AUGUST 1949

Monumental NEWS-REVIEW



MONUMENTAL NEWS GRANITE MARBLE & BRONZE THE MONUMENT AND CEMETERY REVIEW



Copyrighted Design, Peerless Granite Co.

WHEREVER EXCEPTIONAL WORKABILITY IS A *MUST*...

WETMORE & MORSE CERTIFIED SELECT BARRE GRANITE

is the material that is demanded so often. By maintaining custom quality standards in production at our quarry we can truthfully say that the quality of the material and its adaptability to various processes of manufacture are always at the highest level. We suggest that you check on the advantages of this superb monumental granite for future use, if you are not now familiar with it.

> The Smith Memorial, erected in St. Johnsbury, Vt., by Carroll Anair of that city, was designed and manufactured by the Peerless Granite Co., of Barre.

WETMORE & MORSE QUARRY DIVISION OF ROCK OF AGES CORPORATION

BARRE, VERMONT

" . . . TO MAKE RIGHT THE MASTER OF MIGHT"

MARINE



Above is a close-up detail showing the Marine side of the memorial. The other two faces are dedicated to the Navy and the Coast Guard. This monument was sponsored by Grafton Hill Post 323, American Legion Again we are proud that Pirie's Select Barre Granite was selected for another War Memorial honoring the heroes of an American community. This skilfully made four-square pedestal monument is the work of Johnson & Gustafson of Barre and was erected by the Oxford Granite & Marble Works of Oxford, Mass. in the Grafton Hill section of Worcester, Mass.

J. K. PIRIE ESTATE ... BARRE, VT.

Quarriers of Pirie's Select Barre Granite

3 AUGUST, 1949

FOR THE FINEST IN TURNED WORK



THE IWO JIMA WAR MEMORIAL AT JOHNSTOWN, PA. COPYRIGHTED DESIGN 1949, CHIOLDI GRANITE CO.

Finer Monuments and Mausoleums

CHIOLDI GRANITE CO.

BARRE, VERMONT



These columns a monthly Monumental News-Review 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

" . . . A PLACE OF HONOR . . . "

Monumental News-Review:

Thanking you for the beautiful magazine. I would feel lost without the *Monumental News-Review* which has a place of honor in my office. Wishing you success, with kindest regards and best wishes.

> HOWARD SEIDELL 471 Yerbe Bueno Ave. San Francisco 27, Calif.

"NEW RETAIL ESTABLISHMENT"

Monumental News-Review:

The following items may be used in Monumental News if you desire. I have been a subscriber of your magazine for quite some time and enjoy it very much.

New retail establishment known as Charles W. Lundgren & Son has recently been opened in Lancaster County, Pennsylvania. We are located on Route No. 30, the Lincoln Highway in Paradise, Penna., which is about ten miles east of Lancaster.

The senior member of the firm has been connected with memorial work for the past thirty years as draftsman, sandblast specialist, and has had a wide experience both in wholesale and retail plants. His son Charles Robert, a member of the United States Naval Reserve has been in sales work since his release from the service.

Yours very truly,

CHARLES W. LUNDGREN Charles W. Lundgren & Son Paradise, Penna., RFD No. 1

NEWS FLASH . . . ST. PAUL, MINNESOTA FOR 1950 M.B.A.-A.M.A. CONVENTION

The dates are August 20 through 24, 1950. There will be a full exhibit of monuments, designs and supplies in St. Paul's great auditorium. Already scheduled are salestraining and management-training for M.B.A. members. Conference rooms are engaged in the St. Paul Hotel, which will be convention headquarters. Complete hotel accommodations are assured by the St. Paul, Lowrey and St. Francis Hotels.

In 1952, New England producers will choose the exhibit and convention site. The location for 1954 will be selected by the Southern producers. Locations for 1951 and 1953 will be at the direction of Monument Builders of America.

Published monthly by Monumental News-Review, Inc., 429 Franklin Street, Buffalo 2, New York. Entered as second class matter, February 26, 1940, at the post office at Buffalo, New York, under the Act of March 3, 1879. Additional entry in Hanover, New Hampshire, February 28, 1949. THIS HANDY REFERENCE MANUAL .

Answers Over 400 Questions

A COMPREHENSIVE GUIDE TO CORRECT USAGE

Now Used By Over 3500 Monument Dealers

- 66 Pages and 275 illustrations beautifully lithographed on high quality ivory paper. Hand-somely bound in durable, dark blue leatherette finish with modern wire-O binding.
- 25 Pages and 208 illustrations on Memorial Symbolism with their meanings.
- 17 Classifications with illustrations covering Church Symbols, Hebraic Symbols, Flowers, Emblems, Insignia, Miscellaneous Symbols, etc.
- 15 Pages on Epitaphs under 13 headings, such as Inspiration, Patriotism, Immortality, Love, Consolation, Memory.
- 15 Pages illustrating 64 basic monument design types, divided into 12 classifications with commentaries.



"MEMORIAL SYMBOLISM, EPITAPHS AND DESIGN TYPES"

Published by AMERICAN MONUMENT ASSOCIATION, INC. 66 Pages, 9-1/2 x 11-5/8, 275 Illustrations, \$3.00

Prepared and published as a service to the entire memorialization industry, this important, 66-page manual makes available in one handy reference volume, a tremendous compilation of authoritative data on Symbolism, Epitaphs and Memorial Design Types. A powerful sales aid of inestimable value which every progressive monument dealer, designer, salesman and apprentice should have.

This well-known and popular manual represents the joint effort of leading memorialists and cemetery authorities. The drawings and text are the work of recognized authorities in the field of memorial art and clearly illustrate and describe the three essentials of the ideal cemetery monument (1) Significant Form, (2) Significant Decoration, (3) Significant Inscription.





The National Association of Wholesale Granite & Marble Monument Producers 283 DELAWARE AVE. BUFFALO 2, N.Y.



Here in one carefully cross-indexed volume is a concise yet inclusive reference of information keyed to today's memorial requirements. An excellent guide for the retail dealer in suggesting appropriate symbols and epitaphs for the family memorial.

Read What Users Say

"Constructive and helpful. Check for \$3.00 enclosed for extra copy for our salesman.'

- "Indispensable working aid for the modern memorialist-comprehen-
- sive—authoritative—up-to-date." "Helps clients to make their selections." "Excellent sales tool—deserves great praise."

"A much needed help in memorial selling today." "An inspiring book-easily worth from \$5.00 to \$10.00."

How to Get Your FREE Copy

So that every retail monument dealer may become familiar with and use "Memorial Symbolism, Epitaphs and Design Types," the American Monument Association is for a limited time only, continuing its offer of ONE FREE COPY to each established retail monument dealer in the United States. (This offer does not apply to branches, affiliates, and/or manufacturers). If you qualify for a Free Copy and have not as yet received yours just fill in and mail the coupon below—your copy will be mailed promptly. Use the coupon to order additional copies at \$3.00 each for your salesmen.

AMERICAN MONUMENT ASSOCIATION, INC. 283 Delaware Ave., Buffalo 2, N.Y. Re: "Memorial Symbolism, Epitaphs and Design Types"

Gentlemen:- Please send by return mail FREE COPY (I (we) have not received a free copy)

..... Additional copies @ \$3.00 each Total \$..... Remittance enclosed

	□ Will pay when invoiced	
Firm Name		
Street and No		
City		State
Signed by		Title



Designed by Dana C. Miln, erected in Immaculate Heart Cemetery, Norwood, Pa., by Romig Memoria's of that city—manufactured by us here in Barre.

"The Sacred Heart of Jesus" Enshrined Before the Cross

"The Sacred Heart of Jesus" before the Cross, carefully adorned with flowers in a pleasingly balanced panel is a motif for a religious memorial that holds wide approval. When flanked below with living, growing flowers, as is the case with the Bryk-Elliott tablet, it is particularly appealing. It is also interesting to note that the members of the families who died in the service of their country have been designated with the meaningful simplicity of crossed rifles, the insignia of the Army Infantry.

E. J. BATCHELDER CO., INC. BARRE, VERMONT "Home of Artcraft Memorials"

LETTERS TO THE EDITOR Continued



POSTCARD FROM ITALY SHOWS UNUSUAL MEMORIAL Monumental News-Review:

We should have more work like this in the cemetery. What do you think?

L. ORSINI 118-40 Metropolitan Ave.

Kew Gardens 15, N.Y.

\$40,000 DAMAGE SUIT-A WARNING

Monumental News-Review:

Enclosed find clipping I cut out of the Philadelphia Bulletin, Philadelphia, Pa., under date of July 30, 1949.

I am sending same to you as I feel this article will be of every interest to all retail monument dealers in the United States.

Yours very truly, JOHN D. EISENBROWN John D. Eisenbrown Monumental Co.

West Reading, Pa.

6

MAN ASKS \$40,000 IN SUIT OVER TOMBSTONE PICTURE

Chicago, July 30—(AP)—Morris Schub, 62, has sued a monument dealer for \$40,000, charging that the dealer used, without permission, a photograph of Schub's tombstone in an advertising pamphlet.

Schub, a retired junk dealer, said the photograph subjects him to "taunts and gibes of acquaintances."

Named as defendants in the suit yesterday was Philip Kornick, the dealer, and two printers.

Schub said he bought the stone in 1938 after the death of his wife. It bears their names and a photograph of them.

Editor's Note: While we are not aware of the details of the above suit, Mr. Eisenbrown's point is well taken. It not only is good public relations to procure the client's permission before advertising his memorial, but it can also be a protection from nuisance suits, which, though seldom lost, can be a needless expense. Along this line we have noted several dealer mailing pieces featuring "good and bad" examples of design and lettering photographically. This, of course, is dynamite for anguish suits that you will not win.

MONUMENTAL NEWS-REVIEW



Y our increased business depends on how you approach merchandising . . . and good merchandising means making available to your customers fine merchandise with a Bonded Guarantee and *letting them know* that you have it. Here at Butturas you can find what you are looking for, as we have gone out of our way to *help you sell it* with our fine design and workmanship, sales aids for your use and the *Bonded Guarantee!* In the above photo you can see some of the *truly exceptional designs* from a new series that we have just developed which is one of the most outstanding ever produced.

Don't Forget—Good Design Sells Your Customers! BUTTURA & SONS

'Better Built Memorials' BARRE, VERMONT

Michaels BRONZE MAUSOLEUM DOORS



LLUSTRATED are two of the bronze mausoleum doors designed and produced by Michaels. These doors are vir-tually indestructible, and will last for ages. Proof of their durability is evidenced by the fact that bronze doors installed by Michaels more than fifty years ago show no signs of wear, and are more beautiful today than they were a half century ago. Several standard designs are available. If you need something special to meet individual requirements we'll be glad to submit sketches and quote prices. ¶In addition to mausoleum doors, Michaels products for cemeteries and memorial parks include: Bronze Tablets in many sizes and styles – Bronze Memorial Urns – Bronze Window Frames and Grilles – Grave Markers, and others. ¶You can depend upon Michaels products because they are backed by more than seventy-five years of experience.



WRITE FOR DESCRIPTIVE LITERATURE THE MICHAELS ART BRONZE COMPANY, INC. 238 SCOTT ST., COVINGTON, KY.

LETTERS TO THE EDITOR Continued

A LETTER TO CANADIAN CRAFTSMEN

Dear Fellow Craftsmen:

At the turn of the year we look back in review of the past and forward with anticipation. Our association has enjoyed an increase in membership and a greater showing of interest by the members. We are proud of our achievements and view the future with hope for greater progress.

Our paths for the future are not entirely free of obstacles. Our government's restrictions on importing of granite, if continued, will undoubtedly cause hardships for the industry. Through the efforts of our association we were able to get some consideration but supplies are still insufficient. Therefore, our fight must continue.

In support of the above statement I quote from a recent letter from the Right Honourable C. D. Howe—"It was not the intention of the Import Control Branch of this department to issue any import permits for granite except in cases of extenuating circumstances, due to the fact that there are large deposits of similar raw materials in Canada. This policy was later reviewed and it was decided to issue allotment permits for memorial purposes to those applicants who could qualify, on the basis of 60 per cent of the value of similar importations made during the basic period."

To the non-members, it is obvious we need your support. Our membership fee is exceptionally small and through our efforts we are saving you, each year, members and non-members alike, the cost of membership many times over, through your savings in sales tax. I refer to the 35 per cent exemption which was obtained through the efforts of the association.

Space does not permit the listing of the many advantages of being a member of this organization. We have made great strides and now represent about 75 per cent of the entire industry. Help us to make it 100 per cent by sending in *your* application today.

If you have any suggestions or criticisms to offer, we want to hear them. That is our only means of knowing whether we are pleasing you or not.

Wishing you good health and continued prosperity, I remain, Yours sincerely,

E. N. DAVIS

President, Canadian Association of Memorial Craftsmen Harvey E. Creber, Secretary

26 Chatham Ave., Toronto 6, Ont.

PERSONNEL CHANGES ANNOUNCED BY ROCK OF AGES CORP. Monumental News-Review:

We have recently made some changes in personnel and thought your readers would be interested in knowing of them.

Two new offices have been established, one of them being Western Division Sales Manager and the other Eastern Division Sales Manager.

On August 1st, Rock of Ages promoted Mr. H. L. Heinzelman to the position of Western Division Sales Manager. Mr. Heinzelman's new duties will be sales promotion, holding dealer and retail salesmen's meetings with our various district sales managers under his supervision. His territory begins at the western state line of Pennsylvania and extends west to the [Continued on Page 12]

flexible...

easy to work with

tough...



performance!



DUTCH BRAND **EZ Sandblast Stencil**

has proved "tops" over years of successful use!

DUTCH BRAND FEATURES

- Sandblast resistance
- High adhesion . . . will not loosen
- Light color . . . easy marking
- Good aging qualities
- Edges stand up
- Works on shape carving
- Prompt service from local jobber

"DUTCH BRAND" Stencil has been a consistently successful performer for many years; as a result, expert memorial craftsmen know they can depend upon it. The product is uniform, roll after roll, thanks to careful factory inspection. Always flexible ... always tough and sturdy and always "tops" in performance.

Those who take pride in workmanship are careful to select "DUTCH BRAND" for its many outstanding qualities.

If you haven't tried "DUTCH BRAND" EZ Sandblast Stencil, don't pass up the opportunity to do so the next time you order.

ORDER FROM YOUR JOBBER



EZ FILLER CEMENT

Eliminates a large part of clean-up on axed and hammered surfaces.



Beauty

Dignity and

Permanence

FOREVER!

Produced by ... J. S. SWINGLE, INCORPORATED ... Quarrier

WILLARD GRANITE & POLISHING CO. GRAY ROCK GRANITE WORKS, INC. H. C. SMALLEY GRANITE CO., INC. ADRIAN OF QUINCY, Supplies Only FABRICATED BY

PEERLESS GRANITE COMPANY L. VOLPE & SONS, INC. NATIONAL GRANITE & POLISHING CO. PREMIER GRANITE & POLISHING CO. ANTONIO RUSCITTO & SONS, INC. E. SETTIMELLI & SONS, INC. GOLBRANSON & CO., INC. WEST QUINCY GRANITE & POLISHING CO.

QUINCY 69, MASSACHUSETTS

10

... Your Copy Is Ready!

NORTON

PRODUCTS for the

STONE

INDUSTRY

Just off the Press-

68 pages of helpful information on stone cutting, grinding and polishing.

> Send the coupon below for your free copy of this valuable booklet.

This interesting, new Norton booklet describes and illustrates the latest methods of cutting, grinding, polishing, buffing and pressure blasting stone. It covers Norton abrasive products and their applications in the granite field, the marble field and the limestone, sandstone, soapstone and slate fields. It contains many tips and cost-cutting specifications to help you to solve your stone working problems. Send for your copy today!

NORTON COMPANY, WORCESTER 6, MASS.

Please send a FREE copy of the new booklet, "NORTON Products for the Stone Industry" - no obligation of course.

Name... Company..... Street City..... State.... W-1257



The Statler and the Darmund Designs are but two examples of the wide variety of saleable, copyrighted designs at your disposal when you buy from us.



Statler

LAWSON GRANITE CO., INC. BARRE, VERMONT



We are equipped to handle your largest sawing jobs with one of the largest

granite saws in the country.

BARRE, VERMONT



ROCK OF AGES

Continued from Page 8]

Pacific Coast. After 15 years' experience as a manufacturer's representative in the radio and electrical appliance field, "Heinz," as he is known to the trade, entered the monument business in 1939 as a District Sales Manager for Rock of Ages in Ohio, a portion of Pennsylvania, the major part of West Virginia, Kentucky, and a strip of counties in Indiana. He is 46 years old, married and has two sons, John and James. His hobby is fishing. He resides at 3027 Crescent Drive, Columbus, Ohio.

On May 1st, George O. Baker was promoted to Eastern Division Sales Manager and in his new duties he will embrace sales promotion and dealer and retail salesmen's meetings. His territory will begin in Maine and extend to North Carolina and go as far west as Pittsburgh. George started his business career with the Vermont Marble Co. in 1935 and was with them until the end of 1940. In 1941 he joined the Sales Department of Rock of Ages and handled sales correspondence up to May 1st of this year. He is married, has two sons, George Jr., and Sheldon, and resides at 35 Orange Street, Barre, Vt.

We are enclosing recent photographs of both of these men and their names are written on back so as to identify them. We would very much appreciate your including the story of the promotion of these men in one of your future issues.

Yours very truly,

Rock of Ages Corporation ROGER GRAVER Sales Department





H. L. HEINZELMAN

INTERESTING CLIPPING FROM FRED DAVIS

Monumental News-Review:

I enclose an article on a local cemetery for animals which I thought might be of interest to you and could be used for a "filler" at some future date in your magazine.

Very truly yours, FREDERICK P. DAVIS Davis Monumental Works Inc. Roslindale, Boston, Mass.

Dedham Transcript of Dedham, Mass.

UNUSUAL PINE RIDGE CEMETERY FOR SMALL ANIMALS IS LAST RESTING PLACE OF 3,000 PETS

By LORRAINE M. THOMAS

"Every dog must have his day," the poet wrote, but little thought to tell of where to bury the dog when the sun set on his day. And yet, animals being what they are, they have come [Continued on Page 66



Return to a buyer's market" is a phrase that we

hear all around us these days. QUALITY is what the buying public wants; substitutes won't do any longer. More monument dealers than ever before are taking advantage of two real *quality* selling points, the Barre Guild Seal and Certificate. *Barre Guild monuments sell faster*.



For high-speed

minimum cost

For quick, clean, accurate SURFACING

Photos Courtesy of Monumental Sales and the North Star Granite Co., St. Cloud, Minn.

• You can't beat these high-speed resinoid bonded wheels by CARBORUNDUM for cutting serpentine and oval tops on granite.

Specifically designed for this work...backed by more than 50 years of development and manufacturing experience...these wheels cut clean, true, fast. They generate perfect surfaces at minimum cost.

Like all products by CARBORUNDUM, these wheels are accurately and uniformly graded...are true to their grading each time you order or re-order. The Carborundum Company, Niagara Falls, New York.

Specify Abrasives by CARBORUNDUM ITADE MARK

"Carborundum" is a registered trademark which indicates manufacture by The Carborundum Company

By this emblem you shall know them

Membership of The Elberton Granite Association comprises men of long experience engaged in quarrying and manufacturing memorials of the matchless granite found only in the Elberton field.

Q

Years of service, unrivaled facilities and skillful artistry combine to produce monuments in tempo with the incomparable character, textures, colors and quality of Elberton granite.

By this emblem you shall know the individual members who are pledged to adhere to the inflexible standards as set forth by the Association.

THE ELBERTON GRANITE ASSOCIATION, ELBERTON, GA.

Comolli Granite Co. Elberton Granite Industries, Inc. Allen Granite Co. National Granite Co. Lincoln Granite Co. Hoover Granite Co. Harmony Blue Granite Co. Republic Granite Co.

RTON

SOCIATY

2

ロロ

HE

17

Highpoint Granite Co. Sterling Granite Co. Coggins Granite & Marble Industries, Inc. Georgia Granite Co. Berkeley Granite Co. Southern Quarrying Co. Beaverdam Granite Company Oglesby Granite Quarriers

Fine Quality Granites

From a well equipped quarry that assures you of prompt service and matched granites for generations to come.



Member of the Elberton Granite Association

ELBERTON GRANITE INDUSTRIES

Quarriers and Sawyers of

Blue *DAWN-GRAY & Genuine *SUNSET-PINK Granites

P. O. BOX 770

J. J. McLanahan, Pres.

ELBERTON, GEORGIA

*Trade-Mark Reg.

Dallett's "Precision Built" PNEUMATIC STONE DRILLS

DALLETT'S Pneumatic Stone Drills are widely used in the stone working trades and have many industrial applications. They are built with Dallett thoroughness and engineered precision of the finest materials and each is a leader in the particular field for which it was designed.

"BABY PLUGGER"

For all-around light drilling in the monumental plant the Dallett "Baby Plugger" is recommended. It is light in weight and low on air consumption and has all the features of the larger size drills. It is easily converted into a light bushing and pointing tool by simply removing handle and sleeve and inserting a head.

"SR-10"

Dallett's SR-10 Drill is a sturdy and powerful tool. The simplicity of the locking device that is employed has an appeal to the quarry drill operator. The assembly can be kept tight with the mere aid of a hand wrench which is most advantageous on ledge and deep quarry drilling.

YANKEE "YB-20"

The Yankee "YB-20" has long been recognized as the finest drill made for plug hole drilling. This type of drill has been in demand for all-around drilling in the granite shed and quarry yard for many years. Its weight is well distributed to give good balance for side hole drilling.

YANKEE "YB-20R"

Dallett's YB-20R tool is particularly well suited for cemetery work in digging earth, breaking stone, etc. It is fitted with a push type throttle valve control. Digging spade and cutting steels are held in position by means of a safety tool retainer.





For the Mausoleum . . . Specify the Finest . . .

. . . and when you specify the finest monumental granite you insist upon SMITH-BARRE GRANITE . . . for many decades the "Medium of the Masters."

Recently manufactured by Beck & Beck, Inc., of Barre, the beautiful and imposing Florian Munich Mausoleum was erected in Philadelphia, Pa., by Finney & Son of that city.

E. L. SMITH QUARRY

DIVISION OF ROCK OF AGES CORPORATION BARRE, VERMONT



COMBINING MONUMENTAL NEWS . GRANITE MARBLE & BRONZE . THE MONUMENT AND CEMETERY REVIEW

I

VOLUME 61 NUMBER 8

August 1949

E. H. WHITAKER Editor

B. S. WHITAKER Associate Editor

H. C. WHITAKER, JR. Associate Editor

> A. R. JAMISON Managing Editor

SUBSCRIPTION PRICES

Per year	\$5.00
Two years	8.00
Canadian	\$5.50
Foreign	6.00
SINGLE COPI	es .50

Published monthly by MONUMEN-TAL NEWS-REVIEW, INC., 429 Franklin Street, Buffalo 2, New York. Entered as Second Class Matter, Feb. 26, 1940, at the Post Office at Buffalo, New York, Under the Act of March 3, 1879. Additional entry in Hanover, New Hampshire, Feb. 28, 1949.

Contents

LETTERS TO THE EDITOR	Page 4
Editorial—A Message from the New M.B.A. President [harry c. schwartz]	Page 21
Notes from a Designer's Sketch Pad [carl kastrup]	Page 22
The 43rd Annual Convention of the Monument Builders of America, Inc	Page 23
Opening Address by Almon D. Olsen	Page 25
DPENING ADDRESS BY FRANK N. YOGERST	Page 25
WINNERS OF THE M.B.A. NATIONAL DESIGN CONTEST	Page 26
Conference Leading Sales Training Program Finest Feature of Convention [Jarvis rice]	Page 28
How Market Research Can Aid the Monument Builder [joseph h. white]	Page 28
The Revival of Sculptured Memorials in American Cemeteries [ernest stevens leland] [designs by kurt e. kunz]	Page 29
The Small Tablet [glenn i. lammers]	Page 33
PROGRESS IS A WONDERFUL THING [CARL KASTRUP]	Page 34
PUBLIC RELATIONS AND YOU [LAWRENCE H. SELZ]	Page 36
Convention Notes	Page 46
News from Our Advertisers	Page 63
Obituary Record	Page 67
Not So Editorial	Page 68



1941

TO HONOR THOSE MEN AND WOMEN FROM THIS COMMUNITY WHO SERVED IN THE ARMED FORCES OF WORLD WAR II AND IN MEMORY OF THOSE MEN AND WOMEN WHO MADE THE SUPREME SACRIFICE FOR THEIR COUNTRY TO MAKE RIGHT THE MASTER OF MIGHT

1945

Manufactured in our plant for the citizens of the Grafton Hill section of Worcester, Mass. and erected by the Oxford Granite & Marble Works of Oxford, Mass. The material is Pirie's Select Barre Granite.

JOHNSON & GUSTAFSON BARRE SUPERKRAFT MEMORIALS VERMONT

Representatives

Mr. John W. Gauld Bolster Ave. Barre, Vt.

> Mr. Clement McMahon Barre Vermont

Mr. Joseph C. Frantesl 1184 Hague Avenue St. Paul, Minn. Mr. John J. Luckemeyer 804 North Logan St. Colorado Springs, Colo.

Mr. John L. Marsh 2205 E. Menlo Blvd. Milwaukee, Wis.



(Editorial)

A Message from

The NEW M.B.A. PRESIDENT

HARRY C. SCHWARTZ Lebanon, Ohio President of the Monument Builders of America, Inc.

To my Friends:

It is indeed with humble appreciation that I am privileged to acknowledge your words of encouragement, and in behalf of each and every one of the officers of the Monument Builders of America, to pledge every effort toward the betterment of our industry.

At our recent Convention, it was most gratifying to realize the sincere interest in each portion of the program. And, do feel that in addition to the splendid discussions brought out, that the Sales Training was a most beneficial feature.

The enthusiasm with which this was received has led me to make suggestion of the effort to bring this into each of the Winter meetings, and if possible, to expand the scope of its coverage to include a treatise on Management as well.

The wonderful spirit of cooperation, manifested by the officers of the American Monument Association, (our Producers), may lead to a constructive plan of furthering the Monument Building industry, not alone toward a greater inherent efficiency, but to a more general understanding and reception by the public as well.

It is on the kindly invitation of our splendid friends and co-workers, the Whitakers, that I am enabled to bring to you these words of appreciation, and may I further ask that you feel free to write me at any time. Your comments will be most helpful, and always welcome.

Sincerely,

HARRY C. SCHWARTZ

President of the Monument Builders of America



A LONG about the third grade in school, when I began showing an aptitude for drawing pyramids and cubes, my interest in Spencerian started to decline and has been on the down grade ever since, until today, any barnyard chicken, with a fair I.Q., can scratch a more legible scrawl. Dr. Crane, the noted psychologist, thinks that everyone should have a clear, legible signature, and in this most people concur, but I see no reason for it when one's name is blazed in bold type all the way across his letter head. On a busy day, when he's batting .500 or better, it's nothing for a dealer or quarrier to sign two or three dozen letters. If he were to sign each one real pretty, something that someone would want to keep, it might take him half an hour to do the job, and most of them haven't that kind of time. As for analyzing character from handwriting (like numerology or the forecasts of a race horse handicapper)

it is unreliable. It hasn't the exactness of a computation by Euclid.

We can afford to be indifferent to some of the more difficult accomplishments of life but we can never afford to be indifferent where figures are concerned. Sloppy numerals have probably cost this industry, since the close of the Civil War to the present time, enough hard cash to pay for the Louisiana Purchase, or possibly Alaska—if anyone wanted Alaska. It's an industrial disgrace, for the remedy is simplicity itself. Instead of writing numerals draw them. Unlike the alphabet, where we have twenty six letters to contend with, all trying to hang on to each other in long hand, we have but ten numerals and one of these is a zero. Each stands by itself alone. They ask only that they be recognized. In view of all that they mean to us can't we do that much for them?

CARL KASTRUP

FORTY-THIRD ANNUAL CONVENTION of the

Monument Builders of America, Inc. Congress Hotel, Chicago, Illinois August 28-31

he 43rd Annual Convention of the Monument Builders of America, Inc., was held at the Congress Hotel in Chicago, Ill., on August 28-31, 1949.

It was a well planned meeting, each detail carried out successfully, and considering that there was no monumental exhibit, it had a good attendance.

The three features of unusual interest were the Exhibit, the Design Contest and the Sales Training Course. The business meetings were of great importance, the hall being filled each session. Speakers carried messages of value to all and the open forums aroused much comment and cleared many problems in the minds of the dealers.

The Casino Room was the location of a complete supply house. The latest in tools, supplies and machinery was shown in the many booths. Demonstrations of the many tools, devices and draftsmen's supplies were in operation daily. The exhibit was well attended during the hours when the hall was open to the public.

On the three walls of the Casino were hung an exhibit of the designs selected in the \$1,300 National Prize Competition. (Many more very excellent designs were received that could not be exhibited because they exceded the cubic footage specified in the rules for the contest.)

Those in attendance reviewed these designs daily, discussing the varied assortment and each registrant was given a card on which to mark his or her twenty-one selections, these to be checked on Wednesday to see how the public agreed with the decision of the judges.

The Sales Training Course, embodying many of the ideas of the old Memorial Extension Course, was prepared by Alex Park, executive vice-president of the Monument Builders of America, Inc. He selected twelve young men, from a group of applicants, for their ability to learn the course and teach it to others. He, and the men selected, worked for several days prior to the convention perfecting the technique required for the completion of a successful training course. About 175 salesmen and members of the M.B.A. attended the courses held each day from 8 to 10 A.M. and 4 to 6 P.M.

Sunday from 10:30 A.M. was a day of committee meetings, the Exhibit Hall opened at noon, the reception held from 8 to 12 in the evening was a pleasant occasion, refreshments served, music and singing, friends greeting friends perhaps seen but once a year, at the opening "get together."

The first business meeting convened in the Gold Room at 10 Monday morning, presiding officer was President Almon D. Olsen, president of Greene-Grignon & Peterson Co., Duluth, Minn. The Invocation was given by Harry C. Schwartz, president of Harry C. Schwartz Memorials, Lebanon, Ohio.

Then President Olsen gave the address of welcome, told of the Sales Training Course being held for the first time with 175 registered to attend, of the Prize Design Contest sponsored by the Monument Builders of America and approved by the American Institute of Architects and the Society of Memorial Draftsmen and Designers. Mr. Frank N. Yogerst, president of the Liberty Granite Company of St. Cloud, Minn., presented greetings from the American Monument Association, of which association he is president. He served as one of the judges in the Design Contest.

George C. Shaw, proprietor of the Logan Monumental Company, Logan, Ohio, spoke on "The Functions of Our Association." His ability in State Association work, he being president of the Monument Builders of Ohio, Inc., gave him a keen insight into the subject.

Next came the "Round Table" discussion topic, "Should the National Association Participate in State Controversial Activities?"

First on the affirmative was George I. Laingor, Laingor Monument Company, Oklahoma City, Okla.

First negative speaker was Paul Stevenson, S. C. Stevenson Monument Works, Moberly, Missouri.

Second affirmative speaker was John W. Robinson, Robinson Monument Company, San Angelo, Texas.

Second negative speaker was Chester P. Smith, president of [Continued on next page

Below:-Almon D. Olsen Opening Convention.



FORTY-THIRD ANNUAL M.B.A. CONVENTION

Continued from Page 23]

his company in Findlay, Ohio, "pinch hitting" for Leonard H. Braun of Yunker Memorials, Inc., of Lansing, Michigan, who was unable to attend.

(These speeches will appear in the next issue of this magazine)

The open forum gave the audience a chance to participate in the discussion, many questions were asked and answered, the final decision being that it could not be voted upon in the affirmative without a change of by-laws, a committee appointed to do this, the new by-laws submitted to each member of the M.B.A. for a vote and thus no action could be taken until the next National Convention a year hence, the present constitution and by-laws being the result of many such arguments, taking hours to decide present rulings, back in 1945. It was thus ended.

As it was very late, L. C. Henley, president, Henley's Memorial Co., Montgomery, Alabama, spoke very briefly, his words receiving deep applause. His speech will be printed in full in the next issue.

The exhibit hall again opened from 1 o'clock to 11 in the evening.

Tuesday, August 30, 1949

Sales Training from 8 to 10 A.M. Convention session at 10:15 A.M. in the Gold Room was called to order by Harry C. Schwartz.

The first address was by Robert Graham, president of Graham & Wagner, Inc., Alliance, Ohio. Mr. Graham entered the monument industry in 1916, being active in civic and banking affairs also, he was well qualified to discuss, "The Monument Builder's Responsibility at Home."

(His speech will appear in the September issue).

The next address was by Joseph H. White, president of Joseph White and Associates, of Chicago, a merchandising and monument counseling company. His topic was "Industry Research and You," this was listened to very attentively by his audience. Following came Lawrence H. Selz, president of Lawrence H. Selz Organization, Inc. Mr. Selz is considered an expert in the Public Relations field. His subject was "Public Relations and You."

(These speeches can be found on pages 28 and 36.)

An open forum followed when each speaker graciously answered inquiries referring to application of their remarks to the monumental industry, estimated cost of surveys for the industry, etc.

Adjournment followed.

The ladies enjoyed a tour of the city before the serving of a luncheon at the Edgewater Beach Hotel where a musicale added to their pleasure.

The final Sales Training was held Tuesday afternoon from 4 to 6 ending a very instructive and interesting innovation to the M.B.A. activities.

At 8:30 in the evening, "Chicago by Night" was an enjoyable tour of the city open to the members and guests. They were taken down into the Melting Pot of this great city to see a new and different Chicago, visiting Chinatown, their City Hall and various shops; Hull House, founded by Jane Addams; Bug House Square; the Mexican, Bohemian, Spanish, Japanese; the Ghetto; Hoboland; and the Art Colony, Little Italy and Little Russia.

Wednesday, August 31st

The annual business meeting of the Monument Builders of America, Inc., was held in the Gold Room at 9:30 Wednesday, August 31, 1949.

After the usual reports of the President, Treasurer, Executive Vice-President, Tri-Committee and Joint Industry Committee, an address was delivered by William Ingram, a director of the M.B.A. and president of the Lexington Granite Co., Inc., of Lexington, Kentucky, his subject "A Real Organization," the applause of his attentive audience proved the value of his speech. Reports followed, then the election and installation of the following officers: President, Harry C. Schwartz, Harry C. Schwartz Memorials, Lebanon, Ohio; Vice-President, Gus J. Reinke, G. Reinke & Co., Inc., Oshkosh, Wis.; Treasurer, George R. White, Simon White's Sons, Claysville, Pa.

The State Representatives had previously chosen the following directors: Almon D. Olsen, Duluth, Minn.; Harry C. Schwartz, Lebanon, Ohio; W. O. Copeland, Suffern, N. Y.; W. M. Ingram, Lexington, Ky.; Gus J. Reinke, Oshkosh, Wis.; C. W. Brown, Florence, S. C.; George R. White, Claysville, Pa.; George I. Laingor, Oklahoma City, Okla.

On his election to the presidency, Mr. Schwartz automatically ceased to be a member of the Board of Directors. Therefore the directors then chose L. C. Henley, president of Henley's Memorial Company, Montgomery, Alabama. Mr. Henley, as president of the Monument Builders of Alabama, Florida and Georgia, has been active in association work. He is past-president of the Montgomery Kiwanis Club, Men's Club, and Montgomery Cattlemen's Association, and is a member of the Sales Executive Club. At one time Mr. Henley owned and operated a thousand-acre cattle ranch. He built the Capitol Stock Yards and in 1947 did over \$10 million worth of business.

We congratulate the directors in their choice of Mr. Henley and wish him success in the national field.

The convention adjourned. The exhibit hall remained open until 6 P.M.

The banquet, floor show and dance concluded the activities of the 43rd Annual Convention of the M.B.A., Inc. It was held in the Gold Room, which was filled to capacity. The dinner was followed by the floor show, composed of the Stuart Arnold Dancers, a group of attractive girls, Frank Payne, as director, who told jokes and gave impersonations of radio and screen stars. Tommy Parker's orchestra furnished excellent music, and Nicki Rodgers, soloist, was a welcome entertainer. Again, she and Byron Swanson, third generation of Swansons in the Washington Monumental Co., of Spokane, Washington, charmed their audience with vocal duets. Mr. Swanson gave several solos, even though, he said, greatly handicapped by a hay fever attack. His enthusiastic audience showed its appreciation of his courtesy. The balancing act of Rollini was spectacular, a routine of balancing on a cylinder, on an especially designed platform.

Dick Burns, comedy xylophonist artist, combined comedy and music with orchestra accompanying his act.

Gifts were presented to Past-President Olsen and Executive Vice-President Park, their wives accepting the gifts with a few words of appreciation.

Dancing until midnight completed the social functions of the 43rd Annual Convention of the M.B.A.



Opening Address ^{by}

Almon D. Olsen

ALMON D. OLSEN Greene-Grignon & Peterson Co., Duluth, Minn., retiring President M.B.A.

Ladies and gentlemen of the Monument Builders of America. It gives me great pleasure to welcome you to the 43rd Annual Convention of the Monument Builders of America. I sincerely hope that your visits will be happy and fruitful. I see no reason why your stay in Chicago should not be both. An extraordinary effort has been made to make this convention the greatest convention in the history of our industry. No doubt you have heard that many times before. I would like to attempt to prove it this time.

For example, for a week preceding this conclave, a group of men has been studiously at work in conference leading classes, planning and preparing for the sales training program which takes place in conjunction with this convention. There is no other sales institute for monument dealers and their salesmen in the United States and this undertaking stands as a first in monument history. Its value in terms of dollars and



FRANK N. YOGERST President, Liberty Granite Co., St. Cloud, Minn. President A.M.A.



Mr. President Olsen, members of the Monument Builders of America, ladies and gentlemen: It is with a very great pleasure that I join your president, my very good friend, Al Olsen, in opening this, the 43rd Convention of the Monument Builders of America. On behalf of the entire membership, officers and executive staff of the American Monument Association, I extend to you greetings and best wishes for a successful convention.

The official convention program designates my remarks as greetings. However, I do want to take this opportunity to compliment the Monument Builders of America for having arranged what I believe to be a very outstanding program. This program has two new features, which, to my knowledge, have not been sponsored in any previous convention of the retail monument industry, namely, the sales training sessions, cents will most surely be inestimable and there are enrolled some 175 members wise enough to take advantage of this opportunity.

A national design competition was recently completed. Designs were selected by a most competent jury and are at this moment being reproduced in a beautiful album, which will soon be available to you. For the first time in history, the competition was sponsored by Monument Builders of America with the endorsement of the American Institute of Architects and the Society of Memorial Draftsmen and Designers. An interesting sidelight to this competition is this: The designs are on exhibit in the Casino Room and all of you are invited to make your own judgment of the prize winners on cards furnished at the registration desk. It is good sport and it will be interesting to see how closely your opinion tallies with the experts' decision. We will announce the prize winning designs at the grand banquet.

Your magazine, Monument Builder News, rose to this convention occasion and in the opinion of many appears to be the best in our history, bigger, brighter and better than ever before.

A large number of new members are in the association, many of whom are enrolled in the sales training course. It were as if this sudden upsurge in membership presaged a convention greater than any previously held.

Then there is the exhibit of supplies, where representatives of many of the leading supply houses in the nation wait to greet you and tell you about the latest techniques and products developed by their particular firms. Interesting, informative and educational, this year's exhibit bows to no other in the past.

We have several speakers of note to address you, some of [Continued on Page 38

in which much interest has been evidenced during the past several weeks by the younger members of the retail monument industry, indicating that these sales training sessions will be well attended. Other lines of industry are constantly working toward more modern methods of merchandising and sales technique and certainly the monument industry must keep pace with merchandising methods and sales techniques of other industries if it expects to prosper or continue to stay in business. There is little or no grounds for an argument on whether there is plenty of room for improvement in that category.

The second feature I referred to is the round table discussion. In my opinion, this feature provides opportunity to members of the industry to present their opinions on various matters and give a complete airing to controversial subjects, which should make for a better understanding of the subject involved and lead to a greater spirit of cooperation so sorely needed today for the best interests and advancement of our industry.

Another outstanding feature and achievement which the Monument Builders of America have sponsored recently was the National design competition, under the approval of the American Institute of Architects. This design competition received widespread interest, not only among the monumental designers in our industry, but from those outside our industry in the fields of art and architecture. I believe that this national design competition was a step forward in the advancement of our industry. While it provided an opportunity to the monumental designers in our own industry to present their

[Continued on Page 39

PRIZE WINNING DESIGNS of the NATIONAL DESIGN CONTEST Sponsored by the Monument Builders of America, Inc.



Copyright 1949 Monument Builders of America, Inc. Above: 1st Prize—William Henry Deacy, Scarborough, N. Y.

Below: 3rd Prize-John I. Johns, 4202 Mayfield Rd., Cleveland, O.



Copyright 1949 Monument Builders of America, Inc.



Copyright 1949 Monument Builders of America, Inc. Above: 2nd Prize—Kurt Kunz, 366 Park Ave., Paterson, N. J.

Below: 4th Prize-Earl Richardson, Proctor, Vt.



Copyright 1949 Monument Builders of America, Inc.





Copyright 1949 Monument Builders of America, Inc. Fourth Prizes: Left: William Henry Deacy. Above: Harold Schaller, Roslyn Hgts., N. Y. Below: Carl Kastrup, Rockford, Ill.

Copyright 1949 Monument Builders of America, Inc.

5th Prize—Anthony Moody, Bloomfield Hills, Mich.; Willard S. Beckley, 242 Castalia St., Bellevue, O.; Cecil K. Smith, Box 1561, College Station, Tex.; Aldo Fontana, 12 Howard St., Barre, Vt.; A. B. Yaeger, (two awards) 150 Hill St., Barre, Vt.; Dilio Fontana, (two awards) 12 Howard St., Barre, Vt.; Dana Miln, 500 Argyle Rd., Rexel Hill, Pa.; Wayne D. Gordon, 920 Speer Blvd., Denver, Colo.; Roland Lane, 1218 Westlake, Seattle, Wash.; L. A. Edwards, 2909 Book Bldg., Detroit, Mich.; Bradley Ballbeck, 121 West Wall St., Ft. Scott, Kansas; Al Greif, 32-C Elliot Court, Manhattan, Kansas; George Ottavino, 1026 Brooklyn Ave., Brooklyn, N. Y.; Carl Kastrup, (four awards) Rockford, Ill.; William Henry Deacy, Scarborough, N. Y.

Below: Closing Banquet in Congress Hotel Gold Room.



Copyright 1949 Monument Builders of America, Inc.





Standing, left to right: Ted Kosiba, Don Gilmer, Norris Walther and John Trigg. Seated, left to right: Rufe Baumann, Arnold Lundberg, Matt Vach, John Robinson, Instructor Park, Sol Rosenbloom, Harold Whiteside, Bert Gast and Elmer Feis. (Conference trainee Joe Burwell and Associate-instructor Jack Hazlehurst were absent when this photo was taken.)

CONFERENCE LEADING SALES TRAINING PROGRAM FINEST FEATURE OF CONVENTION

By JARVIS RICE

If any feature of the convention can be singled out as the finest, it is the Conference-leading and Sales-training Course. Certainly it was the most exciting, and received the most enthusiastic support.

From the opening gun four days prior to the convention, when the group of leaders met to learn the art of leading a conference, to the last shot fired, when the instructors called an end to their classes, an unbounded interest prevailed.

The 175 participants left the Congress Hotel filled with praise for Alex Park, who originated the course and personally conducted the Conference-leading phase of it. They expressed themselves as gratified at the success of the venture in terms of valuable knowledge received, and highly optimistic about the future continuation of the course. Its practical benefits, they felt, would be revealed in a more streamlined monument-selling technique.

Quotes From the Leaders:

Elmer Feis: The Sales Training Course was a start in the right direction in improving the most important phase of the monument business, which is selling. The sales pattern outlined in the course is certainly an organized plan that should produce good results. I was very much pleased with the interest, *[Continued on Page 37]*

Below: Pre-Convention Meeting of Joint Committee of Officers and Board of Directors, A.M.A.-M.B.A.





JOSEPH H. WHITE

HOW MARKETING RESEARCH CAN AID THE MONUMENT BUILDER

An address by Joseph H. White, head of Joseph White and Associates, marketing consultants, Chicago, Illinois, before the 1949 convention of the Monument Builders of America, Tuesday, August 30th, at the Congress Hotel.

Marketing research is no patent medicine that is "good for what ails you" regardless of what it is. As in any good medical diagnosis, the remedy depends upon the ailments. While there are certain ingredients that go into the solution of a large number of business problems, there is no one formula which is a cure-all, and which will endow the taker with a continuous procession of profitable years with a minimum of effort.

One of the first things that struck me in considering your products is the very obvious but nevertheless very powerful cumulative force of centuries of tradition behind it. I remembered that, as a tourist in Europe, I visited churchyards and cemeteries in England and on the Continent, something that would never occur to me to do here. Even that is not exactly correct, for now that I think of it, I remember looking in at the churchyard at the head of Wall Street in New York and a few other places of historical interest in New England.

I began to think of the important place which the churchyard and the monument have played in poetry and in literature. I think we would all be amazed if anyone actually compiled a listing of how often the conventional cemetery and its monuments appear in our literature.

So, it seemed to me that a product as firmly entrenched as this, with centuries of acceptance and build-up behind it, must be a wonderful business. Only when you have had a hand in putting on the market something quite new, and entirely without public knowledge and acceptance, can you realize what a comforting and encouraging thought it is to know that your product has such tremendous prestige and acceptance.

As I said, those were my first thoughts. Further checking, however, indicated that all was not so rosy as it seemed. A whole series of new ideas and practices was whittling away at this mighty tradition. Cremation, no-monument cemeteries, cemeteries restricted to markers or flat stones, public mausoleums . . . all aggressively promoted by interested parties for a variety of reasons . . . have been luring today's generation away from the long-accepted standards.

In the course of propagandizing for these new ways, the sponsors have not only been proclaiming the virtues and [Continued on Page 39

The Revival of Sculptured Memorials

in AMERICAN CEMETERIES



PART II

EDITOR'S NOTE: Here are some highlights quoted from the preceding chapter:

"It is now generally recognized, by memorialists and traditional cemetery executives alike, that the future of the memorial idea and of the traditional cemetery, depends upon the resourcefulness with which we personalize and individualize both the cemetery plot and the cemetery memorial. We have come to the cross-roads in commemorative art here in America...."

"Unlike symbolical decoration and the epitaphical quotation, sculpture speaks in a language that is universal. Sorrow, Faith, Hope and Memory can be expressed in sculpture; and in a language that all can understand,—the 'picture! Only a relatively small percentage of the public can understand the refinements and significance of a beautiful monument designed by a master of the Classic, Gothic or Modern school; but even a child can react to the story told by a sculptured representation of the Crucifixion, or by a sculptured sun-dial depicting a robin lifting a worm from the soil of Mother Earth. Just as we have restored symbolical decoration and the epitaphical inscription to memorial art in America, so now we should focus attention upon the function of sculpture in re-vitalizing public interest in our cemeteries, and in cemetery art. . ."

"There are innumerable families today who have both the means and the desire, even though latent, to do something distinctive and expressive in memorial art. They may not want a pretentious colonnade, screen or exedra. They may not want to utilize the maximum dimensions or bulk of stone permitted by the cemetery regulations. But they will and they can respond to an appeal directed at the deep-rooted sentiment and emotion which prompt us to commemorate those we have loved and lost. The sculptured memorial offers a medium for the expression of all human emotions; neither symbolism nor epitaphical inscriptions can attain so high a degree of appealing beauty and significance. It is largely our own fault that commemorative sculpture in America has not given us more works of art; statues and bas-reliefs which prevail in the cemeteries of Continental Europe and which attract millions to cemeteries like Pere Lachaise and Campo Santo. . . ."

"From the standpoint of the cemetery, the memorialist, the client and the community, the sculptured memorial is indeed an ideal solution of our problem in reviving public interest in our cemeteries, and cemetery art. . . ."

> Like the superb memorial to the late Vernon Castle, in Woodlawn Cemetery, New York, the Van de Venden study features a nude figure in the attitude of "Sorrow." Memorials of this type prevail in the famed cemeteries of Continental Europe, and they account for the huge number of visitors who daily visit these cemeteries to see great works of art. Conceding that memorials like the Van de Venden study by Kunz may find a limited response in America, nevertheless all alert memorialists should find a suggestion for monumental architecture in the impressive pedestal which supports the figure; a sarcophagus supported by standards, like the Tomb of Napoleon, and the sarcophagi of the Renaissance.

In this article Mr. Leland concludes his plea for more and better sculpture in our cemeteries, on memorials both large and small. Citing the work of Kurt Kunz as an example of what can be done, he contends that only by restoring works of art in the traditional cemetery can we hope to regain the human appeal which attracts millions to the cemeteries of Europe. In these two articles, Mr. Leland warns us that the regimentation of conventional monuments in the traditional cemeteries, like the regimentation of grade markers in the no-monument cemeteries, imperils the future of cemetery art and the memorial "industry" in America.

> raditional cemeteries and the memorial industry are today united in an organized effort to revive public interest in cemeteries and cemetery art. Time and money have been spent in advertising the mission, function and importance of sentiment and beauty as a source of consolation to the bereaved, and an inspiration to the living. Obviously, the primary object of this advertising and promotion is to attract the public to visit our cemeteries, and to see our memorials; to see how we perpetuate "sentiment in symbols of Love, Faith and Memory." But when and if the public responds to our appeal, just how much arresting and moving beauty, just how much articulate expression of human emotion or sentiment do they *actually* find in our cemeteries and cemetery art? We do well to ponder the question.

> Many of our cemeteries offer inspiringly beautiful vistas of superb scenery and landscaping; but so do the city parks and



the no-monument cemeteries. Many of our memorials, and to an ever increasing degree, are beautifully designed and sometimes enriched with symbols and inscriptions which cause the passerby to pause. But here in these "shrines of sentiment and sorrow"—deepest of the human emotions—just what does the public find to stir the soul or to generate human emotion? The well kept lawns; the monuments row upon row inscribed with names, dates and carvings; what have they to say that will put us into "tempo" with the sentiment and sanctity of what we piously or poetically refer to as "God's Acre?" Yes, beautiful landscapes and many beautiful memorials! But may it not be that to the general public they are *that* and *nothing more*?

How different it is in Europe, notably in France and Italy; and in some of our American cemeteries, where thousands come to see shrines of beauty which imbue the *entire grounds* with an awesome and emotional appeal. I refer again to the sublime Adams Memorial, the so-called "Grief," in Rock Creek Cemetery, Washington. From all over the world they come to stand in reverent silence before this work of art which is the greatest of all funereal monuments in America. There is no need for this cemetery to "advertise" the grounds; there is no need here to "defend and promote" the memorial idea and ideal. And there are innumerable other cemeteries in America where a beautiful work of sculpture daily attracts a large public, be they visitors or residents out for an evening drive.

"But not all cemeteries can have an outstanding work of art; and not every memorialist has one chance in his lifetime to find a lot-owner who will be interested." I wonder. I wonder how much we have really *tried* to restore fine art to our cemeteries. Indeed, I wonder how many of us are familiar enough with cemetery or "funereal" sculpture to discuss the *idea* of a sculptured memorial with a family of means? Yes, I wonder how many of us have ever *thought* of what these appealingly beautiful works of art, instead of architectural designs, can mean to the future of the traditional cemetery, and to the memorial idea?

It is high time for cemeteries and memorialists alike to realize that the regimentation of conventional monuments in the traditional cemeteries, like the regimentation of markers in the no-monument cemeteries, is basically responsible for a growing public indifference toward both the traditional cemeteries and cemetery memorials. We need more memorials which, like the "Adams" in Rock Creek, will dramatize, emotionalize and symbolize the soul and spirit of sentiment, commemoration and faith; memorials which, by their spiritual and emotional appeal, will restore the cemetery and cemetery art to their ancient and medieval importance in civilized society.

"But sculptured memorials are expensive. . . . They usually require a large cemetery lot . . . It takes too much time to bother with them. . . . There isn't one prospect in a thousand who would consider a sculptured memorial" . . . these and similar objections come first to the mind of most memorialists when the idea of advocating more sculptured memorials is proposed and advocated. Admittedly there is some truth in all these objections. Also, there is truth in the fact that alert memorialists have demonstrated that sculptured memorials, be they great works of art or a simple sculptured bird-bath or sun-dial in memory of a child, will find a responsive public if only we "sell" *ourselves* on the idea of the sculptured memorial; and qualify ourselves to *interest* the public in these *personalized* memorials instead of massed produced monuments, sold and delivered with maximum economy.

No-monument cemeteries, and far too many traditional cemeteries, are educating the public to accept and to adopt the idea of regimented burial and regimented commemoration of the dead. This regimented burial and commemoration of the dead saves money. The same is true of the "mass" production and distribution of memorials in America. The standardized mass production of monuments saves money. Like the nomonument cemeteries, and the "modernized" traditional cemeteries, we are constantly devising and perfecting ways to save money; and to educate the public how money can be saved in the burial and commemoration of their dead. All this sort of thing is an appeal to the purse-strings of the public instead of an appeal to the soul, sentiment and nobler instincts of the people. We plead the cause of sentiment and commemoration while with the same breath we devise ways and means of cheapening the expression of these profound human emotions. Perhaps if we changed our own attitude toward the dignity, importance, value and possibilities of commemorative art, we might then educate the public to think in terms of beauty and sentiment instead of dollars and cents. We might then revive interest in the sculptured memorial, in works of art, which would truly attract the public to our cemeteries, and to cemetery art.

If we really want to attract people to our cemeteries, and therefor attract attention to memorial art, we must offer something more attractive and emotionally appealing than sweeping lawns, shrubbery and conventional monuments placed row upon row. We must offer the public something that makes a visit to the cemetery an emotional experience such as we (experience) in Pere Lachaise, Campo Santo, Rock Creek Cemetery in Washington, and other cemeteries where the fusion of God's art and man's grips us and leaves us better for having visited a solemn and inspiring shrine of memory. It is sculpture, surpassingly beautiful and inspiring sculpture, that attracts millions to these cemeteries; sculpture which expresses human emotions in a language which all can understand. And many of these sculptured memorials, believe it or not, are modest in size and less expensive than many if not most of the meaningless but beautiful architectural monuments which are to be found in our cemeteries.

The sculptured memorial may be the enshrined grave of a little child designated by a small but superbly sculptured basrelief or statuette symbolizing Childhood; it may be a family memorial enriched with a representation of mother and children, a tribute to Motherhood; it may be a cenotaph dramatizing sacrifice for country with a high relief ("alto-relievo") depicting the Dying Soldier at "Prayer for Peace"; it may be an *exquisitely* drawn etching in stone of "The Christ in Gethsemane" done on a simple monolith of modest proportions; it may be a memorable interpretation of the Calvary, done by a master of contemporary sculpture who, like the Liturgical [Continued on Page 56

Sculpture done in relief, on a tablet or any other type of memorial, is admittedly less expensive than the free-standing figure. And some of the greatest works of art in sculpture, ancient and modern, are done in low-relief (bas-relief), in high-relief (alto-relievo), or in "bollowrelief" (cavo relievo.) This group of original drawings by Kurt Kunz indicates how sculpture in the relief can be utilized, without excessive expense, in beautifying and personalizing our memorials with symbolical sculpture. But whether sculpture is to be used, or not, the reader will find a wealth of ideas for composition in design by studying the contour and proportions of these studies by an artist-designer who is an arch-advocate of the personalized memorial. \rightarrow





Copyrighted Design





More Designs for Sculptured Memorials

By KURT E. KUNZ

(ROTA) A superbly studied adaptation of the ancient Greek "Lekythos," a vase commonly used in ancient Greek funeral rites. Like the "Amphora," a similar ancient vase-form, the Lekythos is a tall vase or urn featuring handles at the neck or spout.

(CARRAT) "Memory" is the theme of the low relief featured on this cruciform tablet designed by Kurt Kunz. The figure is indicated for carving in very low-relief, or it can be done by pure line-drawing or line "etching" in stone.

(NEWTON-ROBERTS) A low-relief figure in the attitude of Supplication is the motif for the sculptural decoration of this unpretentious monolith. Unlike the meaningless, or vague, ornament usually positioned above the projecting panel on these tablets, the sculptured figure conveys a message which is more intelligible than the usual urn or floral decoration.

(ASTOR) "Resignation," "Thy Will Be Done"... is the theme of this design in which the artist-architect reveals his deep-rooted spiritual approach to the commemoration of those we have loved and lost. The "Rays of Glory," the figure in attitude of Resignation, the Three Steps and the Cruciform contour of the tablet are all typical of the Kunz approach to the memorial idea and the memorial problem.









More Designs for Sculptured Memorials

By KURT E. KUNZ

"The four studies for sculptured memorials, in this group of drawings, indicate a command of both sculptural and architectural composition. "Motherhood (the Grantville), "Sorrow" (the Matox), "The Blessed Mother" (the Geraldis) and "Memory" (the Rohn) are Kunz's motifs for the free-standing sculptures. As Mr. Leland explains, in the accompanying article, these sculptures admittedly involve a substantial appropriation, if the work is done by an artist of reputation.

However, in these drawings for sculptured memorials by Kurt Kunz, the reader can and should find a wealth of ideas, for the non-sculptured memorial, in the architecture of the pedestals and settings which the figures surmount. His creative ability in the architectural design of memorials has placed him in the front rank of American memorial designers; a fact manifested by the succession of prizes he has won in national and international competitions.



The SMALL TABLET

The MARSTEN design illustrated is another of our recent designs of the small tablet type.

It is both practical and desirable to place the inscription on a small monument rather than to use markers for the individual inscriptions.

The panel on the Marsten design serves this purpose nicely and provides also a space for the epitaph.

The cross is effective, yet not predominant.

This is No. 96 of a monthly series of designs by Glen I. Lammers, President, Bliss Design Co., Rockford, Ill.



This is No. 41 of a new series of designs by Carl Kastrup 1705 Auburn St., Rockford, Ill.

PROGRESS IS A WONDERFUL THING

Continuing my series of Modern Monuments, which will be over with presently, we arrive at No. 41—probably the best design in the series. It will not be a popular design because it takes 12 to 14 hours of additional hand labor to recess the area around the carving and shape the lamp. A generation ago this would seem a trivial thing to note in the cost of a family memorial, but today, with time cards, cost sheets and double entry bookkeeping, it is obviously expensive and therefore discouraged as being somewhat outmoded. The machine is supposed to perform all necessary functions. Just the mere thought that a stonecutter might use a chisel to highlight his carvings is sufficient grounds to fire him on the spot.

CARL KASTRUP

You'll get better results when you specify DARK BARRE GRANITE

The World's Finest Granite for Polished Work

ROCK OF AGES CORPORATION BARRE • VERMONT

ANDERSON-FRIBERG CO., INC. BARRE, VERMONT

BARRE GRANITE MEMORIALS

BARRE

DISTINCTION marks our Copyrighted Designs and you may rely upon the Finest Barre Granite, Flawless Workmanship and Dependable Service.



Public Relations And You

 $B\gamma$ LAWRENCE H. SELZ

President of Lawrence H. Selz Organization, Inc., Publicity and Public Relations.

LAWRENCE H. SELZ

Your chairman very kindly introduced me as a public relations' specialist. A specialist, I was told recently, is someone who learns more and more about less and less until finally he knows everything there is to know about nothing. Despite that, I'll plunge in.

There are only two ways for a company to increase its business. One is to open new markets; that is, to find new users for its products. The second is to take business away from its immediate competitors.

Many business men are finding that, in this highly competitive era, it is an expensive matter to woo a direct competitor's accounts away. It means giving a better product, a lower price, and more service. The competitor, in turn, counters with the same incentives to the customer and in the competition both find it difficult to make a profit.

The alternative, to increase the market and thereby give everyone in the industry a chance for more volume, is being discovered as far more economical and conducive to better profits for all of the companies in the same field.

To increase the market for a product usually means a combined effort of all of the companies in an industry. There are few fields where one company so completely dominates an industry that it can afford to pay all the bills for increasing the market for its competitors, as well as itself.

Thus, we find the association of all companies within an

industry combined to do a promotion effort for the product that all of them make.

This sounds pretty simple and elementary—but it isn't. My associates and I have wrestled with industry promotions for more than 20 years. We've seen the well-organized ones succeed, in almost every case.

But the hitch is, of course, that word "well organized."

Business men are not usually selfless individuals. Most of them are not noted for their altruistic tendencies. Many of them don't even want to sit down at the same table with their competitors. Some of them feel that no matter how fairly a campaign is planned, they are not getting a square deal.

Others—there's one in every industry—suddenly realize that the campaign will go on even if they don't pay their share and that they can benefit while letting all of the other fellows pay the bill. (I'm glad to say that this man is usually very unhappy when word of his uncooperative attitude gets around and he finds out that his notion that customers just buy on price isn't quite true.)

Getting an industry organized for a promotional campaign is back-breaking work, even where the industry has a good and solid trade association. Even men widely experienced in publicity and public relations work in their own companies find a whole new set of problems confronting them when they decide to do an industry-wide job.

The lack of any trade name or distinctive pattern, while giving the publicity material tremendously better reception from press, radio, schools and other pressure groups, nevertheless requires a different technique of presentation than publicity for a trade name product.

Pro-rating of the costs and, even more important, selection of the men from the industry who will supervise the agency's effort entails long discussion.

Once the campaign is launched, however, the result is surprising. Within a very short space of time, the industry begins to realize that a larger market is being opened for its products and that there are many more people to sell to.

A well organized campaign, intelligently directed, with a competent agency doing the work, will open new markets and [Continued on Page 44
CONFERENCE LEADING . . .

Continued from Page 28]

enthusiasm and participation of my entire group, which included "senior" as well as "freshman" monument salesmen.

Sol Rosenbloom: The Course was one of the outstanding features of the 1949 convention. I never saw so many men eager to give and get information to help each other in the monument business. It is remarkable how a class conducted by an instructor can bring all questions to a head simply by having the questions and answers furnished by everyone in the class. It was a great experience. I enjoyed the work of being a leader and I learned a good many things right with the class. There is no better way of making warm lasting friends with monument men in all parts of the country. It's like going to school again. We were all happy and we had a great time. Conference-leading should be held at every convention.

Norris Walther: It is my opinion that we obtained general acceptance of the course. Interest was certainly high, nobody went to sleep. Blanket observation tends to bear out the thought that it was great for old hands as well as new.

John Robinson: The Course was a huge success. It helped make some of our members more successful memorialists. As a result of the Conference-leading phase, I will be able to conduct a Sales Training Course at the Monument Builders of the Southwest convention in Texas this winter.

Bert Gast: The program was one of the finest features of the convention, and must be continued in order to have trained salesmen in our industry. Helpful to both young and old, experienced and inexperienced. Many of us would like a similar program dealing with management in the memorial industry.

Don Gilmer: Seemed to be just what the men wanted. The interchange of good ideas from better than 150 years' experience in our group went over much better than a highpowered lecture on salesmanship. If every man selling monuments could take the course, a lot of our industry's troubles would work themselves out. Good discussions and good selling angles were all brought out. I personally appreciated the opportunity to get in on the Conference-leading.

Quotes From the Trainees:

Ernest Hammaker: I feel the efforts put forth in presenting the Selling Program at this convention have been highly successful and most enlightening. In addition to bringing to light the major factors necessary for successful selling, the exchange of ideas, as well as dealers' complaints will no doubt prove most helpful in the future.

E. L. Kreutzer: I believe the sales training course is a wonderful thing and by all means should be continued.

William Kleiser: Many pertinent facts were learned from the discussions of the art of selling monuments by me as well as by all the others who attended. The leader of my group directed his class with great skill and dexterity. The theory of selling good monuments was covered completely.

Harold Anderson: I feel we are on the right track at last. Other Quotes:

Most instructive . . . Valuable experience . . .

It shows that M.B.A. renders a useful service . . . New methods of customer contact were developed . . .

Most inspiring . . .

Methods taught should prove profitable . . .

[Continued on next page



EVERLASTING PORTRAITS FOR MONUMENTS



NOW AVAILABLE!!

IHE

7008 S. PAULINA ST.

- BOTH CHINA AND PORCELAIN ENAMEL PORTRAITS
- NEW PATENTED MONTLOK FASTENER
- MEMORIAL BRONZE FRAMES WITH INSCRIPTION

ABENDROTH

CATALOG AND PRICES ... ON REQUEST

STUDIO

CHICAGO, ILL.



Memorials Featuring the WHITE ROSARY are OUTSTANDING in Any Cemetery ...

The Burke Memorial, erected in Northampton, Mass., by Brown, Stevens & Fifield of that city, is no exception to this rule. No flowery phrases need be written. The photograph of this outstanding monument, taken at the cemetery, speaks for itself.

Wherever monuments are being sold you will soon find the White Rosary, Beaded in Gem-like Beauty. Now available in semi-precious stones,— RED JASPER and BLACK ONYX.

COPYRIGHTED DESIGN-U.S. Patent No. 2349065-Canadian Patent Applied For

WHILE GRADILE COMPANY BARRE, REBUDDL



CONFERENCE LEADING . . .

Continued from Page 37]

One of the finest things the association has ever done . . . Best thing to be added to the convention in years . . .

Will always remember '49 convention for the Sales Training . . .

Easily the outstanding feature of entire convention . . .

I just finished the Sales Training sessions and must say I think it is the most progressive step in the right direction ever attempted by the Monument Builders of America . . .

ALMON D. OLSEN ADDRESS . . .

Continued from Page 25]

them outside the industry, whose background and ability guarantee enjoyable and valuable listening. A round table discussion by four prominent members of our association concerns a topic vital to our industry and in which all of you are concerned.

At the business meetings, the lessons learned in this last year will be restudied, so that they may be applied in the year to come. The important decisions, the association policies will be formulated in the sessions, and each and every one of you will once again become acquainted with the basic issues involving the monument industry throughout the country as a whole.

The lighter side of the convention picture reveals entertainment of the highest standard, arranged in a variety of activities to suit every taste.

It is here in Chicago where the Monument Builders of America gather for this conclave, their 43rd meeting, to witness events affecting every one of you in the monument industry. Our good wishes for an historical, happy and profitable convention go with this most sincere and hearty welcome. (Applause).

Our first speaker entered the Monument industry following World War I. In 1933 the Northwestern Granite Manufacturers elected him their representative. In 1947 the American Monument Association elected him to the Board of Directors and last January he became their president. He is also president of the Liberty Granite Company of St. Cloud, Minnesota, and recently lent his experience and knowledge in the capacity of judge of our national design competition.

His constant and zealous efforts in behalf of our industry make him a most logical choice to present greetings at this convention and we are happy and honored to have him with us.

FRANK N. YOGERST ADDRESS . . .

Continued from Page 25]

ideas of what they consider the foremost and outstanding monuments, I feel the most important feature of the design competition was the fact that it was open to those not connected with the monument industry which provided them an opportunity to present their ideas on what a monument should be like. Probably our industry has missed a bet in the past by not permitting those outside our industry to present their ideas of what they consider a monument should be like. That may have been a contributing factor for loss of public interest in monuments.

Because of these outstanding achievements by the Monument Builders of America under the leadership of President Olsen and Executive Vice-President Alex Park and their other officers, and because of the fine collaboration with the American Monument Association, I want to take this opportunity to convey the compliments and appreciation from the officers and membership of the American Monument Association. (Applause).

JOSEPH H. WHITE ADDRESS . . .

Continued from Page 28]

superiority they attribute to them, but they have been deriding the conventional monument with that most damning of all descriptions in America, "old fashioned."

So, it came to me that there were some very strong disadvantages to this long tradition behind the monument. These disadvantages came into being not because a monument could be called "old fashioned," but because the people in the business had become accustomed to thinking for so long that theirs was the one and only way of performing this function, that they had never bothered to feed the tradition the nourishment it needed to keep it alive and at its fullest strength.

In this country, the consumer is king, and unless you keep selling your virtues and advantages, continually and aggressively, to him, you are going to lose him.

Whenever an industry has enjoyed a long and almost exclusive acceptance in its field, it is only human nature for that industry to take it for granted that this happy state of affairs is permanent and unchanging. The industry loses touch with the thinking of the people in the market on which it depends. When you lose touch with what really moves your customer, with the knowledge of what makes him take action

[Continued on next page



The Phillips Design . . .

... another of our moderately priced horizontal tablets ... the decoration on the polished face, which "points up" the family name, is unusual without being bizarre and creates added interest and saleability to the design.



Barre Guild Inspected Monuments

BARRE, VERMONT

sed with the Tablet." POTTHAST MONUMENT CO. Norfolk, Nebr.

Bouquets of Praise

Spontaneous expressions of satisfaction from members of your industry (not paid testimonials by movie stars) . . . read what your friends say . . . you'll be convinced it will pay you, too, to sell

BETTER BRONZES BY NEWMAN

"They were well plea

FREE Ask for our newest catalogs and folders of tablets, markers, vases, sundials, eagles, mausoleum doors ... also BEST PRICES FOR RE-SALE. No obligation. WRITE TODAY, SURE!



BROTHERS,

CINCINNATI 3, OHIO

MEMBERS: National Memorial Bronze Association

WMAN

670 WEST FOURTH ST.

EGYPTIAN PINK GRANITE

LEAD YOUR COMPETITION WITH "THE LEADING COLORED SPECIALTY GRANITE"



PROGRESSIVE DEALERS HAVE FOUND THEY CAN SERVE BEST WITH EGYPTIAN PINK.

WE HAVE MANY OTHER NEW DESIGNS CREATED AND COPYRIGHTED FOR SOLE USE OF EGYPTIAN PINK DEALERS

J. P. GILMAN GRANITE CO. fairfax district kansas city, kansas

Inquiries Invited

MACHINERY . . EQUIPMENT . . TOOLS . . SUPPLIES

SATISFIED USERS RECOMMEND

B BLASTING ABRASIVE

C

- SHEET STENCIL
- GRANITE CLEANERS
- SETTING COMPOUND

"Everything for The Monumental Industry"



11 VERNON STREET QUINCY 69, MASS.

JOSEPH H. WHITE ADDRESS . . .

Continued from Page 39]

as far as your product is concerned, you have lost the feel and control of your business.

These forces which cause people to act in one way or another are not the results of logic or common sense . . . but the result of changing conditions and of social pressures. Frequently, the things which may affect your business most profoundly really have no direct connection with it.

For instance, is it not possible that the growth of our cities hurts the monument business, because it makes most cemeteries so distant from where people live? Remember, in the days when monuments grew to importance, the monument was something everyone could see and did see frequently.

The purchase of your product in itself does nothing for the buyer. By "nothing," I mean, in a physical way. He can't wear it, eat it, or use it. He purchases it for psychological reasons. Those psychological reasons are probably closely related to pride . . . in himself, in his family, or in his position. The monument nobody sees gives little satisfaction to him who provides it.

In former times, the monument business had an automatic sales builder and prestige builder in the fact that its products were on public view to a considerably greater extent than they are today. It is the old question of demonstration. Most products sell by demonstration . . . by being seen in use.

That was preeminently the case with your product in the past. Today, in larger cities, you have lost that particular selling weapon to a large extent. Therefore, it is necessary to explore

"CUSTOM CUTTING"

is still the way to produce monuments that are genuinely distinctive, and we're still building our reputation for **tailoring** work to the precise specifications of our dealers. We're employing the best men and machines to produce your orders **exactly** the way you want them . . . at a price you'll find interesting every time.

MINNESOTA GRANITE INDUSTRIES DELANO, MINNESOTA

Variegated Agate Imperial Mahogany



your market and determine what substitute motives can be developed to take the place of a selling power on which you have been relying . . . but which you no longer have.

Today, it may be that your competition is not so much the no-monument cemetery as a Cadillac automobile. If someone wants to make a substantial investment in family pride, display, it is socially acceptable and something everyone will see if he has a great big Cadillac. To many people, that is synonymous with SUCCESS.

The no-monument cemetery is not the cause of that condition, but the effect. When people are more impressed with Cadillacs as a means of exhibiting their family pride than they are with monuments, then they are in the market for a type of burial convenience that is consistent with this changed attitude toward what is a symbol of success. It may be that analyzing people and their attitudes, in order to develop appeals which will combat the Cadillacs advertising, may be more effective than berating the unfair competition of no-monument cemeteries.

That is the kind of a job that well-conducted marketing research can perform for you. It can determine the direction and nature of the appeals which will be effective under today's conditions in creating greater prestige, greater acceptance and greater status for your product.

In reverse, marketing research can perhaps determine the advisability of certain of the proposals frequently advocated in your industry to attempt to secure legislation to prohibit no-monument cemeteries. It might be that an examination of consumer attitudes would show that such a program might be [Continued on next page]



Dedicated to those Americans of Polish Descent of Onondaga County (N.Y.) Who Died for God and Country





An Eight-Crypt Mausoleum Designed by WM. HENRY DEACY Erected in WICHITA FALLS, TEXAS BY ARCH SMITH OF DALLAS TN Vermont Marble IMPERIAL DANBY, EXTERIOR LIGHT CLOUD, INTERIOR emori Stone Crystalline Marhle Vermont Marble Company, Proctor, Vt.

JOIN YOUR ASSOCIATION

GOLD BOND COLOR CARVING

WE ARE PAST MASTERS IN THE ART OF COLOR CARVING. WE ARE FURNISHING DIES AND MARKERS TO MANY DEALERS, COMPLETELY COLOR CARVED AND LETTERED. SEND US YOUR SIZES FOR ESTI-MATES IN ALL LEADING GRANITES.

BRUCE MARBLE and GRANITE WORKS FORT SCOTT, KANSAS

JOSEPH H. WHITE ADDRESS . . .

Continued from Page 41]

the surest way of spreading them further or faster. Prohibition frequently turns out to be a serious boomerang.

But getting back to your marketing problems, the comments I have been making all lead to a very simple fundamental of merchandising, regardless of product.

Strange as it is, *it is very often the "sizzle" and not the steak* that makes the sale. In your case, the "sizzle" is all of the secondary psychological satisfaction which your product can deliver, as compared with the "steak" which is the intrinsic value of the monument. Research can aid you in determining what constitutes the "sizzle" as of 1950.

Fundamentally, marketing research is concerned with three keys: *People . . . places . . .* and *purchasing power*, as they relate to the market for the particular product involved.

People are those "ornery" customers. In my opinion, their attitudes are your most important problem. We are living during a time of great change. There are large movements of population. There is much uneasiness and insecurity, despite our years of prosperity, because of the troubled condition of the world.

Traditionally your business has been built around an opposite state of affairs . . . a settled, ordered kind of a world, where the family lived in a particular neighborhood, and the family burial place had the same stability and an even longer continuity than the very idea of "home" itself.

The fact that all this has been changing, is changing, and will continue to change, means that new approaches are required to give significance today . . . for today's living problems . . . to your product. That is the primary job of marketing research.

The second point is *Places*. Your business is a local business, decidedly so. When a business is concerned with local impressions . . . with human attitudes . . . with living conditions, customs and the way of life . . . its marketing problems are going to vary considerably from place to place, as those places differ in these matters.

I have been told that the small town and rural business in monuments is considerably more stable than in the large cities. Here conditions with respect to your product, and with respect to people's attitudes, have changed less, because conditions of living have changed less. In big cities, and in various sections of the country, new and different conditions prevail . . . because those areas have different needs and requirements, and their populations have different attitudes. Consequently, it is an important job of marketing research to analyze clearly, and in an orderly fashion, what these differences are, so that any positive program of public education and promotion in favor of your product is directed with the *right appeals* to the *right places*.

The final member of our trio is *purchasing power*. Purchasing power is at the same time *all-important* and *unimportant*. Unless people have money, you can't get paid for what you sell them. The mere fact that people have money, however, is not going to mean that they want what you have to sell. That is a lesson many industries are learning today. There is no lack of purchasing power. It is abundant . . . it is plentiful . . . and an important portion of it is going into savings because customers are not sufficiently interested in buying.

The relationship between peoples' attitudes, the purchasing power they possess, and your product is, however, extremely important. A greater knowledge of these relationships will help you make your promotional activities more productive. In this struggle for the consumer's dollar, you are contending not only with your direct competition . . . you are competing with the sellers of all products. Purchasing power is like the pure gold in the rough ore. Marketing research lets you locate it, assay it, and then extract and refine it.

All that I have discussed up to now has concerned external factors affecting your industry. Marketing research can also be of value to you on internal problems. One of the most important phases of our work today is in the analysis of distribution costs. Distribution costs, in turn, are related to the volume of sales which the dealer or manufacturer develops.

A sound understanding of effective promotional methods and their influence on volume can be an important contribution to the profitability of your own business and of your industry. Work which keeps all phases of an industry informed of the true cost of doing business, and of the proper relationship between that cost and the margin which it is necessary to provide in order to have a healthy, functioning system of distribution, can also be of extreme value.

A greater mutual understanding between dealers, wholesalers, manufacturers and quarriers, brought about by a greater knowledge of distribution expenditures and what they buy, throughout the industry, is something that properly conducted marketing analysis should provide. Should your industry embark on any type of coordinated public relations or advertising program, a fundamental to such a program would be the right kind of a story to the public about proper trade practices, and the right kind of understanding within your industry of the mutual benefits to be derived from the observation of proper [Continued on next page]

IT'S STILL CHEAPER TO BUY FROM OUR STOCK IN NEW LONDON, CONN.

ONE BLOCK ONE CARLOAD ONE SHIPLOAD

CAN BE SELECTED FROM KULLGRENS, ENKA, UDDEVALLA, SWEDEN CERTIFIED GRANITES:

Swed Rose Red Swed Royal Red Beers Red Swedish Black

For rough blocks write to

Globe Marble & Granite Corp.

For finished monuments inquire at your nearest wholesale manufacturer.



(All pol. die) 3-6 x 1-4 x 9-0 (All pol. wings) 5-0 x 1-0 x 3-10

This imposing all polished war memorial was erected by the citizens of Hubbard and Hubbard Township (near Youngstown, Ohio) and is dedicated "to those who made the supreme sacrifice" in the two World Wars. It was manufactured in our plant for the Daily Monument Co., of Akron, Ohio.

LOUIS Z. HOTTE GRANITE CO.

AYERS STREET

BARRE, VERMONT

Modernly Equipped to Give You Service and Satisfaction





Erected by Geo. Kelett, Yeadon, Pa.

USE DIXIE BLUE GRANITE for your monuments, large and small and enjoy complete satisfaction in material and workmanship.

DIXIE GRANITE COMPANY

Quarriers ... Sawyers ... Polishers ... Builders of Fine Monuments ELBERTON GEORGIA

JOSEPH H. WHITE ADDRESS . . .

Continued from Page 43]

trade practices.

The kind of a program which might be set up for this purpose is a very proper and suitable subject for a marketing consultant to aid you in developing. There is a very close relationship between public acceptance for your product the manner in which you, individually and collectively, promote your businesses . . . and the economics, or more properly, the arithmetic of the whole procedure.

All of this has to add up for everybody. Dollars spent must produce dollars in volume and dollars in profit. They can be spent only to the extent that they produce results. They can produce results only if they are spent as efficiently and as effectively as possible. The "dollars" I am referring to are the dollars spent by everyone in the industry for all expenditures. It is the dollars spent on sales solicitation, on your own advertising, on promotional literature, on the way you keep up your stocks and your displays . . . and all the other expenses that go into the operation of your businesses. In addition, it refers to any collective undertaking in which you may engage.

The way to make this total expenditure most effective is to have it all directed toward the same sound objectives. Where an industry understands its problems thoroughly, and where every member of the industry, in his own local efforts, is following a sound program, consistent with the national objectives, there you will have an industry which is going to achieve what it is out to do.

The fundamental function which a sound analysis of your industry can perform for you is to make the kind of program which is necessary so clear to all, that all will cooperate to put it over . . . and that those responsible for developing any general advertising or public relations program will have a full set of tools to go to work with for you.

In closing, let me say that it is interesting to note that those companies and industries which are doing the most to find out scientifically how to influence the consumer are the ones that appear to be forging ahead fastest. And they are forging ahead at the expense of those who are content to stand pat ... of those who feel they have a "right" to the business and of those who fail to see that in today's fast-moving, dynamic America, no product is established unless it keeps everlastingly at it.

As you see, I think a sound and comprehensive program of marketing research is necessary for your industry to help it bend its energies effectively and in the right direction in the keen rivalry for the consumer's dollar.

LAWRENCE H. SELZ ADDRESS . . .

Continued from Page 36]

continue new markets, as long as it is continued.

Let's take your own industry for example. First of all, I'm sure you're not like the conversation I recall overhearing one time. A group of sports writers and radio broadcasters were sitting around a smoke filled room, trying to talk some sense into a famous athlete. He was earning a great fortune every time he stepped into the ring and scored another knockout, but he was spending his money as fast, or faster, than he earned it. The sportswriters were saying, "Look here. You ought to stop shooting away your dough at the racetrack and

MONUMENTAL NEWS-REVIEW 44



in nightclubs. It just isn't sensible. Why, if you put away just \$10,000 a year for the next five years, you'll have \$50,000 and then, if a depression comes, you'll be nice and cozy." The great athlete thought for a few moments and finally said, "Yeah, boys, but what if they ain't no depression? Then I'm stuck with all that money."

Being stuck with a lot of money, I'm sure, is not a problem that most of you are worrying about.

What are the things, then, you should be worrying aboutand doing something about?

The one thing that stands out so obviously to me, as an outsider, as of most importance, is that you have failed, more than any industry I can think of, to keep alive the sentiment and tradition that was the very foundation of your business.

Long before history was recorded, people were paying honor to their ancestors. Read as far back as history goes and you will find people giving far more than the money that is required today-but giving effort, sometimes years of effort, to create a proper memorial for one they loved. Primitive monuments, crude as they are, still exist. Some of these show that the most painstaking labor, virtually the work of a lifetime, went into the creation of a memorial monument.

As you go down through the ages, you will see that generation after generation learned the importance reverence of the dead has to proper codes of living.

This tradition did not exist without promotion. True, it was unsponsored promotion. But parents taught their children from early infancy the importance of reverence to ancestors. And such reverence, of course, means that the burial place of the ancestor must carry a token of that respect. In other words, public pressure existed to cause those who were left to go to great sacrifice, oftimes, to be sure that their relatives who had died were honored by a monument marking the last resting place.

If I were asked to trace the beginning of the decline of this feeling, I would trace it to two things.

First, the complete change, in the last thirty years, in the attitude towards parents in the American home. The lack of respect for parental discipline which has become fashionable is carrying on to a lack of reverence for the parents when they die.

Second, we come to a question of fashion. It seems hard to conceive that fashion, usually associated with the length of milady's skirt and the color of her hat, could affect anything so important as a monument. Yet, I truly believe it does.

Some twenty-five years ago, when I was a newspaper reporter here in Chicago, a gangster, Dion O'Bannion by name, was killed in a flower shop. His pals, and some felt his pals were the same ones who had arranged the murder, also arranged for him a funeral so elaborate it exceeded anything that had been seen before in this city. While my colleagues of the press [Continued on next page



ITALIAN MARBLE **STATUARY**

WE WILL BE GLAD to send you, free of charge, DESIGN BOOK No. 81, showing our latest collection of Italian Marble Statues. Also write for our latest STATUARY STOCK SHEET.

Please mention MONU-MENTAL NEWS-REVIEW in making your request.

E. G. LADEWICH CO. **37 Parkwood Boulevard Mansfield**, Ohio

THE NEW BARRE GRANITE ESTIMATOR Compiled by A. D. Colombo You figure your work by the book and use the multiplier! The advantage of the Colombo "Barre Granite Estimator" is that rising or dropping trends do not change the costs listed in the manual. Rather the multiple or multiplier is changed to correspond with the rate of percentage change desired.

\$5.00 single copy, \$3.00 each additional; \$2.50 for 20 or more

A. D. COLOMBO COMPANY



Wisconsin Gray The darkest-hardest fine-grained gray granite on the market.

"Redescent"

A Wisconsin Red granite.

Wisconsin Mahogany

E. A. MUNDT GRANITE COMPANY MARINETTE,

Smith Whitcomb & Cook CARBIDE Stone Working Tools



Carvers Drill	\$3.75
3/8 x 1/2 Lettering Chisel	\$4.50
1/2 x 1/2 Machine Chisel	\$4.50
* 5/8 x 1/2 Machine Chisel	\$4.75
* 3/4 x 1/2 Machine Chisel	\$4.75
*11/4 x 1/2 Cleanup Chisel	\$4.75
1 1/2 Hand Chipper	\$8.75
2" Hand Set	\$8.75
21/2" Hand Tracer	\$10.50
* 5/8" x 1/2" 4 Point	\$5.00
**Bush Chisel Cuts	\$2.50
7/8" Hand Point	\$6.00

* Available with 5/8" shank at same price.

**This price is for applying tips to customers blades, if blades are not furnished by customer they will be charged for at standard prices.

Quantity Discount Schedule on Carbide Tipped Tools

Each order of \$49.00 or less Net Each order of 50.00 - 124.00 5%Each order of $125.00 - 249.00 7\frac{1}{2}\%$ Each order of 250.00 - 449.00 10%Each order of 500 or over 15%

Ask for quotations on retipping worn out chisels, tipping customers chisels, special shapes or sizes not shown. We also stock grinding wheels made especially for grinding carbide tipped tools.

All Tools Guaranteed against Defects in Material and Workmanship

SMITH WHITCOMB & COOK CO. Barre, Vermont SINCE 1833

LAWRENCE H. SELZ ADDRESS . . .

Continued from Page 45]

and I certainly ridiculed the elegance of the funeral, it nevertheless became the fashion for gangsters. Whenever some bootlegger or racketeer met a stream of hot lead in some dark alley or was discovered tied in a sack at the bottom of a quarry, his pals saw to it that he received the most elaborate last rites which the morticians could devise. Also, many of them had their burial sites marked with large, and sometimes tasteless, monuments.

The wave of public disgust towards the elaborate funeral and its correlation, a sizeable monument, was given considerable incentive by the ridicule in the press at this time. In the minds of some people, to build a major monument became a showy display of bad taste, instead of a symbol of the respect that existed for the deceased.

I believe that some of this feeling may have passed away, but I know that some of it is still prevalent. The upper classes, the people in the top income brackets, the ones who have had the best educations, are not your customers, as they should be. Instead, your market today, I believe, is among the people of moderate means, who still believe that true sentiment and love and devotion and respect are good things.

But how will their children feel? Will the children grow up to be members of the group that believes in cynicism, lack of demonstration of affection, and disrespect for their elders? If the children do, those children will never have an interest in respect after death, for that can come only if there is respect during life.

I have purposely refrained, so far, from mentioning one thing which I believe is paramount in many of your minds, namely, the cemeteries which have regulations against monuments. My own feeling is that this is definitely a secondary problem for you and does not deserve much consideration. If you can educate people back to the point where they want monuments on the graves of those who have died, they will not buy lots in cemeteries that prohibit them, and then these cemeteries will either have to change that regulation or go out of business. If the majority are content without a monument, then this type of cemetery will flourish. Remember, however, it like all other kinds of business, can only exist if it is supplying what the public wants.

CONVENTION NOTES

Henry Haertel, Stevens Point, Wisconsin, who was one of the thirteen original founders of the National Association, then called the National Retail Monument Dealers Association, was present with his wife. He has attended forty-one of the forty-three National Conventions. When asked why he missed two, Mrs. Haertel answered, "he stayed at home on my account."

We have never before attended a convention where the Coffee Shop was filled with men at seven in the morning. Evidently they did not wish to be "late for school."

Yes, we attended the Sales Training Course. We found the instructors competent in directing the minds of the salesmen and drawing forth the points the course stressed. In one class a dealer (and his wife) from a western state made things much more interesting by giving "case histories," of his experience in making and closing sales, and arranging payment. *Fortune*, in its last issue says, "Very few are natural born





"Barre" Pneumatic Carving Tools plus the new "Trowco" Carbide-tipped Cutting Tools are a combination hard to beat.

For 50 years "Barre" Carving Tools have been known for their dependability, trouble-free service and low cost operation. The new "Trowco" Carbide-tipped Cutting Tools cut easier, cut 4 to 8 times faster, stay sharp longer and outwear conventional tools up to 50 to 1.

For best, all-around performance insist on "TROWCO" Cutting Tools and "Barre" Pneumatics. Write for complete information

TROW & HOLDEN CO., BARRE, VERMONT

AARON A. NELSON SELLS INTEREST IN LITTLE FALLS GRANITE WORKS

A father and son partnership has recently been dissolved, according to an announcement that Aaron A. Nelson has sold his interest in the Little Falls Granite Works, Little Falls, Minn., to his son, Spencer Nelson. The two Nelsons have operated the firm as a partnership since 1926.

The sale of his interest in the granite works marks the retirement from active business life for Mr. Nelson whose future plans are said to include "a lot of hunting and fishing."

It was in 1917 that Aaron Nelson went to Minnesota from Hamilton, Ontario. An electro-chemist for 20 years, Mr. Nelson went to a farm he owned in Darling Township to recuperate from a chemical accident.

In 1919, he bought an interest in Little Falls Granite Works and in 1921 assumed full ownership. Five years later, in 1926, the partnership with his son, Spencer Nelson, was formed.

In the years which followed they watched the firm grow from a company covering only the local area to one which is now reported to be among the largest retail memorial dealers in Minnesota, servicing the northern half of Minnesota and portions of adjoining states.

CALIFORNIA CEMETERY REGULATION

Regulation of California cemeteries by the creation of a state board has been proposed in the state senate.



MANUFACTURERS OF FINE MEMORIALS IN SELECT BARRE GRANITE



your inquiries are invited

BIG ENOUGH—Owning quarries and large finishing plant, with four gang saws, four polishing mills, carbo machines, profile machines, and complete modern equipment for dependable production. SMALL ENOUGH —Giving your individual needs and desires our personal interest and attention, backed by the experience of this organization which bears the name longest associated with Elberton's granite industry.



COMOLLI GRANITE COMPANY Box 398 ELBERTON, CEORGIA

(A member of the Elberton Granite Association)



MONUMENT BUILDERS OF WESTERN NEW YORK HOLD ANNUAL PICNIC

It was recently reported by Matthew Stukowski of Genesee Memorial Studio, Buffalo, N. Y., that the Monument Builders of Western New York held their annual stag picnic at Kudara's Grove, Hamburg, N. Y., on August 29th. Featuring ample refreshments and fine food along with baseball and other less strenuous activities, it is reported that a good time was enjoyed by members and guests.

MONUMENT BUILDERS OF NEW JERSEY HAVE ANNUAL OUTING

It is reported that a great time was had by the Monument Builders of New Jersey and their guests at their annual outing which was held on August 23rd, starting at 10:00 A.M. at the Connors Hotel, the Highlands. Along with a fine broiled chicken dinner, swimming, fishing, and baseball, a special program for the ladies and a playground for the kiddies, were the order of the day.

M. B. OF WESTERN N. Y. TO CLEAN MONUMENT

An offer to clean the Hiker Monument at Genesee and Main, Buffalo, N. Y., free of charge as part of the city's cleanup campaign, was accepted yesterday by unanimous vote of the Common Council.

The offer was made by the Monument Builders of Western New York, who asked the council that the offer be accepted as their contribution to the cleanup campaign.

Outstanding Specialties of the Northwest-



DAKOTA GRANITE COMPANY Quarriers and Manufacturers of Dakota Mahogany and American Rose Monuments

MILBANK, SOUTH DAKOTA

JAMES E. HUESER, EXECUTIVE SECRETARY NORTHWEST MONUMENT BUILDERS

The president of the Northwest Monument Builders, Don Gilmer, of the Delano Granite Works, Delano, Minn., is reported to have recently announced the appointment of James E. Hueser of Minneapolis as executive secretary of the association.

Mr. Hueser is president of Hueser Traffic Corporation and traffic counsellor for the Granite Manufacturers Association of St. Cloud, Minn., so will only be able to serve on a part time basis. Through service as traffic counsellor to an important segment of the industry, Mr. Hueser has had considerable experience with granite, marble and monuments. On occasion he has served the monument builders of America in traffic matters in collaboration with Mr. Whitney.

GADSDEN MARBLE & GRANITE COMPANY NOW IN NEW MODERN PLANT

The new plant and office of the Gadsden Marble & Granite Co., is located on First Avenue in Gadsden, Alabama. Modern stone working machinery has been installed in the new buildings which have the additional advantage of sufficient space in which to operate.

C. Reid Long, the proprietor, is recuperating from a serious operation which became necessary soon after the new plant was in full operation. He is now reported to be well on the way to recovery, aided no doubt, by the fact that the work was so ably carried on during this time by Mrs. Long and his superintendent, George Whitfield.





DAKOTA MAHOGANY MONUMENTS

AMERICAN ROSE MONUMENTS

From our Famous Quarries of South Dakota



Member of the American Monument Association

OUR FAMILY MEMORIAL

We are proud to show you our family memorial, not only because of what it means to us, but also as an example of our expert craftsmanship. Recently erected in Hope Cemetery, Barre, it was produced in Pirie's Select Barre Granite.







In design, in craftsmanship and in performance, Cross Brothers memorials are truly PARAMOUNT.

Flawless *Barre Granite*, carefully selected and cut... the skill and craftsmanship of master designers . . . the 60year old reputation of the Company these are your assurance of the enduring beauty and dignity of every PAR-AMOUNT Memorial. 60 *Years* NATIONS STANDARD

FOR OVER



CROSS BROTHERS COMPANY NORTHE







MAUSOLEUM DOORS

For over a Quarter of a Century, we have been Producers of Artistic Bronze, Aluminum and Nickel Silver Castings, Memorial Bronze and Ornamental Metal Work. Write for Folder . . . Quotations on Request.

CINCINNATI 3, OHIO





Some of the members of the committee for the Chicagoland picnic enjoying their steak dinners include, from left to right, Ben Berliner, S. Berliner Monument Co.; Forest Park, President of the Illinois Monument Association; Bruno Bertacchi, Bertacchi & Sons, Hillside; Art Kistenbroker, A. W. Kistenbroker Co., Inc., Forest Park, President of the Monument Dealers of Chicagoland; Alex Park, Executive Secretary of the Monument Builders of America, Inc., Chicago; Frank Del Missier, Venetian Monument Co., Inc., Chicago; Frank Geen, Frank Geen Memorial Co., Chicago; and Peter Troost, Peter Troost Monument Co., Maywood, Chairman of the Picnic Committee. The photograph was taken by John O. Stola of the Oak Park Ceramic Company, Oak Park, Ill.

MONUMENT DEALERS OF CHICAGOLAND PICNIC AT ROUND LAKE

About 300 monument dealers, their employees, families and friends from the Cook County area enjoyed a seven course dinner and a day of fun and merriment at the Alpine Gun Club, Round Lake, Illinois, on August 3, 1949.

The picnic was sponsored by the Monument Dealers of Chicagoland under the supervision of the following committee: Peter Troost, chairman, Peter Troost Monument Co., Maywood; Ben Berliner, S. Berliner Monument Co., Forest Park; Bruno Bertacchi, Bertacchi & Sons, Hillside; Ray Cramer, Otto Reich Monument Co., Forest Park; Frank Del Missier, Venetian Monument Co., Inc., Chicago; Frank Geen, Frank Geen Memorial Co., Chicago; John Moore, Maurice Moore Memorials, Worth; Carl Lindahl, Chas. G. Blake Co., Chicago; Sam Stotzer, J. H. Anderson Monument Co., Inc., Chicago.

There were games for men, women and children with prizes to help make the competition keen. Alex Park, executive secretary of the Monument Builders of America, officiated at the mike during the afternoon of games and races and kept things moving, doing his usual splendid job.

HENLEY'S MEMORIAL COMPANY STAGE GRAND OPENING

The spacious new office and plant of Henley's Memorial Company at 701 Mt. Meigs Road, Montgomery, Alabama, was reportedly the scene on July 24th, of a grand opening heralded by a two page newspaper advertisement and three more pages of publicity.

Special demonstrations were staged at the new plant showing monumental manufacturing processes using the modern facilities. There was also special music, featuring a male quartette and a radio broadcast over WMGY from 2 to 3 o'clock.

For the convenience of their customers their downtown display is to be maintained at 214 North Lawrence Street. They also have a display near Magnolia Cemetery in Greenville, Ala.

Henley's Memorial Company, formerly the Georgia Marble Works, brings 42 years of experience in building fine monuments to their community. Associated with L. C. Henley, owner of this progressive firm, are L. L. Eads and A. Vernon.



GBANITE C 0. USLE 8. PEBOJO

D. C. GROCE PURCHASES FINKE MONUMENT COMPANY

For the past five years D. C. Groce has acted as manager of the Finke Monument Company, Mexico, Missouri. Recently, according to reports, Mr. Groce purchased the business from Charles Finke of Wentzville, Missouri, and the firm will be known in the future as the Groce Monument Company. It is located at 116 East Liberty Street.

Before entering into the business in Mexico, Mr. Groce had five year's experience in the monument business in St. Louis. He is quoted as saying that he will continue the policy of buying in carload lots from the quarry in order to furnish monuments at lowest cost possible. His service also includes a specialized crew for the proper setting of markers and monuments.

GRANITE INDUSTRY THEME OF NEW NOVEL

Mari Tomasi, Vermont author, has a second novel which was nine years in the writing, about to be published by Bruce & Company of Milwaukee.

"Like Lesser Gods" takes the granite industry as its theme. It is the story of the Barre granite district to which the Montpelier author's forbears came from Italy as pioneers. Today Montpelier has its Tomasi block and Barre has two business blocks bearing that name.

In the presentation the author has tried to tell a sympathetic yet honest story of life in "Granitetown, Vermont." The tragic story of silicosis and the harmful effects of stonedust in the workers' lungs before dust-removing equipment was installed has been included and the whole theme handled in such a way as to win praise for Miss Tomasi as the "first granite novelist" by R. L. Duffus, New York Times literary critic.

The attempt at realism should not be mistaken as an expose of the granite industry as Miss Tomasi is said to feel that "it's one of the state's greatest industries." It has been reported that her novel has been read and applauded by business leaders of the Barre granite district.

"Like Lesser Gods," to be published in October, is the Catholic book-of-the-month choice for October.

CAST MOLDS

for making Concrete Benches, Flower Pots, Boxes, Sundials, etc. Keep your permanent help busy during your off seasons. All numbers have a ready sale.

SPECIALTY MOLDS CO. MADISON, TENN. Dept. 429

Don't Fail to Read

PART II

"THE REVIVAL OF SCULPTURED **MEMORIALS** IN AMERICAN CEMETERIES"

by **ERNEST STEVENS LELAND**

Pages 29-31



The Same

... and the same extra value is assured

in all Usle & Perojo productions . . . whether it is custom work or a proven seller such as the Beaverbrook Design, you may depend on our prompt and

Copyrighted Design . . . Inquiries Invited.

"Supreme Quality Memorials"

Barre, Vt.

CBAFTSMANSHIP

SUPEBIOR

friendly service.



COISSON BROS., Successors to L. FLASCHNER CO. ESTABLISHED 1903 1296 Third Ave., New York 21, N.Y.

53 AUGUST, 1949

RUEMELIN Blast Generators for the Monumental Industry



RUEMELIN Blast Carving Generators are preferred by experienced operators. Important features included for your convenience are:

- 1. Funnel bottom tank.
- 2 Automatic Mixer Box with rubber wearing parts for long life and freedom from repairs.
- Rubber seated air valves on all machines 400 lb. capacity and larger.

4. Blast Control Valve shuts off sand and air, holding tank

under pressure for instant stop and start. **RUEMELIN** builds a generator for every purpose, in-cluding production carving, lettering, shape carving, steeling of panels, and cemetery lettering. All sizes can be shipped immediately from stock.

Write us for descriptive bulletin.

RUEMELI G 3844 No. Palmer Street Milwaukee 12, Wisconsin

Also Manufacturers of Complete Sand Blast Equipment, Banker Dust Collectors, Surfacer Dust Collectors, Cloth Type Dust Filters, Abrasive Elevators, Curtains, Steel Rooms and Compressed Air Dryers. Distributed in Canada by RITCHEY SUPPLY CO., Toronto, Ont.



Italian CARRARA MARBLE Statues AND Monuments Large Stock

on hand in New York City 1-6 to 6-0

Immediate Delivery

GEORGE E. RYAN 43-26 52nd Street Woodside, Long Island, New York Studio . . . Carrara, Italy

W. C. CANNIFF & SONS, INC., HOSTS AT FISHING AND CLAMBAKE PARTY

The Canniff Marching and Chowder Society, composed of personnel of W. C. Canniff & Sons, Inc., of Boston and Quincy, Mass., monument manufacturers and retailers, were hosts on June 6th, at a fishing and clambake party off Plymouth, Mass.

Among the honor guests were four Boston cemetery men, Barrett Adams, superintendent, Forest Hills, and second vicepresident of the American Cemetery Association; William Hawkins and Art Brogan, Mount Hope; and Ned Banks, Fairview.

The occasion was the 1949 annual outing of the Canniff organization. The day was ideal for such an outing with its blue and cloudless sky, warm sun and pleasant breeze.

The number one fisherman having the greatest catch proved to be Ted Corey, but practically every one in the party hooked at least one. Mostly cod was taken.

Later an excellent menu was served consisting of clam chowder, boiled live lobster, corn on the cob with all the "fixings."

C. H. HINSON MONUMENT WORKS BOUGHT BY DANIEL BROTHERS

Daniel Brothers are reported to have bought the C. H. Hinson Monument Works, Searcy, Ark., and to have moved the display yard and shop out East Race Street on Highway 67.

According to a recent statement they will be exclusive dealers in this territory for Rainbow Granite, which is available in all colors. They also have all kinds of marble and other granites.

\$500,000 TOMB IN ST. LOUIS WRECKED BY VANDALS

The mausoleum of two socially prominent families of St. Louis, Mo., was wrecked by grave robbers on the night of April 9, 1949. The structure was the century-old burial place of the Turner and Hunt families and contained bodies of forty members of the two families. Damage to the edifice was estimated at \$5,000.

Among those entombed are Capt. Theodore Hunt, commanding officer of the frigate Hornet in the war against the Barbary pirates, and his wife, Anne Lucas Hunt.

Entrance to the tomb was gained by smashing a lock on an iron grille gate at the entrance. The main door was unlocked.

Knocking down a metal urn containing the ashes of Nathaniel Paschal, the vandals used the urn to batter open the crypt of Theodore Hunt II, grandson of Captain Hunt. Police found the skull of the grandson some distance from the mausoleum. Two stained glass windows in the reception room were smashed and a three-foot marble cross knocked from the roof, broke when it struck the ground.

According to police, four youths, three of them juveniles, admitted breaking into the mausoleum. They said they were in search of service medals said to have been entombed with the body of Captain Hunt. However, they denied taking anything, saying that they became frightened and fled when the skull rolled out of the casket.

CAN'T PICK OWN HOURS

An individual willing to work only during certain hours is limiting his availability for employment and is therefore ineligible for jobless benefits, the Unemployment Compensation Board of Review says. The board's unanimous decision came in the case of an unemployed Warren, Ohio, woman who had refused to investigate a job opportunity offered through the local office of the Ohio State Employment Service. She contended that the job in question would conflict with her attendance of evening classes at a business school.-Ohio Monument Builder.

EMANUEL HAERTEL CELEBRATES 50TH ANNIVERSARY AS A MEMORIALIST

Recently, Emanuel Haertel, 72 years of age, of the Fairmont Monumental Works, Fairmont, Minn., passed the fifty year mark as a monument builder.

At the time of establishing the business, April 28, 1899, the Martin County Sentinel told the story of a young man from Chicago who had bought out a very small shop in Fairmont as follows:

Fairmont is at last to have a marble and monument works of her own. Mr. E. Haertel of Chicago, a skilled and experienced workman, has secured control of the plant on First Street and is now prepared to fill orders in the best and highest style of the art. We cannot wish him a 'big business', but there is no reason why he should not receive the local patronage."

There were six brothers who learned the monument trade from their father, the late Henry Haertel, Sr., in Chicago. Henry Haertel, Jr., of Stevens Point, Wis., and Theodore Haertel of River Forest, Ill., are still actively engaged in the business. Another brother, Walter Haertel of Dundee, Ill., retired recently.

In the business with Emanuel Haertel in the Fairmont firm are three sons, Irvin, Elmer and Herbert Haertel.



THE REVIVAL OF SCULPTURED MEMORIALS

Continued from Page 32]

Geom. PIETRO GREGORI DI FRANCESCO

Carrara Marble Works

Quarries — Saw Mill — Laboratory Viale xx Settembre 31 CARRARA (ITALY) P. O. B. 151

WHITE AND COLOURED SAWN MARBLES RAW MARBLE IN BLOCKS **ITALIAN STATUARY**



For GRANITE, MARBLE AND BRONZE Strictly Wholesale 376 Western Ave., Brattleboro, Vt. • Phone 529 "IT WILL PAY YOU TO GET OUR PRICES on your requirements in any kind of granite. Barre Guild Certificates furnished with Barre, Vermont Granite.

AN URN **TO TURN?**

We've proved to many a dealer that TURNED WORK can be sold with confidence, with profit, and with practically no limitation on size or pattern.

Next time you have an urn to turn or a column to cut, let us show you how to turn it to your advantage.

CENTRAL **MINNESOTA** GRANITE WORKS

Careful Craftsmen Since 1913

25 WILSON AVENUE N.E. ST. CLOUD, MINNESOTA Arts Society, shudders at the sight of the "commercialized statuary" which passes for "sculpture" in both our churches and cemeteries. But whatever the theme or motif may be, or however large or small the memorials may be, these sculptured monuments in our cemeteries, when modelled by sculptors of recognized ability, become shrines of sentiment and beauty which compel the admiration and reverence of the public. So very much we need to revive the human, spiritual and esthetic appeal of sculptural art in our cemeteries.

In almost every sizable community in America there are families who are patrons of the fine arts. Their nation-wide membership in functioning art organizations gives conclusive testimony to the fact. As a rule, but not necessarily, these families are people of wealth or substantial means. They readily promote and support any effort to encourage the appreciation of art in the community; be it music, literature, architecture, painting or sculpture. Why is it, then, that in so many of these communities, the cemeteries-the one permanent landmark of any city or community-are so devoid of truly artistic creations? And of all truly artistic memorials none can rival a work of art in sculpture, notably when it is the work of an artist who has gained a reputation for his creations. Here indeed is an opportunity for the alert memorialist.

It is admittedly difficult to approach a family concerning a monument which, obviously, is associated with death. But it is quite another thing to discuss, with a family of art lovers, the idea of leaving in the cemetery a permanent work of art by some noted sculptor. Indeed, the very suggestion has a tinge of flattery which opens the way for pleasant conversation. And I hazard the guess that in a surprisingly large number of communities the suggestion would find receptive prospects; at any rate it offers a new approach for the pre-need interview. Needless to say, the memorialist should be well versed on the work of prominent American sculptors, information which he can readily obtain at any sizeable public library.

In this series of designs by Kurt Kunz, we have an admirable collection of drawings illustrating statuary and bas-reliefs with various pedestal and tablet treatments. Kunz, who is a designer and modeler of ability, indicates his figures in various symbbolical attitudes. A master of delineation, his figures have a sculpturesque quality rarely attained in the delineation of the figure in architectural drawings and renderings. But then Kunz is a professionally trained artist who works in all mediums; his forte is portrait painting. He is also a master of architectural composition which accounts for the singular beauty and individuality of the pedestal and bas-relief tablets he indicates in this series of drawings for sculptured memorials. Indeed, both memorialists and designers will find a wealth of ideas for nonsculptured monuments in the design of these pedestals and tablets, a fact which is readily demonstrated by placing the hand over the statues on the free-standing examples.

Mr. Kunz recently formed the New Jersey Design Studio, 366 Park Ave., Paterson, N. J.

EQUESTRIAN STATUES

The statue of Victor Emmanuel II in Rome is reported to be the largest bronze equestrian statue in the world. With a difference of less than one-half foot smaller, the statue of General Grant in Washington, D. C., is second largest.

CANADIAN GRANITES FROM THE QUARRIES OF SCOTSTOWN GRANITE CO., LTD. MONTREAL 9 - PONT VIAU, QUEBEC, CANADA SAW BLOCKS and SLABS or Finished Monuments

In Our

SCOTS DARK BLUE PEARL - GRENVILLE RED SCOTS DARK RED (Similar To Wausau) - LAURENTIAN PINK ST. LAWRENCE GREEN, ETC.

BAILEY BOCKMAN RE-ELECTED MAYOR OF SPARTA, TENN.

BIIY

In the recent municipal election Mayor Bailey Bockman was elected Mayor for a second two-year term. He had no opposition. President of the Sparta Monumental Works, Inc., Bockman became mayor in 1947, defeating J. D. Haston, a World War II veteran by 146 votes.

Active in church and civic affairs Bockman had been a member of the City Board of Aldermen from 1943 until he was elected Mayor.

During Mayor Bockman's first term a new filter plant was constructed at a cost of \$225,000. Several miles of six inch water main were installed and six miles of streets were paved. Broadway Street and a new bridge across Calfkiller River are now being built. The new street will be of concrete construction and is to be 80 feet wide. The new bridge will be the widest bridge in Tennessee and one of the widest in the United States. The State of Tennessee and the Federal Government are sharing the cost of these projects. The city is paying only one-third of the cost of the right-of-way.

MEMORIAL TO THE FOUNDER OF POPPY DAY

After reading the poem, "In Flanders Fields," Miss Moina Michael, a native of Athens, Georgia, in 1917 conceived the idea of the memorial poppy. She made a personal pledge to wear a red poppy as a sign of her remembrance of our war dead. In poems of her own she eulogized the poppy as a memory flower, also, and in 1922 it was accepted as a symbol of the pledge of all Americans that they would "not break faith with those who die."

The McNeel Marble Company of Marietta, Ga., received a commission in 1944 to erect an appropriate ledger over the grave of the late Miss Michael. Carved on the ledger is a replica of the Flanders flower, draped about the torch of liberty. One verse of John McRae's poem, "In Flanders Fields," is carved near the foot of the ledger.

IOWA FIRM CHANGES HANDS

It has recently been learned that the Marshalltown Monument Works, (Iowa) has purchased the Boone (Iowa) Marble Works. Earl Phillips, former owner of the Boone Marble Works is representing Marr & Gordon of Barre, Vt., in the midwest territory.



TWO CRYPT TOMB designed and produced for The Joplin Granite Co. of Joplin, Mo. and erected in Mt. Hope Cemetery at Webb City, Mo.

GUARDIAN MEMORIAL · dealers merit the confidence of the public and all cemetery executives because they base their appeal on a superior service and a superior product.

•GVARDIAN•MEMORIALS• IONES BROTHERS COMPANY, INC.

JONES BROTHERS COMPANY, INC. 10 HIGH ST., BOSTON - BARRE, VERMONT

TIE IN WITH Stewart FOR IRON, WIRE AND BRONZE PRODUCTS

If it's made of iron, wire or bronze, chances are we have it or can make it. So put yourself in a position to take advantage of big business in Stewart products by sending for literature. Scores of items are available for immediate shipment. When writing please mention products in which you are especially interested.

STEWART PRODUCTS

ron and Chain Link Wire Fences and Gates

Gateway Arches

Wire Mesh Partitions Window Guards

Steel Folding Gates Ornamental Lanterns

Bronze Plaques Flag Poles Settees, Railings, etc.

ewar



STEWART CHAIN LINK WIRE FENCE is built in

STEWART PLAIN AND ORNAMENTAL IRON FENCES, GATES AND GATEWAY ARCHES are available in many designs to meet all requirements and to fit every budget.

IRON and WIRE

NCES



FLAG POLES are made of full weight, standard pipe, heavily galvanized. When writing for prices please indicate height a bove the ground line.



Stewart Settees are sturdily built to give long service at a minimum of upkeep expense. Galvanized framework with wood slats. Settees are built in 4', 5' and 6' lengths. When writing for prices be sure to state quantity and length of settee desired.



STEWART MEMORIAL TABLETS are made of bronze and are available in a wide variety of styles and sizes. Religious, lodge, fraternal, military and other emblems may be used.

THE STEWART IRON WORKS CO., INC. 1652 Stewart Block Cincinnati 1, Ohio Experts in Metal Fabrications Since 1886



Governor Herman Talmadge, according to recent reports, has reactivated the state park authority, urging the finishing of the Stone Mountain Memorial.

Created in 1941, the authority was inactive during the war years. It will now ask the Reconstruction Finance Corporation for an immediate loan of \$1,250,000, to be repaid by income from the project.

Scott Candler, DeKalk County Commissioner, was named chairman of the authority, to serve with Pat Campbell of Covington and Douglas McCurdy of Stone Mountain.

According to Mr. Candler's plans the group will go to Washington and ask the RFC to renew a commitment of funds for the purpose, made before the war. The Confederate memorial carving will then be completed, a road built to the top of the mountain, and a recreation area laid out around the base of the huge piece of granite.

More than 2,000 acres will make up the park site. DeKalb County will transfer 400 acres to the authority, and the county has an option on 1,678 acres, including the mountain, owned by the heirs of the late Samuel and William Venable.

VETERAN'S GRAVE AT WEST UNION, OHIO, MARKED

The Veterans of Foreign Wars of West Union, Ohio, named their post in honor of Sgt. Walter Harris, Jr.

Recently they purchased a stone to mark the grave of Sgt. Harris in I.O.O.F. Cemetery. He was the only member of the post killed in action in World War II.





Like Finding Money – YOUR OLD PLUG DRILLIS WORTH \$20.00

No Matter Its Condition!

Just send us your old drill and tell us which of these two Dallett Plug Drills you want. Either model is \$85.00. The \$20.00 credit offer applies to either.

The Yankee B is well known to the industry; it has a great reputation for rugged wear, low upkeep.

The SR-10 is a newer design which has already won its share of merit. Recoil springs absorb some of the shock of its heavy blows.

Yankee Model 20-YB

Both Plug Drills are year round work-horses in shed or quarry. Nothing wastes time and air like an anemic old drill. Turn it into money now.



Model SR-10

IF YOU DON'T KNOW DALLETT TOOLS, ASK YOUR GRANITE CUTTERS. THEY KNOW! GRANITE CITY TOOL COMPANY

EVERYTHING FOR THE GRANITE TRADE

BARRE, VERMONT

ST. CLOUD, MINNESOTA

TEXARKANA, TEXAS

ELBERTON, GEORGIA

ATCHISON MONUMENTAL WORKS MOVED TO ST. JOSEPH, MO.

After sixty years of service to the community of Atchison, Kansas, the plant of the Atchison Monumental Works was recently moved by the owner, Earl J. Bricker, to St. Joseph, Missouri.

It is reported that a new building has been completed by Mr. Bricker in association with his son, Sterling Bricker, at 2102-4 Olive Street. It is one story, 22 by 40 feet. The front yard will be landscaped and used for display.

About five years ago the Atchison Monumental Works was taken over by Mr. Bricker. Prior to that it had been under two ownerships.

L. M. Shirley, designer, is to continue with the firm, going with them from Atchison. According to Mr. Bricker, the business at St. Joseph will start with five employees, all of whom are veterans of either World War I or World War II.

JUNIOR CHAMBER OF COMMERCE SPONSORS JEFFERSON COUNTY WAR MEMORIAL

The Louisville, Kentucky, *Courier-Journal* of July 12th, carried the story of the proposed Jefferson County World War II memorial to honor the men from the county who made the supreme sacrifice.

Sponsored by the Junior Chamber of Commerce, the memorial is to be erected on the courthouse lawn. It is reported that the material will be Georgia Marble. The central shaft of the memorial is to be approximately 32 feet high, flanked by wings 10 feet long on which will be mounted bronze tablets carrying the Honor Roll.





Stola Monument Pictures

memorial pictures that last forever fired in porcelain enamel on copper base

with or without

MONEL INVISIBLE FASTENER COVERED BRONZE CREST

all sizes available-send for illustrated catalogue

OAK PARK CERAMIC COMPANY John O. Stola

6336 ROOSEVELT ROAD OAK PARK ILLINOIS



KIN BAR \$30,000 TOMB FOR "HINKY DINK" KENNA

The late Hinky Dink Kenna's desire to be buried with his wife in a \$30,000 mausoleum will never be fulfilled.

Certain of his wife's relatives have refused to let her body be moved from her present resting place in Calvary Cemetery, it was revealed in Probate Court, and Judge William F. Waugh was therefore forced to sign an order canceling the provision for a mausoleum in Kenna's will and providing instead, in Waugh's irate words, "that one of the original fathers of this town have his grave marked only by an \$85 headstone. He can't even have a mausoleum!"

The colorful First Ward alderman has rested in an unmarked grave by the side of his wife since his death in 1946, each in a \$5,250 silver-bronze casket, waiting for completion of the mausoleum.

After Attorney Jacob T. Pincus, representing the executors of the estate, told Judge Waugh of the refusal of Mrs. Kenna's relatives, the judge said they "apparently felt slighted because they didn't get as much as Kenna's relatives."

But Judge Waugh's feeling toward Kenna's own relatives was just as bitter when he learned from an attorney for Mrs. Catherine Kenna Stringer, Denver, Colo., a niece who inherited more than \$20,000 from Kenna, that she objected to being assessed some \$90 toward a fund of \$2,000 to provide perpetual care for the Kenna burial lot.

"There are eight graves in the Kenna lot," the attorney said, "and Mrs. Stringer doesn't want her money used to care for the others. Their own families should take care of them."

Judge Waugh promptly overruled Mrs. Stringer's objection. "The heirs of Kenna don't seem to have done anything but impede the settlement of this estate," he said. "All they can see is the almighty dollar which has fallen into their laps. I have seen nothing done by anybody in this case up to this time which indicates a love for Mr. Kenna other than for the dollars he left in his estate."

Kenna's \$1,023,222 estate was divided among a score of nieces and nephews and their heirs. His jewelry and personal items, unwanted by his heirs, were sold to curiosity hunters at an auction in 1947.

Kenna's wife, the former Catherine Devro, was, ironically, a temperance worker in the neighborhood where Kenna ran his saloon. They were married in 1927 and she died seven years later. Her closest relatives are the sons and daughters of a sister.—CHICAGO DAILY TRIBUNE.

BUFFALO WOMEN'S CLUB TO CLEAN UP FILLMORE BURIAL PLOT

Members of the Millard Fillmore Republican Women's Club of Buffalo, N. Y., recently met to continue their Clean-up, Fix-up, Paint-up campaign in Forest Lawn Cemetery on the grave of the 13th president of the U. S. The project, an annual affair except for the war years, includes painting the fence around the grave, cleaning the bronze markers, and trimming the plot before a wreath-laying ceremony every Memorial Day.

ELIGIBLE FOR BENEFITS

A person who refuses to continue at a job because working conditions imposed by the employer are substantially less favorable than those in force at the time of the original hiring may be eligible for unemployment benefits, the Bureau of Unemployment Compensation Board of Review has ruled.





A "Monument of the Year" erected in Hope Cemetery, Barre, Vt., 1946

SANGUINETTI • GRANITE • COMPANY Manufacturers of

BARRE . GUILD . MEMORIALS AND MARKERS

BARRE, VERMONT

"SUPERCRAFTSMANSHIP IN GRANITE"

MAX L. WICKERSHAM COMPLETES NEW OFFICE BUILDING

The Max L. Wickersham Memorial Studio now is located in a new office building at 605 West Myrtle Street, Independence, Kansas. It is located on a double lot with 100 feet of display space, opposite the local cemetery.

For over nine years, Mr. Wickersham has been the exclusive authorized dealer for the Bruce Marble & Granite Works, Fort Scott, Kansas.

CANADIAN INDIANS IN WORLD WAR II HONORED

Twenty-two Six Nations and Mississauga Indians lost their lives on active service in World War II. To honor them, a memorial was recently dedicated at Ohsweken, Ont., by Viscount Alexander. Accompanied by Viscountess Alexander and members of his staff, the Governor-General was met at Brantford by the Indian Superintendent, Lt.-Col. E. P. Randle. Also present were Resources Minister Gibson and D. M. MacKay, director of the Indian Affairs Branch.

Included in the ceremony was reading of the Scripture from the Queen Anne Bible which had been presented to the Mohawk Indians in 1712 for use in their chapels in New York and taken to Canada in 1784.

SILICOSIS PAY IN OHIO

The Workmen's Compensation Bill passed by the Ohio General Assembly permits a silicosis sufferer desiring to leave an exposed job \$20 a week for 30 weeks plus a maximum of \$20 a week for another 75 weeks if there is a loss of earnings. The rate is now \$10 a week for 26 weeks maximum.





USE THE IMPROVED CLEARVIEW SHAPING PENCIL FOR SCULPTURE, FEATHER EDGE AND SHAPE CARVING

CLEAR VIEW of your work at all times is yours. Thus, this new Shaping Pencil permits the finest and most intricate carvings, feather edge and shape work, to be executed. This accomplishment will be a step forward...that means dollars for you.

CLEARVIEW EQUIPMENT AND MANUFACTURING CO. 1320 So. Grand Blvd. St. Louis 4, Mo.

ALL CONVENTION INFORMATION APPEARS ON PAGES 23-27



A Granite Monument treated with P D Q will NEVER turn yellow! * * * * Same Price —

Same Quality — SINCE 1914

Manufactured ONLY by ADRIAN OF QUINCY 48 Penn Street, Quincy 69, Mass.

MOORE GRANITE COMPANY P. O. BOX 534 ELBERTON, GA.

Finished Monuments and Markers

MEMORIALS OF QUALITY

Prompt Shipments CAROLINA PINK - HEDQUIST PINK We Invite You to Give us a Trial



WAR MEMORIAL FOR MASONIC HOME ALUMNI

Charles H. Bancroft, member of the Ohio Masonic Home Alumni Association's War Memorial Committee, is reported to have made a recent announcement to the effect that a tentative order has been placed for a war memorial for Masonic Home alumni who served in World Wars I and II. The site for the monument will be opposite the entrance to the main building of the Ohio Masonic Home.

The next alumni home coming will be in July 1950, and it is planned to have the memorial ready for dedication ceremonies at that time. As soon as sufficient funds are available to warrant confirmation of the tentative order construction will begin.

Polished granite will be used for the memorial proper. Emblems of the four branches of the armed services of the U. S. will be incorporated into the front design. Above the design there will be the legend, "In memory of those Alumni who served in World War I—World War II." Below the design will appear, "Erected by the Alumni Association of the Ohio Masonic Home."

The names of all alumni who served in World War I will appear on the left face of the memorial, and on the right face will be engraved the names of those who served in World War II.

The top of the monument will be carved to represent an open book, the left page bearing the names of alumni who lost their lives in World War I and the right page, the names of those who died in World War II.

TWO TEXAS DEALERS SUFFER FLOOD DAMAGE

Recent floods in Texas are reported to have damaged two monument establishments in Fort Worth. A levee broke on the east fork of the Trinity River following heavy rains and water covered a large part of the city.

The office and shop of Fred Cheek were completely inundated. There was damage to furniture, a large stock of monuments and machinery, beside several houses owned by Mr. Cheek. A heavy residue of oil in the flood waters made the damage much greater. Mr. Cheek estimated that the loss would run up to \$50,000.

The display of the John H. Adger Memorials is located in the vicinity of the dam which broke, so that the water rushed in with such force it knocked many dies off bases. It was unfortunate that a carload of monuments had just been received and set for display in the showyard. The finishing plant is in another location and escaped flood damage. One thing to the advantage of this firm, there was no oil in the water at this point.

According to M. C. Knott of the Forth Worth Monumental Works, the water reached the edge of his establishment but did no damage.

PORTABILITY · POWER · PERFORMANCE

Minimum Weight



Cemetery Curtain No lost time in setting or moving this curtain

Maximum Power



LINDSAY SANDBLAST LETTERING OUTFIT

These three Lindsay units combined give you the most ECONOMICAL sandblast outfit in the field. You get POWER when you need it from compact equipment that is easy to handle. Will blow the average inscription of twenty-five $1 \frac{1}{2}$ " letters in 45 minutes.

P. K. LINDSAY CO. 97 TILESTON STREET, EVERETT 49, MASS.

Dealers in principal U. S. Cities, Available in Canada through Ritchey Supply Co., Ltd., Toronto



Model CX Sandblast

Sensitive control makes this blast a favorite for lettering and shape carving

News From Our Advertisers

A.M.A. ANNOUNCES A NEW BOOKLET FOR DEALERS—"FORE-THOUGHT—A MONUMENTAL PROBLEM MADE EASY"

This new booklet is one of a series of dealer helps planned by the American Monument Association to assist retail monument dealers in placing their messages in the hands of families in their communities.

The booklet, size $3\frac{1}{4}$ " x $6\frac{1}{4}$ ", contains ten pages and is especially written to help families solve leisurely and carefully, two of the most important problems that face any family at the time of death of one of its members—the selection of a family cemetery lot—and the selection and erection of a suitable family monument of granite or marble.

The new booklet is an excellent piece for use in (A) answering inquiries from newspaper advertising; (B) for direct mail; (C) for distribution by dealers through local funeral directors.

The Association expects an exceptionally large demand for the booklet and is furnishing the booklet to dealers at actual cost. A few advance copies of the book were placed on display at the booth of the Association at the recent convention of the Monument Builders of America held in Chicago August 28-31 and resulted in a substantial number of orders being received to date.

A particularly effective method of distributing this booklet [Continued on next page NATIONAL Controlled SHOT

CUTS FASTER . . . LASTS LONGER . . . COSTS LESS . . .

> Because it is Harder, Tougher, more solid in structure, uniformly sized and contains fewer imperfect rounds. Can be reused many more times without breaking down.



MANUFACTURED BY NATIONAL METAL ABRASIVE CO., CLEVELAND, OHIO EXCLUSIVE HICKMAN, WILLIAMS CO., CLEVELAND HIDDARAPOLS, CHEARDO, PITTSBURGH CINCINNATI, ST LOUIS PHILADELPHIA, NEW YORK, DETROIT BARRE GRANITE MEMORIALS

🛞 <u>Montpelier.</u> Vermont.

Now Geaturing: BEAUTIFUL LAURENTIAN PINK

The Golden Granite

with unsurpassed contrast

Importers: BALMORAL RED • BEERS RED BLUE PEARL • EMERALD PEARL • BLACK SWEDE

also QUINCY, MOROCCAN RED, WESTERLY AND OTHER DOMESTIC GRANITES - WRITE FOR PRICES AND DETAILS -

L. VOLPE & SONS, UNCORPORATED Quincy 69, Mass.



Skanska Granitaktiebolaget Broby – Sweden

DON'T MISS THE GUEST EDITORIAL ON PAGE 21, BY HARRY C. SCHWARTZ



KUNZ DESIGNER KURT Ε. . CREATIVE AND PERSONALIZED DESIGN. RENDERING IN ALL MEDIUMS. FULL SIZE DETAILS.

News From Our Advertisers [Continued

A.M.A. BOOKLET . . .

Continued from Page 63]

is for each retail dealer to supply copies to his local funeral directors for free distribution. A sample copy of the booklet will be mailed free upon request to any established retail monument dealer in the United States.

While the title of this new booklet is similar to another publication of the same name published by the Association for use of traditional monument cemeteries, it is in no way to be confused with the cemetery booklet "Forethought," as this new booklet is entirely new and has been written especially for the use of the retail dealer in reaching the public.

A. D. COLOMBO BUYS HEBERT & LADRIE PLANT

After being idle since December of last year, the Hebert & Ladrie granite manufacturing plant, Barre, Vt., reopened September 19th but now the plant is owned by Americo D. Colombo, and has been renamed the Colombo Granite Company.

Colombo bought the plant from the former owners, Benoit J. Ladrie, Maurice E. Ladrie and Mrs. Marie Antoinette Genest through Thomas H. Cave. It had been originally established in 1909 by Joseph Ladrie and Wilfred Hebert. Not too many years after the establishment of the plant, Hebert sold out. When Ladrie died in 1937 he left it to his three children, from whom Colombo purchased it.

The main building of the old Hebert & Ladrie plant was the only part which Colombo bought. The other building situated across the street, used as a terminal for truckloads of granite, was not purchased by Colombo.

Colombo was a former partner in the Usle and Perojo Granite Company of Boynton Street. In February, 1948, he sold out his share. Since then he has compiled a second issue of the Barre Granite Estimator which was issued in March. The first edition was published in 1946.

The former Hebert & Ladrie Granite Company has been among the leading manufacturers in the granite business for many years. Its work may be seen in many parts of the country.

There are two divisions of the main plant. One is strictly for cutting and there are seven surface cutting machines, and the other section is for polishing. There are four polishing machines. There are about 15,000 square feet of floor space in the building, which has been equipped with modern machinery. The air compressor and the sand blast department are among the many up-to-date parts of the plant. About two years ago a new sprinkler system was set up there.

A few minor repairs will be made on the plant. Later, after the business begins to progress once more, Colombo plans to

News From Our Advertisers [Continued

make more changes. When operating at the regular rate the plant employs some 30 men. Fewer than that are now being employed there, but gradually Colombo hopes it will work up to the old pace and by next spring he expects to maintain a full staff of workers .- Barre Daily Times.

J. K. PIRIE ESTATE RELEASES NEW TOURIST FOLDER

The J. K. Pirie Estate of Barre, Vermont, recently released a new tourist folder which was made available at the Barre Chamber of Commerce booth and the state capitol building in Montpelier.

Featured in the folder are clear detailed photographs of different quarrying operations which show the immense size of the Pirie quarry. A cordial invitation is extended to visit the quarry and become familiar with another American industry, as well as seeing at first hand the beauty of Pirie's Select Barre Granite.

NEW NAME FOR AN OLD COMPANY

Because of expansion of business interests and a constantly increasing variety of products, the manufacturing firm, well known for 38 years as the Tamms Silica Company has incorporated under the new name of Tamms Industries, Inc. The management and board of directors felt that this name better signifies the wider range of manufacturing activities in which the company is engaged today. General offices will remain at 228 North LaSalle Street, Chicago.

GARDNER-DENVER ANNOUNCES NEW 38-POUND PAVING BREAKER

Intended for fast demolition work and for use wherever footing is treacherous, a new paving breaker, weighing only 38 pounds, has been added to the Gardner-Denver line as a companion to the popular B67 and B87 heavier machines.

The new paving breaker, known as the B37, incorporates the features which have made its companions so popular, Gardner-Denver officials say. Although light in weight, the B37 is said to be exceptionally sturdy-built for years of hard work.

Long-life features of the B37 breaker include a renewable chuck liner, easily replaced at low cost, avoiding the greater expense of replacing the entire chuck end. The hammer is of the block type pistol type, reversible for longer life-an exclusive feature which Gardner-Denver is introducing. The use of a tappet minimizes wear on the hammer striking face, and the tappet operates in a renewable bushing.

Another exclusive feature of the B37 is the throttle valve lock, which works like the "safety" on a gun, thus enabling workmen to avoid accidents. The B37, too, is especially designed to minimize operator fatigue, having a fast cutting action without violent recoil. An efficient, low-lift plate valve assures low air consumption, while the long piston stroke provides a hard-hitting blow. Gardner-Denver states that the exhaust will not freeze. Additional features are the quickacting, latch type steel retainer which holds the tool securely and an integral oil reservoir which meters oil to every working part, including the tool shank.

THE HABBIS GRANITES

from Salisbury, North Carolina

BALFOUR PINK CABOLINA PINK CABOLINA MODIFIED PINK

THE HARRIS GRANITE OUARRIES CO., INC. Quarries, Shops and Executive Offices SALISBURY, NO. CAROLINA



Leading retailers throughout the country acclaim the beauty and high quality of Harris Granites. That this confidence is well placed is evidenced in the skilfully carved Joseph Moran Corrigan tomb with its religious symbolism. It was cut from Balfour Pink Granite in our plant for Edward A. Carroll Company, Bala-Cynwyd, Pennsylvania.

Eastern Representative WHITEHEAD & KLOCK 101 Park Ave., New York City Specify Harris Granites for Memorials of Distinction



ROCHESTER LEAD WORKS Correspondence Solicited

ROCHESTER 8, N. Y.

Western Representative J. K. BATCHELDER

Dixon, Illinois

FREE Catalog

SHOWING SOLID BRONZE MEMORIAL TABLETS

Every cooperation to monument dealers-free sketches, prompt estimates, competitive prices, expert workmanship in genuine solid bronze. Inquiries cordially invited.

INTERNATIONAL BRONZE TABLET CO., INC. NEW YORK 11, N. Y. 150 WEST 22nd STREET



ANIMAL CEMETERY . . .

Continued from Page 12]

to be regarded by men as more than animals, as friends, rather, entitled to a fine burial. What becomes of the tender companion and faithful friend when the nightime darkens the day?

Small Animal Cemetery

The Pine Ridge Cemetery for small animals on Pine Street in Dedham holds the answer to this problem. Here are buried all sorts of pets—dogs, cats, parrots, monkeys, guinea pigs, hens —any animal, in fact, which has been taken to the heart by a man.

Founded in 1907 by members of the Animal Rescue League, this beautiful area on the Charles River was primarily intended to be a rest home for tired, overworked or mistreated horses.

Its original purpose has become somewhat obscured, however, in this age of automotive horsepower. At the present time, there is a horse at the Pine Ridge Home, but he is the sole such animal taking the "rest cure."

It is as a cemetery that this project has become famous. A burial plot here is not reserved only to those members of the league who wish to take advantage of it. Any person so disposed may bury his pet here or may have him cremated. A fee of \$50 is required to purchase a plot and to defray "funeral" expenses.

Caretaker Arthur Foster has been at Pine Ridge for a good many years, barring his three-year military leave of absence. It is his duty to prepare the graves and to bury each wellloved pet.

Between times, he manages to keep the 23 acres of wooded rolling land in a beautiful condition, so that the thousands of visitors who annually come to the cemetery will be assured that their pets are having the best of care.

Pine Ridge Cemetery was one of the first, if not the very first such cemetery, to exist in the country. Today, inspired, perhaps by the success of Pine Ridge and by the need of pet owners, there are now 89 cemeteries scattered throughout the country which are devoted only to the burial of small animals. In this area, there are cemeteries in Methuen, Worcester, South Acton and New Bedford.

It is on Memorial Day that most visitors come to the lovely estate in Dedham to visit for a while with their animal friends. Many of them sit for long periods and think of the great loss which must be endured when a pet dies. Others come to enjoy the loveliness of the view, to sit beneath shaded trees in a cool and peaceful atmosphere.

For it is lovely, the view at Pine Ridge. Almost completely surrounded by the errant Charles River, the Rest Home for Horses is the quintessence of tranquility. Flowers, sent by bereaved pet owners from distances as far west as California, brighten the green hills with the assurity of constant colorful blossoms.

Visitors stroll about the walks slowly, and each Sunday, many of those who are a part of the general exodus from Greater Boston are traveling only as far as Dedham.

Monuments

Some 3,000 animals are buried here, and their graves do not go unmarked. Over many of them have their owners raised quaint stones or impressive monuments.

Perhaps the largest of these is the mausoleum which has been erected over the grave of the white Yorkshire terrier



The unsurpassed granite BALMORAL RED

We are again able to accept orders of rough stock for our principals, Finska Stenindustri, of this world-famous granite. Fast, dependable service.

Quarry representatives:

NORELL GRANITE COMPANY

MESSERLY CLEANEST CLEANER

2 Lbs. Prepaid

The Diet Building in Helsinki

1410 STANLEY STREET

MONTREAL, P. Q., CANADA

.....\$ 2.50

which had, many years ago, been the pet of the well-known Boston merchant, R. H. White. The monument was first raised as a memorial to the departed dog on the grounds of White's Chestnut Hill estate. It was moved to Pine Ridge some 25 years ago.

Richard Evelyn Byrd has been a hero to many a boy, and almost all of them have heard, at one time or another, of the admiral's beloved dog, Igloo. A granite iceberg is the monument which marks this faithful dog's grave and on it is carved the inspiring but—oh! so true words, "He Was More Than a Friend."

Others of the monuments are appealing for their quaintness. The likeness of many a dog or cat is carved in stone for perpetuity's sake, and, imbedded in several of the monuments, are glass cases, containing photographs of the pets buried there.

One stone bears a carving which is as realistic as life itself. On this stone is a replica of a cat, sticking his head out of a wicker basket in much the same manner as he did when his mistress carried him while traveling. The wicker basket was the mode of transportation which the cat knew in life, and it was the means by which his mistress chose to personify his transportation from life.

Head Markers

Head markers throughout the cemetery bear the names of the animals, names which have customarily been "tags" for pets down through the years—Rags, Sandy, Towser, Prince, Mike, Toto, the markers say.

Beauty, peace, perpetual care, the attention of his master and the thoughts of his friends, what more could a pet want than is his ultimate goal when buried here in Dedham at the unusual Pine Ridge Cemetery?

Like the poet said, "Every dog must have his day." And may his evening be pleasant, too.

Obituary Record .

MRS. BETTIE ATLAS

Mrs. Bettie Atlas, wife of David Atlas, president of the Greater New York Retail Monument Dealers Association, Inc., died July 9, 1949, after a lingering illness. Burial was in the family plot at Beth David Cemetery.

Almost the entire membership of the Greater New York Retail Monument Association, Inc., was represented at the funeral to pay their last respects to the memory of Mrs. Atlas, according to reports.

Mr. Atlas, so well known in monumental groups, is head of the Atlas Monument Works, New York City.



"SAMPLES are ESSENTIAL" Barre Sample Plant BARRE, VERMONT

HOW THE 57c DOLLAR GOT THAT WAY	Y	Real Estate Tax on Home	139.61
By HAROLD J. ASHE		-	
President of Associated Business Writers of A			3,096.85
The following letter recently came into my pos	session, and	Personal Property Tax	13.94
I pass it along without comment, as it needs none.			
Poker Juncti	on, U. S. A.		3,082.91
Prof. Theodore Zwiggmore,		Tax on Cabin Site at Lake Sandy	5.19
Quagmire College,			3,077.72
Quagmire, U. S. A.		Luggage Tax	5,077.72
Dear Baldy:	the Deltor	Luggage Tax).)0
Imagine my surprise at seeing your name in Junction Bugle the other day explaining about this			3,072.22
You always were good at explaining things, Bald		Telephone Tax (home)	17.18
time I made the jail house after we pushed over T	-	receptione run (nome)	
nut stand Halloween of '35. And Toroni gave yo	7		3,055.04
peanuts for helping him set it right again.	-	Playing Card Tax	.91
I think there's something phony this time too in	n your long-		
winded explanation about the 57c dollar. You sa			3,054.13
it doesn't mean anything.		Federal Cigarette Tax	76.65
Economics always was too much for me. About	ut all I can		
do is simple problems like: If you have an apple a	and give me		2,977.48
half of it I get the wormy part.		State Cigarette Tax	32.85
Just the same I think I know something about a			
I've found out you don't even mention in soundin	-		2,944.63
papers. Matter of fact, Baldy, you've overlooke		Liquor Tax	117.00
important thing, like the time you smacked old			2 0 2 7 (2
forgot to hitch him to the wagon first, and you	went sailing		2,827.63
out over the wagon tongue on your—nose.		Personal Liquor Purchase License (out-of-State	2.00
I'm talking about taxes, Baldy. Did you forg don't you think you pay any? You wouldn't be the		trip)	2.00
prof who thought it was two other fellows paid	0	and the second se	2,825.63
And, for a fact, I know you was always slow reach	-	Tax on Matches (to keep kids from playing	2,029.09
tab.	ing for the	with them)	.52
Anyway, Baldy, here's what happened to my \$4	.000 left me		
from my business, after paying all business taxes a			2,825.11
help.		Tax on Light Bulbs (for a little more light	
	\$4,000.00	on the 57c dollar)	1.38
Federal Income Tax	409.44		
			2,823.73
	3,590.56	Tax on New Typewriter	9.10
State Sales Tax	37.50		
			2,814.63
	3,553.06	Tax on New Refrigerator	22.50
City Sales Tax	7.50		
	25/55/		2,792.13
Caroline Terr Endersland State	3,545.56	Tax on Telegrams	2.62
Gasoline Tax, Federal and State	132.50		2 700 51
	3,413.06	Tax on Movie Tickets	2,789.51 10.40
Lube Tax	1.60	Tax on Movie Tickets	10.40
Lupe Tux	1.00		2,779.11
	3,411.46	Cabaret Tax (New Year's Eve only)	6.15
Luxury Tax (other than separately shown)	100.00		
			2,762.96
	3,311.46	Automobile License and Tax	22.80
Federal Tax on Railway Ticket (for honeymoon) 75.00		
			2,740.16
	3,236.46	[Continue	d on Page

[Continued on Page 70

CLASSIFIED ADVERTISING

MONUMENTAL NEWS-REVIEW

429 Franklin Street, Buffalo 2, N. Y. 429 Frankin Street, Junaio 2, N. 1. RATES for classified advertisements are 5c a word, in advance, minimum price 50c; 15c 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 account for these many small transactions. No receipts sent; the insertion of advartisement is your receipt Advertise. of advertisement is your receipt. Advertisements in bold face type 10c a word.

ART GLASS MAUSOLEUM WINDOWS

ART GLASS MAUSOLEUM WINDOWS—Send for our booklet of Mausoleum Designs. Flanagan & Biedenweg Studio, 3754 N. Wilton Avenue, Chicago 13, III., Est. 1883.

BUSINESS OPPORTUNITY

EXCELLENT BUSINESS OPPORTUNITY. An opportunity to purchase a substantial interest in a well established monumental company doing business in the same location for over seventy years is now offered to an experienced man capable of assuming control and full responsibility of the company. Kindly address your reply to "Box 630" c/o Monumental News-Beview responsibility News-Review.

CEMENT

IMPORTED GERMAN STONE CEMENT—Repairs Marble, Granite, 1 Kilo can \$5.00, F.O.B. Medford, also extra liquid or powder. **Chester H. Moulton, Medford, Massachusetts.** Prices subject to change without notice.

DESIGNS

DESIGNS L. ORSINI 118-40 Metropolitan Avenue, Apt. 4-H Kew Gardens 15, N. Y. For 25 years a specialist in watercolors, pencil, ink. Full size details, etc. of Monuments and Mausoleums. Prompt and reasonable.

DESIGNER: MAX NITSCHMANN 946 Wilson Avenue, Columbus 6, Ohio Special Designs in colors, ink, pencil. Full Size Details, Sketches of Monuments and Mausoleums. Reasonable, prompt.

EQUIPMENT FOR SALE

FOR SALE: CURTIS TWIN CYLINDER 8 x 8 Air Compressor in good working condition, complete with fly-wheel and automatic unloader. First check for \$200.00 gets the ma-chine crated F.O.B. cars here. Northern Granite Co., Barron, Wisconsin.

PYRAMID NOZZLES ARE IN STOCK for immediate shipment, as well as various types of adhesive stencil. George Pfaff, Inc., 10-61 Jackson Avenue, Long Island City, New York, and Elberton, Georgia.

FOR SALE

Retail Monument Business in good location, and good stocks. Owner retiring. Price reason-able. Address Vassar Monument Works, H. E. Conner, Prop., 429 East Huron Street, Vassar, Mich.

WESTERN STYLE BARRE GRANITE SLANT MARKERS. Write for Prices and Specifications. S. L. Garand & Co., Montpelier, Vt.

ESTABLISHED OVER 50 YEARS. Retail monument business. Reputable firm doing good busi-ness. Takes in whole county. Modern shop, sand-blast equipment. For quick-sale. Good stock of finished work. Granite quarry included. Death of partner reason for selling. Butler & Berry, Machias, Maine.

MONUMENT BUSINESS FOR SALE or will take in partner who has salesmanship ability. Write or phone John Lehner, 432 So. Adams Ave., Freeport, III. MONUMENT BUSINESS FOR SALE. Old established business southern Iowa on two main highways. Clean stock, good equipment. Good reason for selling. Leon Monument Shop, Leon, Iowa.

GRANITE QUARRY near Farmington in St. Francois County, Missouri. Medium grained Coral Pink to light Rose Red. Fine for polishing and steeling. Also machinery, equipment and buildings. Sell lease, or handle on royalty basis. Missouri Granite Corp., Farmington, Missouri.

RETAIL OR WHOLESALE MONUMENT SHOP. Established over 30 years in the Chicago area. Well equipped shop with all necessary equipment to operate shop efficiently. Can be purchased with entire stock, or part of stock, or no stock. Price very reasonable. Write "Box 626" care of Monumental News-Review.

FULLY EQUIPPED RETAIL MONUMENT STUDIO with air conditioned sales office and complete designing-dirafting department in progressive Texas city of half million popula-tion with good developed territory 100 miles radius. Complete line of sales equipment for several salesmen, consisting of design cases, large assortment of original air brush drawings, large carved-lettered granite and marble samples in leather cases including statues. Rent \$65 monthly including utility bills. All equipment in sales office, designing department and stock only \$3975. Ideal set-up for designer and salesmen. Write "Box 629" Monumental News-Review. esignine "Box 629" Monumental News-Review.

VERY PROFITABLE BUSINESS FOR SALE, shop and equipment included, in suburb of Chicago located at two of the largest cemeteries. Established 1895. Only reason for selling is ill health. Write "Box 631," c/o Monumental News-Review.

HELP WANTED

MAN TO TAKE CHARGE OF SHOP in one of larger cities on east coast. Must be all around mechanic. Prefer a man who could sell in owner's absence. Good salary, bonus and other concessions. Splendid opportunity for right man. Can arrange housing. Write "Box 624" care of Monumental News-Review.

Wanted: ALL AROUND GRANITE CUTTER. Year around work. No manufacturing. Andrews Monument Works, Falls City, Nebraska, or Andrews Monument Works, Auburn, Nebraska. EXCELLENT OPPORTUNITY FOR STONE CUTTER. Working conditions the very best. New equipment throughout the plant. Guaranteed employment 52 weeks each year. Mike Miller Monuments, P. O. Box 404, Marion, Indiana.

WANTED—GRANITE CUTTER who can letter, joint and pitch. Year around job for right man. R. W. Park & Sons, Inc., 1707 E. Douglas, Wichita, Kansas.

WANTED: 2 FIRST CLASS GRANITE CUTTERS AND I LETTERER. Steady work the year around. 40 hours per week. Good room and board available, \$15.00 to \$17.00 per week. Plant located at Portage, Wis. Address **Stotzer Granite Co.**, **1001 W. Wells St.**, **Mil-waukee 3, Wis.**

PERMANENT POSITION open for all around experienced shop man, one who can layout, cut stencil sandblast and sell. Take complete charge of small shop with all modern tools and equipment. Must be able to drive truck and set work. Give qualifications and experience in reply. Write "Box 627" care of Monumental News-Review.

MACHINERY FOR SALE

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

CHICAGO PNEUMATIC SINGLE STAGE BELT DRIVEN AIR COMPRESSOR, 100 lbs. to square inch, piston displacement 529 cu. ft. per minute. Like new and completely over-hauled, to sell at a bargain. Jones Monumental Works, St. Cloud, Minn.

MARKERS FOR SALE

WESTERN STYLE BARRE GRANITE SLANT MARKERS. Write for Prices and Specifications. S. L. Garand & Co., Montpelier, Vt.

POSITION WANTED

DESIGNER-SALESMAN—Graduate of Barre School of Memorial Art desires position with successful retail firm. Finished sketches, renderings also estimating, layout, stencil cutting, blasting and selling. Prefer Mid-Western states. M. L. Wise, 172 Washington St., Barre, Vt.

WOULD LIKE TO MAKE CHANGE to any Midwestern state and modern shop. 25 years selling on road, showroom and display yards. Experienced in all lines of shop work and drafting. Can make up pencil design layouts, etc., or take charge of a plant. Write "Box 628" c/o Monumental News-Review.

SALESMEN WANTED

SALESMAN WANTED to represent old established Barre granite manufacturer in the fol-lowing states, Texas, Nebraska, Oklahoma, Iowa, Michigan, North Dakota, Ohio. Write Box 220, Barre, Vermont.

SALESMAN WANTED Exclusive opening for wholesale monument salesman to cover all of New England and New York State for a well known, reliable Barre manufacturer. All inquiries confidential. Write Box 609 c/o Monumental News-Review.

DEALER PROPOSITION AVAILABLE. No capital needed—car essential. Largest retailers in the world. Quarriers and manufacturers. **Delano Granite Works, Inc., Delano, Minnesota**.

WHOLESALE WHOLESALE SALESMEN WANTED—SEVERAL TERRITORIES STILL OPEN IN SOUTH AND SOUTHWEST. Quarriers and manufacturers. Minnesota Granite Industries, Delano, Minnesota.

WHOLESALE SALESMAN wanted. Commission basis. Well-known Barre manufacturer. For particulars write **Box 625, c/o Monumental News-Review.** SALESMEN WANTED TO REPRESENT MANUFACTURER of colored granites. Write P. O. Box 191, St. Cloud, Minn.

INDEX TO ADVERTISERS

Abendroth Studio, The Abrasive Products Company Adrian, William H. Akron Lapidary Co. American Monument Association, Inc. Anderson-Friberg Co., Inc. Anderson-Friberg Co., Inc. Baker & Taylor Company, The Barre Design Service Barre Guild, The Barre Sample Plant Batchelder Co., Inc., E. J. 37 48 62 62 5 36 57 67 60 13 67 6 Barre Sample Plant Batchelder Co., Inc., E. J. Bates Supply Company Bilodeau Co., Inc., J. O. Bliss Design Company, The Bonazzi & Bonazzi Bottinelli Granite Co. 40 37 47 45 60 Bowers Granite Company, R. C. Bruce Marble and Granite Works 72 42 49 Brusa Bros. Bryant Products, Jerry Burke Brothers 67 44 7 Burkva & Sons Capitol Granite Co., Inc. Carborundum Co., The Central Minnesota Granite Works Chester Granite Company Chioldi Granite Co. Ciampi Saw Plant Clearview Equipment & Manu-forthring, Co. 64 14 56 50 4 Clearview Equipment & Manu-facturing Co. Cleveland Litchichrome Co., C. E. Coisson Bros. Colomial Granite Co. Comolli Granite Co. Cox Monument Co., R. J. Cross Brothers Company Dalkett Company, The Dawson-Macdonald Co. Dedouch Company, J. A. Dixie Granite Co. 62 67 53 45 50 52 51 57 51 71 61 Dixie Granite Co. Elberton Granite Association Elberton Granite Industries French Greek Granite Company Gilman Granite Co., J. P. Globe Marble & Granite Corp. 44 15 16 53 40 43 Granite City Tool Company Granite Manufacturers' Association, 59 Quincy, Mass. Gray Rock Granite Works, Inc. 10 66 Grearson & Lane Co., Inc. Gregori di Francesco, Geom. Pietro Harris Granite Quarries Co., Inc. 56 65 Hastings Column Turning Co. 66 Hotte, Louis Z. ... 43

International Bronze Tablet Co. Johnson & Co., Inc., D. F. Johnson & Gustafson 65 55 20 57 66 64 56 52 57 66 64 56 52 67 8 41 47 60 45 63 39 55 67 11 59 66 41 Johnson & Gustafson Jones Brothers Co., Inc., The Kastrup, Carl Kunz, Kurt E. LaCross Memorials Ladewich, E. G. & Co. Lane Manufacturing Company Lawson Granite Co., Inc. Lindsay Company, P. K. Meierjohn-Wengler Messerly, E. J., Mrs. Minnesota Granite Industries Minnesota Granite Industries Monti Granite Co., Inc., A. Moore Granite Company Motre Granite Company Mottled Venetian Granite Mundt Granite Co., E. A. National Metal Abrasives Newman Brothers, Inc. Niagara Diamond Tool Co. Norell Granite Co. Nortell Granite Co. Norton Company Oak Park Ceramic Co. Ogborn, Harry L. Parnigoni Brothers Granite Co. Pirie Estate, J. K. Provost Granite Company, Inc. Revilla Granite Co. J. Rochester Lead Works Rochester Lead Works Rock of Ages Corporation Ruemelin Mfg. Co. Ryan, George E. Sanguinetti Granite Co., Inc. Scotstown Granite Co., Ltd. Settimelli & Sons, Inc., E. Signal Co., H. & H. Skanska Granitaktiebolaget Smith & Son, D. J. Smith & Son, D. J. Smith & Company, Gordon Smith, Whitcomb & Cook Co. Spacerite Company Specialty Molds Co. Stewart Iron Works Co., Inc., Th Stewart Iron Works Co., Inc., The Tamms Silica Co. Trow & Holden Company Trow & Holden Company United States Bronze Usle & Perojo Granite Co. Van Cleef Brothers Co., Inc. Victor Engineering Corp. Volpe & Sons, Inc., L. Vermont Marble Co. Wetmore & Morse Quarry White Granite Co. 38 64 42 2 38 Wildbur Granite Company, Inc. Zampieri & Buttura 39

LOW Cost Compressed Air ... Not So Editorial Continued from Page 68] 57c DOLLAR

MONUMENT SHOPS



Mount it in your shop... ready to use at all times!

> The Model 70 Smith Industrial Unit is proving popular with monument shops everywhere. Practical, serviceable . . . it provides a handy source of compressed air, with ample power for a variety of needs ... stone lettering, cutting, surfacing, cleaning, etc.

> The Model 70 is built with the famous Chrysler Industrial Enginewith 3 cylinders for power, 3 for compression. It is ready to operate after mounting on foundation and connecting to your air receiver, gasoline supply, battery and exhaust outlet. A natural gas carburetor is available to provide the lowest possible operating cost. Equipped with starter, generator, governor, pilot valve, cooling system, instrument panel and all wiring except battery cables. Engine parts available at Chrysler, DeSoto and Dodge truck dealers.

Write for Complete Facts!

The famous Model R-60 Is also available with rebuilt Model A Ford engine. Thousands of these low priced, economical compressors are giving satisfactory service to Monument dealers and cemeteries all over the world.

The Smith Compressor Head and accessories can be furnished for assembling on a Model A Ford block for a stationary or special compressor with 60 cubic feet capacity.

GORDON SMITH & CO. NCO PORATED

Bowling Green, Ky.

470 College Street

ontinued from Page 68] 57c DOLLAR	
Auto Parts Tax	2.14
Auto Tax, New Car	2,738.02 139.20
Tax on Shotgun and Shells	2,598.82 7.63
Dog License	2,591.19 3.00
Hunting License	2,588.19 5.00
Deer Tag (no Deer)	2,583.19 5.00
Hunting Permit Stamp (no Duck)	2,578.19 1.00
Auto Tax, New Car (Other one stolen)	2,577.19 139.20
Miscellaneous hidden Tax passed on to con sumer, called "painless" (ouch!) Taxes (low estimate)	2,537.99
Marriage License	2,283.44 3.00
Federal Stamp Tax on sale of bonds to pay Income Tax	2,280.44
If my arithmetic ise't off \$2,290 is another 5	\$2,280.00

It my arithmetic isn't off, \$2,280 is exactly 57 percent of \$4,000. And that, Baldy, is how we got that 57c dollar. Yours,

> JOE FALLGY, Fallgy's Monument Works, Poker Junction, U. S. A.

It looks to us as though Joe has something there. We've been wondering for years where it all goes . . . the economists can write volumes on the subject . . . we'll go along with Fallgy on this.

E. H. Whiteher

DAWSON-MACDONALD COMPANY

THE COMPLETE SUPPLY AND EQUIPMENT HOUSE

141 Pearl Street Boston 10, Mass.

BRANCH OFFICES: 124 North Euclid Ave. Pittsburgh 6, Pennsylvania Vermont

Barre.

NEW SCOTCH STENCIL NO. 530

Available for immediate shipment at a new, low price:

241/2" width \$22.00 per roll 121/2" width 11.00 per roll

Price is less for quantity purchases.



SCOTCH ТАРЕ

This tape is thinner than Scotch Stencil; therefore, it will not stand severe blasting. Has numerous uses, such as: blowing polish off granite, blasting glass, etc. Furnished in 60yard rolls, various widths from 1" to 12".



D-M BLASTING ABRASIVE

The photograph shows a view of our Vermont warehouse. D-M Blasting Abrasive is the largest selling abrasive and is considered the outstanding value! Costs no more than inferior blasting abrasive.



THE COMPLETE SUPPLY AND EQUIPMENT HOUSE

PITTSBURGH 6, PA.

BOSTON 10, MASS.

BARRE, VT.

HEADQUARTERS FOR ABRASIVES BY CARBORUNDUM

Grains, bricks, and wheels of all sizes, especially for the CONTOUR and SLOT-TING Machines, always in stock. BLASTITE* Aluminum Oxide, ALOXITE* Aluminum Oxide, W.P.P. or CARBORUNDUM* Silicon Carbide Grain for Sand Blasting, also DUTCH BRAND EZ STENCIL, and EVANS' 5/A DOPE.

*Registered Trade Marks of The Carborundum Company.

... All Granite Polishing Supplies .

When you buy from us, you are not only assured of Quality Products and Real Service, but also of professional advice as to proper sizes of grains, wheels, etc., based upon over 50 years of Experience supplying the Trade.

R. C. BOWERS GRANITE COMPANY



Founded in 1888



