Monumental News-Review

Combining

Monumental News

Granite Marble & Bronze

The Monument and Cemetery Review
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"

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

AUGUST, 1949
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 sales-training 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.
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

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—comprehensive—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 (if we have not received a free copy)
☐ Additional copies @ $3.00 each
☐ Remittance enclosed
☐ Will pay when invoiced

Total $ ______________________________

Firm Name ______________________________
Street and No. ______________________________
City ______________________________ State ______________________________
Signed by ______________________________ Title ______________________________
“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. OBSINI
118-40 Metropolitan Ave.

$40,000 DAMAGE SUIT—A WARNING
Monumental News-Review:
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.

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.
Your 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
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... and tops in performance!

DUTCH BRAND
EZ Sandblast Stencil
has proved "tops" over years of successful use!

"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

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

EZ FILLER CEMENT
Eliminates a large part of clean-up on axed and hammered surfaces.
QUINCY GRANITE

Beauty

Dignity and

Permanence

FOREVER!

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

FABRICATED BY

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

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
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.....................................................................................................
DISTINCTIVE MEMORIALS OF LASTING BEAUTY

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.

LAWSON GRANITE CO., INC.
BARRE, VERMONT

Ciampi Saw Plant

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,

Rain of Ages Corporation
ROGER GRAVER
Sales Department

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.
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.

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

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.
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.

WRITE FOR NEW DALLETT BULLETIN 550
This Bulletin, prepared for the Stone Trades exclusively illustrates and describes Dallett’s Tools and Accessories designed for Craftsmen who work in Stone.

THE DALLETT COMPANY
Manufacturers of Pneumatic Tools and Accessories
SINCE 1883
MASCHER AT LIPPMINT STREET
PHILADELPHIA 33, PENNSYLVANIA
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
BARRÉ, VERMONT
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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


JOHNSON & GUSTAFSON

MANUFACTURERS OF
SUPERKRAFT MEMORIALS VERMONT

Representatives

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

Mr. Joseph C. Frantesl
1164 Hague Avenue
St. Paul, Minn.

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

Mr. Clement McMahon
Barre
Vermont

Mr. John J. Luckemeyer
804 North Logan St.
Colorado Springs, Colo.
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
Along 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
The 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 exceeded 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]
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.


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 Co., Montgomery, Alabama, spoke very briefly, his words receiving deep applause. His speech will be printed in full in the next issue.

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 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.
ALMON D. OLSEN
Greene-Grignon & Peterson Co.,
Duluth, Minn., retiring President
A.M.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 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]
PRIZE WINNING DESIGNS

of the NATIONAL DESIGN CONTEST

Sponsored by the 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.

Above: 2nd Prize—Kurt Kunz, 366 Park Ave., Paterson, N. J.

Below: 4th Prize—Earl Richardson, Proctor, Vt.
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 Kastrap, (four awards) Rockford, Ill.; William Henry Deacy, Scarborough, N. Y.

Below: Closing Banquet in Congress Hotel Gold Room.
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]
The Revival of Sculptured Memorials
in AMERICAN CEMETERIES

by Ernest Stevens Leland

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 'representation' 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 sundial 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 revitalizing 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. . . ."

Traditional 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

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.
the no-monument cemeteries. Many of our memorials, and to an ever increasing degree, are beautifully designed and sometimes enriched with symbolism 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 "define 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 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 sundial 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 no-monument 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 bas-relief 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)
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 cuneiform 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.
"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.
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
Public Relations And You

By LAWRENCE H. SELZ

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

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]
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 high-powered 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|
Memorials Featuring the WHITE ROSARY are OUTSTANDING in Any Cemetery...

The Burke Memorial, erected in Northampton, Mass., by Brown, Stevens & Field 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.

WHITE GRANITE COMPANY
BARRE, VERMONT

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]
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
WHATEVER THE JOB, WE'LL CUT IT . . . TO YOUR EXACT SPECIFICATIONS!

"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
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 ESTIMATES IN ALL LEADING GRANITES.

BRUCE MARBLE and GRANITE WORKS
FORT SCOTT, KANSAS

An Eight-Crypt Mausoleum
Designed by
Wm. Henry Deacy

Erected in
WICHITA FALLS, TEXAS
by Arch Smith of Dallas

IN
Vermont Marble
IMPERIAL DANBY, EXTERIOR
LIGHT CLOUD, INTERIOR

Crystalline
Vermont Marble
Vermont Marble Company, Proctor, Vt.

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.

MONUMENTAL NEWS-REVIEW
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 people's 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, thorough-out 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

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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.

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
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 about—and 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, oftentimes, 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’Bannon 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

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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.

BRUSA BROTHERS
MAJESTIC
MEMORIALS

MANUFACTURERS OF FINE MEMORIALS
IN SELECT BARRE GRANITE

your inquiries are invited

49 . . . . AUGUST, 1949
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, GEORGIA
(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.

MONUMENTAL NEWS-REVIEW

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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.

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.

COLONIAL GRANITE C°
MANUFACTURERS OF QUALITY
BARRE GRANITE MEMORIALS
BARRE, VERMONT

51 . . . . AUGUST, 1949
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 60-year old reputation of the Company—these are your assurance of the enduring beauty and dignity of every PARAMOUNT Memorial.

CROSS BROTHERS COMPANY  
NORTHFIELD VERMONT

Sheahans SELECT MISSOURI RED GRANITE  
Polished slabs-dies-bases-slants-hickeys  
Repolishing-refinishing-repairs  
Wholesale manufacturers  
R. J. COX MONUMENT CO.  
28th & State St.  
EAST ST. LOUIS, 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; 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.

MONUMENTAL NEWS-REVIEW
USLE & PEROJO GRANITE CO.

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 years 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.
RVEMELIN Blast Generators
for the Monumental Industry

RVEMELIN 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.
3. 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.

RVEMELIN builds a generator for every purpose, including production carving, lettering, shape carving, steeling of panels, and cemetery lettering. All sizes can be shipped immediately from stock.

Write us for descriptive bulletin.

RU EM ELIN MFG. CO.
3844 No. Palmer Street
Milwaukee 12, Wisconsin
Also Manufacturers of Complete Sand Blast Equipment, Banker Dust Collectors, Surfacers Dust Collectors, Cloth Type Dust Filters, Abrasive Elevators, Curtains, Steel Rooms and Compressed Air Dryers.
Distributed in Canada by RITCHEY SUPPLY CO., Toronto, Ont.

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 vice-president 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.
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.

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]

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 how­
ever 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 crea­
tions? 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 symb­
bolical 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 indi­
viduality 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 non­
sculptured monuments in the design of these pedestals and
tables, 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.

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

THE REVIVAL OF SCULPTURED MEMORIALS
Continued from Page 32

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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.

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.
BUY
CANADIAN GRANITES
FROM THE QUARRIES OF
SCOTSTOWN GRANITE CO., LTD.
MONTREAL 9 - PONT VIAL, 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.

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 McNeil 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.

57 . . . AUGUST, 1949
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
Iron and Chain Link Wire
Fences and Gates
Gateway Arches
Wire Mesh Partitions
Window Guards
Steel Folding Gates
Ornamental Lanterns
Bronze Plaques
Settees, Railings, etc.

STEWART CHAIN LINK WIRE FENCE is built in several heights, weights and styles, from low lawn fence to non-climbable type with barbed wire overhang. Style 3TH is illustrated above.

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

Settees are sturdy 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

GEORGIA GOVERNOR URGES THE FINISHING OF STONE MOUNTAIN MEMORIAL
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, DeKalb 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 DRILL IS 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.

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.

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  TXARKANA, TEXAS  ELBERTON, GEORGIA

ATCHISON MONUMENTAL WORKS MOVED TO ST. JOSEPH, MO.
After sixty years of service to the community of Archison, Kansas, the plant of the Archison 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 Archison 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 Archison. 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

59 . . . . AUGUST, 1949
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.
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.

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1320 So. Grand Blvd.
St. Louis 4, Mo.

ALL CONVENTION INFORMATION APPEARS ON PAGES 23-27

A Granite Monument treated with PDQ will NEVER turn yellow!

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SINCE 1914
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Finished Monuments and Markers
MEMORIALS OF QUALITY
Prompt Shipments
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We Invite You to Give us a Trial

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Segmented Diamond Wheels
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1095 CHALKER STREET
AKRON 10, OHIO

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

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 1/2" letters in 45 minutes.

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97 TILESTON STREET, EVERETT 49, MASS.
Dealers in principal U. S. Cities, Available in Canada through Ritchey Supply Co., Ltd., Toronto

News From Our Advertisers

A.M.A. ANNOUNCES A NEW BOOKLET FOR DEALERS—"FORETHOUGHT—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 1/4" x 6 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

(C)Oncluded on next page

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LASTS LONGER . . .
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63 . . . . AUGUST, 1949
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First Class
BLACK SWEDISH GRANITES
in
Rough Blocks Sawn Slabs
Finished Monuments

Write to
Skånska Granitaktiebolaget
Broby – Sweden

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

News From Our Advertisers
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 America D.
Colombo, and has been renamed the Colombo Granite Com­
pany.

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 ma­
thine. 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
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 quick-acting, 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.
For The Best - We Recommend:

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For Manufacturing Retailers:

Buy these granites from us at the most economical prices; rough—dimension sizes and saw blocks.

BIRDMAL—BEARS—MOBACAN—SWED ROSE

EAGLE and PREMIER RED; EMERALD PEARL and BLUE PEARL, and SWEDISH BLACK.

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BETTER POLISHES

in LESS TIME!

Tamms

Peerless WHITE ROUGE


Write Dept. RM-8

TAMMS INDUSTRIES, INC.

228 N. LaSalle Street, Chicago 1

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 nighttime 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 well-loved 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 Steindustrit, of this world-famous granite. Fast, dependable service.

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MONTREAL, P. Q., CANADA

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, Toro, 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


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.

The Four Aces of the Monument Industry —

BONDRI - SHADOW

HILITE - FLORACHROME

C. E. CLEVELAND LITHICHROME CO.
FORT SCOTT, KANSAS, U. S. A.

The Four Aces of the Monument Industry —

BONDRI - SHADOW

HILITE - FLORACHROME

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FORT SCOTT, KANSAS, U. S. A.

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324 Crescent Park, Warren, Penna.

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| 10 Lbs. Collect | $8.00 |
| 25 Lbs. Collect | $18.00 |
| 100 Lbs. Collect | $70.00 |

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READ ALL ABOUT THE 1949 M.B.A.
CONVENTION ON PAGES 25-28

Merry Xmas

YOU WILL SOON BE TO YOUR CLIENTELE GIFT. THE WORLD PEN "EVERSHARP."
Mounted on the

SAYING MERRY XMAS MAY WE SUGGEST A FAMOUS FOUNTAIN "Guaranteed forever."

WORLD FAMOUS BARRE GRANITE.

ONLY $12.50

"SAMPLES are ESSENTIAL"

Barre Sample Plant  BARRE, VERMONT

THE BAKER & TAYLOR CO.
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Miniature NOSE MASK

Keeps dust out of nose. Handy as pair of glasses. 9 sq. in. filter. Weighs only 1 oz. Order Today!
Sample $1.00 p. p.
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MERCHANT & SHAMAN’S
EXPEDITIOUS MEASURER
Indexed tables showing at a glance the cubic contents of any stone, according to its length, breadth and depth, used by stone cutters all over the world. Reinforced index tabs.
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Springfield, Mo.
HOW THE 57c DOLLAR GOT THAT WAY

By HAROLD J. ASHE
President of Associated Business Writers of America

The following letter recently came into my possession, and I pass it along without comment, as it needs none.

Poker Junction, U. S. A.

Prof. Theodore Zwigmore,
Quagmire College,
Quagmire, U. S. A.

Dear Baldy:

Imagine my surprise at seeing your name in the Poker Junction Bugle the other day explaining about this 57c dollar. You always were good at explaining things, Baldy. Like the time I made the jail house after we pushed over Toroni’s peanut stand Halloween of ’35. And Toroni gave you a peck of peanuts for helping him set it right again.

I think there’s something phony this time in your long-winded explanation about the 57c dollar. You say a lot but it doesn’t mean anything.

Economics always was too much for me. About all I can do is simple problems like: If you have an apple and give me half of it I get the wormy part.

Just the same I think I know something about a buck. What I’ve found out you don’t even mention in sounding off in the papers. Matter of fact, Baldy, you’ve overlooked the most important thing, like the time you smacked old Prince, but forgot to hitch him to the wagon first, and you went sailing out over the wagon tongue on your—nose.

I’m talking about taxes, Baldy. Did you forget them or don’t you think you pay any? You wouldn’t be the first college prof who thought it was two other fellows paid the freight. And, for a fact, I know you was always slow reaching for the tab.

Anyway, Baldy, here’s what happened to my $4,000 left me from my business, after paying all business taxes and the hired help.

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>My year’s net income</td>
<td>$4,000.00</td>
</tr>
<tr>
<td>Federal Income Tax</td>
<td>409.44</td>
</tr>
<tr>
<td>State Sales Tax</td>
<td>3,590.56</td>
</tr>
<tr>
<td>City Sales Tax</td>
<td>3,553.06</td>
</tr>
<tr>
<td>Gasoline Tax, Federal and State</td>
<td>3,545.56</td>
</tr>
<tr>
<td>Lube Tax</td>
<td>3,413.06</td>
</tr>
<tr>
<td>Luxury Tax (other than separately shown)</td>
<td>3,411.46</td>
</tr>
<tr>
<td>Federal Tax on Railway Ticket (for honeymoon)</td>
<td>3,311.46</td>
</tr>
<tr>
<td>Real Estate Tax on Home</td>
<td>3,236.46</td>
</tr>
<tr>
<td>Personal Property Tax</td>
<td>139.61</td>
</tr>
<tr>
<td>Tax on Cabin Site at Lake Sandy</td>
<td>3,096.85</td>
</tr>
<tr>
<td>Tax on Luggage</td>
<td>13.94</td>
</tr>
<tr>
<td>Telephone Tax (home)</td>
<td>3,082.91</td>
</tr>
<tr>
<td>Federal Cigarette Tax</td>
<td>5.19</td>
</tr>
<tr>
<td>State Cigarette Tax</td>
<td>3,077.72</td>
</tr>
<tr>
<td>Liquor Tax</td>
<td>5.50</td>
</tr>
<tr>
<td>Personal Liquor Purchase License (out-of-State trip)</td>
<td>3,055.04</td>
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<tr>
<td>Playing Card Tax</td>
<td>91</td>
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<tr>
<td>Federal Cigarette Tax</td>
<td>3,054.13</td>
</tr>
<tr>
<td>State Cigarette Tax</td>
<td>76.65</td>
</tr>
<tr>
<td>Tax on Matches (to keep kids from playing with them)</td>
<td>2,977.48</td>
</tr>
<tr>
<td>Taxes on Light Bulbs (for a little more light on the 57c dollar)</td>
<td>3,944.63</td>
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<tr>
<td>Tax on New Typewriter</td>
<td>117.00</td>
</tr>
<tr>
<td>Tax on New Refrigerator</td>
<td>2,827.63</td>
</tr>
<tr>
<td>Tax on Movie Tickets</td>
<td>2,825.63</td>
</tr>
<tr>
<td>Tax on Telegrams</td>
<td>2,825.11</td>
</tr>
<tr>
<td>Tax on Automobile License and Tax</td>
<td>2,823.73</td>
</tr>
<tr>
<td>Tax on Movie Tickets</td>
<td>9.10</td>
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<tr>
<td>Tax on New Typewriter</td>
<td>2,814.63</td>
</tr>
<tr>
<td>Tax on New Refrigerator</td>
<td>22.50</td>
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<tr>
<td>Tax on Movie Tickets</td>
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<tr>
<td>Tax on Telegrams</td>
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<tr>
<td>Tax on Movie Tickets</td>
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<td>Tax on Movie Tickets</td>
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<td>Tax on Movie Tickets</td>
<td>6.15</td>
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<tr>
<td>Tax on Movie Tickets</td>
<td>2,762.96</td>
</tr>
<tr>
<td>Tax on Movie Tickets</td>
<td>22.80</td>
</tr>
<tr>
<td>[Continued on Page 70]</td>
<td></td>
</tr>
</tbody>
</table>
MACHINERY FOR SALE

HELP WANTED

WANTED: ALL AROUND GRANITE CUTTER. Year around work. No manufacturing. Andrews Monument Works, Falls Church, Virginia. Location convenient for the very best new equipment throughout the plant. Guaranteed employment 52 weeks each year. Mike Miller Monuments, P.O. Box 404, Marion, Indiana.

HELP WANTED

INDEX TO ADVERTISERS

INDEX TO ADVERTISERS

INDEX TO ADVERTISERS
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 Engine— with 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.
INCORPORATED
470 College Street
Bowling Green, Ky.

... Not So Editorial

Continued from Page 68]

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Auto Parts Tax</td>
<td>2.14</td>
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<tr>
<td>Auto Tax, New Car</td>
<td>2,738.02</td>
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<tr>
<td>Tax on Shotgun and Shells</td>
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<tr>
<td>Dog License</td>
<td>2,598.82</td>
</tr>
<tr>
<td>Hunting License</td>
<td>7.63</td>
</tr>
<tr>
<td>Deer Tag (no Deer)</td>
<td>2,591.19</td>
</tr>
<tr>
<td>Hunting Permit Stamp (no Duck)</td>
<td>3.00</td>
</tr>
<tr>
<td>Auto Tax, New Car (Other one stolen)</td>
<td>2,588.19</td>
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<tr>
<td>Miscellaneous hidden Tax passed on to consumer, called &quot;painless&quot; (ouch!) Taxes</td>
<td>2,583.19</td>
</tr>
<tr>
<td>(low estimate)</td>
<td>5.00</td>
</tr>
<tr>
<td>Dog License</td>
<td>2,578.19</td>
</tr>
<tr>
<td>Auto Tax, New Car (Other one stolen)</td>
<td>5.00</td>
</tr>
<tr>
<td>Hunting Permit Stamp (no Duck)</td>
<td>2,573.99</td>
</tr>
<tr>
<td>Auto Tax, New Car (Other one stolen)</td>
<td>1.00</td>
</tr>
<tr>
<td>Dog License</td>
<td>2,577.19</td>
</tr>
<tr>
<td>Hunting Permit Stamp (no Duck)</td>
<td>3.00</td>
</tr>
<tr>
<td>Auto Tax, New Car (Other one stolen)</td>
<td>2,580.44</td>
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<tr>
<td>Federal Stamp Tax on sale of bonds to pay</td>
<td>254.55</td>
</tr>
<tr>
<td>Income Tax</td>
<td>2,283.44</td>
</tr>
<tr>
<td>Marriage License</td>
<td>3.00</td>
</tr>
<tr>
<td>Federal Stamp Tax on sale of bonds to pay</td>
<td>2,280.44</td>
</tr>
<tr>
<td>Income Tax</td>
<td>.44</td>
</tr>
<tr>
<td>If my arithmetic isn't off, $2,280 is exactly 57 percent of $4,000. And that, Baldy, is how we get that 57c dollar.</td>
<td>2,280.00</td>
</tr>
<tr>
<td>Yours,</td>
<td>Joe Fallgy, Fallgy's Monument Works, Poker Junction, U. S. A.</td>
</tr>
</tbody>
</table>

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.
NEW SCOTCH STENCIL NO. 530
Available for immediate shipment at a new, low price:

- $24½" width $22.00 per roll
- $12½" width $11.00 per roll

Price is less for quantity purchases.

SCOTCH TAPE
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 60-yard rolls, various widths from 1" to 12".

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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.

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This knife is considered the last word for stencil cutting. The adjustable blade is sharpened full length.

NO. 2 STENCIL KNIFE
Similar to No. 1 in construction. Both are made of aluminum. No. 2 is a double-bladed stencil cutting knife.

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Similar to a shoe worker’s knife.
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Grains, bricks, and wheels of all sizes, especially for the CONTOUR and SLOT­TING 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.

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