corner Posts,
 Base Name,
 Inscriptions,
 Monogram,
 Tracing,
 Foundations,
 Setting,
 Boxing,
 Incidentals,
 Commission and Selling
 Expense,
 Percentage to cover Over-
 head Expense — Includ-
 ing proprietor's salaries
 and all office expenses,
 rent, taxes, interest, in-
 surance, bad debts, etc.

Contract Price, \$
 Cost \$
 REMARKS

Total cost Sketch of Monument

MADE IN TWO SIZES

200 Page Size - - - - - \$5.00
 300 Page Size - - - - - 6.00

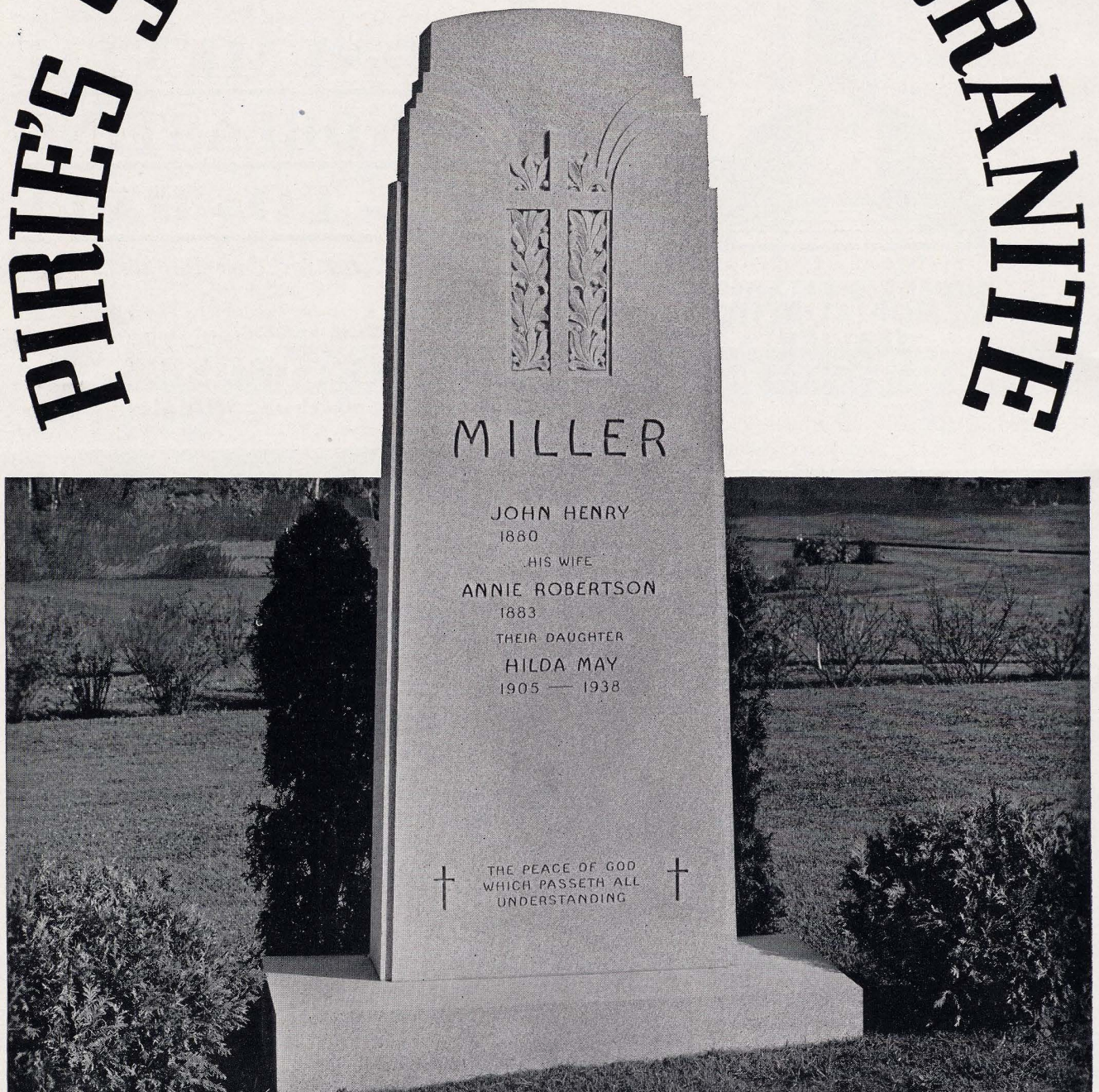
Add \$2.00 and get MONUMENTAL NEWS for one year. Regular price if ordered alone \$3.00. Send money with order.

MONUMENTAL NEWS

114 S. Carroll St.

Madison, Wisconsin

PIRIE'S SELECT BARRE GRANITE



The Miller Memorial, in Pirie's Select Barre Granite, was manufactured by the American Granite Co., of Barre, Vt., the design being an adoption of one created by R. B. Marshall of Long Island, N. Y. which received honorable mention in the 1938 Select Barre Design Contest. It was erected in Hope Cemetery, Barre.

J. K. PIRIE ESTATE—BARRE, VERMONT

MONUMENTAL NEWS



The Monumental News Publishing Company

... ESTABLISHED 1889 ...

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



Editorial

OCTOBER, 1939
Vol. 51, No. 10

"A MEMORIAL CONGRESS FOR 1940"—A TROJAN HORSE?

IT WILL always be a bit embarrassing to have excellent ideas proposed by "The Wrong People", but that will never be a valid excuse for ignoring the Idea. In the case at point, The American Cemetery Owners Association passed the following resolution at its 1939 Convention in Cleveland:

A.C.O.A. RESOLUTION FOR A 1940 INTERMENT AND MEMORIAL CONGRESS

Resolved, To promote greater cooperation and constructive endeavor on the part of all interested in the interment and memorial fields, that this Association extend a formal invitation to all interests in the allied industries to hold in 1940 a conjunctive, but not joint, convention with the other organizations so invited and accepting the invitation, by delegating their President, Secretary and immediate Past President or a committee of three, to attend a joint meeting with the representatives of the other groups to select the city, hotel and date for holding such conventions; and that all matters of program be handled by each separate organization except as the officers or duly authorized committees of each may decide upon certain joint sessions.

Understandably there will be a few monumental men at least who will depreciate any joint movement with the "Owners" of No-Monument Cemeteries, and will strongly suspect "A Trojan Horse". Admitting that the major problem of all these A.C.O.A. Cemeteries is Selling, while that of the "Established Cemeteries" is Maintenance, the fact remains, that the members of this younger cemetery group are as interested in eliminating the excesses of speculation and promotion from cemeteries as we are, if for different reasons. For our part we are inclined to feel that the obvious advantages of such a conjunctive meeting would far outweigh any possible losses.

Remember a very large number of the membership of the A.C.O.A. also manage old line cemeteries, and what is even more pertinent, there is more than a wish behind the thought that the trend in "No-Monument" Cemeteries is toward Monument sections. More than one "Cemetery Owner" has privately admitted to us that "Selling a Negation" has certain limitations. But pussyfooting and quibbling aside, we repeat, knocking and "Revealing" in the press Cemetery Scandal hurts the Monument Industry more than it helps. Washing dirty linen in public never made the social register, and while it may often be satisfying, it's more often expensive. Yes, we are 100% in favor of the Resolution in question.

RE LAST MONTH'S EDITORIAL

LET the uninformed in the Industry think that our last editorial asking for a Test Campaign on any Credit Selling Idea was directed entirely toward the Insurance Plan discussed in Committees at the Baltimore Convention, may we say that we too are as "uninformed" of This Plan as you are, so naturally could hardly criticize it before knowing what it is. Our editorial was concerned with a proposed plan, which had met some favor this past summer, whereby the dealer received the 30% down payment and a "Clearing House" of Quarrier and Manufacturer Money financed the balance on doubly endorsed paper—A Monumental Acceptance Corporation as it were. When the Baltimore Monument Plan is announced, we will be pleased to give our opinion as well as a complete description.

CAN WE STOP THE SLUMP? ... THE DESIGNER-SALESMAN PLEADS FOR COMMON SENSE IN FACING A SERIOUS SITUATION

*Critics of the Craft and Censors of the Cemeteries Are
Invited to a Show-Down of Constructive Ideas for
Saving the Memorial Idea Through Better Design and
Better Lot-Sales*

"I'D LIKE to sell better designs, but they won't go over in my territory?"

"I'd like to sell bigger and better lots in my cemetery, but the demand for small lots is persistent!"

These and similar complaints reflect a situation which is discouraging to cemeteries, dealers, designers, wholesalers and manufacturers. They reflect a situation which is a menace to the future of the memorial idea because it is a situation which has become a menace to the cemeteries.

Each car-load of cheap-common-place or ugly monuments represents a car-load of propaganda for the anti-memorialists. Each meaningless and unattractive monument erected in the congested small-lot area of the cemetery constitutes a *permanent* argument for the exponents of "modern" burial methods.

The situation is rapidly approaching a crisis.

Economic conditions have enormously increased the demand for small lots,—for single and two grave lots. This condition has in turn created a demand for inexpensive memorials. Dealers frantic over low-price competition have in turn generated a frenzied low-price competition in production centers.

Everywhere the cry is CHEAP, CHEAPER, CHEAPEST!

In certain sections of the country, the situation has developed violent competition to a stage where the very purpose, idea and function of the memorial is lost in a degrading battle for business. SELL, SELL ANYTHING, DO ANYTHING, — BUT GET THE BUSINESS!

The condition simply cannot go on. The public will revolt. A large public has already revolted. Our cemeteries are beginning to see the inevitable solution. Harrassed by competition in their own field, the cemeteries are compelled to find a solution.

The sheer ugliness of the junk that is today finding its way into moderate cost sections of many cemeteries is ruining the sale of cemetery ground; it is playing directly into the hands of memorial park promoters, cremationists and those institutional cemeteries which have, out of sheer self-defense, adopted no-monument or highly restricted monument sections.

Reluctantly, a surprisingly large body of cemetery officials—loyal exponents of the memorial idea—find themselves compelled to consider a similar solution!

Cemeteries must do business, just as we craftsmen must do business. Competition in the cemetery field is no less intense, in larger communities, than it is in the memorial craft. Landscape beauty is the "stock-in-trade" of the progressive cemetery, unless people merely want a place to literally dump their dead in which case they are not people who would erect memorials. Hence, for competitive reasons and for sake of the grounds, cemeteries can no longer ignore the irreparable, the permanent

damage which cheap and ugly memorials are inflicting upon the cemetery vista!

What can *they* do? What would *you* do?

Last month in these pages we referred to recent articles in magazines like Readers Digest, articles which broadcast anti-cemetery and anti-memorial propaganda to millions upon millions of thinking people. These articles naturally arouse our indignation. They hurt where it hurts the worst,—the pocket-book. But what about our cemeteries, the traditional cemeteries? They suffer, and they suffer from this propaganda more than we do!

Why?

Our traditional cemeteries have been developed largely through the sale of sizeable lots and sizeable endowments. Most of them are not operated for profit and they have not commercialized their sales methods. They are literally public service organizations or institutions. They have not "gone after" business for much the same reason that decent hospitals do not go out after business. The business has come to them. BUT, economic conditions, memorial park and cremation competition together with a rapidly changing public attitude toward family-life and burial customs has brought about a critical situation. Income from endowments have decreased at an alarming rate. New endowments are falling off. Expenses continue to mount. What wonder that many of our leading cemeteries are deeply concerned over the financial aspect of the situation?

What can *they* do? What would *you* do?

In the memorial craft our answer has been: Give the Public What it Wants!

Should our cemeteries do likewise?

Should our cemeteries "go after" volume business by promoting sales of cheap lots? Should they meet the demand for "modern" burial customs? Should they develop no-monument sections? In their effort to get business, to bolster their financial condition, should they cut their costs and impair their service by lowering endowment funds, by investing in cheaper securities and by under-selling on an under-quality basis.

Why should the cemeteries not follow our own example? Why should they not get on the band wagon, play up the national concerto "Cheapness" and skid down the hill along with us?

"I'd like to sell better designs, but they won't go over in my territory!"

"I'd like to sell bigger and better lots in my cemetery, but the demand for cheap lots is persistent!"

All right, we say, give the public what it wants!! What else can we do?

I have heard many craftsmen lampoon the cemeteries for selling cheap lots. I have patiently listened to many cemetery executives lambast the memorial dealer for selling cheap monuments. And I have impatiently listened to the high-brow super-esthetes and "smart guys" of the craft while they heaved the blame on both the cemeteries and the small-fry dealers. Like all smart-guys and most high-brows, these bright people have only a half-cooked idea of the pot we are all stewing in,—cemeteries and craftsmen alike.

Take the cemetery situation, for example; the expanding demand for small lots. Any school boy would think of putting the blame on the cemetery official. While it may be true that some cemetery executives are indifferent or inefficient in selling, yet they constitute the vast minority if we eliminate the part-time sexton or rural grave-digger. But if you think the executives of our better cemeteries—the men who belong to an organization like the A.A.C.S.—are indifferent about lot sales, then for the sake of your business and your future, wake up and get a knowledge of the facts which are bringing gray hairs to these discouraged executives! Attend any one of their state or national meetings and get an ear-full of facts that will close your mouth and open your mind to the gravity of the situation they confront!

If you were in charge of a cemetery in some large city, what would you do about the funeral director,—the man who is usually *first on the ground* in recommending the method of interment,—cemetery, memorial park, community mausoleum or cremation; the man who can discourage the buying of large cemetery lots which pay him little if any commission?

How would you answer the head of a family who asked you: "What's the use of buying a large family lot when my family is scattered here and there out over the country,—when home is merely a place to return now and then?"

What would you say to the prospect who, on being shown a typical small lot section, asks you: "Can you honestly call this beautiful? Is this restful and peaceful and comforting? Or is it just a stone-yard?"

If you can give me some persuasive, convincing and sales-making answers to these and similar question, I can almost guarantee that the Association of American Cemetery Superintendents will present you with a Gold Medal of Honor for Distinguished Service to the Cemeteries of the Nation. If you can give me the right sales-making answer to these questions I can give you the right answer to the question: What is the future of the memorial idea in America?

The same is true of the moderate cost memorial problem.

The dumb-bell high-brows take it out on the memorial dealer. The indignant cemetery executive takes it out on the memorial dealer. But what are the facts?

I sincerely believe that well over the majority of craftsmen would prefer to sell better design and that they would sell better design, if they could. But they can't. They can't for much the same reason that cemeteries cannot sell bigger and better plots.

To hear some of our critics rant, one would think that a memorial dealer should be qualified to give his prospects an art school course in good taste and good design all in the space of time which it takes to buy a memorial!

How am I going to convince an illiterate foreigner, full of sentiment and emotion, that a "thoroughly studied composition in the tablet type with the decoration in the current Modern influence" is better for the grave of his little child than the tiny carved Lamb for which the soul of him yearns? Am I supposed to tell him that he is a damn fool and ignorant for being so sentimental? Am I supposed to give him a high school education and an intensive course in the appreciation of beauty while my competitor sells him the Lamb?

When a frozen-faced school-marm comes in and wants a polished-one-rock-four-die with a rock-four-base because the "granitic beauty of rough hewn stone is reminiscent of the primeval rude-stone monuments of the Old World, and the polished front of which affords a touch of high finish indicative of our present civilization",—well, what am I going to say?

Perhaps my good father had the right answer: What the hell CAN you say?

When people come into a dealer's exhibit for a price on "something we have seen and like in the cemetery"—usually something pretty terrible—what can he do? Sure, he can TRY to sell them something different, something better—and often-times he can—but if they are shoppers typical of the majority, he is in for a comparison of values which with rare exceptions leads to a price battle with competitors.

But why go on?

It cannot be denied that by necessity, if not from indifference, a large body of craftsmen are selling pretty sorry stuff in the low-priced field. But if there was a demand for quality-productions, if they were losing business by selling the junk, they would be quick to improve their standards. They would go after business on a quality basis if the quality basis was the basis that got results. Make no mistake about that! But in our small-lot areas, the demand is not for quality, but for quantity at the lowest price.

It is all very well for our critics to contend that the dealer should go high-art and high-hat by refusing to sell the junk, but while such a dealer is enjoying the immaterial results of his idealism and altruism, his neighbors are getting the business. And it takes business to eat and to pay the bills. And even if his neighbors join him in refusing to sell the junk, then the ever increasing army of "quarry agents" and peddlers will descend upon the community and feast on the fodder!

Our cemetery friends confront the same situation. They are selling cheap lots. The demand for cheap lots is increasing at a disconcerting pace. It is sheer nonsense to contend that these cemeteries, collectively, are indifferent to the situation or that they are missing opportunities to sell larger plots.

It is one thing to blame our predicament upon the small-lot sales in our cemeteries; but it is quite another thing to blame the cemetery executives for the dearth of larger-lot sales. Any cemetery that goes high-hat and refuses to meet the demand for small lots will face precisely the same hopeless and helpless situation which the high-art dealer confronts when he refuses to sell cheap monuments in a highly competitive "market".

The sneers and snorts of critics get us nowhere. What we need and what we must have is not words but IDEAS! We need working-ideas for the promotion of better lot sales. We need working-ideas for curtailing or eliminating the price-appeal of inferior materials, inferior workmanship and inferior design.

We need answers to questions like these:

1. What can be done to restore family interest in family lots in face of the increasing lack of interest in the home and home-life; the increasing tendency of families to scatter out over the country thus eliminating the incentive or motive for purchasing a larger plot?
2. What can be done to encourage family-lot sales and memorial sales by the popular inducement of partial payments and pre-need sales-effort?
3. What efforts can be devised and what means are available by which dealers and cemeteries can actively collaborate intensively in restoring and revitalizing public interest in cemeteries and in the mission of sentiment, articulate sentiment?
4. If it is true that undertakers in the larger communities exercise an influence on public attitude toward the method of burial—cremation, memorial park, tenement tomb or small lots—in order to increase their profits or commissions, what if anything can be done to make

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THE MID-WESTERN EXPOSITION

THE Mid-Western Monument and Cemetery Exposition was held in Salina, Kansas, on October 12 and 13. There were about three hundred present, representing all branches of the memorial industry. A fine spirit of cooperation existed between the different groups. Attendance came from Indiana to Utah, north to Minnesota and south to Armadillo, Texas.

The program was opened by Paul Stevenson, past president of the Memorial Craftsman of America. The address of welcome was given by the Mayor of Salina. After the usual business, the Rev. James A. Leach of Manhattan, Kansas, spoke on the subject, "Forgotten".

Glen Steward, president of the Funeral Directors' Association, spoke briefly. Then Roscoe Ellard of the School of Journalism at Missouri University, discussed "Hallmarks of Quality in Cemetery Burial." A brief floor show by the Mary Ellen Rathburn Studios, gave a short period of relaxation and entertainment.

Paul Daggett, past president of the Cemetery Superintendents' Association spoke on "What Cemeteries Should Be and the Services We Can Render." The meeting adjourned and the design contest entries and exhibits were visited.

The grand banquet was held in the Masonic Temple, "Kansas fried chicken," with all the extras, was the feast enjoyed by the 200 guests present. Attorney Byers of Salina, acted as toastmaster. The main address became two-minute speeches by S. S. Shannon, Ernest Speh, Roscoe Ellard, Paul Stevenson, C. W. Johnson, Alex Park, Paul Daggett and Henry McCarthy. The Mary Ellen Rathburn Studios were the entertainers.

The banquet concluded, the crowd went to "Paradise Gardens," for dancing and social pleasure.

On Friday, Ernest Speh addressed the Convention on the St. Louis Flower Show, Roscoe Ellard again spoke. Alex Park then spoke on "Memorial Selling." In the afternoon, Hershel Logan gave the artist's viewpoint of the memorial industry.

Harry McCarthy discussed "Catholic Cemeteries," (See September Monumental News for a comprehensive review.) The prize winners were announced by Jack Laingor.

The awards in the contest were as follows:

1. Allen Monument Co., Little Rock
2. J. H. McCarthy, St. Louis, Mo.
3. Bloom & Co., Omaha, Nebr.
1. J. H. McCarthy, St. Louis, Mo.
2. Harry Bloomfield, Salina, Kan.
3. Bloom & Co., Omaha, Nebr.
4. Bloom & Co., Omaha, Nebr.

Well over 100 designs were exhibited and those in attendance considered it an intensely interesting feature.

Harry Bloom of Omaha won the beautiful monument donated by the Harmony Blue Granite Co., of Elberton, Georgia, given as a door prize on which chances at \$1.00 each had been sold.

Resolutions were passed, an election of Kansas Association officers was held and a committee appointed for consideration of forming a four state group. (Speeches not printed in this issue will appear in November.)

MEMORIAL SELLING . . . ALEX PARK, EXECUTIVE SECRETARY, M. C. A.



I HOPED that all of the monument fraternity might find their way up towards the front so that they might, after that inspiring address by a layman, Prof. Ellard, hear a few remarks from one who has been a worker in stone for more years now than we care to mention, and in the fourth generation of a family who have worked in stone and built memorials over a period of so far as we know nearly 160 years. The two

viewpoints must be of interest—the viewpoint of the layman, and the viewpoint of those of us who have been intimately associated with the building of monuments all our lives. And it is a fact as we listen to Roscoe Ellard to feel that he, as a layman knowing little of our intimate problems, seems to catch the same spirit that those of us have had for many years.

If we have ever had leadership in the monument industry, and I say this advisedly, it has been of the lowest possible type. The monument industry itself is an exact example of the leadership, if any, that has guided the way. It is a most refreshing

thing to see now at this late date, men and organizations who ten, fifteen, twenty years ago told us that granite is the all important thing, now climb on the band wagon and tell us that there are other things of more value and more public interest, and more conducive to the sale of monuments, than material. It is refreshing that organizations and men who have in the past constantly harped on the virtues of this or that material, now climb on the wagon. There are finer, more beautiful, more interesting values than all of the materials of this land of ours put together. Gentlemen, I want to say to you here again and again, that material is entirely inconsequent to the selling of monuments. I make that statement at every opportunity because it is an inherent part of me.

My grandfather had a quarry in which we as boys used to cut, and I hope in the old homestead, there is still a water trough cut out of granite which I helped my father make as a boy. The memories connected with it have nothing to do with the materials out of which it was formed.

I come to Salina in a happy mood because I was in Salina in the Lamer Hotel at three one morning when I decided if the opportunity presented itself, I would become Secretary of the Memorial Craftsmen of America. After Paul Stevenson and I talked about the various activities of that organization, he and I agreed that if the opportunity did present itself that I would accept the place, and I am happy that I did so. I am extremely

happy that I did so. It is unfortunate, gentlemen, that my disposition is such that I don't give a damn whether men like me or not. That is an unfortunate thing for me, but I get the real genuine soul satisfaction of standing up before large or small bodies of men and women, and pouring out from the very depths of my soul, my own convictions, and if by chance there are those who do not like what I say the matter just cannot be helped because I live by a given rule—to do my thinking carefully and to express those thoughts unsparingly. When I do express thoughts, I do not mean to be offensive; I have no personal intent to hurt mentally any of my listeners.

There is going about this land of ours now that Park is partial. He is plenty partial to all the men and women in this monument industry who can see the errors in the past and who can see the need of cooperative action in the entire industry with a hope that we may put into the hearts of the American public a desire to build memorials, and I hope I will constantly remain partial to them. I am partial by an excellent degree to those who favor a consolidated effort within the industry to sell the memorial idea again to a public which has lost interest in it. I am going to discuss the accomplishments of Memorial Craftsman of America. I don't know whether we have made any progress or not. I haven't the slightest idea. The question of progress may be measured in many ways. We have added many members. We have added the outstanding dealers of the U. S. to the organization. We have proposed a plan of progress for the industry which we have reduced to writing, the first chapter of which appears on page 3 and 4 of the Monument Builder, and which is the result of three or four years of exact thinking by members of the Memorial Craftsman, by the Executive committee, by the leading memorial craftsman of these United States, in practically every state in the union.

We have proposed that we will go into the various communities and organize small groups of dealers so that a series of meetings will be held on a specific day of every month of the year 1940, and at each meeting same subjects will be discussed simultaneously. At the present moment, we are compiling a list of subjects of general interest, and out of that list the executive committee compiled a series of subjects which we hope will be discussed by not less than forty groups of retail monument dealers simultaneously. I have discussed simultaneous meetings, and some doubt its virtue, but I was completely convinced after hearing the Town Hall discussion between Gen. Johnson and Senator Ickes, in which it was stated that the 400,000 people who were listening was the most effective means of education. We have done organizing in New York and Pennsylvania, and next we start in Ohio, and hope to get into Missouri and Illinois by the first of the year so that by the first of January, the simultaneous group meetings will have started and progressed through a year. We have tried everything else. Let's try this. We have compiled a list of 500 newspapers on the theory that we shall use at least twelve ads per year simultaneously and every ad reading exactly alike.

The preponderance of door bell ringers is slowly but surely and very surely tearing down to the level of the lowest kicker-inner. I see those who ten, fifteen, twenty years ago were on a pedestal so far above the ordinary monument seller, but today they are being gradually pulled down by a lack of decency and by a lack of good manners on the part of the average retail monument seller.

Mr. Ellard spoke of being confronted with a room of merchandise . . . This is small in comparison with the bad manners of stalking up to the front door before the funeral is finished hardly. I detest any man that dares to come to my front

door within a month after my boy had been laid away and challenge me as my duty to buy a monument. I can show you in the city of St. Louis, which a few years ago was one of the finest monument cities in the world, fifteen firms that have started in the monument business, and that don't even buy a monument for stock. All they do is get six bits worth of designs, and kick in the front door, and we must suffer for such brutality; and there are manufacturers, and there are producers in these United States who will ship a lousy hicky marker to anyone who has the \$13.00 to pay for it, and you of the retail industry say we do not need organization.

I don't know whether we are making any progress or not. If getting members is making progress, we are making progress, and if getting replies to letters is a sign, we are making progress. I might say that when we first went into the office at Chicago, we sent out 1000 letters and we received three or four replies. As a test, 100 letters were sent out the other day asking for replies, and we got 22 out of a hundred, so we are making progress. I want to thank all of you ladies and gentlemen of this industry for the fine cooperation you have given me in my work. When I first went east this last winter, the National Association was in the bad graces of the Memorial Craftsman of that vicinity. The Memorial Craftsmen of America is not an entity in itself. It is merely a reflection of your wishes, of your activities, a mere pathway along which you as members may express yourselves collectively. I am not the Memorial Craftsmen of America. Paul Stevenson is not the Memorial Craftsmen of America. The Memorial Craftsmen of America is a collective activity of all of you who are members of the M. C. of A., and I want to tell you gentlemen that your collective thinking may be expressed just as you think because you after all are the boss and anyone who represents you as National Secretary, or on the Executive committee, should either express your opinions or get out. You are the boss and if something takes place within the offices of the Memorial Craftsmen of America that does not suit you, you should let us know, and if when collectively, the majority do not like the executive committee or the executive secretary, it is not only your pleasure but your duty to kick them out. If you don't like them, don't sit back, and say the click is running it. I see Paul Stevenson working day and night for the M. C. of A., getting nothing but his expenses, trying to keep it alive, and what does he get? The click is running it. The click is not running it, or there would not have been any national association, of the Memorial Craftsman of America. I say this of Paul Stevenson altho we agree on a very few things. He thinks differently from me. I believe a collection of individuals can go through anything. Paul is tactful, kind and all that sort of thing, and I say, get enough of us together, and then go after it. I know in my affairs I carry on personally if after a year or two it flops, I know I am on the wrong track and I start on another, so we, the Memorial Craftsmen have started on another track this year, and we are going forward, Gentlemen.

The selling of monuments from the Layman's point of view. Roscoe Ellard is the most scholarly man with whom we have ever associated. He speaks from the Layman's point of view, and he tells us, and has been telling us for six years, the things we must do, and we don't. We do nothing about it. We enjoy his beautiful vocabulary, exceedingly interesting thoughts, and his fine dramatic delivery, and we do nothing about it. I'm urging you gentlemen to get into the National Association and let's do it collectively. We have prepared a scheme of national advertising with Roscoe Ellard with the hope that he will write a series of advertisements which will appear simultaneously all over

(Continued on page 468)

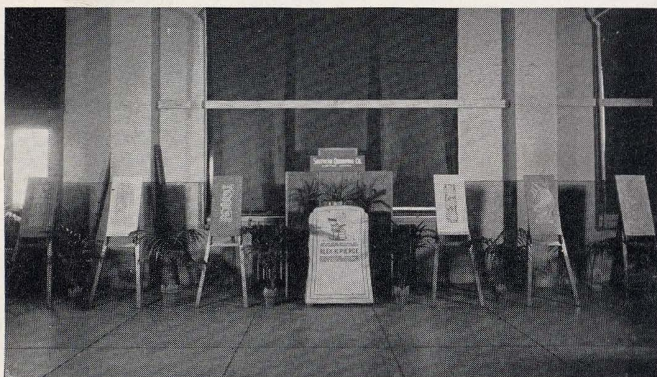
MID-WEST EXPOSITION EXHIBITORS



Vermont Marble Company
Proctor, Vermont



Georgia Marble Company
Tate, Georgia



Southern Quarrying Company
Elberta, Georgia

J. P. Gilman Granite Company
Kansas City, Kansas



Roosevelt Granite Company
Synder, Oklahoma



THESE CONFLICTING WAYS OF MAKING THE PUBLIC MEMORIAL-CONSCIOUS . . . By Roscoe Ellard

at Mid-West Memorial and Cemetery Exposition, Salina, Kansas, Oct. 13, 1939, Memorial Hall

I MET a desperate memorial salesman the other day. I was at the home office of a large Eastern quarrier who had invited me to gather material for some advertising for him. The salesman, with a saving sense of humor, had a card printed to use with recalcitrant customers as a last resort.

It read: "Give me an order—or I'll vote for him again!"

He was a resourceful salesman but he seemed not entirely optimistic. His sales manager showed me a letter he had written which contained this line: "If Hitler really wants more territory, *he can have mine!*"

So perhaps there may be some point in the request of your President, Mr. V. E. Peterson, that I talk to you this morning about "These Conflicting Ways of Making the Public Memorial-Conscious." Personally I think the salesman's pessimism was not so warranted as his humor; but there still is need to improve public acceptance of the natural stone memorial.

Most of us are familiar with five basic buying motives for memorials. Perhaps we can call them *older* buying motives, and although they still are good, it seems to me they are no longer *enough*.

The first is perpetuation of memory. If we know all the possibilities of memory, we get more sales value out of memory. But I am not sure that mere remembrance is enough for an increasing part of today's public.

A modern trend of thought resents remembering mere death; resents an emphasis upon gloom or sorrow. It wants to remember how people lived, not how they died . . . How they influenced joy and strength, not how they brought grief.

It has been vividly put this way:

LIFE AND DEATH

"So he died for his faith. That is fine,
More than most of us do.
But say, can you add to that line
That he *lived* for it, too?
In his death he bore witness at last
As a martyr to truth.
Did his life do the same in the past,
From the days of his youth?
It is easy to die. Men have died
For a wish or a whim—
From bravado or passion or pride,
Was it harder for him?
But to *live*—every day to live out
All the truth that he dreamt,
While his friends met his conduct with doubt
And the world with contempt.
Was it thus that he plodded ahead,
Never turning aside?
Then we'll talk of the life that he *lived*
Never mind how he died."

Moreover, I want to suggest as emphatically as I can that memory, as a vague general wish, seldom creates a productive desire to buy or to possess.

All productive desire comes from pictures of human experience that hang in our heads. For instance, when we remember a life affectionately, we really break the memory up into definite pictures something like this:

"I carry around
Small things you said
The way you smiled
And held your head.
The ghost of a hill
That we went up
And roadside tea
In a gypsy cup.

"A hurdy-gurdy
Not quite in tune
The broken edge
Of a ragged moon—
I shouldn't have strength
To bear and do
If I should stop
Remembering you."*

* Adapted by Roscoe Ellard from lines by Helen Welshimer.

May I suggest that *when we sell memory* for a memorial we need to *hang* such *pictures* as these in the prospect's head? Memory put into pictures.

That is basic human behavior from any point of view. When we think of the Christian religion, we cannot visualize it, cannot desire it, if we think of it merely in general terms of christianity, mercy, charity, love, nobility. These are all abstract terms: they do not affect our emotions—they do not create desire or belief—until we break the abstraction up into pictures of human experience which the listener or reader can visualize as part of *his own day*.

For that reason, the Bible's *parables* are effective. One way we think effectively of Christianity is to recall the *picture* of the woman taken in adultery and brought before the Christ. He does not fix His eye upon her; He stoops to write figures at His feet in the sand.

Why? To take the eyes of the multitude—their stares—from the woman. Then he said: "Let him who is without sin among you cast the first stone."

That is a Christian word-picture of charity. It is not an abstraction, not an ideistic concept; it is a lifelike human picture to hang in the Christian's head to make him *see* charity. It was effective writing in the Bible; for the same reason, it was effective *salesmanship* of Christian principle. The principle makes good salesmen today.

A few years ago an educational magazine queried readers to discover "the most popular word." Out of the survey came such terms as these: nobility, honor, duty, eloquence, truth, purity, beauty. But the people who chose these words doubtless had in mind *specific pictures* which the words called up for them individually. Honor, eloquence, nobility, truth—these are mere

abstractions. Until the user or the hearer translates them into sense images or lifelike pictures, they mean little, arouse no desire to possess. So in all of the buying motives played upon by memorial salesmen, the abstract motive itself should be translated into lifelike human pictures.

A second older buying motive is personal affection. A personal memorial is a tribute to love; its absence is bleak with the winter of indifference. But affection is stirred, particularly in memory, by concrete pictures. Edwin Booth, in writing of the affectionate memories of his wife, recalled such specific scenes. Gamaliel Bradford, writing in "As God Made Them," quotes him:

"Edwin Booth's early marriage was exquisite. How great the young wife's influence over her husband is appreciated when we realize that, after her death, the mere memory was sufficient to overcome permanently the inherited passion for alcohol which earlier had threatened to ravage his life."

Yet may I point out that Booth's artistic mind and Bradford's literary genius *break down* this abstract allusion to memory and really make the reader see what Booth saw.

"Edwin Booth's own beautiful words best indicate the terror of loss which afflicted him: 'I call her, look for her, every time the door opens; in every car that passes our little cottage door where we anticipated so much joy, I expect to see the loved form of her who was my world . . . She was to me at once wife, mother, sister, child, guide and saviour.'"

This merely gives one more testimony to the power of translating the abstract into lifelike pictures to *hang in the head*. And only that can create desire, arouse emotion; and only desire to possess, with emotion to support possession, will induce many persons to buy.

The following three sentences sketch a memorial value which can be developed into various word-pictures. I have used them in monument advertising which is directed at the motive of personal affection:

"A last resting place is the nightdress of the dead. A grave without a personalized memorial and without a living influence, is a muslin shroud. A last resting place with an appropriate memorial is a canopied bed in which love sleeps eternally in silk."

A third older buying motive is family pride or tradition. Wishing to preserve the family name, to give permanence to recognition of the family line—this is a mark of the basic human urge to preserve one's identity as an individual—the yearning to keep one's self from being *swallowed up*.

An American woman of late middle age was travelling on the same Japanese passenger ship with me a few years ago off the coast of India. We were the only Americans on board. So when both the tail of a typhoon during the monsoon season, and a mild epidemic of fruit-induced dysentery affected some of those on board, she came to me. She was a woman of considerable education, wealth, and social standing.

"I am not afraid to die," she told me. "But I can't stand the thought of being buried at sea. The sea swallows one so quickly and so completely. Promise me you will do everything possible, if I should die, to see that my body is returned to my family in America—to rest finally among my own people."

There you have a basic urge that influences many: the urge to preserve one's sense of personal identity and, to struggle against being *swallowed up*. And right there you reach the point where, it seems to me, the older buying motive of mere family pride—of keeping up with the Joneses even in the cemetery—becomes a more socially constructive motive, a more *effective* motive for educated people. This is the point where the buying desire goes beyond mere pride or tradition to become

another manifestation of the ego, perhaps, but a more deeply rooted one—personal identity.

Even though the American point of view is supposed to scoff a little at family tradition, the family motive is definitely strong in the United States. It is definitely strong in spite of different stories popular among Americans in England.

An Englishman, proud of his birth, produced a shilling. He pointed to the King's head and said, "My great-grandfather was made a lord by the King whose head appears on that coin." And his American companion produced a buffalo nickel and said, "Splendid! And my great-grandfather was made an angel by the Indian whose head appears on that coin."

However, it must not be forgotten that a monument dealer often can spot the family pride when a prospect looks at a monument and makes some such remark as this: "That one must be over ten feet high." If the monument doesn't happen to be twelve feet high, you had better offer to get him one that is, because frequently, on checking his cemetery lot, you will find a neighbor's monument nearby that is *just* ten feet. He wants one a little higher!

Religious feeling is a commonly recognized fourth motive. Perhaps infrequently, a number of people buy memorials because, among other urges, they feel it is a religious duty, or because they feel that the departed is looking down upon them. Other persons feel that a loved one's life has importantly meant religious work together, religious companionship, a shared religious belief which gives a sense of security. They take great satisfaction in a memorial which links them with this religious experience.

Those persons often will be helped by a personal memorial to feel (or realize) that in a future life they will go on together.

The religious feeling has an aspect which also appeals strongly to but mildly religious persons as well as to the deeply religious. That is the religious interest in the Christian teaching of "Man's Humanity to Man." The Christ's life is full of this deep concern for man as man, rather than man as a cog in a vast mechanism. The ancient Greeks, also, had this point of view. Christian charity, the Christian philosophy of love, the Christian Golden Rule rest firmly upon it.

A further possibility of the religious feeling for the desire to own a memorial is the satisfaction from the Christian belief that death is not an end, nor even a tragedy. This can be related by what propagandists call "transfer" to the drama of the Christ's crucifixion. I do not believe, for instance, that Jesus Christ regarded his three hours on the Cross as a *sacrifice*. It always has seemed to me he regarded it as a price he was entirely willing to pay for the ideals for which he had lived.

Perhaps a superficial, but certainly widespread, trend of behavior gives strength to the last, and fifth, older buying motive—conformity to custom, or sense of duty. This type of buyer is usually price-minded. He or she wants to discharge a genuinely desired duty and obligation he or she believes in, but often as inexpensively as possible.

Infrequently, perhaps, but often enough to need consideration, this type of buyer listens to a sales talk of sentiment—at times cuts one short—and then remarks, "Yes, I know," or "I'm not interested in that," or "What I want to know is, what have you got for \$150?" or "How much is that one over there?"

Yet after all, this sense of obligation usually rests on the deep desire for *social approval*. This social approval guides much of our social behavior. It begins in early childhood. The psychological tendency, then, can often be used as the starting point—a basis of agreement between prospect and dealer—from which the more stable, more thoughtful, more artistic

benefits from genuinely personalized memorials can be pointed out.

Social approval is as instinctive, I suppose, as the Georgia girl's answer made to a query at her fashionable boarding school, "What business is your father in?" Since he was an undertaker and the girl suspected that carried less prestige than she wished, she answered, "He is a Georgia planter."

Yet, the desire to be socially approved for "doing the proper thing" is strong enough not only to be used in memorial selling, but to be built upon for more really useful, more beautiful memorials.

These five reasons for buying are familiar to most monument salesmen. The only contribution I suggest in the discussion so far is to translate the urge into lifelike, specific pictures, and to hang them, with as much genuine feeling as possible, into the prospect's head; and to keep the prospect's mind as constantly absorbed with these pictures as possible. The less energy a prospect gives to competing ways to spend his money, the more energy he devotes to desiring your commodity.

Fewer motives, or five less commonly used points of view, emerging from the older motives, however, can now be examined, I think, profitably. For many persons who emphasize *reason* in their way of life—and the number is, fortunately for the world, increasing—mere memory, that vague sort of reminiscent glow, is not enough to justify a large expenditure from which they can see no tangible return. For many people, then, mere memory is not enough; they want a perpetuation of influence. They need to be convinced (preferably to have suggested to their own thinking) that the influence of a loved one, which has become a part of them, can more vividly and productively *live for them*, if that influence is caught and given artistic life in an individualized memorial.

Henry Ward Beecher, the great New England minister, cogently put that thought this way:

"When the sun disappears below the horizon, it is not *down*. The heavens glow for a full hour after its departure. And when a great and good man goes, the west is luminous long after he is out of sight. A man who lives unselfishly and disinterestedly, cannot die out of this world. When he goes hence, he leaves behind much of himself—sometimes that which thousands of years have not worn out. The world is richer yet by Moses and the old prophets than by the wisest statesmen."

This influence and personality need, I submit, to be kept alive. It is our social heritage. It is the influence and inspiration from the past which goes far to make up the character of our nation.

Yet when we chisel a mere name and two dates on a mere stone, even though it be the finest marble or granite, even though it lie in Westminster Abbey, it means little after about forty years. Only the names of the very great—Washington, Lee, Lincoln, Shakespeare, perhaps Milton—mean much after forty years, because all who knew personally the people of lesser renown have also gone.

No doubt, even forty years of memory is worth the stone; but it is too bad that a social heritage, a human influence, an earthly immortality can work no longer than forty years! Therein we need highly competent personalizing; we need to keep influence and inspiring personality *alive*. That provides a tangible recompense and a tangible dividend for the buyer. (Yesterday morning I discussed a concrete way to present this idea when I read you part of the envelope stuffer I prepared for the National Association entitled "His Village of Memory.")

Will Rogers' self-written epitaph suggests this influence which can live on:

"When I die," Will Rogers said, "my epitaph is going to read: 'I joked about every prominent man of my time, but I never met a man I didn't like.' I am so proud of that I can hardly wait to die so it can be carved on my monument. When you come around to my grave, you will probably find me sitting there proudly reading it."

That typical Rogers "gag" suggests the wholesome message his life has—and should continue to have—for one of the widest publics any American speaker ever reached. That idea perpetuated on an individualized monument tends to keep alive the homespun wisdom, the lovable geniality and humanness of the man. It becomes then more than a monument to a man named Rogers; it becomes an important part of our social heritage, our American character.

An important thing is that Will Rogers laughed also at Will Rogers, and a requirement of the wholesome spirit, of the philosophic attitude which is a necessary saving grace in any world of trouble, is that we be able to laugh *at ourselves*. Nothing is perhaps more truly American than the ability and privilege of joking about pomposities and shams and mistakes of "every prominent man of our time."

It is akin to the American element of culture—perhaps the only truly American culture—which permits the news boy to say cheerily to the publisher's wife whom he passes on the street, "You are looking fine this morning, Mrs. Jones!" And Mrs. Jones smiles, says, "Thank you," and likes it. And Mrs. Jones's daughter could remark at home that the news boy is the brightest boy in school and that she likes him. The news boy can become a publisher—and the publisher's daughter can continue to like him, and marry him.

That is Will Rogers-like, after all; it is American, and it is part of our social heritage. It is *not* true of any other country in the world. It is one thing we haven't copied. It is true of a great many persons who live and die in this country. It is not often enough recognized, not often enough memorialized, not often enough kept alive.

Another self-written epitaph which suggests that influence can live on is that of Benjamin Franklin. He wrote:

THE BODY
OF

BENJAMIN FRANKLIN, PRINTER

(Like the cover of an old book,
Its contents torn out
And stripped of its lettering and gilding,
Lies here food for worms.
Yet the work itself shall not be lost,
For it will (as he believes) appear once more

In a new
And more beautiful Edition
Corrected and Amended

By
The Author

And another newer motive—or older motive which needs a newer emphasis—making the public conscious of the possibility for really preserving personality. Dr. William Graves, once a noted surgeon in St. Louis, pointed out in connection with scientific research on the bone structure that no two individuals are ever alike, that "truly each is the beginning and the end of his kind."

Dr. Floyd Allport, noted psychologist, declares that no two personalities are ever alike because no two environments even in the same home for twins, no two patterns of glandular reaction, are ever identical. Each personality, then, is truly the beginning and end of its kind.

John Erskine, famous novelist, says in his "Literary Discipline" that no two loves are alike, because no two sets of personalities, no two sets of experiences, no two patterns of

glandular reactions are ever alike. So truly each personality is the beginning and end of its kind.

If a loved one can walk in beauty with those remaining, can live in personality with the greater vividness a personalized memorial can give over abstract memory, then an emptiness and a supporting strength lives for the buyer in an appropriate memorial.

A salesman, an advertisement, a series of direct-mail letters can suggest this *tangible recompense*, this *dividend*, for the life which carries on, this assuaged grief and actual value. But to use it to arouse buying desire, it must be broken up into life-like and specific pictures.

A third newer motive emerges from the older motive of family pride. This newer reason is the social value of the family *bond*. It is more than a sentimental indulgence about the family bond; it presents a social strength. Family continuity helps to stabilize decent living and business and personal contributions which carry on.

The name, Lincoln, or the name, Carnegie, started life meaning very little. What values, prestiges, and inspirations have been gathered about each of these names were put there by the achievements of the particular life. Yet these achievements stand as a record to be emulated by other bearers of the name. Lincoln and Carnegie achievements, or Smith and Jones achievements, form a bond of social value for succeeding members of their families—and for all others who pass by.

Members of those families not only derive personal value from a vivifying in beauty of the essential influences that family achievements give; they also may derive satisfaction from perpetuating the influence of their family for the good of others who constitute their country and their time. In every good life, if we search for it, are influence and individual personality worth preserving—not only for sentiment but for social heritage.

The sense of *Personal Identity*—the desire to keep from being “swallowed up”—was discussed in connection with the perpetuation of memory. It properly, however, is a fourth “reason why” appeal emerging from the older, purely sentimental buying motives.

We talk a lot about making memorials beautiful. We say it adds to the loveliness of the nation, to the solace of the bereaved, to the memory of the departed. All this is true, very justified. But there is a more constructive value in beauty, too. It is an important part of the *social heritage* which I seem rather fond of mentioning.

A beautiful monument, closely associated as a personal link with love and life, strongly increases in the living a sense of beauty as a quality of character. And I strongly believe that a *sense of beauty*—a repugnance for the ugly, a fundamental feeling for decency, a love of loveliness—constitutes an extraordinarily effective moral code. I should rather my daughter would leave home fortified with an abhorrence of the cheap, strengthened with a sense of beauty, a sense of proportion and harmony in the ways of life than with any other attitude toward life.

Here is something good for those who live on, good for those who pass by, good for the nation.

A beautiful monument like the personal ownership of a lovely home, beautiful statuary, beautiful paintings, gives pleasure to the owner, pleasure and inspiration to those who see it. The monument can give deeper pleasure and last longer certainly than a new motor car or a power boat. Yet the monument has an added *personal link*; it binds together past, present, and future.

The last reason and urge I also have previously discussed. I list it here to preserve the logical sequence. It is the value of the properly designed and personalized *and inscribed* memorial as a record of personal history.

So much for basic urges, and our somewhat conflicting ways of making the public memorial-minded.

I have heard occasionally that we should try to restore dripping sentimentality to everyone, and that we should encourage amateur speakers to make “canned” talks before church groups and luncheon clubs on the sentimental value of memorials. I have even heard it suggested that we should encourage ministers to urge parishoners to visit cemeteries every Sunday.

To me this is both impractical and impossible as well as undesirable. We see a definite, and, many believe, wholesome, change in the point of view. Sentiment should be used wherever it is stable and present. Yet I doubt whether any of us wish to increase sentimentality which is not *genuine* sentiment, or whether many of us really believe in an extreme emotionalism which is being urged against on every hand.

Thus, I feel strongly that the sound modern procedure will be to walk with the modern trends of thinking, and to present a *value for the buyer* which actually does exist in the appropriate and beautiful memorial—if we will but point it out.

After fundamental buyer-urges have been used, however, one needs concrete sales procedure. My first visit to a monument dealer's display room postponed a firm determination to buy a monument; almost sent me into the regimentation of “no monument parks.” Indeed, there is in fine parks a beauty and loveliness that it would be foolish for us to overlook, foolish for us not to equal and surpass.

What happened to me, and to other members of my family who went to buy a memorial, was that we were hit in the face by a large store *full of rock*. We were confused by the crowded display of sixty or seventy monuments of all sorts and conditions.

We were further confused by two queries, both of which I felt then, and still feel now, were premature. The salesman asked us: “What did you have in mind?” and “How much do you want to pay?”

We had a *life* in mind, a personality in mind, not a particular monument. We didn't know exactly what sort of memorial would do the job we wanted done. And we certainly didn't know what it would cost to get what we wanted.

After a completely unproductive hour making our way among a maze of granite and marble materials, and a maze of screens and tables and seats and steles and obelisks, we went away and did *without* a memorial—for several years.

It was not until a chance visit to a cemetery in Europe that the realization came to me of what can be done toward erecting beauty as a personal chapter in history, what can be done to vitalize an influence, and to perpetuate a strengthening personality. It was then that I *sent for* a memorial dealer—and told him to leave any pictures he might have of monuments outside until we were ready to look at them.

As a matter of fact, we *never* looked at them. We discussed a personality, a link between English and American culture. So far as I know the design of the monument that came out of that conference has no more a duplicate today than has the personality and the moment in history it memorializes.

Therefore, may I suggest that a prospect never be hit in the face with rock; that if the prospect comes originally to the dealer's display room, he be taken into a *small reception room* close to the front of the store. In buying that which embodies and that which represents an individuality which is not dupli-

(Continued on page 469)

TRADE NEWS

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

BECK FAMILY IN BARRE ESTABLISH PRIZE FOR DESIGNERS SOCIETY

President William Henry Deacy of the Society of Memorial Draftsmen and Designers announced at the October meeting that the Beck family of Barre, Vermont had established a prize which the society is to award annually to a member of the organization.

It was originally proposed that the prize should be a memorial medal dedicated to the memory of the late Lothar G. Beck, the well known granite manufacturer. At the suggestion of Mr. Deacy, however, the Beck family accepted the proposal that the prize take the form of a valuable book on architectural design or decoration. A commemorative bookplate designating the book as a prize will be affixed to the inside cover of the volume each year.

The method of awarding the prize is now under consideration by a committee appointed by Mr. Deacy. Because membership in the society is widely distributed over the country, it was found difficult to award the prize to the member who had created the most distinctive memorial of the year, or one who had shown the most progress. It is reported that the committee will probably recommend a contest of some kind, probably one involving research in design or in the economical design of ornament.

The late Lothar G. Beck was long identified with the granite industry in Barre. His sons are now proprietors of Beck & Beck and of Novelli & Calcagni. Mr. Wendelin Beck became interested in the plan of awarding a prize when Novelli & Calcagni were assembling designs for memorials which the company now reproduces in the form of small models as a sales aid to their dealers.

The November meeting of the designers society will feature the talking-slide-film "Remembered Yesterdays" which the Barre Granite Association sponsored in behalf of the Association of American Cemetery Superintendents. The film, which has a powerful and dramatic appeal for the memorial idea, is rapidly gaining wide popularity as an educational, entertaining and inspiring production.

FEDERAL TRADE COMMISSION RELEASE

Misleading representation in the sale of imitation marble and granite tombstones and monuments is alleged in a complaint issued by the Federal Trade Commission against Charles J. McClennon and Lillie M. McClennon, trading as Empire Monument Company, 108 East Rock Springs Road, N. E., Atlanta.

Advertising their products as "Marble Durastone" and "Granite Durastone", the respondents are alleged to have misleadingly represented them as being genuine natural marble or granite, when, according to the complaint, they are made from cement and other ingredients and are known as cast stone or artificial stone.

The respondents allegedly advertised that their monuments and tombstones would not fade, crumble or deteriorate, and are impervious to extreme heat or cold and to dampness or dryness, and have withstood engineering tests; that the prices at which their stones are advertised are much less than the usual prices, and that a footstone is given free with each order for a tombstone or monument, when such are not the facts.

Charging that the respondents' claims are in violation of the Federal Trade Commission Act, the complaint grants them 20 days for filing answer.

CLARENCE BUDDINGTON KELLAND ERECTS MEMORIAL TO HIS FATHER

The Jones Brothers Company of Barre, Vt., and Boston, Mass., recently completed and shipped a memorial for the author, Clarence Buddington Kelland, to mark the grave of his father, Thomas Kelland.

The memorial was not a memorial created especially for Mr. Kelland but was a popular copyrighted Guardian Memorial of the monolith type which is set up without a base. The rather plain die measured six feet in length, three feet and four inches in height, and a foot in thickness. A carved panel on the die is oblong in form and not particularly ornate. In the panel is the name "Kelland" in Roman letters. The memorial has a pebblestone 12-cut finish. On the lower life side of the face was the simple legend: "Thomas Kelland, July 15, 1854, Sept. 29, 1938."

The memorial was shipped through the William T. Sugden retail granite firm at Flushing, L. I., and it is to be erected at Port Washington, N. Y. During the process of finishing, the little monolith attracted more attention and comment than other larger and more imposing memorials being completed at the Jones plant for well-known Americans.

MID-WESTERN GROUP

At the recent Salina Exposition the following committee was appointed to plan forming a Mid-Western group:

C. R. Moon, Fairbury, Nebraska.
Ira Paine, Grand Island, Nebraska.
Paul Stevenson, Moberly, Missouri.
H. P. McCarthy, St. Louis, Missouri.
S. C. Allen, Pine Bluff, Arkansas.
Sam Maddox, Lawton, Oklahoma.
George I. Laingor, Oklahoma City, Oklahoma.
Art Marvin, Pueblo, Colorado.
Milton Erickson, Denver, Colorado.
Verne B. Curl, Concordia, Kansas.
V. E. Peterson, Salina, Kansas.

The idea of forming this group with a full time secretary is being seriously considered as an effective method of elevating the monument business to a higher as well as more profitable plane.

NEW KANSAS M. C. OFFICERS

President—Merle Norton; vice-president—O. C. Langston; Secretary—Treasurer—Carl Henning; Directors—C. M. McCarter, Robert Sellers, Ralph W. Park, Wm. P. Supple, Aubrey Cody and Kenneth Huff.

CHANGE OF NAME

The Malone and Scott Tile and Marble Co., is now T. J. Malone & Son, Inc. Located at 352 Walnut Street, it has a large plant, show rooms and recently completed additions. The board of directors is as follows: T. J. Malone, Pres., L. M. Guice, Sec'y, Mrs. T. J. Craven, Jr., Florence S. Malone and T. J. Malone, Jr.

NEW DEALER

The Greensboro Memorial Company has opened for business on the Burlington highway, about two miles from Greensboro, No. Carolina.

The owner, J. W. Guess, has been in the Monument Business in Greensboro for over seven years. He has a very complete and modern display of memorials.

For *ECONOMY* on *BLASTING* Operations use:

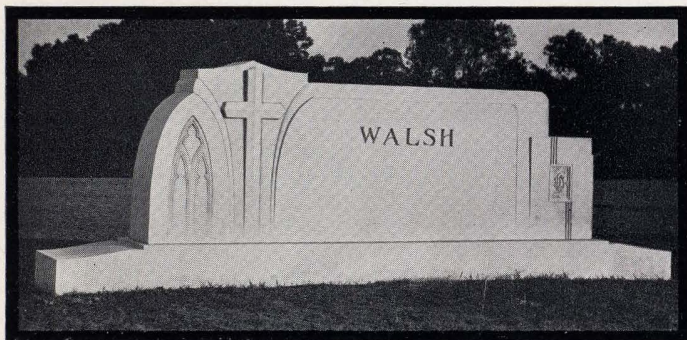
CYCLONE BLAST ABRASIVE

Hard — Sharp — Fast Cutting

ABRASIVE PRODUCTS COMPANY

Lansdowne, Penna.

AGENTS IN CANADA: RITCHEY SUPPLY CO., TORONTO



The Walsh Memorial was furnished C. Lenwood Moore of Dallas, Texas from one of Mr. Moore's copyrighted designs. The die is 9'2 x 1'2 x 3'3 and the base 12'6'' x 1'8'' x 1'0''

"GRANITE IS OF PERFECT EVEN TEXTURE AND THE WORKMANSHIP IS EXCELLENT" writes C. Lenwood Moore in this letter:

"The Walsh memorial has been erected in the Calvary Hill cemetery and it is entirely satisfactory. The granite is of perfect even texture and the workmanship is excellent. Our specifications for select granite and the finest of workmanship were fulfilled in every detail, and we are grateful to you for the completion of this work in such satisfactory manner."

Mr. Moore's unsolicited testimonial is characteristic of the comments we are receiving from our clients about our beautiful "WEIBLEN GRAY" Granite and our superior craftsmanship. For Quality, Durability, and Beauty you can make no better choice than "WEIBLEN GRAY", sold in saw blocks, slabs, or finished memorials.

Send us your sketches for estimates.

ELBERTON CITY QUARRIES

Quarriers and Manufacturers of "Weiblen Gray" Granite

ELBERTON, GEORGIA

MEMORIAL SELLING

(Continued from page 461)

these United States. We cannot do anything unless you demand it. To me it is a most tragic thing with such golden opportunities, as we have with sentiment all around us being capitalized on by other industries, and we instead of using that sentiment, are killing it. We who depend on sole satisfaction of the human family are killing it by our grossness. I hope that in our group meetings throughout the United States next year that such things will be threshed out. During the six group meetings in New York, this subject will be discussed—Is it advisable for the Memorial Craftsmen of America to seek into its membership everybody in your city who is now called a retail monument dealer regardless of whether he has a stock, regardless of whether he has credit, regardless of whether he is competent, regardless of whether he has character. That will be discussed to determine whether or not we want to continue on the same track on which we have been on the last ten years—allow every-

body to enter the monument industry and we of the association reach out and bring them into the fold regardless.

With all the values we have in monuments, it is unnecessary to search for them. We have many and any that any other profession has, and we prosecute it. I want to plead with you to go out at every opportunity to make friends, promote flower shows, attend parent and teacher meetings. What a golden opportunity if every minister would encourage a pilgrimage to the cemetery so that the men and women of today could pay homage to those of yesterday. What a golden opportunity we pass up not to encourage a pilgrimage and suggest to school principals that they go to the Cemeteries on various days and pay honor to those who built the schools in this land of ours. Think of the opportunities we have and we do nothing about it. Think of the historical values of monuments all about us, and we do nothing about it, except to eliminate history when something like this is shown 1818-1919. We presume that the man was born on the first date and dies on the last date, and we know nothing of the life he lived, whether he was good or bad, nothing of his thinking, civic pride, or anything, and to save a few dollars, we leave out the date of birth and death, because we are too damn lazy to put letters on a monument. I sold one time a \$1500.00 monument with \$800.00 worth of lettering on it just because I suggested the idea, and the average dealer says, leave off the date, make it 1818 and call it square. Building history on monuments, building beauty into monuments, and we wonder what has happened in the monument industry, and we continue to follow the leadership that has been leading us for thirty years.

There is in every Mother's heart that something, that indefinable thing, that urge to memorialize, so aptly illustrated in the book which came out this last spring—Where a mother who had lost a boy was visiting the battlefields in Verdun, and the general surrounded by pomp and ceremony came into the battlefield cemetery and patted her on the back and said, "Madam, you should be happy—your boy gave his life for France, gave his life for Alsace-Lorraine." And the Mother said, "General, you may have France, You may have Alsace-Lorraine, if you will but give me back my boy."

NEW PLANT

The Texas Quarries, Inc., Pacific Coast Branch, has recently completed erection of a Modern Granite cutting plant at Victorville, California, enclosed type shed, 240 feet long, with 2 gang saws, and all other modern equipment for the fabrication of Granite, both Building and Monumental. It also operates five Granite deposits, Silver Gray, California Black, Light Gray and Golden Vein and Golden Buff. All of these Granites are known by the trade name of Oxford.

"Samples and other information will be sent to interested retailers by request only," says Charles Coutts, Manager.



Heat-Treated Shot and Grit

Means Faster Sawing and Longer Wearing

Heat-Treated Shot does not break down like ordinary chilled shot.

Heat-Treated Shot cuts sawing costs every hour it is used.

The test is under your gang or rotary saws.

Heat-Treated Shot for polishing granite under the most severe conditions will surely cut your polishing costs.

We manufacture **ONLY Heat-Treated Shot and Heat-Treated Steel Grit.**

The largest granite producers are using our Shot and Grit, and are saving money daily.

A ton or a carload shipped the day orders are received.

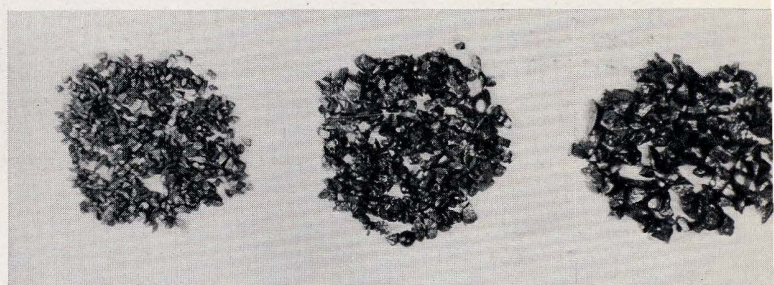
HARRISON ABRASIVE CORPORATION

MANCHESTER, NEW HAMPSHIRE

We Never Compromise with Quality

Exclusive Distributors for the Granite Industry in the State of Vermont

CASELLINI-VENABLE CORPORATION, BARRE, VT.



MAKING THE PUBLIC MEMORIAL-CONSCIOUS

(Continued from page 466)

cated anywhere else, multiplicity of suggestions close together cannot possibly do other than confuse. Definite questions need to be answered by the prospect before the dealer can intelligently show the prospect anything helpful or suggest any elements of design.

Among these questions are:

- (a) What cemetery?
- (b) Is a family or individual memorial intended?
- (c) Whom will this memorial memorialize?
- (d) What type of memorial did you have in mind?
- (e) Is there any other memorial on the plot?
- (f) What outstanding personal quality had the deceased?
- (g) When do you want the memorial in place?

If, before these questions are answered, the prospect wants to know a price, the dealer often can divert the answer to its proper place by suggesting, "That will depend, as of course you will see, upon what you finally decide upon and the sort of personality you wish to memorialize." Often the names of satisfied customers who have bought \$400 monuments, or \$800 monuments, or \$2500 monuments can be used here to stir pride or visualize a value, and create a sense of personal relationship.

So we may suggest five steps in selling a monument to the average person:

First, the dealer should get facts from an interview and conduct the interview in a comfortably furnished office or screened-off area where any woman would feel at home. He should never let this interview suggest in any way a cross-examination, but rather a free discussion, as with an architect planning a home or a portrait painter planning a portrait.

When the dealer has discovered what sort of personality is to be memorialized, where the memorial is to be put, and what sort of design may please, he should suggest a design. He should help the prospect visualize it, he should stress its beauty and its personal link.

From there he may move into advising on materials particularly indicated by the type of design. He should, it seems to me, discuss the durability only if he finds it necessary, for after all, durability is not the prime object in memorializing. Scientific data, however, often are effective in talking about durability (particularly for a prospect who is unfamiliar with science).

The next stage—which should not be reached too soon—is the specific proposal: definite price, specifications, with the point made clear that the price includes full cost of installing.

The last stage, of course, is closing the sale. A sale may need to be closed with particular regard for the personality of the buyer. No general rules can be given for this except that all difficulties in the mind of the buyer should be courteously, tersely explained away, and the buyer's mind kept as completely as possible on the *desire-producing pictures* of the value and satisfaction he will enjoy from owning the memorial.

The salesman should make every effort to keep the prospect from postponing this final stage. Business is lost everyday because of prospects who are "not quite ready," and it is being gained by more successful dealers who maneuver the buyer's mind away from this hesitation.

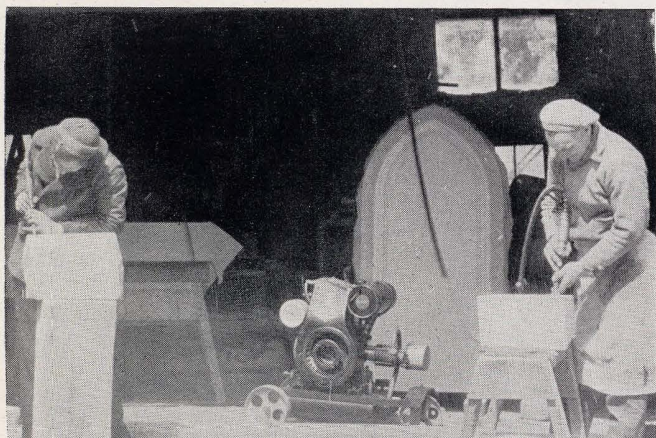
A sale, of course, may be closed in the first day's interview; but that is not always possible. In any event, the dealer should strive at the close of each interview to make a definite appoint-

THE DEMONSTRATOR LINE

● "NOVELLI & CALCAGNI CANNOT SELL ANY MORE MEMORIALS THAN THE RETAILER CAN AND KNOWS IT" — This is the foundation of our sales program, in which the Retailer and his Sales problems come first. "The Demonstrator Plan", a Retail-Minded Plan, makes the sale easier and more profitable. See pages 471, 472 and 473 for other points.

Territories Open — Write Today

NOVELLI & CALCAGNI of **BARRE**



Many dealers use their Lindsay Portable Compressors to cut their shop power costs as well as for their cemetery work.

"Give 'Em Air!"
(Reg. U. S. Pat. Off.)

P. K. LINDSAY COMPANY

Factory 2

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Everett, Mass.

DEDO MONUMENT PORTRAITS



Over 40 Years
of
MANUFACTURE
and
SERVICE
Are Embodied
in
DEDO PICTURES

Catalogue on Request.

J. A. DEDOUCH COMPANY, INC.

608-10 Harrison St.

Oak Park, Illinois

ment for the next interview and should also try to accomplish as many of the steps here suggested as may be practicable and strategic.

If no more than the first step seems possible in the first interview, the dealer should try to get a definite time appointed for taking the prospect to his cemetery lot. Here the interview may continue and move into further stages.

Tact is a very practical quality in salesmanship. I heard recently of a prospect who called to discuss the removal of a body to a family lot. The body had been buried for a dozen years and the dealer, more technical than tactful, observed: "Oh, that would be very simple: I shall take you to an undertaker who will arrange it; probably nothing remains now, you know, but a pile of bones."

Obviously tactless and repulsive—and in this instance a sales-killing remark.

A salesman should never neglect alertness to a customer's interest, either. If a prospect shows a desire to go into the finishing shop where he has seen some sandblasting going on, it would be tactless to dispose of him by saying: "Yes, indeed. Go around to the side door sometime and ask for Mr. Dodd. He is our shop foreman, and he would be glad to show you anything you would like."

How much more effective it would be, were the salesman to say: "Of course. Let me take you back and introduce you to our shop foreman, Mr. Dodd." Then accompany the prospect and Mr. Dodd and show an interest.

Even when a prospect is obviously "shopping around," it is well to seem just as interested, just as helpful as if the prospect had convinced the dealer he would buy that day. Often a friend calling with a "prospect" has in this way been favorably impressed and later buys from this courteous and attentive dealer, even though the shopper does not. At times this dealer attitude will keep a "sight-seeing" prospect from going farther—will help close a deal.

If any interview with a prospect seems about to produce little, a dealer-aim should be to secure the customer's agreement to receive a submitted design or to make another appointment at a definite time. If a prospect points out that another member of the family needs to be consulted, a definite appointment with the prospect and that other member of the family should be sought.

Basic salesmanship, I believe, should strive to help the prospect see the *symbolized value* in the ownership of an erected memorial. The prospect should not be allowed to think predominantly of a monument in terms of stone or *abstract* symbol.

The prospect should be induced to visualize a monument, like this, when clouds of grief or of emptiness surround him:

"It is not raining rain for me,
It is raining daffodils;
In every dimpled drop I see
Wild flowers on the hills. . ."

A prospect should be helped to visualize a personal memorial as a personal chapter in the history of time:

"The clouds of gray engulf the day
And overwhelm the town;
It is not raining rain to me,
It's raining roses down. . ."

The prospect should not see a stele, or a tablet, or a screen merely, in either granite or marble. He should see in the memorial a biography of love. He should be induced to think like this:

"It is not raining rain to me,
But fields of clover bloom;
Where any buccaneering bee
Can find a bed and room. . ."

(Continued on page 471)

MAKING PUBLIC MEMORIAL-CONSCIOUS

(Continued from page 470)

The prospect should be helped to feel that where a monument rises toward the sky, there walks specific memory in life-like scenes—walks in beauty always. He should be helped to see:

"A health unto the happy,
A fig to him who frets!
It is not raining rain to me,
It is raining violets."*

* These verses are by Robert Loveland.

If this somewhat newer, somewhat more rational appeal can be made so that the public can look upon a personalized memorial as a contribution to the beauty of the country, and as a definite value for the strength and richness of his own life—if he can look upon it as a *link with the living*—I feel that there is no industry in this country which has more opportunity to contribute to the scene and character of the nation than the monument industry—no business more possible of rejuvenation, increased profit, and satisfaction.

Copyright, 1939, by Roscoe Ellard.

VETERANS OF FOREIGN WARS ACKNOWLEDGE M. C. A. ACTIVITY

RESOLUTION

WHEREAS, The Memorial Craftsmen of America agreed to provide and donate without any expense to the City of Baltimore and the State of Maryland, a suitable stone memorial, to properly memorialize and to perpetuate the memory of Maryland's two World War Congressional Medal of Honor Overseas Veterans, namely, Henry Gilbert Costin and Charles Hazel-tine Hammann, and

Although innumerable obstacles developed during the process of completion, caused by the exacting requirements of the Municipal Art Commission, their local executives, Edward C. Miller, Frank E. Hammaker and Albert Sehlstedt did not become discouraged, but rather sought the cooperation of their National President, Paul Stevenson, and National Executive Secretary, Alexander Park, both of whom very generously responded to make it the genuine success it proves to be, therefore,

Be it resolved, That the Veterans of Foreign Wars of the United States, Department of Maryland, Council of Administration, assembled at its regular monthly meeting in the War Memorial Building, Baltimore, Maryland, September 6th, 1939, herewith acknowledge our heartfelt and grateful appreciation to the Memorial Craftsmen of America and their local representatives for providing such a beautiful and costly permanent reminder of Maryland's most outstanding World War heroes.

Be it further resolved, That a copy of this resolution be immediately framed and remain permanently on display at Department Headquarters, and that one copy each be forwarded to the aforementioned named individuals and the local press.

JAMES H. ARTHUR,
Department Commander.

Attest:

HARRY F. COLES,
Department Adjutant.

"Every man with whom I come in contact is my master in some one thing, and when I learn that one thing from each man, I have improved myself."—RALPH WALDO EMERSON,
Philosopher.

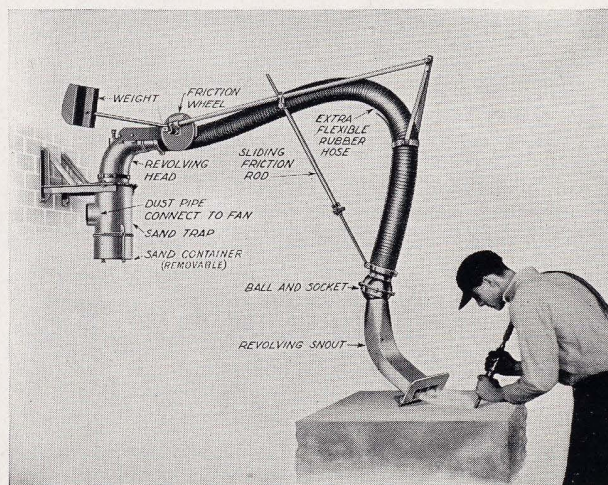
THE DEMONSTRATOR LINE



Better Sales-Aids Make Better Sales
Our Exclusive Dealers Use Free Models
See pages 470, 472 and 473 for other points
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The Ruemelin Banker Dust Collector quickly removes the dust and chips created by pneumatic tools. Extreme flexibility permits instant adjustment to any working position. More than 1000 installations in service, including 400 in Barre district.

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THE DEMONSTRATOR LINE

● "FREE DEALER SALES-AIDS"—Good Designs Create Customer Acceptance. Our Dealers receive a hand-somely mounted hand-colored design, bearing only the Dealer's name, every two weeks. See pages 470, 471 and 473 for other points.

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NOVELL & CALHOUN of **BARRE**

No matter what you want, try a
Monumental News Want Ad to get it.
See page 477 in this issue.

Mail your inquiries to
Rib Mountain Granite Company

Wausau, Wisconsin

*Quarriers and Manufacturers of two
leading Monumental granites*

**RIB MOUNTAIN
DARK RED**

**WAUSAU
RED**

Finished Memorials—Rough Stock—Sawed Slabs

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Outstanding Monumental Granite
Guaranteed by Our Gold Bond Certificate**

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clear stock — in large sizes — is
now always available. Reason-
able prices. Prompt service.

Write

E. A. Mundt Granite Company

Marinette, Wisconsin

Also a limited supply of Wisconsin Mahogany

TRADE NEWS

CREDIT TO CARL BRAUN, DESIGNER

Boston, Oct. 20, 1939.

MONUMENTAL NEWS,
Madison, Wis.

Gentlemen: Today Mr. Carl Conrad Braun, our design consultant, happened to look over recent issues of MONUMENTAL NEWS and has observed that on the front covers of your issues of February 1938, July 1939 and August 1939 are illustrated memorials all of which were designed by Mr. Braun.

The BRAUN tomb shown on the February issue was designed for his father, C. M. Braun of Joliet, Ill., when Mr. Carl Conrad Braun was doing graduate work in the Architectural School at the University of Illinois.

The BEARDSLEY Memorial was designed when he was Director of Design at the Presbrey-Leland Studio, and, the LADRIE design was created after he joined our organization.

Naturally Mr. Braun is quite proud of these three memorials and it has occurred to the writer that perhaps you will want to give proper recognition to the designer. Our industry needs more fine things designed by men of his talent.

Cordially yours,

JONES BROTHERS COMPANY,

By M. J. England.

CONGRATULATIONS

Hoyt Holton of Lloyd Brothers Company, Toledo, Ohio, enrolled his son at Dartmouth College, Hanover, New Hampshire this fall. Congratulations to both young Holton and Dartmouth.

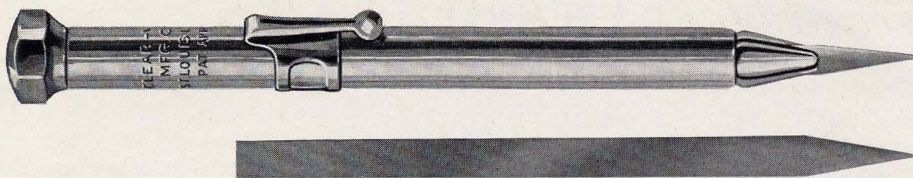
DEXTER FELLOWS MEMORIAL

Dexter Fellows, for many years publicity manager for Barnum & Baileys, Ringling Brothers' Circus, called by many the greatest publicity agent in the world, will have an unusual memorial.

The memorial will be ten feet high, over all, consisting of a base, plinth and die. The top of the die is cut to depict a circus tent and on the front of the memorial is a carved elephant raised in relief. A bust of Mr. Fellows will be on the pediment on the die, the bust being modelled, it is understood, by McLelland Barclay, noted artist, who was a friend of Mr. Fellows. Don Coletti, noted Barre sculptor, is to carve the bust and the elephant.

Below the bust will be appropriate inscriptions in memory of Mr. Fellows. The memorial as a whole is one that combines appeal and uniqueness of design to make it a monument that will command the eye. The granite is of Rock of Ages light stock and it weighed about five tons in the rough. The completed memorial will weigh about four and a half tons.

The die is six feet, eight inches high, the plinth about two feet high and the bottom base about a foot in height. The memorial is being purchased through the Meehan-Weld corporation, New Britain, Conn., and it is expected that the memorial will be shipped around the first of December to New Britain, Conn., where it will be erected at the Fellows grave. The memorial was bought by funds raised by the friends of Mr. Fellows.



A stencil cutting knife that is the very need of every Memorial dealer and manufacturer, operating Blast equipment.

Blades are four inches long, made from special temper steel. The hardest steel that has ever been put in a knife.

CLEARVIEW Stencil Knife, \$1.50 complete. Extra blades, 20c each. Per dozen, \$2.25.

CLEARVIEW EQUIPMENT & MANUFACTURING CO., 3000 Chateau Ave., St. Louis, Mo.

A NEW CONTEST WAS HELD

The Barre Association and the Dark Barre Quarries have conducted a design contest in the Barre district to obtain marker and tablet type designs, to incorporate in an attractive booklet containing all the designs receiving prizes in the select Barre design competitions conducted during the past four years.

The sponsors of this competition believed that such a venture would tend to stimulate interest among designers, draftsmen, art students, etc., and extended to all those interested an invitation to participate in the contest. The booklet will be distributed to the retail dealers and cemetery superintendents throughout the country. It was suggested that such a booklet, to be practical for use by the retail trade, should also contain photographs of markers and polished monuments of the tablet type.

The contest was divided into two classes—class one being the competition for marker designs and class two being the competition for memorial tablet designs. The contest ended Nov. 15, 1939.

The marker designs submitted were to be either the hickey or slant face type, either the single or double type. The monument designs were of the two-piece tablet type consisting of die and base and must be of a type considered in the moderate price range. The Barre Granite association paid in prizes the sum of \$10 for each of ten best designs submitted in the class one competition and the sum of \$15 for each of the eight best designs submitted in the class two competition.

Judging based on originality of design, significant decoration expressed in epitaphical inscriptions, symbolic decoration, etc.

The Dark Barre quarries double the money prizes offered by the Barre Association.

The need for a more equitable representation of polished work is emphasized by predominance of axed and steeled designs in the national contests which the association has conducted in recent years.

Sponsors for the additional cash awards are the J. K. Pirie Estate and Rock of Ages Corporation. These two quarrying companies matched the money received by each prize winner in class two and also duplicated the awards of the class I winners where the prize winning marker designs were in the polished finish.

The association also announced that in order to give the designers greater flexibility in their bid for the extra cash awards, the Dark Barre quarriers require that at least 50 per cent of the exposed areas of winning monuments and markers must be polished. The remaining surface could be used for ornamentation or any treatment that the designer may see fit to employ.

This provision enabled the contestant to win the extra money on all polished designs or on designs which includes more than 50 percent polished area.

Announcement of winners will be published in the November issue of MONUMENTAL NEWS.

THE DEMONSTRATOR LINE

• "VISUAL RETAIL PRICES HELP YOU"—Printed Prices Create Buyer Confidence. Your prospect will have more faith in the Printed Price than in the Verbal Quotation. "Seeing is Believing"—Three profit-producing itemized retail prices in three sizes are printed on the reverse side of each Presentation-Design. See page 470, 471 and 472 for other points.

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AT LAST...

A granite to fill the urgent need for warmth, life and delicate color in Memorials. Such is our CORAL PINK.

Remarkably bright pink in color, it is at once soft and warm in tone. Equally pleasing axed, steeled or polished, it does not absorb or hold moisture and is easy to work. Answer the trend to color in monuments today by placing a monument or two of CORAL PINK granite in your showroom. It will brighten your display and make money for you. Write us.

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Monuments - Markers - Rolls

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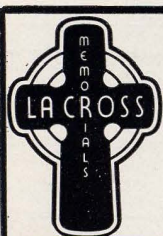
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Manufacturers of

**BARRE GRANITE MEMORIALS
MONUMENTS, MARKERS & SLABS**

YOUR INQUIRIES GIVEN PROMPT ATTENTION

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ECONOMICAL PRICES
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SELLS for price of good hickey marker.
WORTH the price of family monument.

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It will give as much service
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Price \$9.00 Postpaid in U. S. A. Large Size: 1-8, 3-16, 1-4, 5-16, 3-8
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Exclusive Wholesale Manufacturers of

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— Also All Other Granites —

CENTRAL MONUMENT CO.

3535 Gratiot St., St. Louis, Mo.

TRADE NEWS

RANDOM NOTES

The Perry Granite Works at Perry, Iowa, has recently installed a new compressor and larger sandblast outfit. This firm over forty years in business does its own carving, lettering and sandblasting. Report business good.

W. J. Bott, Jr., opened a new building at 3019 Washington Ave., Ogden, Utah on October first, the "last word" in showroom service.

E. E. Jellison and A. W. Madland recently opened the Jellison Monument Company at Twin Falls, Idaho.

Le Roy Bott recently moved from Brigham to Salt Lake City, Utah and has erected a new plant.

The Salt Lake Monument Company has added much new equipment to the shop.

Mr. T. A. Wylie of Wiley Monument Works at Walla Walla, Washington, reports a good fall business. R. B. (Kelly) Wylie, son of T. A., is now doing outside selling for the firm.

Mr. A. D. Frets, of Mount Vernon, Washington, who operates four plants, reports business as improving this fall.

Mr. Swanson, owner of the Washington Monumental Works at Spokane, Wash., has built a new showroom and plant, now having one of the finest in the Northwest.

The MacMillan Monumental Works at Phoenix, Arizona, has been in business for forty-five years. The company has just installed a new Sand Blast, and has the only stone polisher in Phoenix. The owner learned his trade in Scotland and as he expressed it "is still going strong."

Lyle H. Wilcox is the new manager for the Corry, Pa., branch of Curry and Gizzie Monumental dealers of Meadville. He succeeds Charles Meyers. We wish Mr. Wilcox the best of luck in his new position.

W. F. O'Brien, monument dealer of Geneva, N. Y., recently had to have a leg amputated due to an infected foot. However, Mr. O'Brien is coming along nicely and is getting used to his artificial limb. He is a very honored subscriber of MONUMENTAL NEWS and one of very long standing.

E. J. Krantz has severed all connections with the Sycamore Monument Works in Buffalo, N. Y., where he has been associated for the past twenty years. He is now located at 1049 Fillmore Avenue in that city. He will welcome calls from agents of reputable granite and marble manufacturers.

Henry W. Waldinger, Erie, Pa., reports that even though sales have been smaller an increase in volume has more than made an improvement in his business. Mr. Waldinger is another in that rapidly growing army of monumental men who believe that it is poor policy to chase after business in competition with every carpetbagger who can bid on a stone.

Star Memorial Works, Corry, Pa., has had a very good year and reports that collections have improved in his section in the past couple of months.

J. Stonehill, Dundas, Ontario, not only has a complete line of monuments and markers but also operates the only plant in Ontario that manufactures bronze tablets from the bar metal to the finished tablet. He has two furnaces; one gas, the other coke. He recently installed the largest monument ever erected in Dundas cemetery; weight 12½ tons.

CAN WE STOP THE SLUMP?

(Continued from page 459)

it advantageous for them to change their policy,—perhaps by demonstrating that their methods impair sentiment which is the basis of their livelihood, as it is ours, or by making it profitable for them to promote the memorial idea?

5. Since individual dealers or groups of dealers in any community are powerless to check the low-price competition of agents and dealers in junk, just what if anything might be accomplished by more drastic cemetery regulation, even to the extent of requiring dealers to furnish a bond before doing business in a cemetery or of requiring lot-owners to sign a document giving the cemetery rights to remove any memorial work done by an un-approved dealer or in un-approved materials?
6. What plans can be devised, perhaps in collaboration with progressive cemetery executives, to educate public taste in better memorial design possibly by exhibits of better designs in the cemetery office or by educational pamphlets distributed by the cemetery to lot-owners, an impartial source of information which might carry weight with the public?
7. By what display ideas and other means can the dealer cause his better designs to attract a larger appeal?

Not until we can answer such questions as these with down-right common-sense, and put the answers to work with intensive effort, can we hope to check the decline of the memorial idea in America.

But can we find the right answer?

My answer to that question is this: The answers have already been found. They have been put to work. What we need is to put them at work throughout the country, not merely in isolated communities!

Yes, but these answers will raise a mighty squawk in certain quarters,—retail, wholesale, production and quarries—not excepting certain of our cemeteries! But unless we *all* want to sink, there is nothing to do but to LET THEM SQUAWK!

(To be continued)

EDITOR'S NOTE: In his next installment, the Designer-Salesman will assemble and review the various ideas which have been applied or proposed in efforts to check the decline of lot-sales and to promote the sale of better memorial design.

NEW PLANT

George Panke Company of Cincinnati, Ohio, have moved into the new plant at 817 E. Jefferson Street.

A PROBLEM OF CREMATION

One of the serious problems still confronting the crematists of the country, one whose satisfactory solution is of the utmost importance, is that of the scattering of cremated remains, "strewing the ashes to the four winds" is the poetic phrase so often encountered. California is the only state which has taken steps to correct this evil through statutory enactment. The law there provides for the mandatory interment of cremated remains by making it possible for a cemetery association having possession of a body or cremated remains, to secure an order of court directing the person charged with the duty of making disposition of the deceased person to make suitable interment of such body or cremated remains. Other states will probably follow suit but in the meantime none have done so.—WILLIAM B. CURRIE, at A. A. C. S. Convention.



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Special Copper Reinforced Porcelains

Oval No. 2 $3\frac{3}{4} \times 5$ \$4.50

—Also—

Gold-Edge China Ovals

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

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No. 3 $5\frac{1}{4} \times 6\frac{1}{4}$ 8.00

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

Memorial Portrait Co.

Ralph Flaschner, Pres.

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try a Monumental News
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477 in this issue.



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Oval No. 2— $4\frac{1}{8} \times 5\frac{1}{8}$ \$8.00 Oval No. 4— $6\frac{1}{4} \times 7\frac{3}{8}$ \$12.00

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

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Estimates Cheerfully Given

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THE OBITUARY RECORD

Michael Judge

Michael Judge, aged 66 years, president of the Judge Stone Quarry Co., Milford, Mass., and of M. J. Judge & Company, memorial dealer at Wilkes-Barre, Pa., died Sept. 27, at his Wilkes-Barre home.

A member of the O'Neill Memorial Company in Wilkes-Barre before entering his own business, he was a member of the Memorial Craftsmen of America. A native of Ireland, he was an active member of the Knights of Columbus. He is survived by his widow, four sons, two daughters, a sister and two grandchildren.

Francis H. Scantlebury

Francis H. Scantlebury, died on September 24, aged 57 years. He lived in Brooklyn, N. Y. with business offices at 233 Broadway, New York City.

He originated and developed sand blast carving on granite, a process used throughout the world, and also was the inventor of a modern method of illuminating dial instruments which is in extensive use on the latest models of many leading automobile manufacturers.

Born in Brooklyn, N. Y. he was before the World War an importer of machinery, since the war he had devoted his time to inventions exclusively.

Surviving are his widow, Mrs. Marie L. Scantlebury; a daughter Joan L.; a son Arthur B.; two brothers, Frank M. of Mountainville, N. Y., and George of Brooklyn; and a sister, Mrs. Philip Suss of Old Saybrook, Conn.

John W. Carroll

John W. Carroll, a director of the Rock of Ages Corporation, died suddenly at the home of his daughter, Mrs. Russell Taylor in Orleans, Mass.

Mr. Carroll was about 70 years of age and was for years connected with the bond selling business, being formerly vice-president of E. H. Rollins & Son of Boston. He had been a director of the Rock of Ages Corporation since 1925. Mr. Carroll also was an enthusiastic turfman and was an associate of Walter Cox when the latter was famous as a driver.

James J. Nagle

James J. Nagle, aged 66 years, for many years in the stone cutting business in New York and New England, died on Oct. 18 at his home, 432 E. 137th St., in New York City, after a six months' illness.

He is survived by his wife, three daughters and two sons.

Philip Gresser

Philip Gresser, Richmond, Staten Island, New York, died on Saturday, November 11, 1939 from a heart attack. For nine months he had been suffering a lung ailment that finally weakened his heart so that the fatal attack resulted.

Mr. Gresser had been engaged in the monumental business for over thirty years, he was also the superintendent of Baron-Hirsch Cemetery in Staten Island. He was one of the leading Jewish Memorial dealers of the city.

The Poet's Corner

FAREWELL IN WINTER

Fall softly, snow. Beneath this hillock lies
A heart who loved you deeply, who would crave
No lovelier requiem than your silent rune,
No glory greater than a snow-draped grave.
Six-pointed, fragile, exquisite crystal stars,
Heal this disheveled earth. With cadence slow,
Yea, weave a glittering pall more velvet soft
And whiter than the whitest lilies glow.
And you shall sleep in perfect sleep below
The holy beauty of unsullied snow.

—GAIL BROOK BURKET in *Chicago Tribune*.

classified advertising

RATES for classified advertisements are 5¢ a word, in advance; minimum price 50¢; 10¢ extra for replies sent in our care; count your words, including heading and signature, and send money with order, as we cannot bill or open accounts for these many small transactions. No receipts sent; the insertion of adv. is your receipt. Advertisements in bold face type 10¢ a word. Copy is due on the 10th of the month.

ART GLASS MAUSOLEUM WINDOWS

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

CEMENT

IMPORTED GERMAN STONE CEMENT—REPAIRS MARBLE, Granite, 1 Kila can \$2.50, 2 Kilo can \$4.50, 5 Kilo can \$7.50. F. O. B. Medford, also extra liquid. **Chester H. Moulton, Medford, Massachusetts.** Prices subject to change without notice.

DESIGNS

L. ORSINI
Fairfield Estates
Huntington, L. I., N. Y.

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

Prompt and reasonable

MACHINERY FOR SALE

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

FOR SALE: ONE WESTINGHOUSE STARTING BLOCK 25 H.P.; one Fairbanks-Morse Starting Block, 30 H.P.; 60 cycle, 3 phase, 220 volts. Also air receiving tanks of various sizes. Write for particulars and prices. **Melgard Monument Company, Sparta, Wis.**

EXCEPTIONAL BARGAIN IF SOLD BEFORE JANUARY 1ST. 8 x 8 Curtis Compressor, 25 Hp. G.E. Motor. Complete Pang-born Sandblast. 5 ton traveling crane. All in excellent condition. Address "Equipment" care **Monumental News.**

TO BUY MACHINERY

WANTED TO BUY SOME GOOD SECOND HAND SHOP EQUIP-ment. Air compressor for 10 Hp. Motor and Sandblast. **R. M. Simmons, 128 Main Street, Delta, Colorado.**

SALESMEN WANTED

WANTED: A GOOD RELIABLE MONUMENT SALESMAN IN each of the following towns: Evansville, Indiana; Terre Haute, Indiana; Indianapolis, Indiana and Danville, Illinois. Write **Retail Manufacturer, care Monumental News Pub. Co., Madison, Wis.**

WHOLESALE SALESMAN: REPRESENTATIVE TO SELL OUR Barre Granite memorials in Pennsylvania, Ohio, and nearby territory. We offer outstanding values and good service. Our plant is in Groton, Vt. Write **La Cross Memorials, Barre, Vt.**

WANTED: SALESMAN FOR BARRE GRANITE. APPLY TO **Exclusive Barre Memorials, Barre, Vermont.**

WANTED: THOROUGHLY EXPERIENCED RETAIL MONU-ment salesman. Must be temperate. Married man preferred. Extensive territory, forty miles west of Chicago. Address **K. G. I., care Monumental News.**

WANTED: MONUMENT SALESMEN TO SELL ON COMMISSION basis to dealers. Write for territory. **Gopher Granite Company, St. Cloud, Minnesota.**

HELP WANTED

WANTED: GOOD ALL AROUND MAN NOT OVER 35 YEARS old, to polish and cut granite and sharpen tools. Address **Chicago, care Monumental News.**

WANTED: MONUMENT CRAFTSMAN EXPERIENCED IN layout, cutting, shape carving and sandblasting. Good per-sonality and some sales experience desirable. Must be free to travel. Make headquarters Chicago. Answer fully. Address **Box No. 66, care Monumental News.**

POSITION WANTED

BY EXPERIENCED A-1 BLACKSMITH OR TOOL DRESSER. Can do marble, and granite tool, compressor work, and gen-eral repair work around shop. Married man, reliable. Address: **Lacey Duncan, 2130 Peoples Street, Cleveland, Tennessee.**

RELIABLE ALL-AROUND WORKMAN. CAN DO ANY KIND OF lettering, sandblasting, sharp-carve, and sharpen monumental tools. Many good references. Address **Box 22, care Monumental News.**

MANAGER-SALESMAN. HAVE HAD ABOUT 15 YEARS EX-perience. Can manage sales department and figure costs. Wife also saleslady and can take care of office. Want connection in east Texas. Must be reliable firm and cater to best work. Now employed in northern state. Can furnish best of references. Have car and all selling equipment. Can start at once. Address **J. S. T., Monumental News.**

WANTED—THREE EXPERIENCED SALESMEN BY RELIABLE Barre granite manufacturer, one for Pennsylvania territory, one for Ohio territory and one for Maryland territory. Address applications to "A", care **Monumental News.**

POSITION WANTED BY FIRST CLASS LETTERER, CUTTER, sandblast and layout man. Married and reliable. Can do shape carving. Address **Box 691, care Monumental News.**

EXPERIENCED SETTER, SANDBLAST OPERATOR, CAN also cut rubber and clean up after sandblast. **F. S., care Monumental News.**

FOR SALE

WELL ESTABLISHED MONUMENTAL BUSINESS. GOOD SE-curity all needed. Cause, illness. **Hadley, Van Wert, Ohio.**

FOR SALE: WELL ESTABLISHED MONUMENT BUSINESS IN Kansas located on two main highways, clean stock. Address **H. L., care Monumental News.**

FOR SALE HALF PRICE, MONUMENT WORKS IN FLORIDA. Excellent equipment. Extraordinary opportunity for mechanic. Address "M" **Monumental News.**

GOVERNEUR MARBLE, GOVERNEUR, N. Y.

The ST. LAWRENCE MARBLE QUARRIES is the only Company now operating here. We produce and finish Gouverneur Marble for the Monumental and Building Trade. We specialize in prompt shipments and finished work in both the Dark and Light stock. Address **Gouv-erneur, N. Y.**

MEMORIALS

REQUEST QUOTATIONS FOR INDIANA LIMESTONE CROSSES, exedras, massive memorials, mausoleums, corner stones, name panels and bases. **Rowe Rustic Monumental Works, Bedford, Indiana.**

TECHNICAL INSTRUCTION

TECHNICAL EDUCATION IN EMBALMING AND SANITARY Science opens way to state licensed embalming positions and to undertaking profession; six and nine months' course qualifies men and women. Ask for catalog and information. **Worsham College of Embalming, 620 So. Lincoln St., Chicago, Illinois.**

STATEMENT OF OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS

OF AUGUST 24, 1912

Of Monumental News published monthly at Madison, Wisconsin for October 1937.

State of Wisconsin—County of Dane—ss.

Before me, a Notary Public in and for the State and county aforesaid, personally appeared B. S. Whitaker, who having been duly sworn according to law, deposes and says that she is the owner of the Monumental News and that the following is, to the best of her knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, man-aging editor, and business managers are: Publisher, Monu-mental News Publishing Company, 114 So. Carroll Street, Mad-ison, Wis.; Editor and Advertising Manager, E. H. Whitaker, Bos-ton, Mass.; Managing Editor, B. S. Whitaker, 114 So. Carroll Street, Madison, Wisconsin.

2. That the owner is: (if owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unin-corporated concern, its name and address, as well as those of each individual member, must be given.) Monumental News Publishing Company, 114 So. Carroll Street; Bessie S. Whitaker, 136 W. Wilson Street.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.)

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain state-ments embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and se-curity holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to be-lieve that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other se-curities than as so stated by her.

BESSIE S. WHITAKER.

Sworn to and subscribed before me this 16th day of Nov., 1939.
(Seal)
(My commission expires March 15, 1942.)
VIOLA MILLER.

THE HARRIS GRANITES

from Salisbury, North Carolina

BALFOUR PINK

CAROLINA PINK

CAROLINA MODIFIED PINK

THE HARRIS GRANITE QUARRIES CO., Inc.

Quarries, Shops and Executive Offices

SALISBURY, NO. CAROLINA

★
Eastern Representatives
WHITEHEAD & KLOCK
101 Park Ave.
NEW YORK CITY

★
Western Representative
J. K. BATCHELDER
DIXON, ILLINOIS



This octagonal monument, crowned with the symbolical Yartzeit, was done in one of the Harris Granites for Presbrey-Leland. It was finished in the shops of the Harris Granite Quarries Co., Inc.

Specify Harris Granites for Memorials of distinction

DEVOE

GRANITE COMPANY

WAUSAU, WISCONSIN

•
**Quarriers and
Manufacturers**
•

**Wausau
Memorial Granite**

Here

"Rugged individualism expired with the turn of the century and in its place came co-operation with one's fellow men, for the obstacles confronting any individual were too great for him to overcome. Success in this modern age can come only through close cooperation; only in numbers lies the strength to win."—VERNON B. CURL, *Memorial Craftsman*, of Concordia, Kansas.

To Paraphrase Shakespeare—The Good Men Do Lives After Them, the Evil Often is Placed Over Them.

I firmly believe that advertising has never fallen down on any product or service worthy of public acceptance, where the necessary preliminary work has been thorough. Advertising is telling news about your service. When you tell people a bit of news, they don't always do something about it immediately. But if you are consistent in your efforts . . . if your advertising appears regularly, they will do something eventually.—LAWRENCE N. FRIGEAU, at A. A. C. S. Convention.

If We "Uncover" Many More Monument and Cemetery Rackets in the Newspapers and Magazines" Disclosing the Sordid Truth", we'd better fire our press agents and pay protection for Hush Money. You know—Successful Operation but the Patient Died.

and

"TO WORK HAND IN HAND"

Referring to the Midwestern Organization, Mr. V. E. Peterson, of the Memorial Art Company, Salina, Kansas, says:

"We definitely believe that by working through a Midwestern group we will accomplish much in bringing about a finer memorial work together with cemetery beautification. There is a desire on the part of the cemetery men to work hand in hand with us, and we feel that our future has something very valuable in store for us."

From Certain Quarters We Hear Complaints that Business is So Good that There is No Time to Sing the Blues.—Well, Winter Will Soon Be Here and the Crying Towels Can Be Used Again.

Should a dealer sacrifice quality for price?

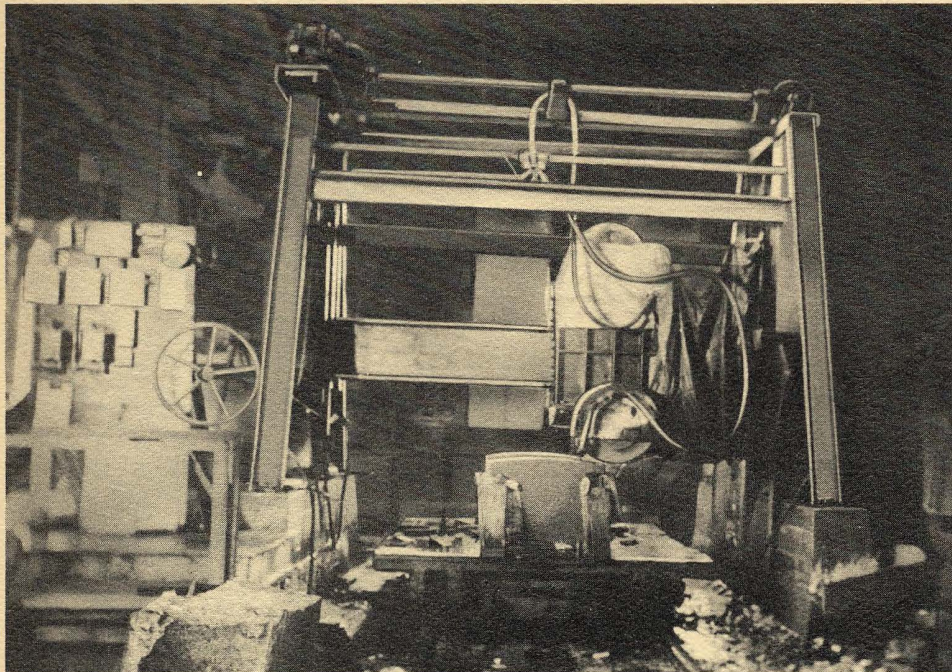
"No, never! Never under any circumstances should a dealer sacrifice the minutest part of quality for price or make a sale by such deception. If a dealer can't deliver quality goods—well, just let him stay out of the monument business."—SILAS IZARD, Owner of The San Angelo Marble & Granite Works, San Angelo, Texas.

We Received One Very Enlightening Reply in a Recent Survey. The question was, "To What Extent is Your Business Seasonal?" The answer was, "An Eleven Month's Business—One Month of Selling and Eleven Collecting." We're Supposed to Do the Wise-Cracking, Not You, Remember?

"A favorite this past spring on a Major Bowes program was twelve-year-old Stanislaus ("Stosh") Clements, a Manhattan Dead Ender out to raise money for a tombstone for his father's grave. He had looked several over in the graveyard but 'dey all had names on 'em a'ready'."—TIME MAGAZINE.

There

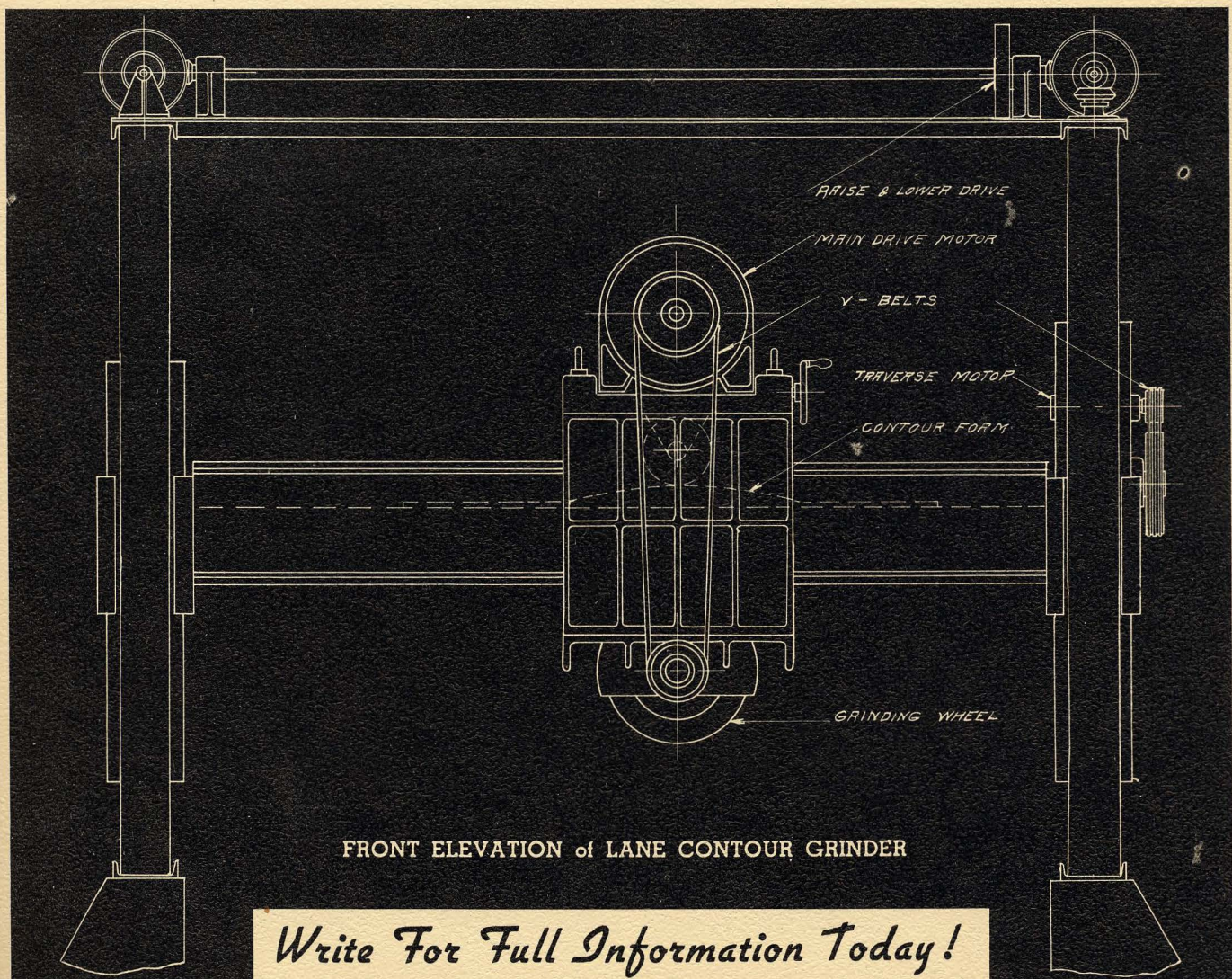
THE LANE CONTOUR GRINDER—A PROVEN SUCCESS



For Grinding Flat, Serpentine, or Oval Tops, Straight or Turned Ends, Joints and Moulding Work with Abrasive Wheel Guided by Templates.

THIS LANE CONTOUR GRINDER was installed in the Cook Watkins & Patch Plant in Barre last April. In constant use from the first day, it has given complete satisfaction, enabling this Pioneer Barre Firm to open up an entirely new Field of Design in the Mass Monumental Market.

SPECIFICATIONS of THIS MACHINE: 8 Ft. Travel; Extreme Rise 5 Ft., Taking Stones up to 8 Ft. by 5 Ft. — 50 H. P. on Main Drive — Speed of Cross Travel 50 Ft. Per Minute — Abrasive Wheel 24 In. in Diameter with 8 In. Face. — Precision-Built Throughout, These Machines are Custom-Built to Any Practical Size.



FRONT ELEVATION of LANE CONTOUR GRINDER

Write For Full Information Today!

LANE MANUFACTURING COMPANY

Established 1857

MONTPELIER

VERMONT

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

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

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

124 Union St., Aberdeen, Scotland

Quarries: Barre, Vt.

*"Ask The Men
Who Use Them"*

THEY PREFER
TROW & HOLDEN
PRODUCTS

TROW & HOLDEN PNEUMATIC TOOL in the BUTTURA & SONS PLANT

Here one sees William Lillie, Master Stone Worker finishing up the carving on a beautiful die in the plant of Buttura & Sons in Barre. Mr. Lillie says: "From my experience of nearly 30 years, I can truthfully say that the Trow & Holden Name is a guarantee of Satisfaction. For fine carving like this work where exactness and sharpness of edges is a requisite, there is no other tool that will do." Mr. Archie Buttura, Manager and Shed Foreman, of this "2nd Generation" Firm, now operated by Archie, Ali, and Leo, says: "Trow & Holden has always been a name that commanded respect with us."

TROW & HOLDEN

Company

IN THEIR 46TH YEAR OF SERVING THE STONE TRADE

Barre, Vermont