# FEBRUARY

# Monumental NEWS-REVIEW

Combining

MONUMENTAL NEWS GRANITE MARBLE & BRONZE THE MONUMENT AND CEMETERY REVIEW



## WE OWE SO MUCH — TO SO FEW

With this paraphrase of the words of Winston Churchill the impressive War Memorial shown above was dedicated in the town of New Bloomfield, Pennsylvania. Sponsored by the veterans of World War II and Lions' Club of the area with contributions from individuals of the community it was erected and dedicated on Memorial Day 1949. A flagpole has since been erected directly behind the memorial and Boy Scouts of the town raise and lower the flag each day.

Erected on a plot of ground donated by the New Bloomfield Cemetery Association with the proviso of free interment for any veteran of the community so wishing. The New Bloomfield Cemetery is in charge of Mr. Frank Fry.

This outstanding memorial was conceived and erected by the Rice Memorial Works of New Bloomfield and manufactured by the Everlasting Memorial Works of Montpelier, Vermont. Once again, the choice was Wetmore & Morse for this all axed memorial. Specify it to your manufacturer for that next "extra" work.

## WETMORE & MORSE QUARRY

**DIVISION OF ROCK OF AGES CORPORATION** 

## **BARRE, VERMONT**

## DEMOCRACY AT WORK

#### at the

AMERICAN VISCOSE CORPORATION

> Designed and erected by W. Edgar Luck of the Luck Monument Co., Lewistown, Pa. E. J. Batchelder Co. Inc. were the manufacturers, using Pirie's Select Barre Granite.



The Lewistown, Pa. plant of the American Viscose Corporation, one of six similar plants of the World's largest producers of rayon, employs some 4,000 men and women, over 800 of whom served in the Armed Forces during World War II. When the time came to honor this service, a Traditional Monument was the choice of the workers. The Company offered to bear the majority of the expense, but the Memorial Committee of the Textile Workers Union, CIO, decided that the money should be raised by voluntary contributions of the workers, and that was how it was done.

Mr. Luck who was so largely responsible for this beautifully conceived tribute wrote the manufacturer, E. J. Batchelder & Co., Inc., as follows:

"The War Memorial shipped us was certainly as fine a piece of work as we could expect and we want you to know that we appreciate it. In addition to that it has had the enthusiastic approval of everyone who has seen it."

For our part we are proud to note that the manufacturer said of the granite that was selected for the 12 foot tall monument:

"Absolutely flawless, this is as fine a piece of granite as we have ever worked."









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

## Finer Monuments and Mausoleums

# CHIOLDI GRANITE CO.

BARRE, VERMONT



These columns a monthly Monumental News-Review feature, are dedicated to the principle of the open forum and to the belief that a frank discussion of the industry's problems is beneficial. While opinions expressed in these letters do not necessarily agree with our own, we do reserve the right to censorship on material of a libelous or obviously personal nature. Letters are solicited from all branches of the trade and unless otherwise requested the writer's name will be published.

#### A MESSAGE FROM LELAND

Those who know Ernest Leland well know that he seldom writes if there's a phone or Western Union office within range. It has long been suggested that he has an interest in the corporations involved, but that is a definitely exploded theory, although Ernest is the father of the popular slogan "Don't Walk, Wire!" or was it "Don't Write, Wire!" Anyway the wire below was followed by a phone call. It seems that the wire printed here refers to the fact that several of our industry's magazines have printed news items that might lead to the belief that Mr. Leland had "joined the McNeel Marble Co. of Marietta, Ga., staff on a permanent basis." Paraphrasing "The Wild Goose," Ernest is back in the north and may be reached care of this magazine in the interim between more permanent domiciles.

The wire reads as follows:

#### NORWALK, CONN.

QUOTE. FOR THE SAKE OF MY GOOD FRIENDS THE MCNEELS OF MARIETTA AND MYSELF COMMA PLEASE CORRECT THE REPORT THAT MY SERVICES HAVE BEEN EXCLUSIVELY RE-TAINED BY THE MCNEEL ORGANIZATION STOP LIKE MANY MEMORIALISTS COMMA QUARRIERS COMMAMANUFACTURERS COMMA MAGAZINES AND OTHER CLIENTS COMMA THE MC-NEELS HAVE RETAINED ME FROM TIME TO TIME ON SPECIFIC PROBLEMS IN DESIGN AND SALES PROMOTION STOP WITH THEIR HIGHLY COMPETENT EXECUTIVE STAFF COMMA DE-SIGN DEPARTMENT COMMA AND SALES ORGANIZATION COMMA THE MCNEELS WOULD HAVE NO NEED FOR THE PERMANENT SERVICES OF A CONFIRMED FREE-LANCE HAM ARTIST AND HACK WRITER LIKE MYSELF TO SAY NOTHING OF OTHER WIDELY PUBLICIZED LIMITATIONS OF SAME STOP CORDIALLY.

#### ERNEST STEVENS LELAND

UNQUOTE

EDITOR'S NOTE: In other words Ernest is now open for special assignments to fill in his free-lance schedule.

ENCOURAGE CUSTOMERS TO BECOME DESIGN CONSCIOUS February 7, 1950

Monumental News-Review, Inc.: Dear Sirs:

I make good use of the Monumental News-Review to encourage customers to become design conscious and to encourage cemeteries towards landscaping, the two things I consider most important for the future of the memorial business.

> Royce Hill Estherville Memorial Company Estherville, Iowa

[Continued on Page 8

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The John B. Haberle Mausoleum was erected by the South Bend Monument Works of South Bend, Indiana. The material used is Smith-Barre Granite from the E. L. Smith Quarry in Barre, Vermont.

> In the John B. Haberle Mausoleum, you have another excellent example of the structural perfection and beauty that have always been basic in Beck & Beck manufacturing. Once again we are able to give you prompt service and the benefit of our years of experience in the building of fine mausoleums.

# BECK & BECK INC. of BARRE

#### MANUFACTURERS OF QUALITY MEMORIALS SINCE 1896

#### **REPRESENTATIVES:**

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CHARLEY CARROLL, 560 Walnut Street, N. Charleroi, Pa. G. F. GRASSEL, 1946 Hewitt Ave., Cincinnati, Ohio

CHARLES H. GALL, 127 N. Dearborn St. Chicago, Ill. Columbus DiBona, P. O. Box 322, Quincy, Mass.

EDWIN P. DAVIS, 32 Knollwood Ave., Madison, N. J. U. G. DORAN, Box 92, Dallas, Texas

ROBERT HALLENBECK, 1423 Milwaukee Ave., Janesville, Wisc.



## In the shop

—a Gardner-Denver WB Compressor gives you big air capacity, plus two-stage efficiency—a combination that is helping many plants to lower production costs on their quality monuments. The packaged WB is easily and quickly installed—requires no special foundation—takes up little of your valuable floor space. Capacities from 142 to 686 cu. ft. displacement per minute.





## On the lot

—a Gardner-Denver Trailer-Mounted, Air-Cooled Compressor provides a complete air power unit that saves time and money when you're setting up a monument, or carving additional lettering at the site. The unit is designed for trailing behind a car or service truck—is carefully balanced for one-man handling. Three sizes available.

Write us today for further information.

GARDNER-DENVER Since 1859

Gardner-Denver Company, Quincy, Illinois



#### LEWISTOWN, PA., NEWSPAPER DEVOTES SEVERAL COLUMNS TO AMERICAN VISCOSE CORP., WAR MEMORIAL DEDICATION

EDITOR'S NOTE: — Below are excerpts of this excellent writeup about the beautiful memorial erected by W. E. Luck of The Luck Monument Co., of Lewistown. The memorial was manufactured by E. J. Batchelder Co., Inc., of Barre, Vt., using Pirie's Select Barre Granite. (See story on page 29)

#### VISCOSE MEMORIAL DEDICATED AMID SOLEMN SERVICES

With all of the pageantry of massed color and martial music, and planes roaring overhead at significant points of the program, dedication ceremonies for the World War II Memorial at the American Viscose Corporation were held Sunday with a solemn note.

The Rev. Robert E. Gibson, former Army chaplain and pastor of the Yeagertown Methodist Church, delivered the dedicatory address in which he called upon everyone to match the fidelity, honesty, idealism, devotion and bravery of those for whom the memorial shaft was erected to bring peace.

The speaker used a parable to get across the thought that God has woven a supreme fabric of American life. He said that even as the finest viscose thread is used in the finest cloth, God has taken the thread of life of the idealism of the Puritan, devotion of the Quaker, the ruggedness of the Slav, the song of the Negro, the religion of the Jew, and the Catholic and Protestant to weave the American way of life.

The Rev. Gibson paid tribute to the 831 Viscose Corporation men and women who served in the armed forces when he said that no more fitting place for the shaft could be found than at the one end of the Juniata River Memorial Bridge which was erected as a memorial to World War I soldiers 24 years ago.

He told how countless men have tramped over that bridge to serve their country, and said that the memorial stood at the point where they would not return.

Harry W. Price Jr., Representative in the General Assembly, pre-[Continued on next page sided over the service, which was favored by clear, but warm weather.

Expressions of tribute were made by representatives of both management and labor.

Herbert W. Payne of New York City, vice president of International TWUA, expressed the plea that everyone should work so that never again should such a thing be possible. "It will take the combined efforts of labor and management, and all others, to prevent it again," he said, in referring to the last war which claimed the lives of the 18 workers at the local plant. He said that peace won't come by wishful thinking. On behalf of the union he dedicated the shaft to greater peace throughout the world.

Harold J. Michel, plant manager, on behalf of the management said, in part: "We come humbly to pay our respects and our meager tribute to those of this plant who served their country in our cause of world democracy. And to those who gave their lives in this cause, we offer silent prayer that those lives may not have been given in vain."

He described the steps which led up to the establishment of the memorial and paid tribute to the memorial committee, namely: John Bamford, president; Mrs. Mildred Kepner, secretary; H. A. Denlinger, treasurer; R. Earl Woomer, Dallie DeArment, Eugene D. Hartsock, George S. Keiser, Ralph L. Miller, Merrill W. Goss, Warren Adams, who created the wording on the memorial, but who since has left the corporation.

Col. Joseph B. Whittaker, U. S. Air Force Reserve, state wing commander of the Air Force, pointed out that the dedication was not only for those of the past war, but for those generations of earnest young men who have gone out to defend their homes at Concord, Antietam, Argonne, and in the snows of the Ardennes.

He said:

"It is easy for us who are living to honor the sacrifices of those who are dead. For it helps us to accept the guilt we should feel in their presence. Wars can be prevented just as surely as they are provoked, and we who fail to prevent them must share in guilt for the dead.

"I am not here today to consecrate war and its evils for the sacrifices war has produced. For every man in whom war has inspired sacrifice, courage and love, there are many more whom it has degraded with brutality, callousness and greed.

"Rather we are gathered here to learn, if we can, how men might live as charitably together in peace as they died for each other in war. We have come to ask why it is men cannot live as bravely as they die.

"In our hatred and renunciation of war we must not forget that the roots of conflict flourish in the faults and failures of those who seek peace, just as surely as they take shape from the diseases and designs of aggressors. "Either we shall employ our strength, power and conscience boldly and righteously in defense of human dignity and freedom or we shall waste those reserves for peace and default to the forces that breed new wars. These men we memorialize today are victims of that folly of all peace-loving peoples who turned their backs on the ills of the world. For at the very time that aggressors conspired against the peace of the world we blinded ourselves to their threats and by our shameful inaction countenanced their starting attack.

"If the United States ever again stoops to expedients to avoid the difficult decisions that" come with leadership, the heavy [Continued on Page 71

## •QUALITY GRANITE• SKILLED CRAFTSMANSHIP •PROMPT SERVICE•



The Anderson Design represents an interesting departure from the conventional tablet memorial . . . It has the appeal of the more expensive type of monument, yet it remains in the moderate price field.

## Satisfaction . . .

We have been satisfying discriminating clients for many, many years . . . Cooperating with the dealer and assuring him of complete satisfaction have always been, and will continue to be, our primary objectives.

# COMOLLI GRANITE COMPANY

ELBERTON, GEORGIA



## New GEM POLISHER



This New Gate Type Polisher is a universal machine for flat work and round tops, controlled pressure on spindle, variable speed, 300-550 R.P.M.

Reach 4'-6", drive motor 3 H.P. Uses wheels up to 12" diameter.

This small machine quickly pays for itself by increased production.



### LETTERS TO THE EDITOR Continued

#### "... REENTERING BUSINESS ..."

Monumental News-Review:

Will you please enter my order for one year for the MONU-MENTAL NEWS and send me a bill for same? I had retired from the monumental business some time ago but I have fully recovered from my sickness and having one of my buildings vacated I am entering it once again as above. I feel quite happy to be able to enter this business again and I feel many plants will be glad to deal with me again and thanks for all you have done for me. I hope to see you at the convention in Milwaukee. Will you please send me a couple of the last News-Review's that were printed, I would appreciate same.

Thank you,

DAVE MAYER Mayer's Memorial Works 622 6th St., Racine, Wisc.

#### ". . . HE WAS 'THE BEST' . . ."

Monumental News-Review: Gentlmen:

Thank you for publishing the article on my late partner, G. C. Richardson, in the December issue. In 30 years association with a person, we learn to know them pretty well, and he was "the best."

With best wishes,

Yours truly, C. C. Marble & Granite Works, A. C. KUSE

#### MRS. PARK CONTINUES TO IMPROVE

The critical illness of Mrs. Alex Park was the concern of the industry, as Mr. Park, executive vice-president and secretary of the Monument Builders of America, Inc., was recalled from state conventions to her side in the hospital.

It is with a great deal of pleasure that we are able to report the improvement of Mrs. Park, and it will be the wish of all her many friends and acquaintances that she will soon be enjoying good health again.

#### MILLER'S MEMORIAL COMPANY

Formerly known as the Wommer Monument Works, Marietta, Ohio, the firm will in the future be known as Miller's Memorial Company, according to recent reports.

The change is being made in connection with moving from their previous location of 211 Lancaster Street, to their new home, Gilman and Lancaster Streets, which is now under construction.

It was expected that the workshop would be completed in January and the display room early in the spring.

The building, being constructed of block and brick, contains a display room approximately 30 x 70 feet, fronting on two streets, and a work and storage room approximately 40 x 50 feet.

The present owners of Miller's Memorial Company are R. C. Miller, L. A. Miller, and R. H. Chewning. They took över the Wommer Monument Works in January 1, 1946, when Fred W. Wommer retired.

THE STONEHENGE ... Salisbury Plain, Wiltshire, England ... a prehistoric structure ... a group of sepulchral stones ... enclosed within a circular ditch, 300 feet in diameter. Within the trench ... stones are arranged in four series, the two outermost series forming circles, the third following a horseshoe shape and the innermost ovoid in form ... The circle is megalithic in character, with 16 of the original 13½ feet high stones still in position, connected by continuous dovetailed lintels held by mortise and the one series, about 76¼ feet in diameter ... Menhirs of diabase blue-stone, of the original in excess of forty, nine remain upright and eleven overturned. The horseshoe group ... 5 large trilithons, the middle one ... has uprights 22 feet high and a capstone 15 feet long ... Of an unknown number in the ovoid group, only 12 remain. Within is an altar stone over 16 feet long ... an upright Friar's Heel and a slaughter stone. When erected ... the axis through the altar stone and the Friar's Heel pointed directly toward the rising sun on Midsummer Day ... which would date it about 1680 B.C... originally in the New Stone Age and later ... changes were made during the Bronze Age ... a large Bronze age burial area throughout vicinity. —The Columbia Encyclopaedia.

Philip Gendreau Photo, N.Y.C.

BARRE GUILD

Copyrighted Designs Lawson Grenite Co., Inc., 1949 In the pre-historic Stonehenge, we have evidence of at least 3,630 years during which man has used stone to commemorate his dead. Ours is indeed a proud, age-old profession. Here at Lawson Granite Company we are leaving nothing to chance in maintaining this fine heritage of true memorialization,-using the finest granite, the highest type of design and the most carefully inspected workmanship.

# GRANITE COMPANY, Inc.

1. S. (1) (3)

Albert Gherardi, Proprietor

1680 90

1950 A

BARRE, VERMONT



## GRANITE CITY TOOL

## offers you

a branch office in every Midwestern Town!

DOOR-STEP SHOPPING

# William Allen

will travel northern Minnesota, northern Wisconsin, Michigan, and Ohio bringing the most commonly used needs of your industry right to your door. STORE-DOOR DELIVERY

## Norman Grey

will travel southern Minnesota, southern Wisconsin, Illinois, and Indiana bringing the most commonly used needs of your industry right to your door.

You see what you are buying - You get it right, when you want it. Saves time. Saves Parcel Post, Express, Freight. Saves Money.

"WAIT FOR THE WAGON!"

## **GRANITE CITY TOOL COMPANY**

Everything for the Granite Trade

ST. CLOUD, MINNESOTA

# THE "DALLETT HOLEDRILL"

A self-rotating lightweight Pneumatic Drill

> The "Dallett Holedrill" provides the Stone Worker with a light weight pneumatic tool that drills holes in a fraction of the time other tools and methods require. Precision built, and of sturdy construction, its few moving parts make it simple in operation and foolproof. Its instantaneous rotating action eliminates the need for drill bit wrenches. Recoil is negligible.

## Saves Time and Money

The "Dallett Holedrill" is made from selected alloys, hardened and ground to insure maximum strength in combination with light balanced weight. Because of its great accessibility, its instant response and speed the "Dallett Holedrill" will outperform other tools on routine or difficult jobs.

THE DALLETT COMPANY MASCHER AT LIPPINCOTT STREET, PHILADELPHIA 33, PA. Manufacturers of Pneumatic Tools and Accessories DISTRIBUTORS in principal cities throughout the United States, Ganada, Europe and South America.

Write for Bulletin No. M-102

Permits convenient, one-hand operation, high speed drilling in all types of stone, marble, granite.

Equipped with carbide-tipped drill for faster work, longer service and real economy.

OOL MAKERS

SINCE 1883



# Quality and Durability

Memorial dealers who advocate the use of Elberton granite observe that the public readily accepts their recommendation.

The very word "granite" implies permanence, and the superiority of Elberton granite is immediately recognized — its color, texture and durability are unsurpassed.

Memorial dealers find it a pleasant duty to explain the relative qualities of monumental materials. The broad acceptance of Elberton granite clearly shows that its fine qualities are already widely known and correctly appraised.



Because of its uniform texture and color, craftsmen are able to obtain many superb finishes; its fine quality in itself is an inspiration to creative designers.

## THE ELBERTON GRANITE ASSOCIATION, ELBERTON, GA.

Comolli Granite Co. Elberton Granite Industries, Inc. Allen Granite Co. National Granite Co. Lincoln Granite Co. Hoover Granite Co. Harmony Blue Granite Co. Republic Granite Co. Highpoint Granite Co. Sterling Granite Co. Coggins Granite & Marble Industries, Inc. Georgia Granite Co. Berkeley Granite Co. Southern Quarrying Co. Beaverdam Granite Company Oglesby Granite Quarriers

## "... ENTHUSIASTIC APPROVAL ... "

The following is an excerpt from a letter written to us by Mr. W. E. Luck of the Luck Monument Company of Lewistown, Pennsylvania:—

> "The (American Viscose Corporation) War Memorial shipped us was certainly as fine a piece of work as we could expect and we want you to know that we appreciate it. In addition to that, it has had the enthusiastic approval of everyone who has seen it.

> "We well know that this was not the easiest type of work to cut and the fine results you had are a genuine tribute to the skill and thought that produces such fineness."



The beautiful American Viscose Corporation War Memorial, in Lewistown, Pa., (a 12 foot monolith) above, was manufactured in our plant for the Luck Monument Co., of that city, using Pirie's Select Barre Granite.

## E. J. BATCHELDER CO., INC. barre, vermont

Home Of Artcraft Memorials

## 36,508,170 TIMES!

ONE of the greatest sales forces in America is at work right now helping you sell monuments!

It is the 1950 advertising campaign of the Barre Guild!

Successful

During the first half of 1950 alone, the Barre Guild story will reach America's homes . . . and homes in your city . . . more than 36,508,170 times! It is a compelling, convincing story, and it appears in powerful national magazines carefully selected for their coverage and impact . . . Household, National Geographic, American, Country Gentleman, Successful Farming and Good Housekeeping!

The greatest power of Barre Guild's national advertising is local!\* It is creating sales and prospects for you *in your market area* right now . . . and it will pay off when you let the people who pass your place of business, who read your own ads, know that you are their Barre Guild dealer . . . that yours is the place they can buy the Barre Guild monuments they've read about!

Tie in your business with Barre Guild's national advertising . . . and cash in on the powerful job Barre Guild is doing for you . . . and will continue to do for you!

\*We'll be glad to tell you how many sales messages will be poured into your area . . . just write Barre Guild, Dept. MN-52, Barre, Vermont.



November 1949

IN TOUSEKH

AGAZINE

# Pangborn BLAST-CARVES

CLEANER .



**Complete PANGEORN Biast-Carving Room Outfit** The finest Memorial Art equipment available at any price . . . easily operated . . . easily learned, this Pangborn outfit consists of a sturdy steel room with accordion-fold Curtain Front, a Pangborn Blast Machine, automatic Abrasive Separator and Elevator, Exhaust Fan and cloth screen Dust Collector.



**PANGBORN Portable Cemetery Blast Curtain** Ideal for location-cut lettering and other awayfrom-the-shop jobs, the Pangborn Type "D" Portable Curtain is carried easily . . . collects spent abrasives for re-use. The Curtain is topped with a large canopy to shield the operator's eyes from bright outside light . . . aids in constant and critical inspection of the work.

## . CHEAPER with the

## **Right Equipment for Every Job**



#### Ideal PANGBORN Shape-Carving Room Equipment

Easy, quick, accurate shape-carving of delicate floral designs is obtainable with Pangborn Equipment . . . Complete with canopy top and extra large viewing window, this special room is supplied with Pangborn's "triple-purpose" Blast Machine and a well-balanced carving nozzle or pencil. With this installation, your shop will be ready to take on new, interesting and profitable work.

#### PANGBORN'S Complete Memorial Art Line Makes Your Work Easier,

2 From the Blast-Carving Rooms to the hose, nozzle and abrasive accessories, Pangborn Equipment is engineered to do a better, cleaner, faster, cheaper job for you. You owe it to yourself to investigate. Write today for free information and literature on how PANGBORN can help you in your field of Memorial Art.

PANGBORN CORPORATION, 298 Pangborn Blvd., Hagerstown, Md.



#### BLAST-CARVING AND DUST CONTROL EQUIPMENT

TEOND



Courtesy of Louis Cassani, Quincy, Mass.



# QUINCY GRANITE

## THE IDEAL GRANITE FOR POLISHED MEMORIALS

#### Fabricated by

Modern plants equipped with the latest machinery to speed up production. These facilities, know-how and personnel are available to all Retail Dealers to obtain the best finished product, throughout all phases of memorial manufacture.

L. VOLPE & SONS, INC. NATIONAL GRANITE & POLISHING CO. PREMIER GRANITE & POLISHING CO., INC. PEERLESS GRANITE COMPANY GRAY ROCK GRANITE WORKS, INC. WEST QUINCY GRANITE & POLISHING CO. ANTONIO RUSCITTO & SONS, INC. E. SETTIMELLI & SONS, INC. GOLBRANSON & CO., INC. H. C. SMALLEY GRANITE CO., INC.
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W. C. CANNIFF & SONS, INC.
ADRIAN OF QUINCY, Supplies Only

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## WE ARE CELEBRATING OUR 85TH YEAR

WITH a BIGGER and BETTER DISPLAY at the NATIONAL CONVENTION in AUGUST



A VARIETY OF GOOD COLORED GRANITES that will be both interesting and profitable to you - - - BE SURE TO ATTEND.

WE ARE PROUD OF HAVING SERVED THE MONUMENT INDUSTRY FOR THE PAST 85 YEARS AND LOOK FORWARD TO SERVING OUR MANY OLD FRIENDS AND NEW, EVEN BETTER IN THE NEXT 85.

## W. C. TOWNSEND & CO., Inc. E. W. DANN, JR.

W. C. EMSLIE

ZANESVILLE, OHIO

\*DUNEDIN, FLORIDA

\*Address your correspondence to our Dunedin, Florida, Office

Cut Your Granite Closer to Dimensions and Reduce Subsequent Finishing Operations—

with NORTON Diamond Wheels!

YES, with NORTON Diamond Wheels you can cut your granite closer to the line—eliminates the need for cutting it greatly oversize—and thus reduce expensive, time-consuming finishing operations. These popular steel-centered wheels cut granite 2½ to 3 times faster than conventional silicon carbide wheels. They cut with considerably less noise. They eliminate the danger of wheel breakage. They cut straight, and they leave clean, sharp edges.

### Your Overall Costs Will be Less

Although the initial cost of NORTON Diamond Wheels is greater—the savings in labor and overhead—the elimination of wheel breakage—and the superior finish they produce—more than compensate for this higher initial wheel cost.

Available in diameters ranging from 12" to 60" and in a wide variety of standard thicknesses. Try wheels of this specification for best results—D36-L50M—Type DITRSS\*. Your NORTON distributor or abrasive engineer will be glad to supply you with additional information on NORTON Diamond Wheels and to help you select the right wheels for each of your granite cutting jobs.

\* Type DITRSS—made with a segmented diamond rim and relieved sides.

NORTON COMPANY ' WORCESTER 6, MASS.

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#### Got Your Copy?

Have you sent for your free copy of the new Norton booklet, "Norton Products for the Stone Industry?" It's packed with interesting, helpful information on the latest methods of cutting, grinding, polishing, buffing and pressure blasting stone.

The Legal Department ...

#### IS THIS CEMETERY RULE VALID?

Can a municipal cemetery board validly designate a particular monument salesman to *pour foundations and set memorials;* placing restrictions on other salesmen and cement contractors, regardless of the desires of memorial purchasers?

This interesting question comes from Minnesota.

If any other cemetery has ever gone so far to manifest favoritism toward one of several concerns engaged in competitive activity, we do not believe that the question has ever come before an appellate court.

We doubt that any court would uphold such a rule, especially any Minnesota court because the Supreme Court of that state declared in the case of Scott v. Lakewood Cemetery Assn., 167 Minn. 223, 208 N. W. 811; which involved the validity of a rule under which defendant unsuccessfully attempted to monopolize floral decoration of graves:

"The sole question presented is whether a lotowner who wishes to decorate and beautify his lot in a proper and permissible manner has the right to have the work done by a competent person of his own choosing, or whether the association has the right to prohibit him from employing any one except its own employes to do such work.

"While all courts recognize that cemetery associations may impose and enforce reasonable rules and regulations in respect to the matter of caring for, improving and decorating the burial lots therein, the courts which have had occasion to consider the question are nearly unanimous in holding that a rule prohibiting a lot owner from having the work of decorating his lot done by a competent person of his own selection and requiring that such work be done by employes of the association is unreasonable and void."

The court quoted from a decision of the Iowa Supreme Court involving the principal phase of the question propounded to us:

"In Chariton Cemetery Co. v. Chariton Granite Works, 197 Iowa, 403, 197 N. W. 457, 32 A. L. R. 1402, a rule providing that the work of grading and improving the lots and *constructing the foundations for monuments should be done only by employes of the company* was declared *unreasonable and void*. ... Among other things, the court said:

"'Any rule of the company that would deprive' a lotowner 'of the right to personally care for, beautify, adorn and improve the burial place of his dead would be abhorrent to many of the finer instincts of mankind. A rule that required that the work be of a certain character, conform to certain standards, or be done in a certain manner would not deprive him of that right, and would not, on that account be unreasonable; but one that obliged him to forego the right of personal attendance or labor in marking or beautifying the spot that he had provided as the last resting place of those near to him in life, so long as he conformed to proper regulations, would be unreasonable. What he might do himself, he might rightfully do by another of his own choosing whom he might regard as more competent or capable."

The decisions above mentioned were rendered in cases involving cemetery associations which in a large measure had a right to refuse to sell lots to any particular applicant, because they were privately owned cemeteries. For much stronger reasons the decisions apply to publicly owned burial grounds, Conducted by A. L. H. STREET Authority on Cemetery Law and Legal Editor of the Monumental News-Review



where all citizens have a right to enjoy on equal terms the burial facilities provided at public expense.

And, for much stronger reasons than were presented in the cases above cited, no cemetery should have a right to select a representative of one memorial concern and say that only he can lay a foundation or set a memorial, because of the natural tendency to give that concern a monopoly in the sale of memorials in that cemetery, to the prejudice, not only of competing concerns, but to the prejudice of the lotowners.

#### LIABILITY FOR DISINTERMENTS

A surviving wife buried her husband's body on what was apparently a family lot in which he and his brother had equal rights. The brother caused a new deed to be issued to him by the cemetery association. After the body had remained interred on the lot for many years, the widow caused it to be disinterred and reburied elsewhere. Now the brother sues for \$50,000 damages, naming the widow, the funeral director and the cemetery association as co-defendants and demanding that, in lieu of damages, the body be replaced on his lot. We are asked to discuss what the courts have decided in similar cases.

On the facts stated, it is a ten-to-one shot that the courts will dismiss the suit, leaving the brother to pay the court costs and his own attorney.

All courts recognize that, under ordinary circumstances, a surviving widow has the right to say where her husband shall be interred. It is true that they, also hold that, unless there is some good reason for changing the place of burial, she will not be permitted to disinter over the objections of a close kinsman of the deceased spouse. But where, as in this case, the disinterment and reinterment have been completed, it is doubtful that any court would order replacement of the body in the brother's lot. The reason why a widow is denied permission to remove a body when there is no good reason for it is based largely upon the consideration of decency that the dead should not be unnecessarily disturbed. The same reason holds good now: The body is now at rest and it is inconceivable that any judge would order a second disturbance just to satisfy the brother's desires, if the body now lies in a suitable spot.



## An Inspiring Tribute from a Small Community

Westminster, Maryland is a fine residential community, small in population only. The fact that this town of less than 5,000 population erected a War Memorial that ranks with the finest bespeaks not only the exceptional civic spirit of its citizenry, but the persuasive charm and community standing of its leading citizen, Mayor Joseph L. Mathias, Sr., who is also one of the leading memorialists in the Baltimore area.

Among the many notables who attended the dedication of this magnificent tribute was Senator Millard Tydings.

This outstanding memorial was designed and manufactured by Chioldi Granite Company of Barre, Vt. The granite was Smith-Barre, "The Medium of The Masters."



E. L. SMITH QUARRY

DIVISION OF ROCK OF AGES CORPORATION

BARRE, VERMONT

The octagonal shaft of the Westminster War Memorial is admirably suited to its setting at the confluence of the two most travelled thoroughfares in the community.



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

VOLUME 62 NUMBER 2

February 1950

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# "Be a Hitter!" --

Be a Hitter!—A cry that is as American as apple pie! Each Spring and Summer this plea rings across backyards and sandlots, the Podunk Fair Grounds and Yankee Stadium. And whether it's the kid next door or an American Leaguer, if he's "got the stuff" he's going to get his share of the hits and probably more too.

MEMORIALS WITH BONDED GUARANTEE Yes, and you can be sure that you'll make a hit if you've "got the stuff" . . . and with monuments like the *Patterson* you'll have what it takes. You can't miss. You can't fail to raise your "batting average" with Buttura's "*Better Built Memorials with Bonded Guarantee*," exclusively for established retail dealers.

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"Better Built Memorials"

Photo Philip Gendreau, N.Y.C.

BARRE, VERMONT MONUMENTAL NEWS-REVIEW . . . . . 22

(Editorial)

## "BOY TO GET CHRISTMAS WISH--TOMBSTONE FOR MOTHER'S GRAVE"

Once again the skeptics among us are confronted with graphic and inspiring proof that the Memorial Idea is deeply ingrained in the human soul and is a living part of human experience. Like the case in Cincinnati, Ohio last year, "Bobby" Lovell of Montoursville, Pa. got his wish and Memorialist J. E. Gibbons of this same city has earned the gratitude of our industry as well as that of his community.

Only a thorough checking of all the press clipping agencies will tell how many newspapers and other periodicals used the material sent over the wires of the three leading news services, but this number may well run into hundreds, most of whom also used the wired photographs. From our few clipping sources we received some thirty clippings, and we know that the agencies had many more. The amount of space given to this heart-warming story could easily have run into hundreds of thousands of dollars at advertising rates.

In addition to the publicity, Mr. J. E. Gibbons has received countless letters and cards from individuals all over the country.



Below is the caption which appeared next to the Boston Record-American photo:

#### REMEMBERS

"Bobby" Lovell, 11, Montoursville, Pa., kneels before tombstone of mother's grave — his Christmas wish. He lives in trailer camp with dad, jobless laborer on relief. With police aid, "Bobby" found his unmarked mother's grave. Tombstone company played Santa for the lad, to donate and erect marker.

(INP)



E. C. RICHARDSON Head of Design Department Vermont Marble Company Proctor, Vermont

All the best textbooks tell us that it is customary for a speaker to open his remarks by expressing his pleasure at being invited to speak on the program at hand. In this case I cannot help wishing that such a rule never existed.

Being the customary thing to do robs it of some of the sincerity I would like to express for the opportunity to visit with you here in Harrisburg; to discuss a subject of mutual interest; to shake hands with some old friends and meet some new ones. Such an opportunity is always delightful and elevating, unless one happens to have the instincts of a hermit, which, I assure you, I have not!

Because you have been so kind, and because your hospitality is so genuine, I have no hesitancy in asking your indulgence for what must appear to be quite voluminous notes. It has been said that the human brain is a wonderful machine. It starts to work the moment we are born and never stops until we get up to talk—extemporaneously. So I have gone to the other extreme. I brought the whole darn text.

When my good friend and your secretary, Harry Bevis, suggested that I come to Harrisburg he didn't tie me down to any particular subject. Of course, being a designer he undoubtedly assumed I would talk about design, more especially monumental design, and I want to assure you, Harry, I will get around to that eventually, but first I want to take you on a little trip. I want you to imagine yourself living in an average American community at the turn of the present century. That is not very far back as time goes but it is a long step as far as human progress is concerned. There was some talk of a fellow by the name of Ford who had invented a machine that ran by itself, but the village blacksmith wasn't worried. He still ordered his usual stock of horse-shoes. There was also some talk of a contraption that would enable men to fly like birds but only a few scatterbrained dare-devils put any stock in the rumor.

Most homes were quite comfortable in those days but they were far from modern as compared to present day standards. There was a big black range in the kitchen which served the dual purpose of heating and cooking. Usually there was also a black iron sink and a hand pump in the corner which was the only water supply for the whole house. Refrigeration in those days was dependent on the regular visit of the ice man

# A DESIGNER SPEAKS

E. C. Richardson's speech at Convention of Pennsylvania Association, Harrisburg, Pa.

> and sanitation, well—there was a library in the back yard complete with the latest edition of Sears and Roebuck's Catalogue. Some folks still call them the good old days but I think most of us prefer the present.

> A few nights ago we celebrated the end of the first half of the twentieth century. A period which, according to many scholars and historians, marked the greatest advance in human progress in the whole history of the human race.

> Historians will undoubtedly find a great many causes and effects of such rapid progress but for the purpose of our discussion here I would like you to think of it as a sort of a parade of industry, and I can think of no better time than the present to ask ourselves a very important question. Where do we stand in the parade?

> Some industries of course have fallen by the wayside. The filling station has entirely replaced the village smithy. Others have forged ahead. Those that are still in the parade are there largely because of an item in their budgets known usually as the department of design and research. A department which has as its primary purpose the constant improvement of its products in the light of their function and service to mankind.

> Has a monument any real function? Does our product perform any service to mankind?

The American Monument Association has given us a good description of that function in their now widely distributed and generally accepted Memorial Ideal, but, like a New Year's resolution, an ideal is no good unless it is lived up to.

If, as we have been telling each other at every convention I have ever attended, our industry is built on sentiment (and it certainly is) let's go a little further for a change and analyze that sentiment.

Jesse Benedict Carter in his Religious Life of Ancient Rome proves that the primary purpose of the memorial was spiritual. The first altar was a tomb around which primitive men gathered to worship. Therefore, in a very real sense our altars are memorials, our churches are memorial shrines and the communion service is a memorial service. I assure you there is no irreverence in this concept. It is an historical fact and just as we decorate our altars with symbols of our faith in memory of the sacrifice in our behalf so should we decorate our memorials.

It is a disturbing fact and one which may be the key to some of our troubles, that we are building more memorials today with absolutely no spiritual significance, more pagan memorials if you will, than at any time in history. Such a broad statement will naturally challenge contradiction but let us consider for a moment. The great temples of ancient Egypt were considered to be the dwelling places of their gods; the pyramids were built to such mammoth proportions in order to protect the souls of their kings; the catacombs of Rome were not only burial places but actual sanctuaries where persecuted Christians assembled to worship; certainly our own colonial headstones were records of the spiritual life of that period and the ancestor of what some promoters are determined to glamorize [Continued on Page 44

## "A PUBLIC RELATIONS VIEWPOINT"

(Speech delivered by Jarvis Rice at the annual winter convention of Monument Builders of Pa. The speech was also delivered at the conventions of N. J. and N. Y.)

Monument Builders of Pa., I want to thank you for inviting me to speak at your convention. Mr. Park is unable to attend because of the serious illness of his wife. Mr. Park regrets sincerely his inability to attend, because I do not believe he has missed one of your conventions in the past 15 years.

Mr. Park has smaller feet than I, but much bigger shoes. I won't attempt to fill them. Nor will I attempt, either, to tell you how to make a monument—that would be presumptuous —nor do I expect to tell you anything about the monument industry.

I would like to address you as one of the public. Look upon me, if you will, as the public. I would also like to speak on public relations in the light of what I have learned in my short term as Director of Public Relations for your national association, with a view to learning myself how best to serve you, and how the national office's public relations may be improved.

One of the most interesting experiences I've enjoyed was the national convention in Chicago. Here for the first time, I had an opportunity to see you as a group, and watch and study you. If I may be permitted an observation, I want to say that I saw the monument builders as a finer type of person, serious, with a dignity in keeping with their dignified calling.

Nor did this dignity extend to the realm of the "stuffy." For when the sales training got underway at the Congress Hotel, I witnessed an unbounded enthusiasm, that made me think of the old saying that "all men are just little boys grown up." The spirit and interest and intense participation in this sales program was very gratifying. Undoubtedly, this was the most exciting and the best feature of the convention. Now we in the national headquarters are beginning to feel this same spirit and enthusiasm for the coming Management course. This should be the highlight of 1950. The course is at present a practically finished product.

Young men, Mr. Park reports, are entering the monument field. They need training-in sales, and in management, too. The association made an excellent start in 1949 with the sales training, and now 1950 offers the management course, which promises to be even more interesting and comprehensive. When this course comes into being this year, the job will not have been finished, any more than the sales training is finished now. It must be a recurring program to keep up with changes, to help the trainees retain what they have absorbed through attending. You, the monument builder, must take up this program following the next national convention-where Mr. Park hopes to have professional conference-leaders put on both the sales and management-and pass it on to others in your business and industry on a local level. This is a problem which must be worked out, because without this continuing program, the ideas learned become diffused and forgotten, and the value of the courses becomes less and less as time goes by.

Let me give you an example of what Mr. Park means by training: some months ago, he called me in to his office, and handed me 12 books. He said: "Read these books on management, study the contents, absorb all the information you can from them. Then, write a digest of what you have learned."



JARVIS RICE Director of Public Relations Monument Builders of America, Inc.

So I did, and Mr. Park reviewed my work with me, making suggestions and corrections asking questions here, making changes there, explaining in detail what certain theories meant in a practical way . . . and then he said: "Now go back to the books and re-study them, and then write a conference-leading outline." So I re-read and re-studied the books, and completed an outline. Then Mr. Park again reviewed my work, making more corrections and suggestions and explanations and changes. Then he said: "Now take your digest and read it over again, and give me a 'headline' outline, just a couple of pages." So I did, and again when I had finished, we reviewed it together in the same fashion as before. And when this was done, Mr. Park said: "You see what I mean by training. The repetition of study. This is the best possible way you can learn about monument management, to complement practical experience."

And it was true, for in this management course, I had learned a wealth of ideas, things I never knew before, about cost, and its relation to profit, about managing time, operations, personnel; about the qualifications of a successful monument establishment. In this management course there were a hundred answers to a single problem, and a hundred approaches to a single situation.

With your permission, I would like to give you just one small portion of this course-a matter of a few lines. They impressed me as being very pertinent to what I had learned in my work with the association, and these few lines are one solution to the no-monument and memorial park problems. To paraphrase Mr. Park's words, and the lines of the course, the idea is simply to aid your community, be civic-minded, be important in your town's public service endeavors. As a leading business man, member of the Chamber of Commerce, Rotary or Kiwanis Club, business and personal associate of bankers and real estate men, you have the opportunity to promote your own interests as well as those of your community. You can capitalize on this position, you can quash any threatening enterprise merely by telling the key men in your circles what you know about the relation of such promotion to the public interest. What a simple explanation of attacking the problem of no-monument and memorial park enterprises!

Mr. Robert Graham, a monument builder of Alliance, Ohio, who I understand is quite successful, used that one principle in his business, and he espoused it in a speech at the national [Continued on Page 49]



## The IVY LEAF in a Modern Design

The Fielding design illustrated shows one of our newest creations designed in the modern manner to meet the requirements of your most exacting clientele.

The ivy leaf etched in low relief, together with the band of lettering in the epitaph, forms an effective border around the family name.

Photographs of the Fielding design are available for immediate delivery either in black and white or color. Full size drawings are also available in blueprint form.

Write for our latest design catalog showing dozens of new monument and marker designs — it's new — just off the press and is yours for the asking.

> This is No. 102 of a monthly series of designs by Glen I. Lammers, President, Bliss Design Co., Rockford, Ill.

Some Observations on the WAR MEMORIALS OF WORLD WAR II by The Staff Critic

F we are to judge by the experience of previous wars and particularly by that of the first World War, we have built fewer than half of the World War II War Memorials that will be erected. It may be that the speed of modern manufacturing and the smaller number of War Memorials that require hand carving and sculptured figures today may negate this estimate but we do know of many war monuments now in the process of being designed or manufactured and many more still in the committee stage. What can we say in a general way about the War Monument of World War II that may be worthy of thought as a harbinger of the Public's regard for Traditional Commemoration?

It has often been said that contemporary architecture reflects the mores of the time. The "Nouveau Riche" era of the last of the 19th Century, with its feeling of insecurity, was certainly reflected no less in the worship of grandeur, size, etc. of the Civil War Memorials than it was in the outsized "mansions" of the time with their garish decorations and in many cases impractical ostentation. World War I, with



all proper respect to the service and sacrifice of its participants, did not have the impact with the Public of America that the past war had. Statistics of course prove this beyond question, but that is not the point of our theme. A comparatively small number of World War I veterans saw action and in few cases was the action of other than short duration. As a result there were fewer veterans with a bitterness against war, a numbness toward outward display of patriotism, and an antipathy toward anything that resembled "flag waving." In the main the War Memorials of World War I were sponsored by veterans of that war and of the Spanish-American War, (very few of whom experienced more than the boredom of training camps and the exhilaration of going away and homecoming celebrations.) World War I Monuments reflect this more superficial impact with War. The much criticized "Doughboy" monuments and other groping attempts at commemoration reflected not only the public's taste, but also the transition in our own industry from hand work to a machine product. Of course there was a certain traditional devotion to Classicism, as is indicated in the various "Arch De Triomphes" and enshrined entablatures that characterized the finest of World War I Memorials. But what of World War II Memorials?

With a few notable exceptions such as the Boston, Mass., War Monument and the Iwo Jima Memorial, soon to be erected in Virginia near the Nation's Capitol, the hands of our present day sculptors have been conspicuously and regretably missing. Likewise too few of our present day war monuments evidence the talent of our architects, too many of whom were enticed by the "fool's gold" of the advocates of the "Living Memorial." Despite the loss of these invaluable allies to finer commemoration, and the fewer War Memorials of architectural scale, it can be said, I believe, that our recent War Memorials are far superior in design and craftsmanship to those of the World War I, and what is far more important, they are more highly regarded by the Public. There was a seriousness in the thousands of dedication ceremonies that befitted the millions of Americans who suffered personal losses beyond forgetting. This larger personal loss has given the [Continued on next page

#### War Memorial at Joplin, Missouri

Few indeed were the Memorials of World War I brought into being through women's organizations. This fine tribute to the heroes of World War II, recently erected in Joplin, Missouri, like the Memorial on page 33, was promoted by the fairer sex. The Army Mothers Club of Joplin solicited public contributions and selected the design. The result again reflects the truth in the popular slogan, "Never underestimate the power of women." While the idea of four wings and a central shaft is not a new idea in War Memorials, it is an excellent one deserving of emulation. As we have observed before it adds to the vistas of interest and permits the inscription of many names without the danger of a "bilboard effect." This attractive monument was designed and produced by the Bruce Marble and Granite Works of Fort Scott, Kansas, of Georgia granite from Elberton City Quarries of Elberton, Ga.

Monuments of World War II an added and deeper meaning. While it is not the way any of us would choose to make the Memorial Idea more secure, it is an influence we should recognize. Likewise we can now assay the "Living Memorial" Promotion. Despite a well-heeled "Kitty," allegedly contributed by many self-interested groups, some of the best advertising and promotion men in the country, the backing of many sincere utilitarians, as many more innocent dupes, and the usual run of do-gooders and fellow travellers, the "Living Memorial" promotion has been a failure in so far as it attempted to kill the Idea of the Traditional Monument. The best evidence of this is the hundreds of War Monuments sponsored by American Legion Posts, despite the firm stand of the National Committee of the American Legion in definite opposition to the War Monument of "cold granite or marble" and their blanket endorsement of the "Living Memorial."

As a general summary of World War II Memorials, we can state that in the main, though smaller in size than those of previous wars, they are in better taste; more of them are cenotaphs in feeling if not always in fact. More church groups, more racial groups and more fraternal orders erected War Memorials than previously; more communities within large cities erected monuments; more War Memorials were erected in cemeteries. Too few War Memorials presented the ageless and deep appeal of the work of the artist and sculptor, as for instance the Iwo Jima Memorial in Johnstown, Pa., where there is a sincerity of appreciation almost beyond the comprehension of those who have not visited this city and talked to its citizens; and lastly we conclude that the Public is still on the side of Tradition and the Traditional Monument, despite what the more cynical among us term our own most perverse attempts to alienate our public with "billboard stock monuments" of little meaning and less beauty.

## AMERICAN LEGION WAR MEMORIAL

#### erected in Mt. Rock Cemetery, Lewistown, Pa.

This beautiful memorial, designed and erected by the Luck Monument Company of Lewistown, Pa., and manufactured by the Valz Granite Co. of Barre, Vt., of Wetmore & Morse Barre granite, was selected to grace a large plot in Mount Rock Cemetery, allocated for the final resting place of Legionnaires. It was dedicated on Memorial Day 1948 with fitting ceremonies and a wide attendance. No finer description of this fine monument could be given than the dedicatory remarks of Mr. John W. Wilson, Post Historian, who said:

"The memorial was built of everlasting granite as a symbol of the unchanging principles and ideals for which our nation and our people sacrificed and fought and worked, that mankind might have freedom and peace.

"In form its central pylon points ever upward as evidence of our nation's desire to lead all nations ever onward and upward toward a better way of life for every man.

"Outstanding on the face of the pylon is a stylized crusader's sword, a symbol that has come down through the centuries as standing for those who, leaving behind home and friends and loved ones, went forth to foreign lands to fight for their God and a righteous cause.

"That they were dedicated only to a righteous cause is shown by form of the sword which forms an emblem of prayer. The crusading knights, before offering their lives in

> battle, drove the points of their swords into the earth and, kneeling before the cross formed by the hilt, prayed for God's blessing on the cause for which they fought and to make them worthy to be His warriors.

> "Behind the cross-hilt is carved a globe, emblem of the global expanse of this great crusade for the right of all men to be free; for the right of men everywhere to live in freedom and dignity and to pursue happiness in his own way.

> "Around the outer edge of the globe is carved a circle, that being without beginning or ending is a symbol of eternity, and of the eternal brotherhood of man in one world.

> "Because the circle is overlaid by the cross-hilt of the sword as an emblem of God, we have a symbol not only of the brotherhood of man, but the fatherhood of God.

> "The central pylon with its symbols of fighting faith for fighting men, is flanked and supported by two wings, symbols of the men and women of our nation, who, although remaining [Continued on page 58



## War Memorial at the Lewistown Plant of the American Viscose Corp.

Designed and Erected by the Luck Monument Company of Lewistown, Pa.

This memorial was manufactured by E. J. Batchelder Co., Inc., Barre, Vt., of Pirie's Select Barre Granite.

T was once observed some twenty years ago at a National Convention, when the usual plaints and problems of a then as now "sorely plagued industry" were being aired, that "All this Industry needs is better Memorialists." At the time the remark was considered facetious and more than a little frivolous by the serious monument men assembled specifically to combat the Community Mausoleum or "Mud Hut," that was going to drive the Industry to ruin unless attacked. That there is more than a little truth in the statement now seems evident. In nearly every, community where the Memorialist is truly serving his public, the "problems" of the industry seem less in evidence. Such is the case in Lewistown, Pa., where W. E. Luck, soon to be featured in the "Masters of Commemoration" series in this magazine, has achieved a remarkable success for himself and for the Memorial Idea.

We wrote Mr. Luck for more information on this outstanding War Memorial erected in Lewistown last fall. The beauty of this twelve foot tall memorial honoring some 853 employees of the Viscose Corporation speaks for itself, but the interesting story behind it is better told in Mr. Luck's own words as follows:

"As requested, here is some additional information on the War Memorial erected at the entrance of the local plant of the American Viscose Corporation.

"The local plant is one of six large plants; they are the world's largest producers of rayon. This local plant employs approximately 4,000 employees and is situated along our local river front, facing a memorial bridge and a street leading to the railroad passenger station and also to what is sometimes known as the Viscose Village, originally a large group of houses built by the company when they first located here and a housing shortage existed; later the houses were sold to individual employees.

"Two men in the plant who were active members of the Textile Workers Union of America, CIO, conceived the project and came to me for designs and estimates with the thought that each employee would contribute \$1.00 or more to finance the memorial.

"A fitting design provided a bit of a problem, since it was to be located on a long narrow grass plot facing the main street the public travels. On one side of the plot a concrete driveway carries the bus traffic and auto traffic, with employees entering and leaving the plant in three daily shifts.

"On the other side of the plot is a concrete walkway where hundreds of employees pass daily, who live within easy walking distance of the plant. This walk and driveway extend about one-quarter of a mile to the main gate and present a beautiful view of the river.

"Our problem was a monument that would look well from



the front facing the street and could also if possible, have inscriptions easily read by those passing to and fro on the side driveway. So that a splayed face was decided upon as increasing visibility and make more interesting end views than would the typical flat-faced memorial.

"After one of three sketches was decided upon, the company offered to make a substantial contribution, but later it was decided to make it a tribute from the workers in the plant and the company only supplied a permanent deed to the site, put in the foundation and guaranteed maintenance of the plot and shrubbery. The officials then made their individual contributions like the other people of the plant.

"We supplied thirty  $8 \times 10$  photos of the original design which were pinned on department bulletin boards in easy view of department workers. A sketch was made showing the exact location and appearance the memorial would have, and a card about the size of a long blotter was printed with this sketch and on the end was a receipt for individual contributions. This meant that each employee was given one of these cards so he could see at a glance the exact proposition to which he was donating; its location and general design were clear and added selling power to the receipt.

"The contribution came close but there was a deficit which [Continued on page 58



Among the guests of bonor at the Dedication Ceremonies were, left to right: Honorable Senator Millard E. Tydings, one of our most distinguished statesmen, who gave the principal address; Jerome Veronesi of the Chioldi Granite Co., Barre, Vt., who manufactured this fine memorial; the Honorable Joseph L. Mathias Sr., Mayor of Westminster, long one of the leading Memorialists in America; and Heber England of Jones Brothers Co., and former president of the Barre Granite Association.

**U**NE of the few things he ever set out to do and hadn't done immediately had taken a long time, but the Honorable Joseph L. Mathias, Sr., one of the true patriarchs among the Memorialists of America, could at last relax and take a just pride in his accomplishment. Westminster, Maryland, a beautiful small town of less than 5,000 souls near Baltimore, at last had a War Memorial that any community regardless of size could be proud of indeed; and Joseph L. Mathias was the Mayor and Westminster's leading citizen on Sunday, December 11, 1949, the day of Dedication.

Not that the town hadn't wanted a War Monument; it had for a long time. The city had planned this memorial since 1942. In fact a similar token of honor had been several years "in committee" after World War I. But nothing quite satisfied the discriminating citizens in charge and the matter did not reach fruition until this year. That the delay was well worth while is amply attested by the beauty of the Monument erected, a credit indeed to Memorialist Mathias of Joseph L. Mathias of Baltimore, Westminster, and Hanover (Pa.); the manufacturer, Chioldi Granite Co., of Barre, Vt.; and the quarrier, E. L. Smith & Co. of Barre. The monument itself was described in "The Democratic Advocate" of Westminster as follows:

"The city of Westminster's War Memorial is a most impressive and inspiring granite shaft, dedicated to all of its citizens, both living and dead, who have served in the armed forces of the United States throughout the history of the community.

"The stately and dignified monument, fourteen feet high and eight feet wide at the base, is constructed throughout of the famous Barre, Vermont granite, and is enriched with appropriate and symbolic carving created and executed by a famous European sculptor.

"This massive obelisk is octagonal in form and tapers grad-

More Than 2,000 People witness DEDICATION of WAR MEMORIAL in Westminster, Maryland

ually from all sides. The front panel features a special raised pilaster which is surmounted by an exquisitely hand-carved American eagle in full relief, which is the central motif of the monument, and symbolizes the unconquerable and invincible spirit of the United States of America.

"Immediately beneath the eagle is the highly expressive and eloquent inscription: 'DEDICATED TO THE HONOR AND SACRIFICE OF THE MEN AND WOMEN OF WEST-MINSTER WHO SERVED IN THE ARMED FORCES OF THE UNITED STATES IN ALL WARS.'

"The top of the monument is of apex style raised to an elevated central point, which is representative of the lofty and altruistic themes of American Democracy, and the unity and cohesiveness of its integrated National features.

"The sub-base of the towering shaft is also octagonal in shape and is decorated with a handsomely carved laurel frieze in relief, symbolizing victory and achievement of the American armed forces.

"The general octagonal plan of the monument provides a decorative theme which is interesting and effective from all approaches.

"The monument is surfaced throughout with a fine tooled finish and required almost a year of continuous construction. Over twenty-six tons of granite were required in the fabrication of the monument, and approximately thirty tons of concrete were utilized in the foundation. The entire site has been very effectively landscaped and the monument will be brilliantly lighted at night by concealed floodlights.

This handsome memorial will endure for endless centuries and will reflect in permanent form and tangible manner the undying gratitude and appreciation of Westminster for all those citizens who have unselfishly served our country in times of war."

### Senator Tydings Gives Dedicatory Address

The Honorable Millard Tydings, senior United States Senator from Maryland, and one of the most distinguished members of that august body, delivered an impressive memorial address that will long be remembered by those present at the colorful and well organized ceremonies. After paying tribute to those honored by the monument the Senator said:

"The dead would implore us never again to lower our guard. We must in truth always be ready."

Tydings continued with the remark that this nation must be certain of two things: "First, that we are so well prepared that every aggressor will fear to attack us or to disturb the world as to involve us in another war; and secondly, if we are involved we must be sure in advance that defeat will be the portion of the aggressor.

"Only by assuming the world leadership and discharging fully the responsibilities which that leadership entails can we be worthy of our honored dead, and show our appreciation for their great sacrifices."

"Only by going forth with courage and confidence to meet this deepening challenge of our day and hour can we hope to spread upon the most glorious page of the world's future bistory, a contribution to civilization that will be the price of generations yet unborn. What better day, what better place than this to rededicate ourselves to this unfinished task to world peace with freedom and justice for all," said the Senator.

#### Octagonal Form Ideal for Setting

The point where West Main St. and Pennsylvania Avenue meet in the beautiful town of Westminster represents what all natives call "The Fork," as they have for many generations. This fact had much to do in determining what form the memorial should take. The wisdom of the choice is clearly shown in this view of the attractive setting. And so once again a community adds to its heritage, a monument of outstanding beauty.





War Memorial in Clinton, Conn.

Throughout New England our provident forbears seemed to anticipate civic monuments with provision for future sites. Few towns are without a village green, few town halls without a front lawn, and even crowded cities and towns that have become industrial centers have provided for commemorative sites. While the names on the Clinton Cenotaph fronting the town hall clearly indicate the changes since its original English founders, the old Traditions remain. This work was erected by the veteran Middletown, Conn., firm of Fox-Becker Granite Co., Inc. Usle & Perojo Granite Co., of Barre, Vt., were the manufacturers using Smith-Barre granite.

More than ever before War Memorials are being erected in cemeteries, a trend that can be viewed with more than a little pleasure by those interested in seeing the cemetery restored to its old-time place in the public's conscience. New Bloomfield, Pa., is a very small town but its War Memorial might well be a lesson in civic pride for much larger communities. Sponsored by the Veterans of World War II and the Lions Club, it was erected on a plot donated by the cemetery Association for any veteran who wishes burial therein, which is one town's answer to the argument for "free burial" in National Cemeteries. From Mr. Samuel Rice's (Rice Memorial Works, New Bloomfield, Pa.) interesting letter we learn that the over-sized concrete base serves as a speaker's rostrum, and that the Flag on the nearby pole is flown on every good day and properly lowered at sundown by the local Boy Scouts. Mr. Rice also writes as follows: "This particular cemetery is very well taken care of by Mr. Frank Fry, caretaker. . . . We did our bit for "The Boys' by giving the work at cost and donating the foundation and setting. The appreciation shown has made it well worth our time and trouble. . . . We have been in business since 1891. The elder member of the firm, Irvin W. Rice, will be 77 years old March 4th and is still very active." This memorial was manufactured by Everlasting Memorial Works, Inc., Montpelier, Vt., of Wetmore & Morse Barre granite.



WAR MEMORIAL in Cemetery at New Bloomfield, Pa.

#### Churchyard War Memorial in Woonsocket, R.I.

For more than two hundred years the natives of Woonsocket and its environs were of English, Scotch and Irish descent. For more than two hundred years, there was virtually no new immigration, with a population kept stable by large families and emigra-tion to the West. With the birth of the industrial age came the peoples of oppressed Europe and the French from overpopulated land-poor Quebec. Among the finest of these newer Americans were the Ukranians, who have become valued citizens in many Rhode Island and Connecticut communities. This fine tribute was erected on the lawn fronting the beautiful Ukranian Cathedral, and it illustrates another example of "the Power of Women." It seems that the men of the Parish thought the undertaking too large for their resources. The Service Mother's Club of the Church thought differently with the illustrated results. This impressive tribute was erected by the Cumberland Monumental Co., whose proprietor's (Benjamin Kay) success in less than twenty years in an entirely new field for him and with virtually no capital should shame those who see no future in the Memorial Field. The material in this memorial is Pirie's Select Barre granite.





## MEMORIAL FOUNTAIN in North Carolina Cemetery

An ambitious project for a War Memorial to cost around \$20,000 to be erected in Evergreen Cemetery near Charlotte, N. C., was in the plan stage by the local Gold Star Mother's Club. In the interim it was desired to have some commemorative tribute to mark the Veterans Plot, which would later be in harmony with the larger memorial. The Memorial fountain was the preferred solution manufactured and erected by the Carolina Marble & Granite Works of Charlotte, N. C.



Monument dedicated to the memory of the 65 Nisei soldiers who lost their lives in World War II.

(Photo by Toyo Miyatake, Los Angeles)

Last year a beautiful memorial of unusual significance was dedicated in Evergreen Cemetery, Los Angeles, Cal. It was a 32 foot all-marble monument, dedicated to the memory of 65 Nisei soldiers (2nd generation Japanese-Americans) who paid the supreme sacrifice for their country in World War II.

This towering shaft is topped by the statue of an American soldier, bearing the likeness of the late Pfc. Sadao S. Munemori, who won the Congressional Medal of Honor "for extraordinary, heroic achievements on the battlefields of Italy." On the base structure of the monument, on each flank, are the names of 65 Japanese-American soldiers from the Los Angeles area who were killed in action.

Directly above the list of names on each side are two inscriptions, one written by General Dwight D. Eisenhower, and the other by General Mark W. Clark.

General of the Army Eisenhower wrote: "Those who lie here gave their lives that this country, beset by its enemies, might win out of their sacrifices, victory and peace. We, who are in their debt, salute them."

General Clark's message was: "The soldiers who lie here symbolize the loyalty and courage of the Nisei troops under my wartime command in Italy. I salute them. May they rest in honored peace."

At the base of the monument is a further dedicatory inscription which reads as follows: "In Sacred Memory-This Memorial is reverently placed here by the Japanese-American Community in memory of American soldiers of Japanese ancestry who fought, suffered and died in World War II that Liberty, Justice and Equal Opportunity in the Pursuit of Happiness might come to all democratic and peace-loving people everywhere regardless of race, creed, color or national origin. Dedicated: May 30, 1949."

In this special veterans' plot lie the bodies of 40 soldiers brought home from Italy in the repatriation program. All but one were members of the famous 442nd Regimental Combat

in Los Angeles Cemetery This excellent article is reprinted by permission of the

Editors of THE AMERICAN CEMETERY. It appeared in the January 1950 issue of that magazine.

> Team, a unit of the Fifth Army under the command of General Mark W. Clark, and composed entirely of American soldiers of Japanese ancestry. Among these 40 heroes there were a total of 100 military decorations, including one Congressional Medal of Honor, five Distinguished Service Crosses and nine Silver Stars. The other 25 soldiers named in the inscription were buried either in national cemeteries, in family plots in private cemeteries, or in permanent U.S. military cemeteries in France and Italy.

> An interesting story of how the monument came to be built is told by Steven H. Sakai, of the Nisei Veterans Association, who wrote:

> "Plans for an appropriate memorial were started in 1946 and immediately after that the fund-raising campaign was started by the Japanese-American community in the Southern California area to erect a monument in memory of the American soldiers of Japanese ancestry who gave their lives for their country.

> "The monument and the land containing 57 plots were purchased at a cost of over \$20,000. The funds were raised from contributions from this community under the auspices of the Nisei Veterans Association, composed of ex-servicemen of Japanese descent.

> "The reinterment program for U.S. war dead of World War II was started early in 1947, and a few months later the first Japanese-American war dead were brought back. The Nisei Veterans Association, together with military officials, provided full military service over a period of two years as the remains of the boys who fell in the battle fields of Italy and France came back.

> > [Continued on Page 59



Services for a Nisei war hero brought home for burial in Evergreen Cemetery, Los Angeles.

(Photo by Toyo Miyatake, Los Angeles)



This is No. 47 of a new series of designs by Carl Kastrup, 1705 Auburn St., Rockford, Illinois. A long low monument to service four to eight graves.

## A Long Low Monument to Service Four to Eight Graves

Editor's Note: This ten world title accompanied Carl's latest contribution with the pencilled notation; "Rushed This Week", which undoubtedly is the reason we are not favored with a Kastrup bittersweet along with this fine work.

Recently we were forced to go back some twenty years in the various magazines which the Monumental News-Review now represents. The immediate aim of our search was unfulfilled, but we were more than rewarded by seeing Carl's contributions these many years and to see why Carl has been known as our foremost designer these many long years, and why the title causes nothing but fond agreement among his friendly confreres in the field.

Editor's Plea: We would greatly appreciate photographs of work in the cenetery that has either been created by Carl or inspired by him. The number must be legion.



## A WAYSIDE CROSS in NEW ENGLAND

by MARTIN N. RALPH

Few of the arts and crafts lend themselves so well to the display of the skill of the art itself in signs as the monumental art. This stone by Adams & McNichol is on the North side of U. S. Route 4 at White River Junction, Vermont. Just as the road crosses the Connecticut River to New Hampshire.

WAYSIDE crosses are much more frequent in Europe than in this country. There, as in this instance, they do not usually mark the scene of burial. The cross shown in our photograph was erected on the north side of U. S. Route 4, near Taftsville, Vermont, by a French lady who married the son of the person commemorated, on the land he had worked in life. Where someone has been notably associated with some particular area, it seems wholly fitting that he should be remembered by a monument at that place, as well as at the place of interment. The cross shown was erected by Adams & McNichol of White River Junction, Vermont.


### WAYSIDE CROSSES in ENGLAND as seen in OLD CROSSES ADD LYCHGATES

N pursuance of the Christian policy of instituting an innocent practice to take the place of each of the old, vicious customs of heathendom-the substitution of the festival of Christmas for the former orgies of the Saturnalia is perhaps the best known instance in point-the Emperor Constantine (324 to 337 A.D.) caused crosses to be erected along the public ways at various points where previously had been situated terminal statues. Thence are believed to have originated the shrines and crucifixes, conspicuous by the roadside at the entrance of towns and villages in the Catholic countries of the Continent. Nor throughout the Middle Ages, until the sixteenth century, when the English people were torn from the unity of the unreformed faith, was our own country behind any other in its pious observance of the ancient traditional usage. The reason thereof is explained by a passage in Dives et Pauper, a popular treatise on the Ten Commandments, which was printed by Wynken de Worde at Westminster in 1496. The purpose of the erection of standing crosses is therein expounded as follows :-- "For this reason ben Crosses by ye waye, that whan folke passynge see the Crosse, they sholde thynke on Hym that deyed on the Crosse, and worshypp Hym above all thynge."

"Old Crosses and Lychgates" by Aymer Vallance, whose New York Publisher was Charles Scribners Sons, is one of the most interesting books written on a subject which has long fascinated antiquarians and memorial designers. The quotation above as well as the illustrations on this page are from this outstanding book, now a collector's item.

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KEYINGHAM, E.R. YORKSHIRE OLD CROSS FROM LINCOLNSHIRE, RE-ERECTED BY THE LATE MR OWST UPON HIS PRIVATE GROUND AT KEYINGHAM

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> By CONRAD KENERSON Kenerson Design Studio Barre, Vermont

### FAMILY COMPOSITAE

LITTLE did I know when I started my petite Flower of the Month Club in the December issue with "An Ode to a Wild Rose" and a request for other flower problems what the mail would bring. I certainly didn't expect Chrysanthemums (I can't even spell the word with any assurance), but came a letter from Rivercourt Memorials of Toronto, Canada, asking for an interpretation in granite of this beautiful flower, which previously I had thought existed only with pretty girls at football games. So I hied myself to our local librarian, one of the truly unsung heroines of our fair city, which led to a half hour of research and the following conclusions that undoubtedly every 1st year botanist knows:

The Chrysanthemum, as well as the Aster, Zinnia, Marigold, Thistle, and several other plants including "eating" lettuce are of the same family. In fact the line of identification among the first three is so thinly drawn that to reproduce one in granite without hand carving might put the Garden Club in a dither. Nevertheless, at the risk of great censure and a knowledge that there are many varieties of "Mums", this is the result: a "Mum" detailed for Sandblast.

I have made no attempt to design a corner motif, but I think that the illustration is large enough to copy for individual use. The important factor in developing this flower is to simplify its contours and its hundreds of small petals to a general but identifiable flower. Incidentally the Chrysanthemum is symbolic of Truth and Purity, probably evolved from its great-great-great grandparent, the Daisy, which is symbolic of Innocense. I suppose that Purity is cultivated Innocence just as a Chrysanthemum is a cultivated and highly developed Daisy. Let's make our next flower easy. Take the Cowslip for instance. There is a flower I'm something of an authority upon.







### The Work of EVAN JENSEN of COPENHAGEN, DENMARK

The creative work of the Evan Jensen firm in bronze and silver has long been recognized on the continent. This group of sculptors, designers and craftsmen have also left their mark in monumental art, as these few designs will indicate.

The following letter from Mr. Evan Jensen will undoubtly be of interest to many in the industry:

### To the Editor:

"For about one year I have read your News-Review with considerable interest.

"When I now approach you it is because I have worked with bronze art for monuments nearly thirty years. "I am an artist and bronze founder, and in my firm we work

"I am an artist and bronze founder, and in my firm we work exclusively to my own drawings and models.

"In previous years I made many drawings of monuments in stone, and these drawings have to a vast degree influenced the style of monuments here in Denmark.

"Gradually as my business increased I attached excellently gifted draftsmen and sculpturers to my firm so that we can undertake any artistic work big or small.

"I dispose of many hundred models for the monument industry, our catalogue of these works comprise 1200 designs.

"It has therefore for a long time been in my mind to export these works to America, or to obtain contact with firms in America through whose cooperation the production there could be taken up using my models, to make production cheaper.

"Such an export or production might contribute to an extension and renewal of the American Monument Industry from an artistic as well as from a production point of view.

"I am therefore about to seek collaboration with firms interested in import or production in the United States for the sale of the production to monument dealers and to stone cutters.

"Therefore, I now take the liberty to apply to you sir, to ask if you may have an interest and be so kind as to recommend to me such leading firms as you might think would be prepared to consider the adoption of collaboration with me on the aforesaid basis, or if you will kindly give me your valuable advice, as I consider that a man in your position in the Monument Art Industry has vital bearing influence. "I may for reference quote the Danish Consulates and General Consulates.

"I shall be much obliged to you for the favour of a reply to my letter at your convenience, and remain,

"Respectfully yours, Evan Jensen"





### A SCREEN TYPE MEMORIAL Designed for Modern Production

### By Al Comi

BARRE DESIGN SERVICE BARRE, VERMONT

Photographs of all of Mr. Comi's Designs featured in Monumental News-Review are available in either glossy or matte finish prints in 11"  $\propto$  14" size at current prices. A THOROUGH knowledge of what modern machines and processes can do is requisite knowledge for every commercial monumental designer, and none surpass Mr. Comi in this respect. The Strobein Design is of the elongated horizontal type, which may be classed as a screen type. From the polished slab to the contour machine to the abrasive saw, the abrasive grinder, the coping wheel, and the sandblast room represent the several steps in the evolution of this distinctive work. This is no work for the amateur but there is no reason for master craftsmen to shun its intricacies. The design is the result of studied composition and Mr. Comi draws from a vast experience in this field. You may be sure where a curved surface is called for, there is a reason and a good one. The treatment of the name panel is one of the many interesting features of this design. Mr. Comi has long rebelled against the usual skin panel on polished tablets, although like other commercial designers he has been forced to show many of his designs with it. Here Mr. Comi indicates that legibility and prominence can be given the family name without sacrifice of aesthetic appeal.

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When your display includes monuments featuring the famous "White Rosary," you may be sure that you are attaining the widest possible appeal in religious memorials. Don't Delay—Write Today! Make your display complete for Memorial Day business!

#### -NOTICE-

The Rosary droped on Cross in any form on a monument, is a direct violation of our copyright. Will be investigated by the F.B.I. upon complaint and tried in Criminal Suits—Not Civil Suits.

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

# WHILE GRADILE COMPANY BARRE, VERMONT

#### E. C. RICHARDSON . . .

#### Continued from Page 24]

as memorial parks were simple church yards. Remember?

If, as many religious leaders complain, we, as a people, are losing our spiritual values, if materialism and other cockeyed isms are threatening to upset our cherished institutions it may be because such industries as ours, which should be an ally in upholding such sentiments have neglected our obligations. Think it over.

Now it is not expected that you shall all suddenly become imbued with missionary zeal. I don't care what your own personal religion happens to be, or, for that matter, whether you profess any religious preference at all, but it is to your interest to understand something of the meaning and application of spiritual emblems, if, for no other reason than the fact it is good business.

Whether or not we agree which is the stronger there is no question that the desire to perpetuate the memory of our loved ones is one of the strongest of sentiments. It is not unusual for a memorial to become a material symbol of a deceased personality, and why not? It is quite natural to treasure and preserve some personal possession or some object which we associate with those we have lost, and when these objects or symbols of these objects become a part of the memorial, the memorial itself takes on some of the personality of the deceased.

Now don't misunderstand me. It is not necessary to build a memorial in the shape of a locomotive to commemorate an engineer. Such objects are just what they appear to be as a rule; poorly executed models in stone which could be acceptable in a museum but have no place in a cemetery, but professional, or fraternal emblems, favorite flowers and pertinent quotations are not only quite proper and acceptable but are the most eloquent.

Speaking of flowers it is necessary to distinguish between floral ornaments associated with religious ceremonies and those selected because of personal association. Recently I was quite surprised to receive a request for a cala lily on a memorial for an old maid—pardon me— a maiden lady. Since the cala lily is associated with the wedding ceremony it was a question whether it was the good lady's favorite flower or whether its selection only proved the old truism "Hope springs eternal."

It is quite possible that the fact a flower or floral decoration might be interpreted as having either spiritual significance or be selected because it symbolizes some personal attribute only demonstrates the complexity of the sentiments we are attempting to analyze. Perhaps that is the reason it isn't attempted more often. Certainly it is difficult to generalize, but in a specific case; in a well planned and sympathetic interview with a definite prospect it is often quite simple to determine the sentiment involved. It is a good rule to follow, when the desire is merely to commemorate some personal attribute such as the rose for love, the ivy for friendship and fidelity, the oak for strength of character, or the lily for purity these ornaments may be used alone. It is only when used in connection with recognized spiritual emblems such as the cross that they take on spiritual significance. Then the rose becomes the symbol of paradise, the ivy, faithfulness to the church, the laurel, Christian Achievement and the lily a symbol of the resurrection



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Whatever the sentiment may be that brings customers to our doors there is still another desire, another purpose if you will, for a memorial and that is the preservation of an identity. We want our name to live. We may not all leave our footprints on the sands of time but neither do we deserve anonymity, and a well designed historical record is a must. In the American Art in Stone recently there was an article describing the work of Emanuel Newbrun, and I know from personal acquaintance that his success is due largely to his unique ability to design beautiful lettering. Many of his designs depend entirely on the inscription for their artistic effect. He has proved that good inscriptions are good business.

Yes, a memorial does have a purpose. A very definite purpose but unless it is designed to perform that purpose it becomes simply a glorified marker. It becomes simply the X that marks the spot, and an X is usually an unknown quantity.

When industrial designers are called upon to develop a new product they are concerned first with its function. It must perform properly. It must do the job it is intended to do, but they don't stop there. It must also be a thing of beauty, so they dress it up and give it an appeal which is translated into pride of ownership. We may at times deplore the very natural tendency of folks to keep up with the Jones' but it is the life blood of progress, and the theme song of promotion. Just look at the ads that are national slogans. "Ask the man who owns one," and "You too can have a beautiful kitchen," or bathroom or any one of a thousand other products.

Why, when I was a kid you had to be practically one of the [Continued on next page

[Continuea on next page



### SOME PEOPLE LIKE CAKE!



While it is true most people are satisfied with the "bread and butter" type memorials, there are some who are interested in the better class of monuments. The Tyson Design was created for your more discriminating clientele.

PLACE THIS MONUMENT IN YOUR DISPLAY ROOM AND WATCH IT ATTRACT ATTENTION AND INCREASE YOUR SALES. WRITE FOR SIZES AND PRICES.

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

#### E. C. RICHARDSON . . .

#### Continued from Page 45]

family to get very far beyond the "sittin' room." There just wasn't anything beyond that that folks cared to have seen, but now the wife takes 'em all over the place, and all the time hoping they will have an excuse to use her nice shiny bathroom.

Yes sir, that's pride of ownership and it has done more for business than all the advertising managers put together.

I want to tell you about two monument sales and you will see what I'm driving at. The first is hypothetical and I hope not too far fetched. A very modern and well-to-do young widow came home one day several months after her husband had, died, flopped into a chair and announced, "Well I finally did it."

"Did what?" asked the folks.

"Well," she said, "I finally bought a stone for John."

"Why, that's fine," they said. "What does it look like?"

"Like any other tombstone I guess," she said, "they all looked alike to me."

"How much did it cost?" they asked.

"Plenty," she said. "Five hundred bucks for a little stone no higher than that table but it was worth it to get it over with. That place give me the creeps."

That was a quick sale but not a good one as you will agree.

This other sale is true, and you will see why it was made by a very successful dealer. He called on this lady at her home and explained his business. He told her of some of his good customers and won her confidence. Some time later he and his wife arranged to bring her to Proctor to see the quarries



and the marble exhibit. We spent several hours with them discussing designs and explaining our service. Finally we developed a special design which she accepted with a few changes. When the memorial was set she was delighted. She remarked to the dealer that she would bet that that was the most beautiful memorial he had ever built and he, very wisely agreed with her. Since then we hear, she has taken all of her friends out to the cemetery to see it and several sales and numerous prospects have actually developed as a result of her enthusiasm.

Yes, sir, we need something more than satisfied customers. We need enthusiastic customers.

When we fellows from the producing centers are asked to talk to a group of retail dealers there is a natural tendency to give advice. Like the old bachelor who is always trying to tell married folks how their children should be raised. Fortunately advice is cheap, and you don't have to take it even at that price, so let us say that I have compiled a list of *suggestions* which I believe are imperative, if we want to stay in the parade. After all our business depends on the success of your business so we do have a mutual interest.

1. We need dignified places of business. You will note I said dignified, not necessarily elaborate, but in keeping with the artistic nature of our industry, and comparable with other places of business in the community.

2. We need to know more about symbolism. I never could understand why designers were, or were expected to be the final authority on matters of symbolism. With all the good books on symbolism there is no reason why we should not all be familiar with the subject, and let's be honest about it. I probably will be a long time living this down, with my designer friends, but honestly, there is more pure bunk written as symbolism for memorials which have no significance whatsoever, than you can imagine. I recall one designer who was desperately trying to write a symbolism story for a group of the familiar polished two, roses-in-the-corner type of design. Suddenly he had an inspiration. One of the roses was turned up and he was tempted to say it signified aspiration because it pointed to heaven. He would have too, but for the fact another rose pointed down and might be considered by inference to be pointing to the nether regions. But one of the other fellows finally came to his rescue. He suggested that he take a phrase from a song that was quite popular at the time and simply say "It's Love, Love, Love."

Most every floral decoration which cannot otherwise be classified becomes an acanthus. It's true the acanthus has a great many conventionalized forms but how did a leaf motif, so pagan in origin, ever become a symbol of heavenly gardens?

3. We cannot all be designers but we need to be critics. To be a critic simply means that one is critical of minor details. One of the bug-a-boos of our work is the dealer who O.K.'s approval drawings without checking every part of the drawing. Probably more errors occur for this reason than for any other.

I have come to the conclusion that there are individuals who, to coin a phrase, are "detail-blind." To such an individual one sunset looks just like another and much of the beauty of nature is lost because of his inability to see and appreciate variations of line and color. The story is told of an artist, a poet, and a cowboy who were looking at the Grand Canyon for the first time. The artist was thrilled with its magnificent colors and vast size. The poet was inspired to describe it in flowing verse, but when they asked the cowboy what he thought of it he said,

[Continued on next page



The Stiefbold Monument was erected by Spencer Memorials of Hopewell, N. J.; the Hunn Me-morial by Barnhart Granite Co., of Chillicothe, Ohio; and the Edwin F. Hurt Memorial by Charles Camarca Granite Co., of Portsmouth, Ohio. We are grateful to the above firms for forwarding these snapshots to us.

### Howdy Folks:

This month I thought maybe you'd be interested in some snapshots that were sent to us by some of our dealers . . . They kind of give you an idea of the wide variety of work that we do here. Yessir, you can expect the best in just about every type of memorial art when you place your orders with us here at Modern.

Best regards,

Hoody

MODERN GRANITE COMPANY INCORPORATED BARRE, VERMONT

### **PURITAN High Speed GRANITE POLISHING MACHINE**



Ball bearing wheel spindle is direct V-belt driven from a 15  $7 \frac{1}{2}$  H.P two speed, 60 cycle motor, giving spindle speeds of 167 and 327 R.P.M. Capacity 4 ft. by 12 ft. sawed slabs using 38" scroll wheels, 42" emery rings and 30" felt buffers. Machine may be swung in complete circle to cover two beds.

All Steel construction. Hydraulic raise of rear arm. Taper roller bearings in pivots insure exceptionally easy operation. Wheel pressure adjustable and constant over entire surface of stone. Controls simplified and conveniently located.

### LINCOLN IRON WORKS RUTLAND, VERMONT

#### E. C. RICHARDSON . . .

### Continued from Page 47]

"I was just thinking. What a hell of a place to lose a cow."

We cannot afford to be hap-hazard about our product. If we expect to sell quality memorials we must learn to recognize quality in design and workmanship and to demand that a high degree of excellence be maintained through-out the industry.

4. We need to demand better designs from producing designers. Now that one sounds like a smoke screen and your natural reaction probably will be to say, "Well, you're a producer's designer, aren't you? We have to buy what you design." But the answer to that one is simple. "We have to design what you will buy." It's as simple as that. We know from experience that every new issue of designs must include several of the so-called commercial types which you find readily saleable. If these are lacking in character and refinement it is only because we find we must feed you what you can digest. If you demand better designs, we will produce better designs, and that's a promise.

5. We need to cooperate with the cemetery management and with each other in developing more attractive settings for our product. After all the cemetery is our finest display yard, and the future of our industry depends on its continued good will and acceptance of the memorial idea. I don't want to get going on the question of no monument cemeteries or we will be here until tomorrow at this time, but one story is pertinent. A very good friend of mine, a memorial dealer in Ohio, was faced with a problem some months ago. The local cemetery board was considering laying out a no-monument section. As he is quite an aggressive fellow he really went to work. He hired a landscape architect at his own expense and together they developed a series of plans and drawings for the new section which, of course, included the use of memorials. They even suggested the type of memorial to be erected on each lot. Their final drawings depicted a memorial section of which any community could be proud, and they won. It was accepted by the cemetery board. When I talked to him, I complimented him on such a fine job and he said, "Yes, we won. We saved another section for memorials but," he added sadly, "it won't work. That plan depends on using just the right type of memorial for each lot and I can't control my competitors. I can't tell them what they can sell. My only salvation is that I probably won't be around when the thing is finished so they can't blame it on me."

I don't think I need elaborate on that story. It contains all the elements of the problem we must face, and it suggests the only possible solution—cooperation. I don't want to sound sinister but if you will remember, fifty years ago nobody had ever heard of a no-monument cemetery.

Well, I guess that just about does it. I feel I must thank you again for your patience, and I sincerely hope something I have said will be constructive.

I know I have been critical and may even have been cynical, but I hope I was not ominous. I had no intention of being so. This is a good industry. Let's keep it that way.

#### JARVIS RICE . . .

#### Continued from Page 25]

convention last year, asserting that this was the foundation upon which he had built his success. It wasn't two weeks later when he proudly wrote the national office, showing us an example of what he meant. I am not at liberty to tell the details of what took place, but I can say this: an enterprise threatened his business; it was about to move in on his territory and cut a swath in his profits, and he made one nickel telephone call, explained the relation of this promotion to the public interest, and instantly quashed it! The value of being an important community personage! If every monument builder in the United States had followed this one precept, would there be any problem of no-monument and memorial park cemeteries? I doubt it.

There are other ways of attacking your problems: newspaper advertising, radio advertising-both good methods; community endeavor, an excellent method; sales training and management courses; and then there is the matter of design. I'll speak on design in just a few short moments, but first I would like to make noises like a Public Relations Director, when I tell you of another means of obtaining resultsthrough your national association. There is Monument Builder News, an accurate, up-to-date journal. If you read your industry magazine assiduously each month, there is little going on in the monument world you won't know about. Then there is publicity: in one month alone-July 1949-the national office sent out over 200,000 mailing pieces, releases to newspaper and radio editors. We got excellent coverage in both the newspapers and radio. There is the auditing of freight bills-some members actually get their dues returned through this service. There is legal counsel; there are questions of a technical and administrative nature answered, the files from which would fill a large storage space each year. You see, headquarters becomes a storehouse of knowledge, and it is wise to use it. [Continued on next page





The high quality of Michaels Bronze Tablets, Memorial Urns, Grave Markers, Mausoleum Doors, and other products has never changed. Michaels Memorials produced and installed in 1898 are just as serviceable and much more beautiful than they were fifty years ago. That's why you can depend implicitly upon Michaels products. They are made from the finest mate-

rials, fashioned by expert workmen, and are fitting memorials that will last for many, many years. Michaels Memorial Tablets are available in a wide variety of designs and sizes. Bronze Mausoleum Doors are made in several standard patterns. However, to meet individual requirements, we shall be glad to submit special designs. Write for illustrated literature on these high-quality Michaels products.

The MICHAELS ART BRONZE CO., Inc. 238 Scott St., Covington, Ky.



### One of Our Most Successful . . .

The Johnstone Design, one of a series of varied designs, has proven to be one of our most successful for the horizontal religious tablet. The appropriate Cross and "swirl" enrichment has been artfully combined with contrasting surfaces in a very appealing manner. It will be to your advantage to make further inquiries regarding this saleable group of designs, of which the "Johnstone" is a part.





For over a quarter of a Century, we have been producing custom-made memorial tablets, portrait tablets, markers and name plates for monument builders.



Write to Dept. J for Illustrated Folder



#### JARVIS RICE . . .

#### Continued from Page 49]

There are free booklets and brochures to help you in your advertising; inter-industry cooperation programs to help nego tiate difficulties; the national convention each year, a Gargantuan task; and presently there is being mulled a market research and publicity program on a grand scale . . . and there are the national design competitions.

So we find ourselves back to the subject of design. With your permission, I would like to describe what it takes to put on a national design competition, and to produce the resulting portfolio of prize winners.

Think of it! They were 8 months in the making. Planning the program, Mr. Park consulting with art authorities in Boston and New York. The rules decided upon: one, that the competition shall be for a design of a monument for a family of moderate income-the Public . . . Then getting the endorsement of the American Institute of Architects and the Society of Memorial Draftsmen and Designers. Making arrangements for a professional advisor. Reams of publicity sent to art and architectural publications and schools; art clubs and A.I.A. chapters; to art editors of hundreds of newspapers. Then the selection of top-notch judges. Hundreds of designs rolling in from all parts of the country, many of them from students in Art departments of leading universities; many more from accomplished memorial designers. Then the judging at the Department of Architecture, University of Illinois. The prize winners selected, announced, paid off-to the tune of \$1300. Next, a public showing of all qualified entries at the Congress Hotel during convention time. Then a search for the finest method of reproduction, with photogravure the choice. No expense spared at any stage: thousands of dollars spent, and countless man-hours by hundreds of employees in high and low position . . . and the results? Let us seriously weigh the results, and find out if it was all worth it.

In talking with newspapermen, art editors, and the general public, I found great interest in the designs. Our trade press companions, *Monumental News-Review* and *American Art In Stone*, through their worthy editors, Mrs. Whitaker and Mrs. Ford, saw fit to display picturizations of the winners, and write interpretative and editorial comment on them. I quote from the September issue of *American Art In Stone*: "A monument or memorial is erected for sentiment only. The dividends it must pay are not measured in dollars or cents. But, strange to say, there are very few mass produced objects in American industry that are as ugly, crude and bereft of beauty as the average small tombstone of the present time."

I agree with this editorial, and I'm the public. Picture, if you will, a section of a cemetery with the usual hundred repetitions of sameness, monuments with little historic data, less symbolic design, and no artistic embellishment, totally lacking in any expression of sentiment and love. Isn't it true that these are the features you sell? Is there a monument builder here today who admits to selling a mere chunk of marble or granite? By the cubic foot? Using a slide-rule? Let me tell you a story of radio. A manager of a leading radio station here in the East was going to put on a big broadcast, make a big splash, a big special event. The music director submitted a list of musicians required for the program. The manager looked it over and said: "You've got too many musicians. Cut out the violins." The music director tore at his hair and exclaimed: But you can't! You'll make Brahms Symphony

50

### This Polishing Machine is no *Pickpocket* ! Because Polishing High Speed will thicken Your wallet.



### BABY RIGID SUSPENSION HIGH SPEED POLISHING MACHINE

Reach 8 ft., 4 in—6 ft. Raise and Lower. Hand Raise and Lower—Can be Motorized. Equipped with 3 H.P. Motor—V-Belt Drive. Low Speed 307 r.p.m. High Speed 560 r.p.m. Long wearing bearings—Protected spindle.

### EASY OPERATING

Takes 18" Fine Shot Wheel, Balanced Takes 24" Emery Ring, Balanced Takes 12" Felt Buffer, Balanced Use Granite City Wheels for Best Results. We know which wheels work best.

This machine is at home in both large plants and small ones. Suitable for single die polishing, markers, ends of dies, and tops. High speed emerying and buffing will readily close up even the difficult granites you now nurse along and labor over.

Put Speed To Work — It Cuts Overhead.

### ST. CLOUD, MINN.

GRANITE CITY TOOL COMPANY Manufacturers of Rigid Suspension High Speed Polishing Machines BARRE, VT. ELBERTON, GA.

sound like the—Strip Tease Polka!" And the manager replied: "Cut out the violins!" . . . Don't you cut out the violins, don't you cut out design. For isn't it true that you are selling something sacred? A feeling of sentiment and love, to last for generations, and to become a part of history in stone?

Alongside this picture of deadly monotony such as we have described, picture another section of the same cemetery, place the monuments that would be made from these 30 prize winning designs, this superlative collection of monument designs, the artistic achievement of the finest creative talents in American memorial art today! What a beautiful, interesting and inspiring sight! What drama! What variety! What sheer magnificence! What a miracle in monuments! People would flock to the cemetery merely to view the scene as a picture of unforgettable beauty. The public would receive a new .nterest in monuments, and they would reject the no-monument and memorial park ideas, because they would know what superiority could be found in the traditional cemetery.

We are speaking of the results of the national design competition, and the production of portfolios of prize winners. There was much talk and discussion, and at the public exhibit of all qualified entries, people inside and outside the industry came to view them, and study them, and remark on the relative merits of the designs. Here's another result, a rather ironical note: many non-members have written to M.B.A. trying to buy sets. To all of them there is only one response: these designs are exclusive, they belong to the members of M.B.A. If you become a member, we would be pleased to fill your order. And—we have gotten members that way. Think of it! *[Continued on next page*]



### A New Design in ALL WHITE CARRARA MARBLE

TEXARKANA, TEX.

The Murphy Design, in all white Carrara Marble, features a panel with a bas relief of St. Theresa. This design may also be had with beautifully carved panels of other religious figures. Write for information.

A Special Price is now being quoted on Design #3182 for this month only.

E. G. LADEWICH CO. 37 PARKWOOD BOULEVARD MANSFIELD.....OHIO



### "Always Outstanding"

Here at Usle & Perojo we spare no effort in making each and every memorial live up to the highest tradition of commemorative art. Whether it is a small tablet or a family memorial of imposing size, —whether it is an individual grave marker or a community war memorial, you can be sure that our creations will be "always outstanding."

The Clinton, Conn., War Memorial, above, was manufactured in our plant for wellknown Fox-Becker Granite Co., Inc., of Middletown, Conn., using Smith-Barre Granite.

### USLE & PEROJO GRANITE CO.



Barre, Vt.

"Supreme Quality Memorials"



#### JARVIS RICE . . .

#### Continued from Page 51]

Some firms which have not been members of the association for years, join for the express purpose of becoming eligible to obtain a set of these designs!

There is one result we are ashamed of: the fact that a mere 150 to 200 sets have been sold to date, and this figure includes the manufacturers. Does this mean that monument builders are not interested in design? Design, which is the life-blood of your industry? Design, which is what you sell the public? Design, which is used to express sentiment and love? You can't sell sentiment without design, and if you don't have design, you're selling stones, shafts.

Here is another figure: in the State of Pennsylvania, the number of design portfolios sold to members was 22. Twentytwo members in the entire state want these designs. Twentytwo members with initiative enough to lift themselves out of the ordinary, to offer the public something elevating, to help mark a new trend in memorial art, to help truly beautify our cemeteries, so that we may be justly proud of our industry, so that we may be able to say we saw a new public interest created during our lifetime, and that we were instrumental in bringing it about. Twenty-two members. Do you wonder why no-monument and memorial park cemeteries flourish? Is this a reason? Your apathy? You know, all the newspaper advertising in the world, and all the radio advertising in the world, and I think too, all the community endeavor, and all the sales training and management courses and all the public relations work of your national association will not stem the tide of the no-monument and memorial park interests if you don't

### Would BONDBI

prove beneficial for ALL

polished granite?

Probably yes, but certainly for the great majority of the granite sold today.

~ 200

### C. E. CLEVELAND LITHICHROME CO.

Distributors for Bondri-the miracle water repellent for aranite.

Fort Scott, Kansas, U.S.A.



give the public what it wants-what I, the public, want! Don't you think it significant that the public has apparently shown more interest in these designs than the industry itself? Does this mean that possibly the public is interested in better design for a true representation of their love and sentiment? That they want a monument that isn't run-of-mill? That they do appreciate something better?

I'm not here to sell designs, either. I don't even have a set of them with me. I'm the public relations man, and as such I'd like to tell you an idea. You can judge its worth and act accordingly. Mr. Park had the notion to present a kit of the designs as a gift to the Chicago Public Library, and the Art Institute of Chicago. In both places, they were warmly received, interest shown, thanks offered, and written letters of appreciation followed their eager acceptance. But more important to me was the instantaneous and spontaneous reaction on the part of the four separate clerks in the Burnham Library of the Art Institute. When they learned my purpose, they gathered round me, admired the designs, passed them one to the other. They were very pleased, and enthusiastic, and they said that many people come to inquire about memorial art, but the library had little or nothing to show them. They had nothing to show the public, and being artistic people, they wanted to serve those interested in art, and they said that this portfolio was the answer.

This attitude was encouraging, and I wondered how many libraries and art clubs, art supervisors and professors would welcome such a gift. So here's the suggestion: why don't you, the monument builder, obtain a couple of sets for presentation to your local library, art club or college or high school art department? It would be a public service, you'd be performing a public relations function,-and you don't have to be idealistic about the donation, it has its practical side as well: you would receive invaluable publicity. But act soon, so as to get the full benefit of the thousands of dollars spent on publicity for the designs during '49. It's still not too late to make it a Happy New Year gift!

One of the national office's jobs is public relations, and it's our duty to tell the public the truth about our industry, and the service it performs. This disinterestedness in monument design puzzles me. We don't want to tell the public that. We want to be able to say: Yes, monument builders are progressive; Yes, they are interested in memorial art, not just because they say so, but because we have proof: they study trends in memorial art, they strive constantly to uplift the dignity of their calling, by intelligently urging the public to a greater appreciation of better taste in design, by raising the public's standards to a higher artistic, scholarly, and idealistic level. We want to be able to say: the members of Monument Builders of America are the Leaders of memorial art in their communities throughout the United States. They are today making history in monuments-design history, so that future generations may view their monuments with pride, and say: here are monuments built by men of integrity, men of sentiment, men of artistic bent, men of vision! These monuments deserve to stand as long as the earth remains!

### TERRY EGBERT PURCHASES HALF-INTEREST IN MASON MONUMENT COMPANY

E. E. Mason, proprietor of Mason's Monument Shop, McLeansboro, Ill., is reported to have recently made the announcement that Terry Egbert of Mt. Vernon has purchased a half-interest in the company.

Mr. Egbert was connected with the Curtiss Candy Company before entering the partnership.

Our manufacturing plant is one of the modern and equipped in industry. Out latest addition com pletes a long stu died plan for engineered efficiency and economy.

Emphasis OU DEALER

PROBLEMS

SOUTH BARRE GRANITE CO. BARRE

VERMONT

MACHINERY . . . EQUIPMENT . . . TOOLS . . . SUPPLIES



### SUPPORT YOUR STATE AND NATIONAL ASSOCIATIONS

### SPECIAL DESIGNS IN AIR BRUSH AND COLOR. Pencil sketches and lettering details.

HARRY L. OGBORN, Designer.

401 W. Boulevard, Charlotte 3, N. C.

MESSERLY CLEANEST CLEANER		
Since 1915	10 Lbs. Collect 25 Lbs. Collect 100 Lbs. Collect	d\$ 2.50 8.00 18.00 70.00 <b>RS. E. J. MESSERLY</b> Crescent Park, Warren, Penna.
Kee pair Wei JER	Miniature OSEE MASK of glasses. 9 sq. in. filter. ighs only 1 oz. Order Today' Sample \$1.00 p. p. RY BRYANT PRODUCTS, Dept. 1 9 N Michigan Ave., Chicago 11, III.	Save Time-Use Nash's MERCHANT & SEAMAN'S EXPEDITIOUS MEASURER Indexed tables showing at a glance the cubic contents of any stone, according to its length, breadth and depth. Used by stone cutters all over the world. Reinforced index tabs. Price \$5.50 Per Capy, Postpaid The Baker & Taylor Co. 55 Fifth Avenue, New York City 3

### WAR MEMORIALS OF WORLD WAR II — See Pages 27 - 34



#### 41ST ANNUAL CONVENTION MICHIGAN DIVISION-M.B.A.

In the Spartan Room of Hotel Olds, Lansing, Michigan, the 41st annual convention of the Michigan Division of the Monument Builders of America was opened January 29th, 1950, by President Arthur Bauer, Muskegon Monument & Stone Co., of Muskegon, Mich.

Formal sessions began Monday morning, January 30th, when President Bauer made committee appointments as follows: Nominating, Hans Fredrickson, Sheldon Granite Co., Detroit, Mich., Don Patten, Patten Monument Co., Grand Rapids, Mich., R. G. Chadwick, Caswell Memorials, Ludington, Mich.; auditing, C. J. Spellacy, Redford Granite Works, Detroit, Mich., A. B. Crowe, A. B. Crowe Memorial Co., Inc., Alpena, Mich., and R. A. Schmidt, Matthew Schmidt, Grand Rapids, Mich.; membership, Marsh-Eaton, and Wayne Vandercook, Grand Rapids Monument Co., Grand Rapids, Mich.; resolutions, Vic Ferguson, Victor E. Ferguson Cemetery Memorials, Benton Harbor, Mich., J. E. Martenson, J. Emil Martenson & Co., Detroit, Mich., and M. L. Patten, Patten Monument Co., Grand Rapids, Mich. Place of 1951 meeting, Elton Simpson, Simpson Granite Works, Grand Rapids, Mich., Leonard H. Braun, Yunker Memorials, Inc., Lansing, Mich., and Pete Fletcher, Wright-Gregory Monument Works, Bay City, Mich.

In this first session a forum on Workmen's Compensation brought out the following questions: "How many claims have been paid on silicosis? Is it possible to insure as a group? Is it possible to get our group split away from the foundry and dry grinding industries? How is the rate on our industry promulgated?"

In the afternoon following the report of President Bauer, William C. Bishop, manager of the Michigan Accident Fund, presented an address on Workmen's Compensation Insurance. Mr. Bishop sketched the history and development of compensation insurance and then explained why and how the Accident Fund of Michigan was established. According to Mr. Bishop the fund has nothing to do with the state government and receives no money from the state. It is a *Non*-Profit Mutual Insurance Company. Mr. Bishop also gave the history of the occupational disease law and its ramifications, citing case histories showing how the law has been distorted in regard to total disability. He also discussed the new changes in the law enacted in 1949.

The questions presented at the morning forum were then asked of Mr. Bishop. One of his suggestions was that the monument industry cooperate with the foundry and mining industries to get a ruling on silicosis at the second degree as being disabling.

President Bauer presented Richard T. McBride, field representative of the Barre Granite Association, Barre, Vermont, who brought a message from the association and told about the Barre Guild program.

Alex Park, executive vice-president and secretary of the Monument Builders of America, Inc., introduced Jarvis Rice, Public Relations Director of the M.B.A., who reported on the national association achievements in 1949 and presented the program for 1950. Mr. Park then talked about the Allied Memorial Institute, what happened to it and why and other problems of the industry.

When the convention convened again the morning of January 31st, President Bauer called on Alex Park who presented the first section of the sales training course, developing a complete graphic outline on the blackboard.

Following Mr. Park, President Bauer introduced Bob Phillips of the American Monument Association who presented the Memorial Park picture as it exists today, and the A.M.A. program to combat the cemetery racket.

At the annual business meeting, Leonard Braun moved that the report of the Nominating Committee be accepted as presented, seconded and passed. The following officers will serve during the coming year: Arthur Bauer, Muskegon Monument & Stone Co., Muskegon, Mich., president; Wayne Vandercook, Grand Rapids Monument Co., Grand Rapids, Mich., vice-president; Fred L. Arnet, Joseph L. Arnet & Son, Ann Arbor, Mich., secretary-treasurer.

Directors: Elton Simpson, Simpson Granite Works, Grand Rapids, Mich., and Hans Fredrickson, Sheldon Granite Co., Detroit, Mich.

President Bauer appointed Vic Ferguson, Len Braun and Hans Fredrickson as state representatives.

Elton Simpson reported that Grand Rapids would be the 1951 convention city.

Under new and old business, Hans Fredrickson reported on the Detroit Association and its work against Memorial Parks in Detroit, telling of their advertising campaign. He requested financial help from the Michigan Monument Builders, and after discussion it was moved by R. G. Chadwick of Ludington that the Michigan M.B.A. give \$500 to be apportioned between Detroit and Grand Rapids by the State Board. This advertising is to be run under the name of the Michigan Monument Builders. It was seconded by Vic Ferguson of Benton Harbor.

President Bauer made the membership committee an annual committee to carry through 1951, plus Messrs. Chadwick, Simpson, Frederick, Bauer and Arnet.

EPIC EPITAPHS:

STONE on an old maid's grave near Cape May, N. J.: "Who says you can't take it with you??"





### RUEMELIN Blast Generators for the Monumental Industry



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

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

RUEMEL

 Blast Control Valve shuts off sand and air, holding tank under pressure for instant stop and start.
RUEMELIN builds a generator for every purpose, in-

cluding production carving, lettering, shape carving, steeling of panels, and cemetery lettering. All sizes can be shipped immediately from stock.

Write us for descriptive bulletin.

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



FINE DESIGN

EXPERT CRAFTSMEN

MODERN PRODUCTION

> PROMPT SERVICE

### A New Series of Small RELIGIOUS MEMORIALS

Introducing the first designs of a new series of outstanding small memorials, featuring a religious figure above the family name. These carefully detailed figures will add sales appeal that will overcome all competition in this price field

Zampieri & Buttura

BARRE

GUILD

#### NEBRASKA MONUMENT BUILDERS MEET IN OMAHA

C. R. Worley, C. R. Worley Monuments, Kearney, Nebraska, president of the Monument Builders of America, Nebraska Division, opened the two day annual state convention of the organization the morning of February 8th, at the Elks Club Hotel in Omaha.

Norris E. Walther, Walther Monument Company, Fremont, Nebr., vice-president of the association, reported on the national convention of the Monument Builders of America which was held at the Congress Hotel in Chicago last summer.

Representing the American Monument Association, Robert L. Phillips, Jr., discussed memorial park cemeteries, their method of operation, and sale of lots. He urged monument people to present the facts to the public and also to stress the pre-need selling of lots in monument cemeteries.

In attendance at the meeting was Alex Park, executive vicepresident and secretary of the Monument Builders of America, Inc., who presented the first part of the sales training course which was conducted at the national convention in Chicago last summer. He also reported that this course, as well as a course in management, will be presented at the national convention at St. Paul, Minnesota, August 20-24, 1950.

The Barre Guild field representative, Richard T. McBride, brought a message from Barre, discussing freight shipments, a merchandising plan for dealers, advertising, display cards and signs.

"Running Wild" was the subject of an address by William T. Utlay, who is with the Department of Government of the University of Omaha. In this he traced the various types of government of our country from its beginning to the present time.

A banquet at the Athletic Club on the evening of February 8th, proved to be an enjoyable affair. Alex Park acted as master of ceremonies, introducing Kermit Hansen, of the *World Herald*, who gave an address on the "Future of Nebraska."

An interpretation of the new wage-hour law as amended January 25, 1950, was presented by Jim Arnold, of the Federal wage-hour office of Omaha. A committee was appointed which included Norris Walther, chairman, Max Speidell, C. E. Speidell & Son, Lincoln, Nebr., and H. A. Rustow, H. A. Rustow Granite Co., Superior, Nebr., who are to compile rates on workmen's compensation and public liability insurance paid by dealers, compare them, and report to the dealers.

A feature of interest to the group was a reported compact and simple system of accounting presented by Norris Walther of Fremont. His own system of bookkeeping and accounting, it was planned especially for the monument business.

Officers for the coming year include Norris Walther, Walther Monument Company, Fremont, Nebr., president; Carl Scheffel, Scheffel & Sons Monument Co., Grand Island, Nebr., vice-president; Warren Worley, C. R. Worley Monuments, Kearney, secretary-treasurer.

Board of trustees, Al Bloom, J. F. Bloom & Co., Inc., Omaha, Nebr., Harry Williams, Harry J. Williams Monuments, Columbus, Nebr., Ray Potthast, Potthast Monument Co., Norfolk, Nebr., were elected as new members.

During the course of the convention 24 door prizes were drawn by the dealers, which had been offered by various granite firms and supply houses.

#### CHARLES A. BONE HONORED BY KIWANIS CLUB

Charles A. Bone, president of The George Dodds & Sons Granite Co., Xenia, Ohio, was honored in the Ohio Kiwanian for December.

As chairman of the Kiwanis Club in Xenia, Mr. Bone is reported as arranging one of the biggest inaugural parties that city has ever experienced. At the affair, he received the highly coveted 25-year Legion of Honor pin and certificate.

#### MONUMENTS REPAIRED AND CLEANED BY TEXAS WOODMEN OF THE WORLD

The nation-wide "Fraternity in Action" program of the Woodmen of the World includes as a major activity keeping burial grounds and monuments in good condition.

It is reported that the Woodmen Camps at Waco, Texas, and McLennan County, Texas, recently completed a program of cleaning and repairing 77 Woodmen's monuments located in their vicinities.

### CINCINNATI GROUP ENTERTAINED AT CHRISTMAS PARTY BY RUDY OSWALD

The home of Rudy A. Oswald of Henry Oswald & Company, Cincinnati, Ohio, was the scene of a Christmas party which will long be remembered by the members of the Cincinnati Monument Builders, Inc.

An interesting meeting was planned which included Santa Claus with gifts for all.

As a delightful close to a very enjoyable evening, Mrs. Leo Beck, formerly June Oswald, served a delicious luncheon.



SHOT and ABRASIVE SIFTER

The sifter that removes dust for quality work. Made of heavy sheet metal for long life. No movable parts to wear out.



### SMITH, WHITCOMB & COOK CO. Barre, Vt. Since 1833



### "... arresting dignity and individuality ... "

"Adapted from the early Celtic erect Cross tablets so prevalent in England, Scotland, Ireland and Wales, the Dainty Headstone achieves an arresting dignity and individuality. This is an ideal example of creative adaptation, the development of a distinctive identity in the personalized memorial of today using the forms of ancient times as source material. The cruciform outline of this exquisite monolith, the insignia of the Masonic 32nd Degree, the beauty of the lettering, and the subtlety of contour and surface treatment are all worthy of study and emulation. As is generally the case the attainment of simplicity and beauty in the design of small memorials is a difficult task. In this expressive tribute to Louis Dainty, former president of the Bristol Memorial Works, it was but natural that no effort and thought be spared in the creation of a fitting memorial." *Monumental News-Review*, Jan. 1950.

The Louis A. Dainty Headstone, erected in Forestville Cemetery, Forestville, Conn., by the Bristol Memorial Works, Inc., of Bristol, Conn. Manufactured by us, using Wells-Lamson Select Barre Granite.

### William Saporiti & Co. BARRE, VERMONT

#### AMERICAN VISCOSE CORP. WAR MEMORIAL . . .

Continued from Page 29]

we do not know the exact amount of, which was paid for by the Textile Workers local, who enthusiasatically backed the project.

"A local official of the plant was a member of the Legislature and he secured the cooperation of the military authorities at the State Capitol so that it was possible to have an Air Force Wing from the Middletown Air Field about 85 miles away, to drop flowers at the height of the unveiling.

"According to the printed information, the inscription was written by an official of the plant; but actually, I composed the inscription after finding that the union members who were mostly supporters of F.D.R., were much impressed by the use of his four freedoms.

"The little touch of the Book of History with the superimposed sword was one of two alternate suggestions I had made; the other was an altar bearing a torch of liberty which would have materially increased the cost.

"The idea was to have the symbolism bold enough to be generally visible from public street traffic some 100 feet away, and also to have an interesting story that could be read daily by the thousands passing in and out of the plant.

"Apparently the efforts to make this tell a story have been appreciated and everyone seemed very happy with the result which as you know, is often unusual where such large groups of people with varied opinions are concerned."

#### AMERICAN LEGION WAR MEMORIAL . . .

Continued from Page 28]

at home, gave their prayers, their toil, to support their crusading warriors.

"So these supporting wings are dedicated to the people of our nation and our community, for without their steadfast support, the courage and skill of our fighting men would have been less effective.

"The inscription records for the ages, 'In memory of the sacrifices of our people that the flame of liberty may glow around the world.'

"At the bottom of the central pylon, beneath the symbols of militant faith for crusading warriors, the emblem of the American Legion is placed."

#### ROBERT KELSCH TAKES OVER GEORGE FRESON COMPANY

The first of January, Robert Kelsch is reported to have taken over the George Freson Company of Cincinnati, Ohio. The new firm will operate under the old name at the same location, 3700 Vine Street, opposite the entrance to Vine Street Hill Cemetery.

Mr. Kelsch has joined the Cincinnati Monument Builders, Inc., and was welcomed as a new member at the Christmas party.

#### ANNOUNCEMENT

The following announcement has been received from W. C. Townsend & Co., Inc., of Zanesville, Ohio:

"The wholesale firm doing business under the trade name of J. V. Eberly and Company, Zanesville, Ohio, is not a subsidiary nor connected in any way financially or otherwise with W. C. Townsend & Co., Inc., of Zanesville, Ohio and Dunedin, Florida."

# .... INSURANCE



By carload and by truckload, quarry blocks of astonishing size keep coming into our plant at Delano.

Our own quarries are producing beautiful lifts of IMPERIAL MA-HOGANY and VARIEGATED AGATE, and other top-grade stocks are arriving steadily from other principal districts.

These BIG BLOCKS represent real insurance for our dealers—they typify the money-saving efficiency of our entire service, and they maintain a reserve of stock from which any job can be cut **without delay** and without substitution.

# FOR OUR DEALERS

### MINNESOTA G R A N I T E INDUSTRIES

Quarriers Manufacturers Wholesalers DELANO, MINNESOTA

### DEDICATE NISEI MEMORIAL . . .

### Continued from Page 34]

"On Memorial Day, 1949, the monument was ready for official dedication and unveiling. The monument was made in the little town of Carrara in Northern Italy, world-famed for its production of marble statues and monuments. Carrara was one of the towns liberated in the spring of 1945 by the crack American unit, the 442nd Combat Team. Many of the boys buried in Evergreen were killed in that battle. At the dedication, the monument was unveiled by Mrs. Nawa Munemori, mother of one of the dead heroes."

Evergreen Cemetery is the oldest cemetery in Los Angeles and is known as one of the most beautiful in the state. It is managed by Walter Londelius, whose son, Ward Londelius, is assistant manager.

#### NATIONAL WRC PRESIDENT TOURS BARRE QUARRIES

The national president of the Women's Relief Corps, Mrs. Hariette McCollough of Des Moines, Iowa, made a presidential visitation to Vermont on February 9th, and called at the State House to visit with Governor Arthur.

Mrs. Arthur, who is state president of the WRC, and other WRC leaders from various parts of the state accompanied Mrs. McCollough.

After inspecting the State House the group were escorted to the Barre Granite Quarries by the Vermont State Police.

It was pointed out by Governor Arthur that the WRC was the oldest auxiliary of a military organization in the world, it being the auxiliary of the GAR.



### 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

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### Outstanding Specialties of the Northwest-



### DAKOTA **GRANITE COMPANY**

Ouarriers and Manufacturers of Dakota Mahogany and American Rose Monuments MILBANK, SOUTH DAKOTA

### Low Prices ON BEAUTIFUL BRONZE MEMORIAL TABLETS LIKE THESE

New low prices are now in effect on International solid bronze memorial tablets. Monument dealers receive our wholehearted cooperation-free sketches, prompt replies to inquiries, guaranteed delivery dates. One well known dealer writes:

"I can't begin to tell you how pleased we are. The fine cooperation you now pleased we are. The fine cooperation you gave us when we were bard pressed for time enabled us to meet our promises. The finished job is as beautiful an example of craftsmanship in bronze as we have ever seen."

MICHAEL MINOZZI, MINOZZI AND SONS, YONKERS, N. Y.



150 WEST 22nd STREET

Catalog MB.

### DAKOTA MAHOGANY MONUMENTS

AMERICAN ROSE MONUMENTS

From our Famous Quarries of South Dakota



Member of the American Monument Association

### NATIONAL PUBLICITY FOR MINNESOTA

"Minnesota Makes Ideas Pay," is the title of an article which appeared in a recent issue of the National Geographic Magazine.

It speaks of St. Cloud as exceeded in size only by the Twin Cities, Duluth, Rochester and Winona, and states that nearby, the Cold Spring Granite Company quarries, cuts, and polishes huge slabs of Minnesota granite and gneiss for tombstones, mausoleums, monuments, banks, and stores.

#### ROBIN BLUE QUARRIES INCORPORATED

It has been reported that a charter has been granted to Robin Blue Quarries, Inc., Elberton, Ga., for the purpose of carrying on a general quarrying business.

Ross L. Brown, Helen H. Brown and T. H. Gilbert of Elberton presented the petition for the charter.

\$12,000.00 is reported to be the minimum capital stock, with the privilege of raising to any amount not in excess of \$25,000.00 by majority vote of the stockholders, said stock to be divided into shares of the par value of \$100.00 each.

#### RIVERSIDE MONUMENT COMPANY CO-PARTNERSHIP DISSOLVED

Mrs. Lenna M. Petty, widow of the late James C. Petty, proprietor of the Riverside Monument Company, Kalamazoo, Michigan, is reported as having filed a notice of dissolution of the co-partnership in the company.

According to the report, Mrs. Petty will operate the business as a proprietorship without change in policy.



### HERE'S AN OUTFIT READY FOR WORK

Only LINDSAY offers you this useful compressor-trailer which carries the Lindsay CX Sandblast Generator and Cemetery Curtain along with hose and other equipment. The trailer mounting is available with a choice of three different compressors. Illustrated is a Model T-22.

For details please write:

### P. K. LINDSAY CO., 97 TILESTON ST., EVERETT 49, MASS.

### IRMA SUHRE APPOINTED MEMBER OF MEMORIAL COMMITTEE

Miss Irma Suhre of The Bonded Granite Company, Cincinnati, Ohio, and secretary of the Cincinnati Monument Builders, is reported as having been named as a member of the memorial committee for the Monument Builders of Ohio, at the annual state convention held in Columbus, February 26-27, 1950.

#### FORTIETH ANNIVERSARY CELEBRATED BY TOMPKINS-KIEL MARBLE CO.

Hotel Piccadilly in New York City was the scene on December 17th, of the celebration by Tompkins-Kiel Marble Co., of its 40th anniversary.

Forty years ago August Kiel and Thomas Tompkins, both of whom are now deceased, founded this firm. The Long Island City plant occupied by the company was built in 1925.

#### TEXAS FIRMS ANNOUNCE MERGER

The Dallas, Texas, News of January 22, 1950, made the following announcement:

"Roberts Memorials, Inc., 4200 Maple Street, has acquired Grove Hill Memorials, Inc., 4001 Samuell Boulevard, A. Webb Roberts, president of the firm bearing his name, announced January 21, 1950.

"The two concerns will be merged at the address on Samuell."



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### The Ludlum Design . . .

. . . Offers a refinement in asymmetrical memorial art that bespeaks wide public appeal . . . another proven Wildbur monument that will be an important asset to your display . . . Order Today.



Barre Guild Inspected Monuments

BARRE, VERMONT

61 . . . . . FEBRUARY, 1950





### **News From Our Advertisers**

#### LINDSAY SANDBLAST NOW EQUIPPED WITH WHEELS

The P. K. Lindsay Company of Everett, Massachusetts, announces that they now offer their popular Model CX Portable Sandblast equipped with semi-pneumatic rubber tired wheels and a removable handle. This wheel-equipped sandblast is known as the Model CXW.

The Lindsay Sandblast is a compact, rugged and readily portable sandblast unit. The added convenience of wheels and a handle is made available to meet the needs of operators who must move their equipment frequently. It is believed that many users will still prefer the Model CX, for it is easily carried when it is not full of abrasive, but the cemetery inscription letterer and others who are constantly on the go will appreciate the increased ease of handling offered in the Model CXW.

To accommodate those present owners of Model CX Sandblasts who desire to equip their units with wheels and a handle, a Sandblast Carrier is offered to which the Model CX can be easily bolted. The P. K. Lindsay Co. offers the monument company a choice of compressors and sandblast equipment expressly designed to meet their operating needs.

#### BRIGHAM YOUNG MEMORIAL NOW UNDER CONSTRUCTION AT JONES BROTHERS PLANT

A granite memorial to the memory of Brigham Young is reportedly under construction at the plant of Jones Brothers Company, Barre, Vt. It is to be erected this summer on Town Hill, Whitingham, Vt., the birthplace of the Mormon leader, in a field south of the road which has been made into a park. This was the site of the original Whitingham Center.

Wells-Lamson Barre granite is being used for this memorial which is to have an over-all height of 11 feet 9 inches.

Dedication exercises will be held June 1st, the 149th anniversary of Brigham Young's birth.

The hundreds of grandchildren of the prophet are sponsoring the memorial to the prophet. The funds which they raised were matched by the Mormon Church. The original design, by a committee of architects who are grandchildren of Brigham Young, was the basis of the final plans of Roy A. Elwell, designer at Jones Brothers.

#### MOVIE OF BARRE GRANITE INDUSTRY WITH LOWELL THOMAS NARRATOR

The Barre Granite Association, Barre, Vermont, is reported to be sponsoring the production of a movie short showing quarrying and granite cutting in the Barre area.

The Bay State Film Production Company of Springfield, Mass., expects to complete the film in about a year. Early in February two movie photographers, Harold Fisher and Johnson Potter of Springfield, Mass., started "shooting" the film at the E. L. Smith Quarry in Graniteville, working at that time about a week, preparing the first sequence of the movie. Later in the spring and summer they expect to return, to "shoot" the granite industry work in those seasons.

The movie is to be a documentary film stressing the men at [Continued on next page

### LOW COST GRANITE CUTTING

HIGH SPEED CUTTING MACHINERY

### **'STONE SAW''** user writes

"Cutting granite with complete overhead at less than 11/2 cents per square inch." Brown & Raisch Co. Detroit, Michigan

Using type SS 20 "Stone-Saw", production figures show average cutting time of granite some 60 square inches per minute. The SS 16 "Stone-Saw" now cuts approximately 40 square inches per minute with new DI-BOND wheels.

MACHINER

Dept. M-8 Box 1363

SYRACUSE.



### News From Our Advertisers [Continued

work and others associated with the industry. A worker, Jack Machell, at the E. L. Smith Quarry, was the "hero" in the first shooting. The cameramen and their equipment rode the "bucket" up and down the quarry hole and filmed many other workers at their jobs. Scenes of a typical quarryman's home were also shot. Other quarries "on the hill" are to be covered later.

Lowell Thomas is to be the narrator in the movie, the script dealing with him stopping off at Barre in his world travels, and depicting the hardships and unique method of creating granite memorials which are seen everywhere.

It is expected that through arrangements by the Barre Granite Association the film will be distributed all over the country, to granite dealers, clubs, colleges and other institutions.

#### ROCK OF AGES FOREMAN IN AUTOMOBILE ACCIDENT

Armand L. Morin, foreman at the Rock of Ages Corporation, Barre, Vermont, was injured seriously in an automobile accident on the North Montpelier-East Montpelier road on January 28, 1950. The accident occurred about 2:30 in the morning. The car left the highway, rolled over several times and crashed into a tree, ending its wild plunge right side up on all four wheels, but completely wrecked.

When admitted to the hospital, Mr. Morin was said to be in serious condition by the attending physician. He was alone at the time of the accident.

# CENTRAL MINNESOTA GRANITE WORKS

25 WILSON AVE. N. E. - ST. CLOUD, MINN.

### The traditional stone-cutting and hand-crafting arts are still practiced by our skillful crew to produce DUPLICATE WORK and DIFFICULT ASSIGN-MENTS of the highest quality. Next time you need customwork — combining outstanding

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work — combining outstanding personal skill with modern efficiency — follow the trade habit of getting our quotation.

63 . . . . . FEBRUARY, 1950





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AND

Monuments

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

### Immediate Delivery

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### News From Our Advertisers [Continued

#### VERMONT MARBLE COMPANY'S SALES CONFERENCE

The traveling salesmen of Vermont Marble Company met at their Home Office, Proctor, Vermont, on January 17th for a four-day sales conference. In attendance were the following traveling men: F. W. Miller and G. W. Lochner of Philadelphia Branch, L. C. Brackeen of Dallas, H. H. Aronson of Chicago, W. H. Stowell of Cleveland, T. O'Leary of New York, C. Conroy of Peterboro, Ontario, and J. F. Dynan and Earl J. Young of Direct Territory. Also present were L. E. Abbott and Ernest J. Young, assistant managers, respectively, of Philadelphia Branch and Ontario Marble Company, Peterboro, Ontario; and F. J. Plimpton, General Sales Agent and Manager of New York Branch.

The conference was held under the direction of A. T. Howe, General Sales Manager. The discussion covered general conditions in the various sales territories, as well as quarry and other production situations in Vermont. New sales plans and selling media were presented to the salesmen to assist them in active sales promotion during the current year.

#### MRS. ARMANDO COMOLLI WINS RADIO PRIZES

Mrs. Armando Comolli, wife of Armando Comolli of Comolli & Co., Inc., Barre, Vt., had the exciting experience of winning several prizes on the "Welcome Traveler" program recently.

A telephone call came through from Chicago inquiring whether Mrs. Comolli would be at home about 11 o'clock. Shortly after that time she received another call and the question which she answered correctly entitled her to a number of prizes. Included among these were a record player, an electric floor polisher, a year's supply of floor polish, and a year's supply of cleaner.

#### BOALSBURG SHRINE AND MEMORIAL

Homage to the men of the famous Keystone division who lost their lives in World War I and II was paid by the National Society of the 28th division last summer at Boalsburg Shrine, Pa.

This unit won acclaim for itself on the battlefields of France and the shrine is an outgrowth of their record. The 75-acre tract comprising the shrine was originally part of the estate of the late Colonel Theodore D. Boal.

Colonel Boal donated the grounds, and was instrumental in construction of the shrine. In World War I he organized the famous Boalsburg Machine Gun troop and then in later years undertook financing the early development of the shrine.

A long stone memorial wall is one of the features of the shrine and in this wall have been placed plaques in tribute to the services of officers and men who died in the service.

#### NORTH PLATTE MONUMENT COMPANY PURCHASED BY W. A. BECKER

It has been announced that W. A. Becker of Marquette, Michigan, has purchased the North Platte Monument Co., First and Dewey Street, North Platte, Nebraska.



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

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

CLEARVIEW EQUIPMENT AND MANUFACTURING CO. 7263 Lansdowne Avenue

St. Louis 19, Missouri

### **News From Our Advertisers** [Continued

### ROCK OF AGES COMMENDED FOR 1949 SAFETY RECORD

The operating staffs of the Rock of Ages plants in Graniteville, Northfield and Montpelier, Vermont, in addition to the Rock of Ages capacitor plant division in Barre, and the quarry executives, about 75 altogether, met for a dinner and meeting at the Hotel Barre, February 2, 1950.

Supervisors, foremen and other safety officials of the Rock of Ages agencies were praised for the corporation's low accident rate during 1949, when the year's executive safety committee report was read at the banquet meeting.

Robert A. Diack, safety director of the Rock of Ages, termed the 1949 safety report the best in his long experience as a member of the safety council.

Forty accidents marred the work record of the Rock of Ages in 1949, with 820 work days lost, compared to 46 accidents in 1948 with 892 work days lost.

Suggestions for further ideas on safety were urged by Diack and other executives of the safety council in a discussion forum which followed the general meeting.

Athol R. Bell, who served as chairman of the meeting, introduced deputy commissioner of industries for Vermont, Albert Fraser, who commended the Rock of Ages staff for the excellent safety record. Others who spoke briefly were Harry Ashe, agent for the state department of industrial hygiene, Fred W. Hinze, safety engineer of the Hartford Accident & Indemnity company, Allen H. Raycraft, inspector for the department of Industrial Relations, Russell Hunt of Boston, advertising agent for the firm, Richard Carey and Robert Gillette of the Rock of Ages engineer research division.

#### ROY MILLIGAN RETIRES

Roy N. Milligan of the Lawrenceville Monumental Works, Lawrenceville, Illinois, according to reports, has sold his establishment to Tom Mills. More recently Mr. Mills has been an agent for the Western and Southern Life Insurance Company, but formerly he worked for Mr. Milligan, learning the trade from him.

The Lawrenceville Monumental Works was established by A. M. Milligan, father of Roy Milligan, in 1898. According to his son, he bought about \$14.00 worth of hammers and chisel, ordered some stones and was in business.

One of the oldest establishments in Lawrenceville, they have been in the present location since 1909 when the building now occupied was completed. Mr. Milligan, Sr., died in 1928, and at that time his son took over the business.

Mr. Milligan has been very active in association affairs and in 1941-1942 he served as president of the Monument Builders of America, Inc.

When asked about his future plans, Mr. Milligan said that he planned to "go fishing for a while."

### - SAND-CRAFT DESIGN MANUAL -

Marker and Double marker designs, Name Panels, inscription panels, ornaments. 30 Color pages—to match grey and mahogany granites. Bound in Flex-O cover \$10.00 Bound in Kraf-Board cover \$7.00

Used by over 500 dealers. Salesmen and dealers who use this book effectively, claim its the best sales-aid ever offered the trade.

SAND-CRAFT SERVICE

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MANUFACTURING BARRE GRANITE

in Quality MONUMENTS-MARKERS

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Sand Blast Engraving • Lettering Duplicate Work and Slabs

PROVOST GRANITE COMPANY, INC. RIVERTON, VERMONT



C U U

209 SEVENTH STREET . ROCKFORD, ILLINOIS

. . . . . FEBRUARY, 1950 65

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### BLASTING OPERATIONS HARD-SHARP-FAST CUTTING · HEAT TREATED FOR TOUGHNESS

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#### B. J. LADRIE RETURNS TO GRANITE BUSINESS

According to an announcement made by Benoit J. Ladrie, he and his wife, Florence C. Ladrie, have purchased a part of the former Hebert and Ladrie granite plant in Barre, Vermont. They have acquired the buildings and land opposite the former main Hebert and Ladrie plant, the latter now being owned by Americo Colombo of the Colombo Granite Company.

Benoit Ladrie was a partner and manager of the old Hebert & Ladrie firm, and is still a partner in the estate, which is in the hands of a receiver.

The part of the old firm purchased by Mr. Ladrie includes a long granite plant building, measuring 180 feet long, besides some 14,000 square feet of land area.

For many years before the war the firm was known as the McGovern Granite Company, and later it was known as the Puente Granite Company. Some years ago it was added to the interests of the Hebert & Ladrie firm. While owned by the Puente Granite Company a new section was built.

Benoit Ladrie has been associated with the Barre granite industry for about 27 years. He plans to serve the retail field under the name of B. J. Ladrie & Associates.

#### JOSEPH DEGOVAN AGAIN TO BECOME ACTIVE IN MONUMENT BUSINESS

Some time ago, Joseph DeGovan, a partner in the firm of Pistilli & DeGovan, Philadelphia, Pa., sold his interest to his partner and went to California because of his health.

With improved health, Mr. DeGovan writes that he is now interested in resuming activities in the monument industry somewhere in the far west.

66

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Write for prices on your requirements in QUINCY, BAL-MORAL RED, RED SWEDE, BEERS RED, CHESTER, BARRE, WESTERLY, Milford, N. H., DAKOTA MAHOGANY and other granites.

#### AUSTIN INFLUENCE IN UN USE OF MARBLE DENIED

Lake Success, March 4-A vigorous official denial that American Delegation Chief Warren R. Austin, former Republican senator from Vermont, influenced the UN to use Vermont marble facings on the United Nations permanent headquarters was issued yesterday by Secretary-General Trygve Lie.

The denial brought to light the competition between 32 countries for American dollars being spent on the building, furnishing and decoration of the headquarters.

In his denial. Lie said also that bids from all comers are considered on the basis of ability to deliver on time, specifications and other routine factors.

A British sales campaign, based on a charge that low British bids for material have been ignored, was deflated by Lie. He told reporters lowest bids for material always have been accepted when they met contractors' specifications.

#### Promises Investigation

Lie promised to look further into one charge that a British company had failed to get a contract to supply room partitions even though its bid was lowest.

As for marble Lie said:

"I picked it myself from among a half dozen samples as the best decoration and learned only a fortnight later that it was Vermont marble-and also that it was cheapest."

The Vermont marble charges were made earlier this week in the London Times. It said British Portland stone was ignored in favor of the Vermont marble.

Shortly afterward, UN planning officials disclosed they had already told the 59 United Nations that such materials as radio and television equipment, office machines, electrical supplies, furniture, rugs and other equipment would be bought. The UN officials said they felt much of it could come from soft currency countries wanting dollars.

#### Soviet Offers No Products

Thirty-two countries replied with long lists of products and named their manufacturers. Russia was not listed among those replying but Czechoslovakia and Poland, among the Soviet orbit countries, offered products for sale.

Manufacturers in Canada, Belgium, France, Norway, Sweden and Britain have flooded UN officials with descriptions of their products.

Now, UN officials say, all they have to do is to beat U.S. bidders.

The name 'SETTIMELLI' has always been synonymous with QUALITY and SERVICE in the Quincy District

### E. SETTIMELLI & SONS, Inc. QUINCY 69, MASS.

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Send for our FREE CATALOG of nice designs with the Barre Granite Price List. Always pleased to furnish estimates.

D. J. SMITH & SON

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Specify Harris Granites for Memorials of Distinction



### When You Need These Granites . . .

QUINCY — BLUE-WHITE WESTERLY — PINK WEST-ERLY — GOLDEN PINK — or any of the Specialty granites, BALMORAL, BEERS, MOROCCAN, PREMIER or SWEDISH BLACK; it will be to your advantage to send us details.

We Invite Your Inquiries.

GRAY ROCK GRANITE WORKS, INC. 129 Centre Street Quincy 69, Mass.



A Granite Monument treated with P D Q will NEVER turn yellow!

\* \* \* \* Same Price — Same Quality — SINCE 1914

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WORKS

ROCHESTER 8, N. Y.

Above shows actual size. Order by Number. Furnished on stock reels of 100#, 50#, and 25#





### Obituary Record . . .

#### PAUL L. ABBOTT

Paul L. Abbott, 71, of Tate, Georgia, an official of the Georgia Marble Company and a religious and Masonic leader of North Georgia, died February 5, 1950, at the home of his daughter, Mrs. E. R. Moss, in Atlanta.

Mr. Abbott had been associated with the Georgia Marble Company for 40 years, according to reports. He was a native of Forsyth County and attended North Georgia College at Dahlonega.

He was a member of the Cool Spring Baptist Church; Tate Lodge No. 485, F. & A. M.; past High Priest of Royal Arch Masons, Canton Chapter No. 135; Cherokee Chapter O.E.S., 192; and Constantine Commandery No. 26, Knights Templar, of Marietta.

Surviving are his widow, Mrs. Paul L. Abbott, Tate, Ga.; one son, Hugh L. Abbott of Demorest; and two daughters.

#### JOHN ABBIATI

John Abbiati, proprietor of the New Britain Monumental Works, New Britain, Connecticut, died suddenly at his home on February 14, 1950.

Born in Bisuschio, Italy, September 18, 1888, the son of Domenico and Mariana Abbiati, he came to this country as a young man and resided in Barre, Vermont, for many years. In 1922 he moved to New Britain where he has made his home since that time.

Mr. Abbiati was a member of St. Ann's Church, the Fratellanza Society, the Italian American Citizens Club, the Marconi Club, the Loyal Order of Moose, and an honorary member of the Marcheggiano Society.

Surviving are his wife, Mrs. John Abbiati, a daughter, Mrs. Emil Spendolini of New Britain and a grandson.

#### WRIGHT GREGORY

Wright Gregory, retired owner of Wright Gregory Monument Works, Bay City, Michigan, died in a Bay City hospital, December 6, 1949, after an illness of two years.

Born in Sheffield, England, February 23, 1869, Mr. Gregory came to the United States as a youth, and had resided 55 years in Bay City. He was a member of the Episcopal Church and the Knights Templar.

Surviving are one son, David Wright, three grandchildren and two great grandchildren.

#### FRANK LOUSHIL

Frank Loushil of the West Park Monumental Works, McKees Rocks, Pa., died on January 23, 1950.

Born in Czechoslovakia in 1886, Mr. Loushil came to the United States at the age of 21 and made his home in Verona, Pa. He was in the monumental business in McKeesport, Pa., from 1911 to 1925, when he established the West Park Monumental Works in McKees Rocks. Associated with him in the business was his son, Frank Loushil, Jr.

Surviving are his widow, Mrs. Mary Loushil; his son, Frank Loushil, Jr.; and five grandchildren.

### P CAPITOL GRANITE COMPANY, INC.

**Chatham Phenix Building** 

🗭 MONTPELIER, VERMONT.

BARRE GRANITE MEMORIALS

### Obituary Record

[Continued

### WILLIAM B. SNELBAKER

Wm. B. Snelbaker, Wm. B. Snelbaker & Son, Woodbury, N. J., died at his home in Woodbury, December 29, 1950, at the age of 83 years.

Mr. Snelbaker was taken ill on December 13th, at St. Petersburg, Fla., where he had gone three weeks earlier to spend the winter.

Born November 28, 1866, at the Snelbaker homestead farm near Woodstown, the son of Isaac D. and Anna Coleman Snelbaker, Mr. Snelbaker attended public schools until the death of his father when he assumed the responsibilities as the head of the family at the age of 16 years. After moving to Woodstown, Mr. Snelbaker became an apprentice to W. B. Foster, in the granite and marble business.

On completing his apprenticeship, Mr. Snelbaker became associated with William Davidson, of Wilmington, where he was active for a year. He then returned to Woodstown, where he established his business in 1890. In about five years, his brother, the late Ashbrook D. Snelbaker was taken into partnership and for about 15 years they carried on the business together.

The Snelbaker's Woodbury business was opened in 1896, on Cooper Street, where it is still located. In June 1940, he purchased the Woodstown business of his brother, A. D. Snelbaker. A number of well known monuments were erected during his long years of business.

Mr. Snelbaker was active in civic and church affairs. He served as a member and secretary of the Woodbury Board of Health for many years. He was a member of the board of directors of the Woodbury Trust Company over a long period.

He was active in the Kemble Methodist Church, a Past Noble Grand of the Woodbury Lodge of the I.O.O.F. and a member of several fraternal orders.

Mr. and Mrs. Snelbaker observed their fiftieth wedding anniversary in 1941.

Surviving are a son, Wilson Ashbrook Snelbaker, who has been associated with his father in the monument business for 25 years, and four grandchildren.

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Memorials Supreme ..... IN BEST BARRE GRANITE.....



Viale xx Settembre 31 — P. O. B. 151. CARRARA, ITALY

### Obituary Record

[Continued

#### JANET BROCK BIANCHI

The many friends of Janet Brock Bianchi, wife of Remo Bianchi, partner in Hoyt & Milne Co., Barre, Vt., will be shocked to learn of her death at the Barre City Hospital on March 3, after a two months' stay in the hospital. Mrs. Bianchi had long suffered from an incurable malignacy, but up to shortly after last Christmas had seldom missed a day in the E. L. Smith office, where her cheery personality and outstanding capabilities will be greatly missed. Funeral services, attended by several hundred, were held on Sunday, March 5 at the First Presbyterian Church. Burial was in the family plot in Hope Cemetery.

Janet T. Brock was born in Barre on August 29, 1901, the daughter of Andrew and Elizabeth (Livingston) Brock. She had always made her home in the community and was active in social and fraternal affairs.

Educated in the Barre schools, she graduated from Spaulding High School with the class of 1919. She attended Bay Path Institute in Springfield, Mass., and later taught at the Burlington Business College for about two years.

Returning to Barre, she worked for several years at the office of the Barre Electric Company, then at the Marr & Gordon granite plant office and the Carle-Belville Garage. For the past 10 years she was employed at the E. L. Smith quarry office.

She was a member of the First Presbyterian Church, the Elwood Club, Order of the Eastern Star, Women's Benefit Association and the Barre Woman's Club.

Her marriage to Remo J. Bianchi took place on August 9, 1943. He survives her.

Also surviving is a brother, George Brock, and a nephew, Colin Brock. Several aunts and cousins reside in Buffalo, N. Y.

#### RUSSELL C. FERGUSON

Russell C. Ferguson of Milton, Mass., the well-known New York area representative of the Dawson-Macdonald Company of Boston, Mass., died February 25, 1950, of a heart attack while in New Haven, Conn., at the age of 53.

Mr. Ferguson had recently attended state conventions in New York, Pennsylvania and Massachusetts, and his sudden death came as a great shock to his many friends. Despite inclement weather the last days of February, several hundred attended a beautiful funeral service held March 1st at the Parkway Methodist Church in Milton, Mass. Burial was in Blue Hills Cemetery. He is survived by his wife who resides in Milton, a married daughter, Phyllis and a son Russell, both of Cleveland, Ohio.

Mr. Ferguson joined the Dawson-Macdonald Co. in the 30's and was one of the most valued members in the organization. In a field of business in which a considerable amount of intense and sometimes high-pressure selling exists, "Russ" was at the other end of the pole. Hard working, sincere, and unassuming, he went out of his way to help his clients and friends, without consideration for immediate or future gain. He, as many a dealer can testify, was far more interested in seeing that what he sold lived up to promises than he was in the sale itself. More than one of his friends can tell of his somewhat diffident suggestions for changes of operations

### **Obituary Record**

[Continued

and methods that proved invaluable. A man without jealousy and a man of great good will has left us. All who knew him will miss him, yet the memory of him cannot but leave those of us who counted him a friend a little richer in life's experience.

### AMERICAN VISCOSE CORP. . . .

### Continued from Page 7]

burdens that come with defense, we shall once more run the dangers of all halfway measures and waste our strength and conscience as a weather vane rather than a force."

The shaft was unveiled by women veterans of the plant, Pvt. Cardie Allen, Wacs; S/Sgt. Edna Lilley, Marines; Marjorie Reigle, storekeeper second class, Waves; Arlene Sproit, seaman first class, Waves, and Sgt. Susan Stranko.

Gold Star Mothers, Mrs. Brady Bender and Mrs. Catherine Seiber, escorted by Mrs. Edith Derr, president of World War II Mothers, placed the wreaths on the monument on behalf of the Textile Workers Union, and Harold J. Michel, on behalf of the corporation.

Vier A. Goss, World War I veteran, gave the invocation and pronounced the benediction.

Spanish War veterans, Mothers of World War II and Phillips-Jones Post 1349 Auxiliary were in the column of marchers behind massed colors and firing squad of veterans and National Guard members.

### MARCH 23rd IS THE DATE FOR THE CONNECTICUT MONUMENT BUILDERS GUILD

Plan now to reserve the date—March 23, 1950—for the 6th annual meeting and get-together of the Connecticut Monument Builders Guild.

The business meeting, social hour, dinner and show will be held at Hotel Garde, New Haven, Connecticut, starting at 2:00 P.M. sharp.

### CONRAD EMSLIE TAKES OVER N. Y. AREA FOR DAWSON-MACDONALD

Just at press time it was learned that Conrad Emslie of Barre, Vt., will represent the Dawson-Macdonald Co. of Boston, Mass., in the New York City area and nearby territory formerly covered by the late Russell Ferguson, whose sudden death in New Haven, Conn., on February 25, saddened his many friends.

Conrad Emslie, who numbers many monument men among his forbears, joined the Dawson-Macdonald Co. shortly after returning from four years of service in the 14th Armored Division, and for the past two years has spent most of his time in the Barre district.

### EPIC EPIT APHS:

A MARKER on an English grave:

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#### ART GLASS MAUSOLEUM WINDOWS

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

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

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Kling, Butler, Missouri. DIAMOND CUT-OFF WHEELS very slightly used, many new. Mfg. by Norton, metal bond, steel center. Holes precision bored to meet your requirements. (9) 6" wheels, (263) 8" wheels (9) 14" wheels. Small sizes marked D100-L25M-1/8 Types D1TRS, 25 diamond concentration. Large wheels 100 diamond concentration. While they last 6"—\$95.50 ea; 8"—\$12.50 ea; 14" wheels. These amazing prices are approximately 7% to 12% of current list prices. You can find plenty of money saving applications for these wheels in stone & tile cutting. John Ramsay & Son, 513-29 N. Madison St., Allentown, Pennsylvania. Ear sole immediate shirmert. COM/CPETE PLOCK MACIUM. stone & tile cutting. John Ramsay & Son, 513-29 N. Madison St., Allentown, Pennsylvania. For sale, immediate shipment, CONCRETE BLOCK MACHINE AND MOULDS. Will make ony type and size blocks with constant demand. Capacity 2 men, 350—8x 8x 16 blocks, 8 hours. Keep busy spare time and bad weather and augment your earnings. Full par-ticulars, etc., on request. Write "Block Machine" c/o Monumental News-Review. PYRAMID NOZZLES ARE IN STOCK for immediate shipment, as well as various types of adhesive stencil. George Pfoff, Inc., 10-61 Jackson Avenue, Long Island City, New York, and Elberton, Georgia.

#### FOR SALE

WELL ESTABLISHED RETAIL MONUMENT SHOP, County seat town, Western Iowa, clean stock, modern equipment. Under \$14,000. Write Andrews Monument Works, Auburn, Nebr. GRANITE FOR SALE, at quarry cost price. Good stock in sawed block dimensions, sawed slobs, and steeled, also finish base, and markers. Write for price list. Adamant Monu-mental Quarry, Chas. A. Pilette, Owner, R.F.D. No. 3, Barre, Vt.

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RETAIL MONUMENT BUSINESS in good location, and good stocks. Owner retiring. Price reasonable. Address Vassar Monument Works, H. E. Conner, Prop., 429 E. Huron St., Vassar, Mich.

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Review.

Review. WANTED LETTER CUTTER WHO CAN OPERATE SANDBLAST, do shape carving and layout work in modern shop. Highest wages and steady work. Excellent climate. Write or wire Art Monument Co., Hayward, California. FIRST CLASS LAYOUT MAN and rubber cutter. Year around employment, vacation with pay, good working conditions. Write Johnson & Sons, 224 W. Maple, Independence, Wirewi

#### MACHINERY FOR SALE

We have several second hand surfacing machines at attractive prices. Address **BICKNELL MFG. CO., Rockland, Maine.** FIVE-TON CHAIN HOIST. Derrick, 25-Winona Monument Co., Winona, Minn. 25-foot mast. Large Granite City Surfacing Machine.

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EXPERIENCED SALESMAN FOR LONG ESTABLISHED BARRE MANUFACTURER for Michigan, Northern Indiana and Western Ohio. Write Monumental News-Review  $c\,/\,o\,$  Box 636.

WHOLESALE SALESMAN wanted. Commission basis. Well-known Barre manufacturer. For particulars write **Box 625**, c/o Monumental News-Review.

Salesman to represent Barre Granite Manufacturers. All inquiries confidential. Write Box 388, Barre, Vt.

SALESMAN, for both city and country work. Earnings about six hundred a month. Not over 35 years old. Robbins Monument Company, 2710 Washington Avenue, Houston, Texas. LONG ESTABLISHED WELL-KNOWN BARRE MANUFACTURER wants experienced sales-man for New York State (excluding New York City), Pennsylvania and Eastern Ohio. Write Box 287, Barre, Vt.

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"QUOTES AND UN-QUOTE"

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"God gave man five senses—sight, hearing, smelling, tasting and touch. The successful man has two more, horse and common.

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"Conceit is God's gift to little men.-Bruce Barton.

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