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Monumental
NEWS-REVIEW

Combining

MONUMENTAL NEWS

GRANITE MARBLE & BRONZE

THE MONUMENT AND CEMETERY REVIEW



Two More Beautiful Memorials in Mount Calvary Cemetery, Buffalo, N. Y.

The memorial to the Redemptorist Priests and Brothers is one of several outstanding religious memorials in beautiful Mount Calvary Cemetery; monuments that not only pay homage to the commemorated, but also are permanent and articulate symbols of the Faith and visual representations of the consecrated life. Not far from the Redemptorist Shrine is the Ziemer Family Memorial, an equally outstanding example of fine Memorial Art.

Both of these impressive monuments were designed and erected by the well-known Galle Memorial Studio of Buffalo, N. Y. They were manufactured by Valz Granite Co. of Barre in Wetmore & Morse Barre Granite.



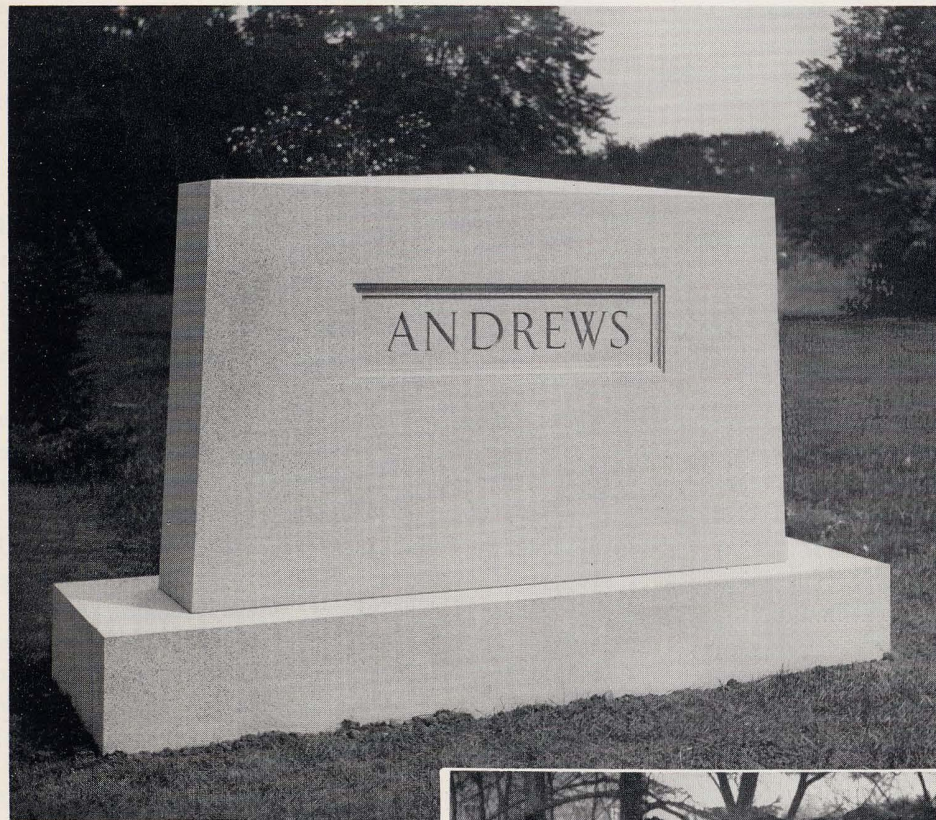
WETMORE & MORSE QUARRY
DIVISION OF ROCK OF AGES CORPORATION
BARRE, VERMONT

CONSERVATIVE and MODERN MEMORIAL ART

IN

Forest Lawn Cemetery

Buffalo, N. Y.



The Andrews Memorial, (above), produced by the Chioldi Granite Co., of Barre, was erected by Memorials Art-Crawford Inc. of Buffalo, N. Y.

In an old line cemetery such as Forest Lawn in Buffalo, N. Y., with so many examples of fine memorial art as prototypes, it is but natural that traditional styles predominate. The Andrews Memorial, featuring the conventional die and base with an apex top and the panelled name inscription, represents a variation of a style that has prevailed in popularity for more than three generations, and its conservative dignity will always appeal to a large public. Nevertheless, there is a definite appeal in Modernistic Design for many of the present generation as seen by public preferences and tastes in domestic and industrial design. The Keipper family Memorial, located not far from the Andrews Monument reflects this preference for Modern Design.



The Keipper Memorial, produced by Cook, Watkins & Patch, Inc. of Barre, was erected by George Howe Memorials of Kenmore, N. Y.

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

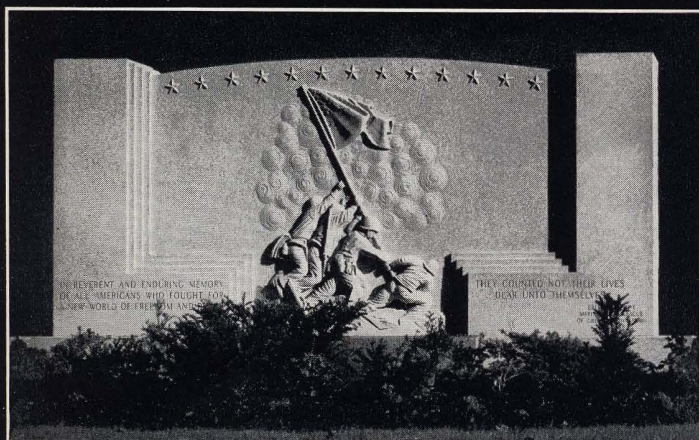
Quarriers of Pirie's Select Barre Granite

Customer Appreciation

Matt O'Hagan
PROPRIETOR

... has always been the key-stone of our business. In pre-war, war, and post-war times, we've always tried to see the problem from the dealer's point of view. Financially, this golden-rule way of doing business isn't always the most profitable, but it is still the most rewarding. Most of our clients today were with us twenty years ago, which to us is something beyond price. Inquiries invited.

**ROUX GRANITE CO.
BARRE, VERMONT**



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

Finer Monuments
and
Mausoleums

CHIOLDI GRANITE CO.

BARRE, VERMONT

LETTERS TO THE EDITOR

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.

CORRECTION

Monumental News-Review, Inc.:

We wish to acknowledge and thank you for your very kind letter of April 19 in reference to your article in the March issue of Monumental News-Review illustrating the memorial to John Vincent Power, the Congressional Medal of Honor winner of Worcester, Massachusetts.

As stated in your letter, the bronze work on this memorial was furnished by Gorham.

We wish, however, to call your attention to a rather serious misstatement in the opening paragraph by Ernest Stevens Leland, "The sculptor was B. B. Cianfarani of the Gorham Bronze Company of Providence, Rhode Island."

The sculptor was Mr. A. B. Cianfarani of Providence, R. I., and has no connection whatsoever with the Gorham Company.

The goal of the Gorham Company, Bronze Division is to faithfully reproduce in bronze the sculptural work of America's leading sculptors. We do not employ sculptors for statuary work. We appreciate the fact that this error was not intentional and we hope that it will not be misconstrued by your many readers.

The article in itself was very interesting indeed and we appreciate your cooperation as well as your kindness in forwarding to us the cuts of the statue and the plaque.

Appreciating your cooperation, we are

Very truly yours,

ELLSWORTH GALE, Sales Manager
The Gorham Company—Bronze Division
Providence 7, Rhode Island

LETTER FROM ST. LOUIS

Monumental News-Review, Inc.:

We, the Monument Builders of Greater St. Louis, kindly request you to publish our letter, which we mailed to all members of the American Monument Association.

We believe, "Making Our Nation Monument Minded" should be an industry project, in which all participate.

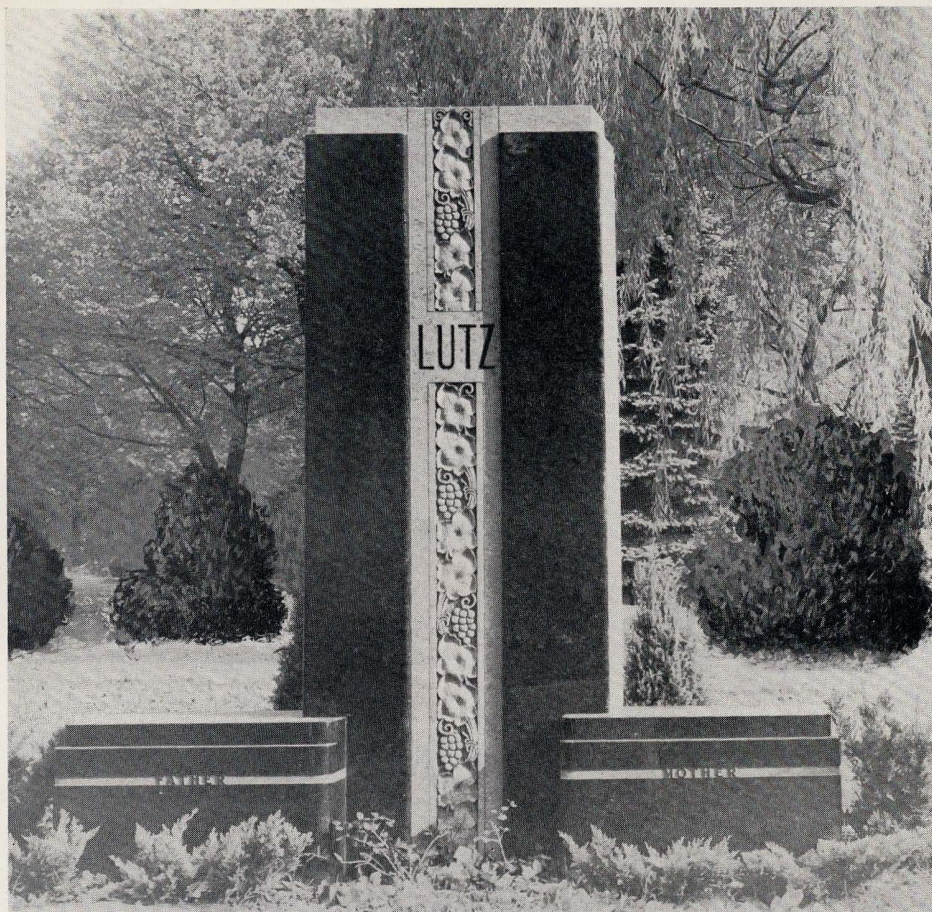
Hit and miss efforts in certain localities is not enough. Spending industry money educating—the Dealer—the Manufacturer—the Designer—the Quarrier and the Cemetery is a secondary need.

Let us stop kidding ourselves. What our industry needs now, is MORE CUSTOMERS. Create these by advertising the Meaning—the Purpose—and Satisfaction of owning a monument. These are the memorial values we want the Public to know and understand.

Call a halt now—stop promoting material—stop perpetuating the "family name"—stop glorifying the marker, that's the business of the non-monument cemetery.

[Continued on page 6]

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



Erected in the United German & French Cemetery, Buffalo, N. Y., by George Howe Memorials, Kenmore, N. Y., the Lutz Memorial was adapted from a design copyrighted by the Barre Granite Association.

BLACK PEARL GRANITE . . .

THE EPITOME OF DIGNIFIED ELEGANCE

BLACK PEARL GRANITE, for which we have the exclusive rights in the United States, represents an important Plus Value in the Cook, Watkins & Patch Dealer Franchise. Although introduced by us less than ten years ago, it has won rapid favor with the Public and Dealers alike. Time and time again its unique beauty has been the deciding factor in a highly competitive sale. Time and time again it has brought new prospects to our dealers, who have decided upon the material desired even before the design. Black Pearl is indeed an unique stone with all the sales advantages of other high grade specialty materials along with certain other unshared assets. Unsurpassed in elegant beauty and proven durability, it offers an unequalled contrast between polished and hammered surfaces. Most important, Black Pearl Granite represents "The Epitome of Elegance" at no sacrifice of conservative dignity. It is indeed an all-purpose specialty material without limitations. It is "at home" in old and new cemeteries alike and appeals to both the Modern and the Conservative prospect.

The Lutz Memorial was erected in commemoration of Harry G. Lutz, one of Buffalo's most prominent business and civic leaders, whose earlier and equally successful career as an actor embraced leads in "Peg O' My Heart," "Officer 666" and other Broadway successes, as well as Hollywood roles including a lead in "The House of 1000 Candles." His stage name was "Harry Gordon."

COOK, WATKINS & PATCH, INC.

221 COLUMBUS AVENUE

PLANTS:

BOSTON, MASS.

BARRE, VERMONT



1890 - OUR 60th ANNIVERSARY YEAR - 1950

45 Years' Experience



MANUFACTURING BARRE GRANITE

in Quality MONUMENTS—MARKERS

polished, steeled, axed

Sand Blast Engraving • Lettering

Duplicate Work and Slabs

PROVOST GRANITE COMPANY, INC.

RIVERTON, VERMONT



LETTERS TO THE EDITOR Continued

LETTER FROM ST. LOUIS

Continued from page 4]

Let us go the direct way—the straight way, delivering our message to the Nation.

You can help.

Very truly yours,

MONUMENT BUILDERS OF GREATER ST. LOUIS

TO ALL MEMBERS OF AMERICAN MONUMENT ASSOCIATION:

Gentlemen:—

The undersigned leading Retail Dealers of the Greater St. Louis area, have launched a newspaper campaign in the *Post Dispatch*, our largest evening paper, starting last Sunday, April 16th.

We have several non-monument cemeteries here, who are aggressively and successfully promoting their properties. Besides the many non-monument sections being developed in other old line cemeteries. This same condition exists all over the country. During all this time, our industry has been waiting for some miracle to happen.

We are determined to do our share to make people monument-minded. About 14 local dealers have met constantly for several months, besides having participated in many additional committee meetings and discussions with newspaper representatives, preparing copy, etc. If the time of all the retailers who attend these meetings is worth anything, you may rapidly calculate in your mind the sums the retailers have already spent in time and inconvenience before the program is even started. And, of course, there are the costs expended by A.M.A. officials and traveling men, their salaries and expenses, estimated at 55 to 60 thousand dollars annually, all to be added to the industry cost of advertising, because of course, this is an industry program and must be paid for out of the industry income.

You and we know from past experience that keeping a group of retailers enthused and spending money collectively is a chore, which requires extraordinary effort and much time on the part of the leaders, and seldom finds success except for a first short program.

It is our opinion that this industry needs a publicity and advertising program which might well be done in local newspapers everywhere in America, but to obviate the extraordinary cost of time on the part of the individual Retail Dealer everywhere, to plan and prepare the present program, it appears to us that the logical manner in which to finance such a national program is by an equitable, voluntary collection of funds at the source of supply. If this were done the retailers' time would be conserved and could be devoted to individual promotional activities, which would complement a national program and enable a retailer to devote much more of his time to managing and selling.

With an accredited FOUR or FIVE THOUSAND RETAILERS throughout the country, we believe you will agree with us that it is utterly impossible to get more than one-third of them to participate and bear the burden of the expense in a program such as is now set up. While sincere retail dealers are trying to save the industry, the unscrupulous element that takes no part, nor contributes a cent, is out getting the business.

But, with perhaps less than FIFTY QUARRIERS in the United States, it would seem much more sound if they set up a voluntary contribution program based on cubic feet of monumental material. Thus all retailers of monuments would participate in the program, and with a substantial fund established at the source, professional publicity people could be put in charge of the program which would be conducted in a positive manner in the leading metropolitan newspapers and in perhaps 400 or 500 county seat newspapers, so that the entire United States would be covered on a local basis WITHOUT DISSIPATING THE TIME AND RESOURCES OF THE RETAILER GROUP.

It is estimated that three million cubic feet of granite and marble is used annually for monumental purpose. At 25 cents per cubic foot, \$750,000,000 could be raised and at least 90 per cent of which could be spent for advertising.

After all, such a program would be a legitimate business expense and is practiced by many other leading industries. Certainly a national program of this sort would not only be legal, but would save our industry substantial sums of money in comparison with the present set-up, and would be more positive and effective.

Of course, something has been done leading toward this objective. A joint industry committee consisting of three members of A.M.A. and three members of M.B.A. have recommended that the two associations appropriate the funds to (1) have a professional business research organization conduct a national survey with the hope that we may understand the public viewpoint regarding monuments; (2) to have the same business research firm make recommendations to our industry and (3) when those first two actions have been taken it will be the function of this joint committee to look into ways and means of raising a substantial fund for marketing and promotion of monuments.

[Continued on page 10]



**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—eliminate the need for cutting it greatly oversize—and thus reduce expensive, time-consuming finishing operations. These popular steel-centered wheels cut granite $2\frac{1}{2}$ 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 Cost Will be Less

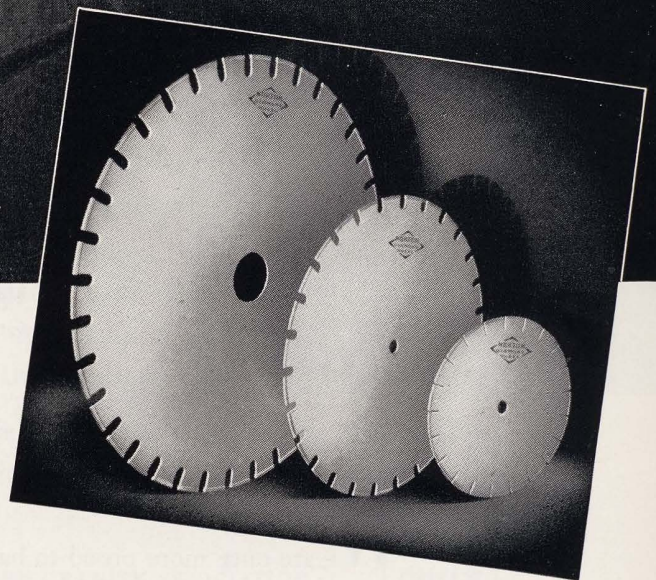
Although the initial cost of NORTON Diamond Wheels is greater—the savings in labor and overhead—the elimination of wheel breakage—and the superior finish they produce—more than compensate for this higher initial wheel cost.

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.

W-1267



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.

NORTON ABRASIVES



“In Memory of the Men and
Women of this Community
Who Gave Their Lives for
Democracy”

The above Honor Roll War Memorial, ideally located in a beautiful park overlooking the Oswego River in Fulton, N. Y., erected by A. R. Woods Memorial Co., of Pheonix, N. Y., was sponsored by the American Legion and the Veterans of Foreign Wars of Fulton. The material used is Pirie's Select Barre Granite.

We are once more proud to have been selected as the manufacturer of another significant Honor Roll War Memorial. As always, we devoted our highest skill to its creation, as can be readily noted by observing the enlarged “Eagle” detail above. This care in detail and carving is a hallmark of Lawson-made memorials.

LAWSON GRANITE COMPANY, INC.

Albert Gherardi, Proprietor

BARRE, VERMONT



Main Street

THE POWER IS HERE

Here . . . on your street . . . the power of Barre Guild's advertising is at work for you, selling Barre Guild monuments to people in your city, people who often pass your place of business.*

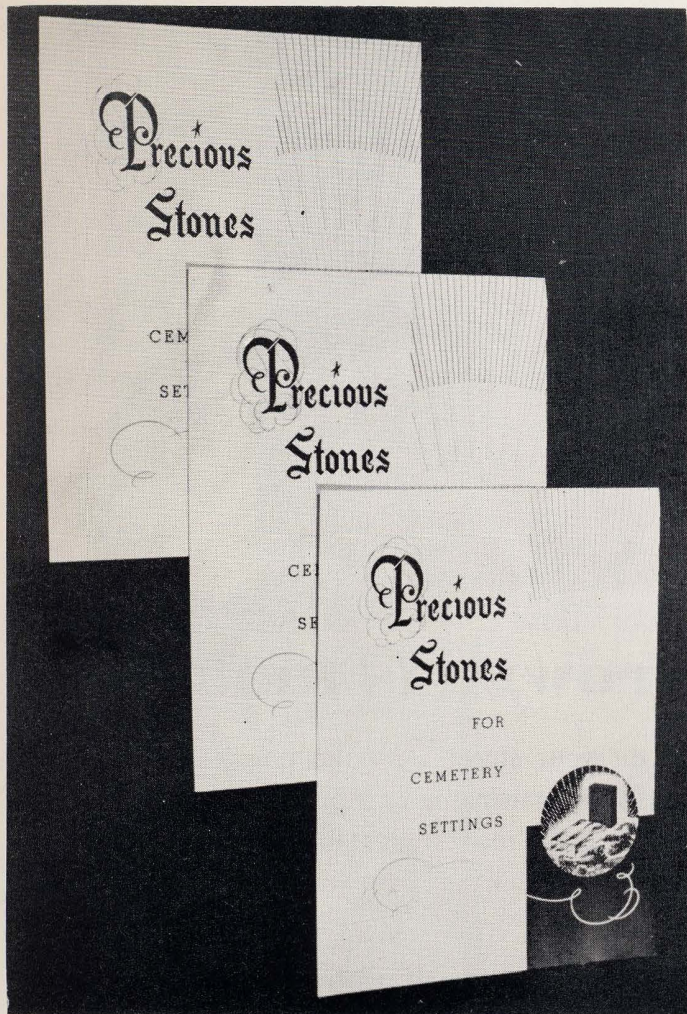
When you identify yourself with the Barre Guild . . . when you let people know that you have the superb Barre Guild monuments they've read about . . . *then* you are using the full impact of over 36,000,000 Barre Guild messages appearing in America's finest magazines, in the spring of 1950!

Thousands of Barre Guild sales impressions are reaching your city *now* . . . cash in on them!

BARRE GRANITE ASSOCIATION
BARRE, VERMONT



* We'll be glad to tell you how many sales messages are appearing in your area. Write Barre Guild, Dept. MN-54, Barre, Vermont.



HAVE YOU SEEN THIS BROCHURE?

If you **have**, then we need only tell you again that the beautiful color-reproductions it contains are true-and-typical prints of brilliant IMPERIAL MAHOGANY and VARIEGATED AGATE Granites.

If you haven't seen this brochure, ask for your copy—get a first-hand look at the remarkable color and character of the two gem-like stones which our quarries are producing. Territorial franchises still open.

MINNESOTA GRANITE INDUSTRIES

Quarriers - Manufacturers - Wholesalers
DELANO, MINNESOTA

LETTERS TO THE EDITOR *Continued*

LETTER FROM ST. LOUIS

Continued from page 6]

It seems our industry has spent tremendous sums in the past on surveys, research, organization expense and advertising granite and marble. We should by now know the public viewpoint. "They are losing interest in monuments, because we have failed to advertise the MEANING—PURPOSE and SATISFACTION of owning a monument."

We believe, the successful protection of the quarries investments and resources depends on the realization that the retail dealer is the logical and legitimate outlet for monuments. Therefore, it is most important to create more customers by a nation-wide movement to MAKE THE PUBLIC MONUMENT-MINDED.

Very truly yours,

MONUMENT BUILDERS OF GREATER ST. LOUIS

Lorenzon & Son, Ad. Lorenzon	Helley Mont. Co., Jack and Bill
Stanze Mont. Co., Art Stanze	Helley
Bastel Art Memorials, Joe Bastel	Kabler Mont. Co., Frank Kabler
Speh Mont. Co., Ernst & Leo	McCarthy Mont. Co., John H. McCarthy
Speh	
Lusicic Mont. Co., Iran Lusicic	Moceri Mont. Co., Jim Moceri
Breen Thomas Mont. Co., Wm. B. Thomas	Plymouth Mont. Co., Arch Stewart
Rosenbloom Mont. Co., Sol and Lou Rosenbloom	Pohl-King Mont. Co., Crawford King
Wentzville Mont. Co., Chas. Finke	Standard Mont. Co., Lou Chioni
	Vago Mont. Co., Lou Vago

Monumental News-Review, Inc.:

I have had 16 replies to the ad placed in your magazine up to date, and wish you would state in the next issue I have purchased the business of Mr. Ralph Dwight of Cortland, N. Y., and take possession June 1.

There seems to be a lot of monument shops for sale and there are several men who want to buy in Vermont I know of, but haven't the time to tell them about these shops, nor have I the time to acknowledge all replies and inform them I have bought.

Yours truly,

EDWARD HUGHES, JR.
Hornell Monument Works
Hornell, New York

A LETTER TO DESIGNERS

Monumental News-Review, Inc.:

I am enclosing an open letter to Monument Designers and Design Service, which I would like you to publish in your trade paper.

It seems that it is high time that our industry make a survey of designs and all printed matter mailed out by the industry, to clean out the objectionable and detrimental things that are unselling the "Memorial Ideal."

Unless our industry concentrates its efforts on making monuments "Pages of History" we will pass into history, because we have placed all monuments in a class so ably expressed by the words of the poet, who said, "De Mortuis Nil Nisi Bonum." (Concerning the dead (say) nothing unless (it be) good.)

With kindest regards, I am

Very truly yours,

Speh Monument Company
St. Louis, Missouri

AN OPEN LETTER TO MONUMENT DESIGNERS AND DESIGN SERVICE

Gentlemen:—

While Retail Monument Dealers everywhere are raising funds, through the advice of the American Monument Association, to promote an advertising campaign to revive interest in monuments and

[Continued on page 16]



ON THIS OUR 50TH ANNIVERSARY
WE GRATEFULLY ACKNOWLEDGE
THAT OUR SUCCESS MUST BE
MEASURED IN THE ACHIEVE-
MENTS OF OUR FRIENDS * *
OUR CUSTOMERS IN MANY
INDUSTRIES * * WHOM WE
HAVE HAD THE PLEASURE OF
SERVING THROUGH THE YEARS

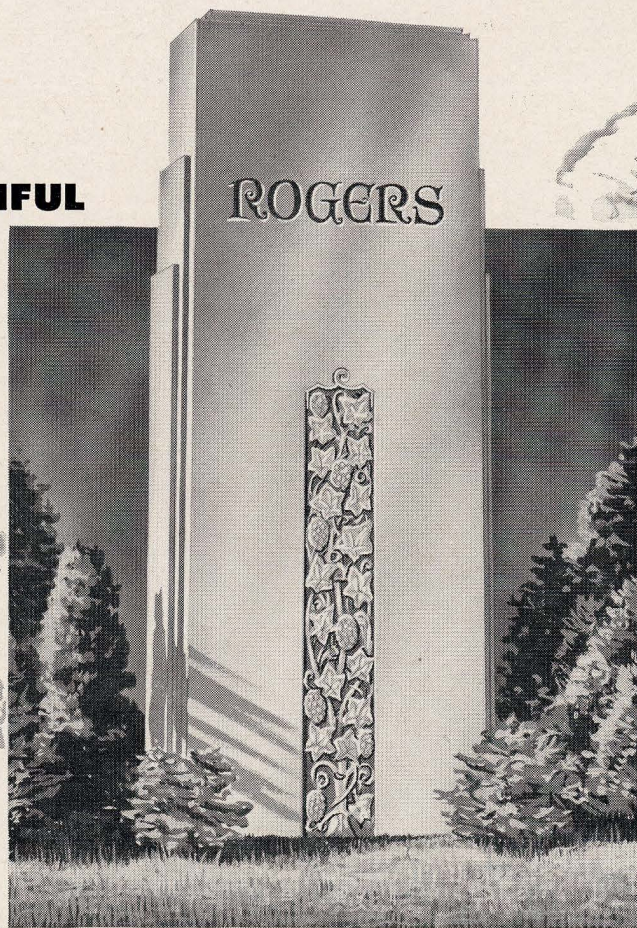
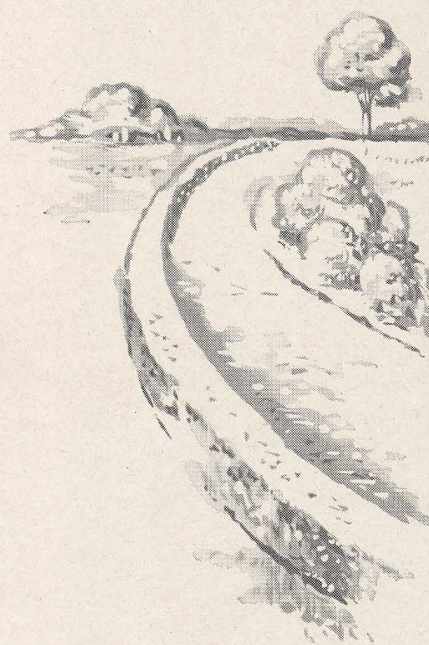
OTTAWA SILICA COMPANY
OTTAWA, ILLINOIS

SUBSIDIARIES

MICHIGAN SILICA COMPANY LA SALLE SILICA COMPANY
ROCKWOOD, MICHIGAN OTTAWA, ILLINOIS



**NATURE'S
MOST BEAUTIFUL
MONUMENT
MATERIAL**



Design pictured is example of fine craftsmanship and architectural skill — an inspired creation in beautiful Elberton granite.



The wide preference for Elberton granite memorials is understandable when one considers the superlative textures and colors of this rare stone—available only from the quarries located in the Elberton area.

It is quite natural that the preference exists because dealers are in position to appraise its outstanding beauty when erected in the vicinity of memorials

which are in no way comparable.

The affection in which Elberton granite is held by families is a tribute to all who have a hand in creating masterful examples of monument skill.

Hence, it is neither incidental nor accidental that more than one-third of the monument granite produced in America is quarried in the Elberton field.

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

Dallett's "Precision Built"

STONE CARVING TOOLS

DALLETT Carving Tools are the Stone Craftsman's first choice. This precision line is manufactured in four sizes, all are of the valveless type, employing the minimum amount of air, and having but one movable part—the piston. This design is simple in construction, light in weight and economical in operation. All parts are made of carefully selected steels and are heat treated, ground and lapped to close tolerances where necessary.

"STRAIGHT LINE" TYPE



1/2" Tool

The "Straight Line" type tool is manufactured in two sizes: 1/2" and 3/4" piston diameter.

The 1/2" tool, due to its perfect piston balance, is particularly suited for the finest and most delicate figure carving on marble, granite or stone.



3/4" Tool

The 3/4" tool is recommended for carving, tracing and for sunken inscriptions on marble and granite. Its wide adaptability makes it universally used. It has long been used by many Master Craftsmen.

"FINGERGRIP" TYPE



1" "Fingergrip" Tool

In the "Fingergrip" type tool Dallett offers 1" and 1 1/4" piston diameters.

The 1" size "Fingergrip" is an all-around tool that is used for all raised lettering, sunken inscriptions, for heavy lettering and carving as well as for all chisel operations.



1 1/4" "Bullset" Tool

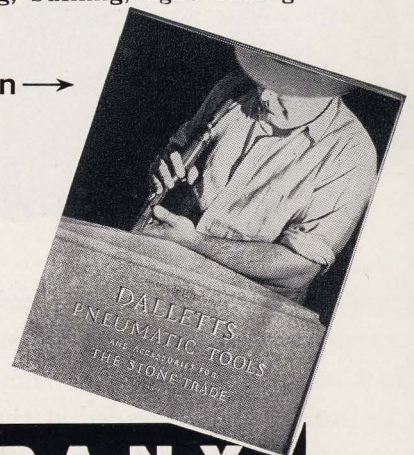
Dallett's 1 1/4" size, "Bullset" tool is a powerful tool made for heavy work. It has no equal for coping and roughing out of granite. The "Bullset" is widely used for peening, bushing, light drilling and heavy chiseling.

USE DALLETT'S ACCESSORIES—

Dallett's pneumatic accessories are the very finest, each item is made from materials that are best suited to its intended use. The Dallett line consists of chisels, couplings, valves and fittings—all Dallett Engineered for precision and for long, uninterrupted, trouble-free service.

Send for Bulletin →

In this bulletin No. 550, you will find fully described and illustrated, the Dallett Line of Pneumatic Stone Tools for surfacing, drilling and carving with all the needed accessories such as Chisels, Couplings, Valves and Fittings. Send for it today!



THE DALLETT COMPANY

Manufacturers of Pneumatic Tools and Accessories

SINCE 1883

MASCHER AT LIPPINCOTT STREET

PHILADELPHIA 33, PENNSYLVANIA



CARBOLON



**Approaching the
hardness of diamonds**
*for Fast Granite
Finishing*

*The background photograph shows grains of
Carbolon GP enlarged about 20 times.*

- Carbolon is silicon carbide crystallized in the intense heat of an electric furnace. Chunks from the furnace such as shown above are crushed, treated and graded at the Exolon Plant to provide the exact size needed for finishing hard, brittle materials such as granite. If you are interested in speeding-up your granite finishing operations Carbolon will help you.

Distributed by:

GRANITE CITY TOOL CO.
Barre, Vt. St. Cloud, Minn. Elberton, Ga.

Distributed in Canada by:

RITCHEY SUPPLY COMPANY
226 Geary Ave., at Dufferin St., Toronto, Ont.

THE EXOLON
COMPANY
944 East Niagara St., Tonawanda, N. Y.

Manufacturers of SILICON CARBIDE and ALUMINUM OXIDE ABRASIVES



QUINCY GRANITE

"EVERLASTING DIGNIFIED BEAUTY"



Courtesy of Louis Cassani, Quincy, Mass.

Peerless

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

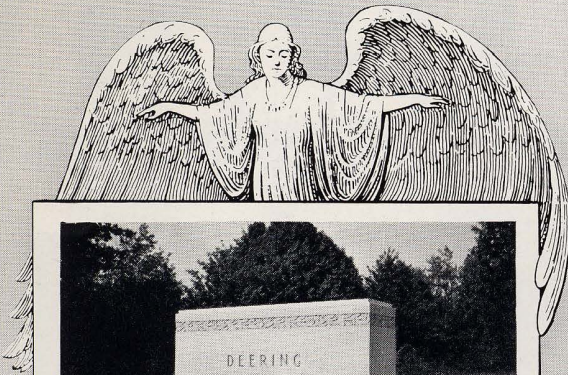
GRAY ROCK GRANITE WORKS, INC.
WEST QUINCY GRANITE & POLISHING CO.
ANTONIO RUSCITTO & SONS, INC.
E. SETTIMELLI & SONS, INC.
GOLBRANSON & CO., INC.

H. C. SMALLEY GRANITE CO., INC.
WILLARD GRANITE & POLISHING CO.
W. C. CANNIFF & SONS, INC.
ADRIAN OF QUINCY, Supplies Only

Produced-by J. S. SWINGLE INC. *Quarriers*

Quincy 69, Mass.

A SYMBOL OF SUPERIOR DESIGN



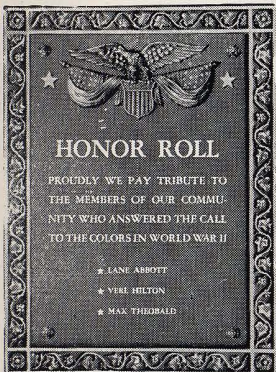
Classic Sarcophagus designed and produced for George E. Morrison and Son, South Portland, Me., erected in Laurel Hill Cemetery, Saco, Maine. John McCallum, Supt.

Where there is need for Superior Design, excellence of materials and workmanship, the call is for Guardian Memorials.

GUARDIAN MEMORIALS

of Everlasting Beauty
REG. U. S. PAT. OFF.

JONES BROTHERS COMPANY, INC.
10 HIGH STREET, BOSTON • BARRE, VERMONT



THE PERFECT COMBINATION for PROFITABLE SELLING!

NEWMAN

Hand-Chased cast bronze memorial grave markers, honor rolls and cemetery vases, famous for finer quality since 1882, assure quick sales and good profits for YOU. Investigate! Don't delay . . . DO IT NOW.

Write **RIGHT AWAY** for folders, prices and sales information. Positively no obligation.

FREE!

NEWMAN BROTHERS, Inc.

670 W. 4th St., Cincinnati 3, Ohio



LETTERS TO THE EDITOR Continued

A LETTER TO DESIGNERS

Continued from page 10]

to check the steady growth of popularity of markers, YOU are guilty of contributing your share by submitting a constant flow of designs and advertising literature devoid of sentiment and interest—slabs of stone with family names, with less appeal than the listings in the telephone directory . . . markers with year of birth and death. . .

Get a load of this copy in a mailing piece just off the press:

"The MEASLEY DOUBLE MARKER illustrates how beautiful a marker with no floral or conventional ornamentation can be. The beauty of its rich polished surfaces and well proportioned lettering proves again that a *monument* need not necessarily be expensive to be beautiful and appropriate."

Eleven markers are illustrated in this folder with name and year dates only. Listen to the lingo:—"Quiet dignity"—"Classic lettering"—"unique carving"—"mental beauty"—"truly a monument of which you can be justly proud"—"faith and love has been clearly told," etc.

Flowery language glorifying the marker and the crime of calling it a *monument*, seems to create some doubt on which side of the battle for our existence you are on.

Do you actually think that printed copy about sentiment—faith—love—symbolism and rich polished surfaces describing your designs makes sense—while at the same time the designs omit the day of birth, that joyous proud event with its congratulations and good wishes—while you omit the day of death, that day on which all Christians believe another Saint is born? Are you ashamed of the beautiful words "Father" and "Mother"? Are the words of the Bible to be written with ink alone? Is this your answer to the program intended to promote monuments?

Where are we heading? Communism may insist on improving our method by the use of 496-628-482 instead of name and dates.

Very truly yours,

E. G. SPEH

OFFICERS FOR 1950 OF THE STATE AND DISTRICT ASSOCIATIONS

ALABAMA-FLORIDA-GEORGIA

PRESIDENT

W. D. THURMOND

Thurmond Monument Company

3253 S. W. 8th St.

Miami 35, Florida

VICE-PRESIDENT

FRANK MORRIS

Georgia-Alabama Marble & Granite Co.

Box 783

Opelika, Alabama

SECRETARY-TREASURER

MRS. LEWIS HEARN

Carrollton Marble Works

Carrollton, Georgia

ARKANSAS

PRESIDENT

LEE ELLIS

Little Rock Monument Company

Little Rock, Arkansas

VICE-PRESIDENT

R. P. FERGUSON

Ferguson Monument Works

222 So. Railroad Street

Morrilton, Arkansas

SECRETARY-TREASURER

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[Continued on page 21]

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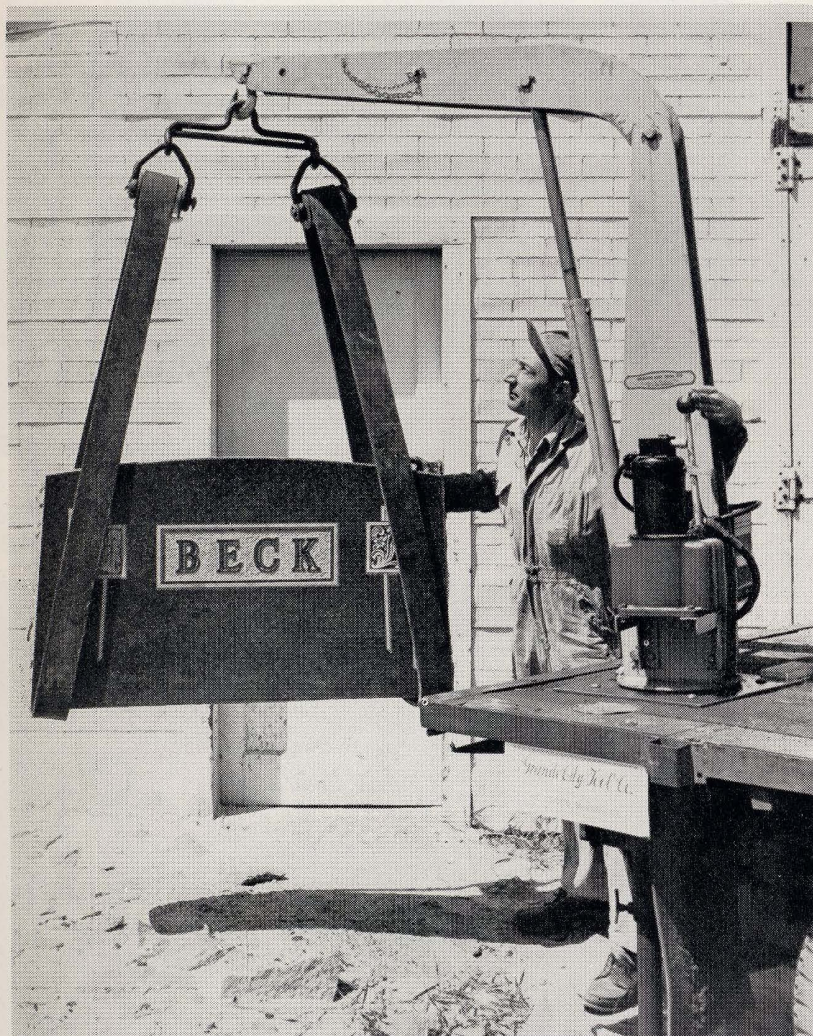
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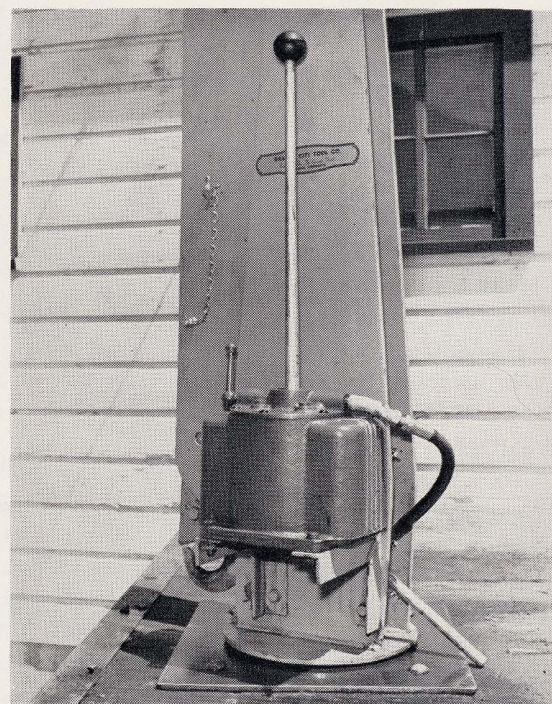
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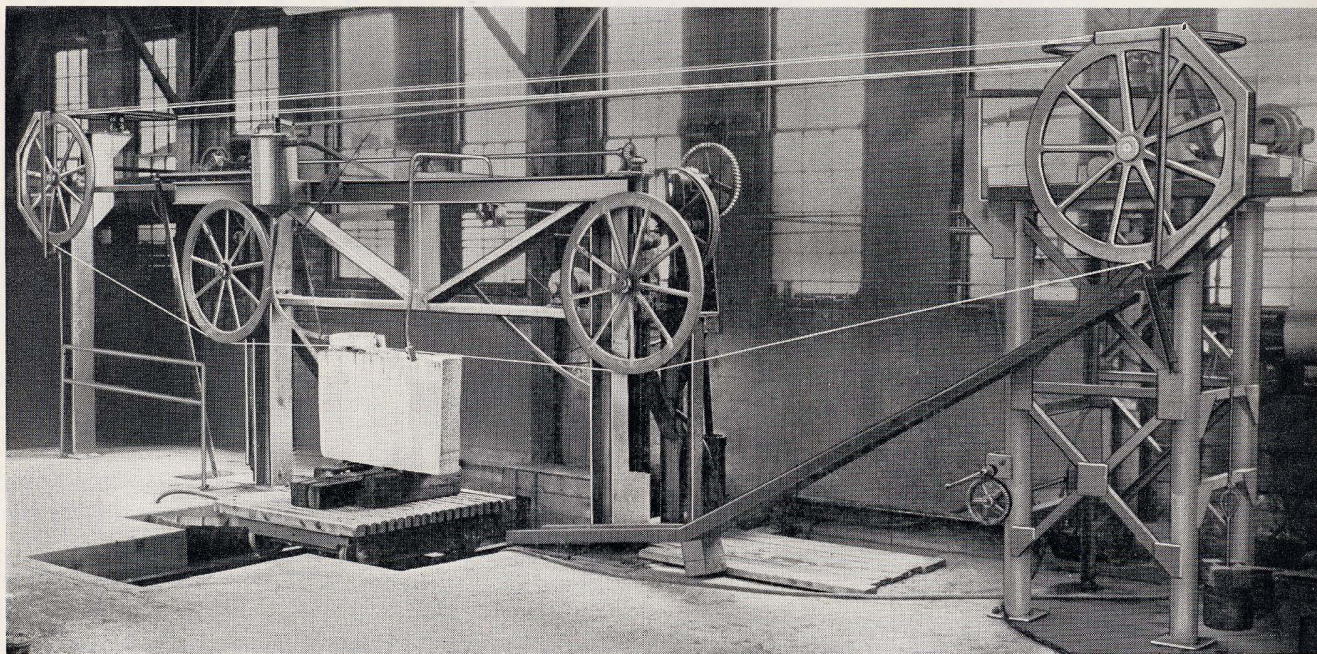
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As a monument dealer, you are the living inheritor of one of the world's oldest and most valued art traditions. That tradition has been honored and passed on to you by countless generations . . . enriched by a few.

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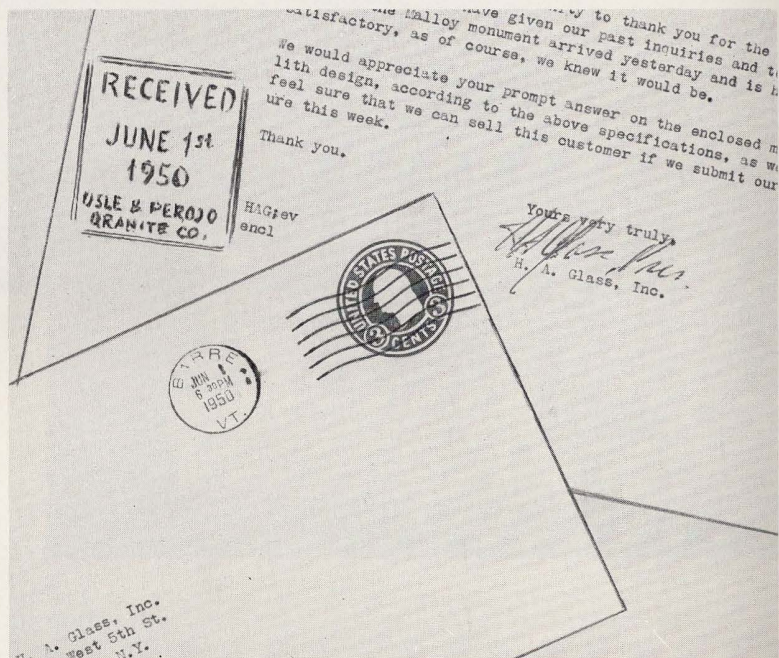
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Continued from page 17]

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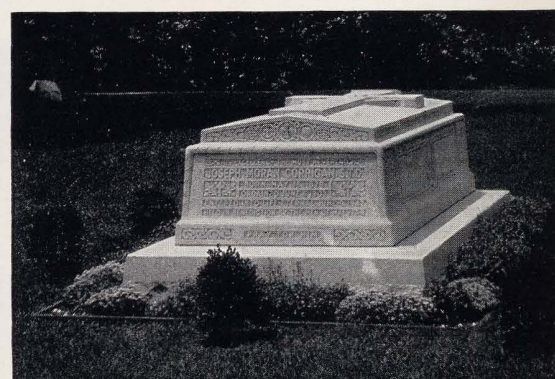
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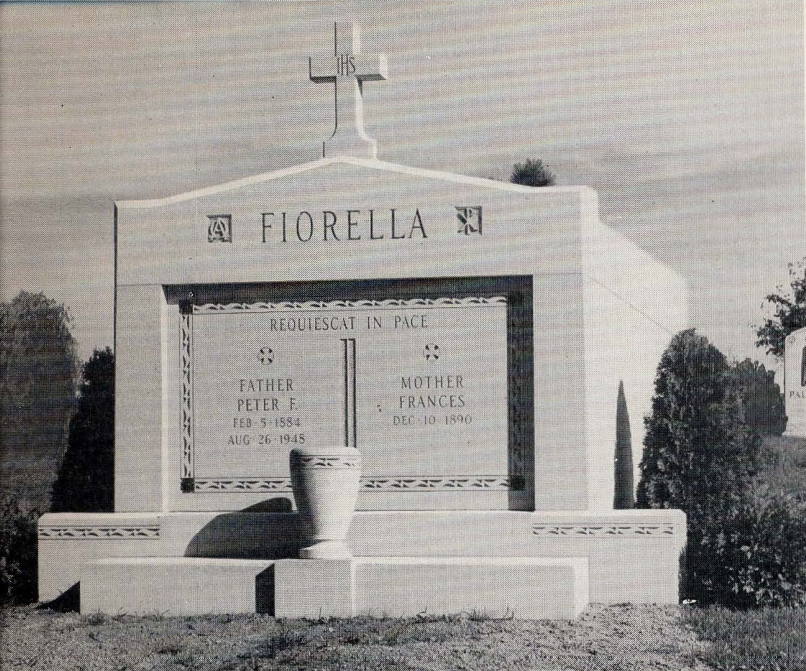


Leading retailers throughout the country acclaim the beauty and high quality of Harris Granites. That this confidence is well placed is evidenced in the skilfully carved Joseph Moran Corrigan tomb with its religious symbolism. It was cut from Balfour Pink Granite in our plant for Edward A. Carroll Company,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

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The SEPULCHRAL SARCOPHAGUS and PRE-NEED SELLING

The pre-need purchase of a mausoleum or sepulchral sarcophagus is the one logical and practical approach to the problem of pre-need solicitation. The *consolation* to be derived from the above-ground interment can be stressed without placing the accent on the normal fear of death and dread of earth burial. The idea of "building a monument" to oneself may quite naturally seem incongruous to a large public, but the idea of providing above-ground interment for the family involves an entirely different situation.

The mausoleum or sepulchral sarcophagus is *primarily functional* and it serves its beneficent mission when, in the tragic hours of the first bereavement, it stands there ready to receive the one we have loved and lost, sparing us the ordeal of earth interment.

Yes, these post-war sarcophagi in Buffalo should focalize dealer attention on *above-ground interment* as the major approach in pre-need selling. In every community, the alert memorialist should have no difficulty in compiling a list of middle aged families, or older, who could and should be approached on the subject whether in casual conversation, by means of tactful letters, descriptive literature or all three. The tax angle is an important argument.

Money invested in a cemetery plot, monument, mausoleum or sepulchral sarcophagus is forever free from taxation. Emphasis should likewise be placed upon the fact that the depreciation of an estate, after inheritance tax deductions, makes it far more economical for the principals to make the provision while living. It is not only an economy but also a gratifying *investment in peace of mind*. Preach the consolation of above-ground interment. Preach the importance of making this provision for the *family* long in advance of tragic need.



The three sarcophagi illustrated were erected by well-known Memorials Art-Crawford Inc. of Buffalo, N.Y. Excepting the Fiorella Memorial, which was produced by the Chiodi Granite Co. of Barre, all these memorials were manufactured in the shops of this prominent Buffalo firm.

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DIVISION OF ROCK OF AGES CORPORATION

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THE TRADE JOURNAL OF THE
MONUMENTAL INDUSTRY

Established 1889

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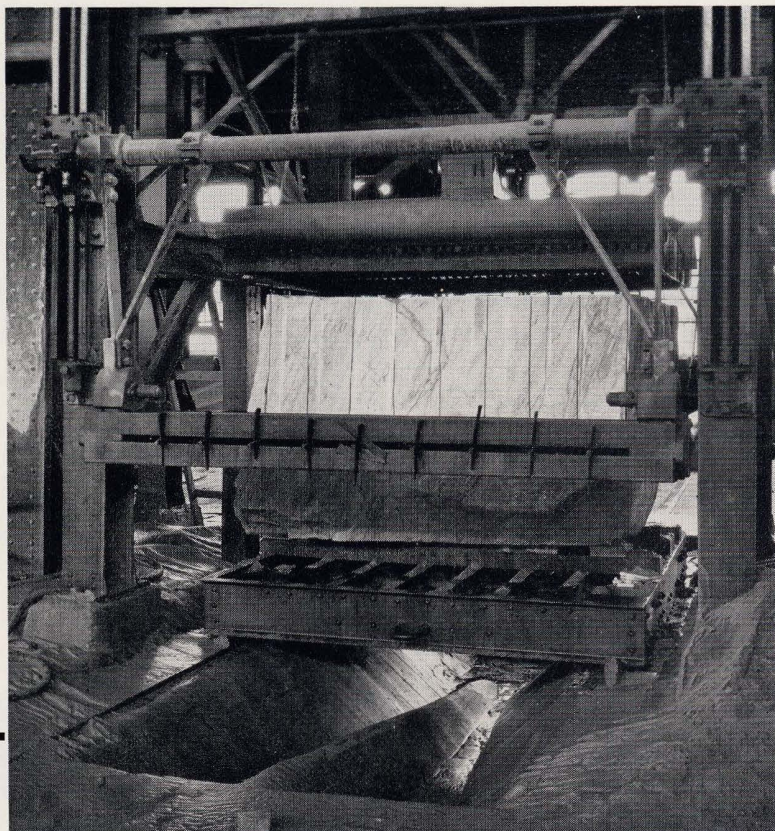
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Massive Gang Saws Slice

GEORGIA MARBLE

REG. U. S. PAT. OFF.

Here is where a Georgia Marble monument begins to take shape. The saw you see here has no teeth, yet it cuts through a material which has defied the elements down through the ages. Using the abrasive qualities of sand in water, its steel blades gradually slice the big blocks of marble into slabs of predetermined thickness. It takes 95 saws like this one, working night and

day, six days a week, to keep a continuous supply of Georgia Marble flowing to its ultimate destinations. From quarry to mill to monument, Georgia Marble is subject to constant quality control. As a result, after 65 years of operating by this concept, our dealers have come to recognize that "Georgia Marble" and "Quality" are always one and the same.

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WHAT MY TRADE ASSOCIATION MEANS TO ME

by Harold J. Ashe

Mr. Ashe, Tax Counsellor and former President of the Associated Business Writers of America, a trade Association of which he is the co-founder, is this month's guest editorialist.

ONE of the most frequent criticisms leveled at the United States by visiting foreigners hastily viewing the American scene is that we are a nation of incurable "joiners." Regrettably, not a few Americans claim to see some merit in this gratuitous fault-finding. Clearly, the implication is that formal fraternization and organization is slightly wicked.

Maybe so! Maybe so! But there is an impressive body of evidence which should lead to a contrary conclusion by thoughtful observers. This awareness on the part of Americans for the need to associate with each other through organizations may very well be one of the major contributions that makes our nation great. As a footnote to this urge to "join" it needs pointing out that joining any organization in America is entirely a voluntary process, and it is completely devoid of the compulsions and the dragooning edicts peculiar to certain other countries. Whether an American belongs or does not belong to a particular organization is always subject to review by the individual in the light of his own conclusions and his own conscience.

In perhaps no field of organization are the benefits, both to members and to society, more evident than in American business and trade associations. In place of Old World cartels there is New World free association of competitors. Instead of secret agreements restricting competition, there is open debate on business practices, and a constant upgrading of ethical values and standards, as expressed in voluntarily determined codes of conduct by which members strive to live and let live within the framework of our free enterprise system.

In local meetings, and in state and national conventions, association members come together to find new and better ways of doing things that have social value and which contribute to the well being not only of themselves but of all Americans. Here, in the best tradition of the Town Meeting, old approaches are re-examined and new concepts are formulated, later to be tested in the school of practical experience.

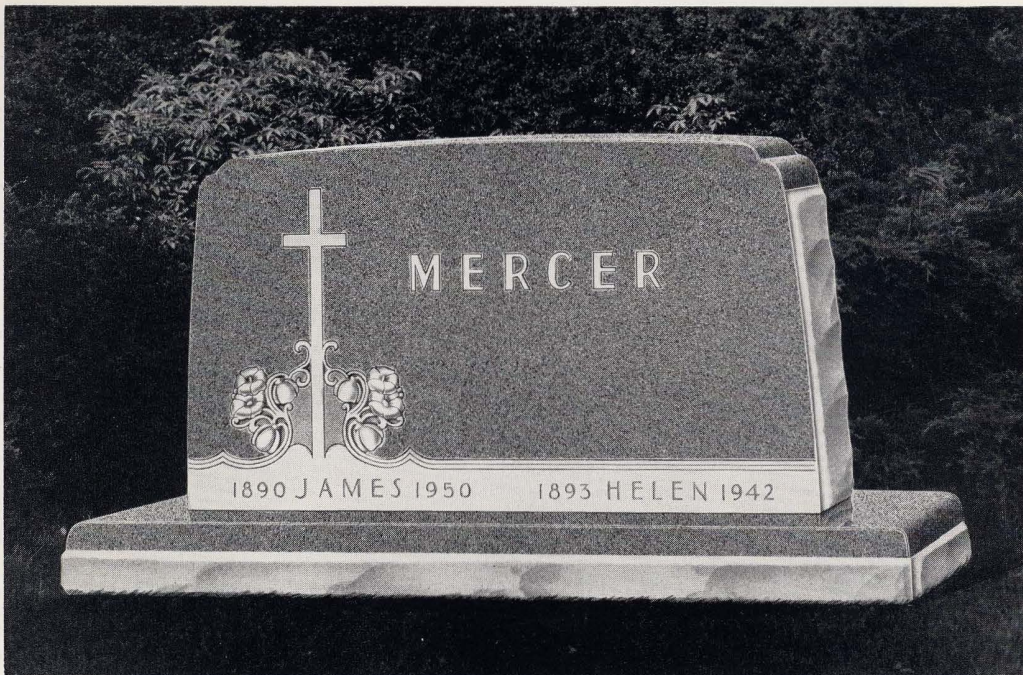
Under the healthy sunlight of reason, members freely exchange know-how. They soundly believe that an informed competitor is a better competitor. Self-criticism is encouraged. Without blunting the razor-edge of competition, they recognize that members of the trade have more things in common than they have differences or conflicts of economic interest. Mistakes are recognized after democratic debate and a free exchange of opinions. Only in a free society is this

possible, or even considered desirable. The free trade association is an unmistakable manifestation of a free society.

Those who see something reprehensible in organization, per se, make the fundamental mistake of confusing form with content. Presumably, if such critics read history at all—which is doubtful—they must conceive of even the first primitive tribes of man as evil. This was a view no doubt held by the long extinct saber-tooth tiger which was unalterably opposed to the association of man for his own protection, and for his advancement up the scale out of the primordial muck. The urge to "join," the need to "belong" is far older than the first crude wheel from which all modern trade and industry stems.

Here's what my trade association means to me:

1. It affords me an opportunity to know my competitors and to enjoy their friendship and respect;
2. It provides a means for cooperation with my competitors for our mutual self-interest;
3. It vastly strengthens my relative position in business;
4. It provides a medium of exchange with others having similar problems, so that all benefit;
5. It serves as my spokesman when, alone, my own weak voice could not reach farther than a whisper in the tumult of others;
6. It keeps me informed of trade trends and changes;
7. It fights my battles aggressively when, if standing alone, I could only conduct at best a delaying rear-guard action;
8. It spells out a code of ethics and business conduct for both my guidance and protection;
9. It helps to determine uniform trade practices and it contributes toward the elimination of the business anarchy of cut-throating;
10. It provides a forum through which my views can be expressed, and it permits and encourages me to help shape trade policies by which—even if I were not a member—I am competitively obliged to abide;
11. It gives me a means by which I can fairly carry my share of the load in fighting the common battles of the trade, instead of riding free on the backs of others;
12. If a trade is worth being in, it is worth being organized, and being a participating member. Because my trade is effectively organized, it is now a good trade, and one of which I am justly proud. Only organization has made this possible.



The CROSS Surmounting

Moral Decoration

THE MERCER design illustrated is No. F-31 in the series of new Bliss designs. The cross, ever a popular form of symbolic ornament, is being used today more than ever before as a surface enrichment in memorial design. The conventionalized hollyhock ornament is symbolic of ambition and forms an effective background and base for the cross. The band across the bottom of the die provides space for the inscriptions and ties in with the cross, thus completing the composition.

This is No. 105 of a monthly series of designs produced in the studios of the Bliss Design Co., Rockford, Ill.

The Legal Department . . .

A DANGEROUS FORM OF COMPETITION

A memorial dealer complains that a competitor has induced one who contracted to buy a marker from him to reject the stone and buy one from the competitor, and asks us to discuss court decisions bearing upon his rights.

First, we must note, however, that the woman who bought the marker and refuses to pay for it and removed it because, she claims, that the stone is not what she ordered. Of course, if that were true she had a right to reject the marker and buy from the competitor.

However, if the complaining memorial dealer can prove to the satisfaction of a judge or jury that the marker conformed to the contract and that competitor, knowing, as he must have known, that the woman had already contracted for the marker, induced her to break her contract to pay for it, he would have a good chance of holding the competitor liable, not only for the amount due for the marker installed, but also a much larger sum as punishment for maliciously interfering with the first memorial dealer's contract.

Interference with contractual relations between two parties is a serious matter in the eyes of the law. "Competition is" *not* "the life of trade," when it is carried on maliciously. As once said by the Massachusetts Supreme Judicial Court:

"One who interferes with another's business for the purpose of compelling present or prospective customers to withhold their patronage is responsible for the harmful consequences unless he shows a legal justification for such interference, and to constitute such justification, it must appear not only that the interference was in pursuit of a lawful purpose, like trade competition, but that it was carried on by lawful means." (Godin v. Niebuhr, 128 N. E. 406, 236 Mass. 350.)

As reasonably might be expected the law frowns more upon a competitor inducing a third person to *break* a contract already made than upon inducing him *not to make a contract*. For example, it is a serious legal wrong to induce a prospect for a memorial not to order one from a competitor, by any sort of *false representations*, although proper to point out any good reason why the order should not be given to the competitor. But, obviously, it is much more serious and wrongful to try to break up a contract that has already been entered into. A standard legal treatise says: "Although by itself, without any further element of wrongfulness of motive or means, merely inducing the breach or nonperformance of an existing contract has been held not to be necessarily" wrongful, "mere persuasion not to perform a contract has been held sufficient to constitute a" wrong "*where it is employed for the purpose of injuring the plaintiff or benefiting the defendant at the expense of plaintiff.*" (62 Corpus Juris 1143.)

It will not do to say that the aggrieved memorial dealer can sue the customer who has broken his contract. As said by the Maryland Court of Appeals in the case of Knickerbocker Ice Co. v. Gardiner Dairy Co., 107 Md. 556, 69 Atl. 405: "It is difficult to see why . . . a party to a contract should be confined to" a suit "against the other party for a breach of it, when a third party has been a deliberate cause of the breach for his own selfish or malicious purposes. To say that he has a" right to sue "the other contracting party is in many cases offering a mere shadow for substance, for oftentimes he

Conducted by
A. L. H. STREET
Authority on Cemetery
Law and Legal Editor
of the Monumental
News-Review



may have his trouble for his pay as the other party may be financially irresponsible."

But if the complaining memorial dealer in our case failed to deliver the kind of marker and at the price called for by his agreement, the competitor may be in the clear. In a Montana case where plaintiff had broken his contract with his customer, when a competitor attempted to make a new contract with the customer, the Montana Supreme Court decided that the competitor was not liable in damages to plaintiff. (Burden v. Elling State Bank 76 Mont. 24, 245 Pac. 958.)

For further assistance in this matter, our correspondent should consult a nearby attorney.

CANCELLED ORDERS

A prominent memorialist asks for legal data bearing upon the cancellation of *orders* for monuments. He writes: "We have been told that in our state a verbal contract is binding. Here we have a *written contract.*"

In every one of the states, the courts make an important distinction between an *order* and a *contract*, so far as concerns the right of a buyer to cancel.

As we have frequently pointed out in these columns, an *order* for a monument, like an order for any other chattel, is merely an *offer to buy*, which can become a *contract to buy* only upon *acceptance of the order by the party to whom it is addressed*. Until acceptance, the monument man is not bound to sell. And, because there can be no contract without *mutual obligation*, the person signing the order can cancel it any time before its acceptance. (This is so whether or not a deposit accompanies the order, in which case the prospective buyer would be entitled to its return on his cancelling the order before its acceptance or on the memorialist rejecting the order.)

Until there is a completed contract, the buyer may cancel his order with or without cause, even if the order says that it is not subject to cancellation. The law says that it is unfair to bind the buyer to buy so long as the seller is not bound to sell.

But if the order be accepted before the buyer declares a cancellation, it cannot then be withdrawn, unless, of course,

[Continued on page 55]



PROFESSOR CHARLES L. LAPP

HUMANIZING YOUR RELATIONSHIP WITH SALESMEN

Professor Charles L. Lapp

*Sales Management Staff, College of Commerce and Administration,
The Ohio State University, Columbus, Ohio.*

(An address delivered at the M.B. of Ohio Convention)

THE personal supervision of outside salesmen is an area in the practice of sales management which should be given an increased amount of attention by those charged with the responsibility of directing salesmen. In the areas of product development, pricing, financing, advertising, and personnel policies in respect to selection, initial training, and compensation, considerable information has been made available in professional magazines, trade publications and books. Both in the literature and in actual practice, the personal supervision of salesmen has been neglected. Even where highly developed personnel programs have been initiated for the benefit of other workmen, the salesman upon whose efforts so much depends has been the forgotten man. Why!

First, it is much more difficult to supervise the outside salesman than other workers. The salesman works for hours, days or even weeks out of contact with his superiors. It is more difficult to set standards of performance for salesmen than for the office or factory employees. There is no assembly line that the salesman must keep pace with.

Second, a large number of sales executives believe relatively little supervision of salesmen is necessary. It is their feeling that if salesmen are properly hired and initially trained, the cost in time and money necessary to supervise salesmen is unnecessary.

Third, still other sales executives believe that a good compensation plan will accomplish all the objectives of supervision.

Fourth, a still larger number of executives neglect the personal supervision of their salesmen because they feel that mass methods of supervision are all that are needed. Mass methods such as conventions, sales bulletins, contests, and sales meetings are good enough as far as they go, but they do not go far enough. These mass approaches are "shot in the arm" approaches that do not build the salesman to a permanently higher level of sales performance because they fail to consider the individual shortcomings of each salesman.

Personal supervision of salesmen is the means by which the head hopes to make the fingers act to its bidding. I have seen companies with beautiful sales plans whose sales performance is very poor. They are like the man with the big bass horn who complained, "I blow it in so sweet, but it comes out so sour." Typical of what I am talking about is the company which I know of that spent \$10,000 developing a sales manual, but spent less than \$50.00 to make sure that their salesmen made use of this investment. The spending of a little time and money on supervising salesmen is a small

investment, but it is this small investment that insures that all previous effort and money have not been wasted.

The proper personal working relationship with your salesmen is becoming important for another reason. The union leaders have stated that the some 800,000 outside salesmen are the next ones to be taken into the fold. Already significant inroads have been made in unionizing automobile, liquor, book, and other types of dealer salesmen. Salesmen are more receptive to the efforts of these union leaders than you may realize. In a random survey which I made of over two hundred salesmen in all types of selling, a little over 50 per cent stated they would give serious consideration to joining a union if approached by the union leaders. This threat must be headed off if executives are going to maintain complete autonomy over their sales forces.

You may say your salesmen do not want more continued training, assistance, control, and motivation. Another survey which I made in three different areas of selling of two hundred and thirty-one salesmen indicated that 75 per cent of the salesmen felt that an increased amount of supervision would increase their selling effectiveness.

So far, I maintain, too little attention has been given to the continued development of sales manpower. Lower sales volume per salesman than is possible is the price that is being paid every day for the lack of proper supervision. J. C. Aspley, writing in the 1950 Edition of the *Sales Manager's Handbook*, states that salesmen on an average, work up to only 30 per cent of their capacity.

Danger Signs

Danger signs such as the following will be indicative of where and when an increased amount of supervision may be necessary:

1. Higher turnover of salesmen in a company, territory or region than in other comparable companies, territories, or regions.
2. Higher percentage direct selling costs than found in other comparable companies or situations.
3. Increasing number of customer complaints.
4. Improper utilization of time by your salesmen.
5. Improper selling techniques used by your salesmen.
6. Improper attitude of your salesmen toward selling, toward his company, toward his customers, and toward the products being sold.

It is realized that some of these difficulties may not be due to supervision, but are weaknesses in other areas of sales

[Continued on page 46]

NOTES FROM A DESIGNER'S SKETCH PAD



ORLANDO GULATTO, itinerant stonecutter of my youth, had nothing that could legally be called a brain, but he had a remarkable voice. Careening homeward bound to his boarding house late Saturday nights the sleepy inhabitants along the way would be startled by snatches of arias from operas or love songs of his native land. For the few who silently cursed him there would be others who listened attentively and presently found themselves drifting dreamily into a Venetian night with Orlando at the oar.

These nocturnal serenades along with his perpetual humming while at work attracted the attention of the boss. "Why don't you boys get together on some hymns? A little religious music might put the customers in the right mood to buy a monument."

We said nothing for the boss was always propounding ideas beyond our immediate comprehension. He was a man ahead of his time. Today of course factories, even farms, are wired for sound, and Kreisler and Heifetz play not only to select audiences but to mechanics and cows as well.

It took some tutoring to teach Orlando the words from a hymnal for he was practically illiterate, but he grasped the melody almost instantly. After about a month we were ready for rehearsal; the boss assuming the role of conductor. Whenever he wanted music he simply opened the door to the shop, tossed a small stone at Orlando, and presently, to the accompaniment of pneumatic tools and hand hammers, there drifted through the outer office and into the showroom the gentle refrain, "There's Not A Friend Like The Lowly Jesus." Later on we expanded our repertoire

to include such bracers as "Showers of Blessings" and "Bringing in the Sheaves."

What actual effect this had on sales was never revealed but I gathered it was successful, for the boss often slipped a cigar to Orlando on the sly, and once his spinster stenographer stuck her head in the shop beaming idiotically and shouted, "That was a right pretty tune."

All went well until the morning following Decoration Day when Orlando showed up, flushed as a lobster and listing heavily to port. He had no sooner got into his apron and started his air hammer when the door flew open and the boss signaled for a hymn. We looked expectantly at Orlando but nothing happened. Three minutes later the door flew open the second time and the boss rapped sharply for attention; but Orlando was concentrating on the margin of a bottom base and paid no heed. Catching my eye the boss pointed at Orlando, turned his back and slammed the door. I walked over and shouted in his ear, "The boss wants a song." He leered happily and I retired to my banker preparatory to taking part in the quartette.

Orlando arose from his work, spit out a wad of chewing tobacco, cleared his throat and in a powerful voice began a ballad we had never heard before. It was a lyrical little piece doubtless of folk song origin with a melody that was entrancing. What the words were, if any, in its native tongue, I wouldn't know, but in English they were ribald and obscene as to make even the profane shudder. We lowered the pressure in our air hammers and listened to Orlando as if entranced. Verse followed verse, seemingly without end, each more licentious than the other.

Once more the door banged open but this time there were no preliminaries. The boss flew across the shop in nothing flat, tore the goggles off Orlando's face and clipped him a hard one on the jaw. I thought afterwards that if he had followed through with a series of rights and lefts, aided perhaps with a peen hammer, he might have had a chance but he hesitated as if surprised at his own assault and in that moment there followed swift and terrible retribution. Orlando was arrested and thrown in jail charged with assault and battery with intent to kill, which was later reduced to assault and battery, finally to assault; and when he was haled before the Magistrate he was charged with disturbing the piece, fined ten bucks and warned to leave town. Whatever became of Orlando I have no idea. He has probably long since gone to his reward for he was many years my senior. If he got into heaven which seems likely, on account of his voice, he is probably singing arias with the angels.

Carl Kastrup

CASE HISTORIES in Personalizing MEMORIALS

With Sketches by Ernest Stevens Leland

IT IS so much easier and so much more interesting to approach the prospect with the purpose of selling him an *idea* instead of an "item"; of helping him to *personalize* the memorial.

All sorts of merchandising schemes, from the Fuller Brush to the Tiffany techniques, have been evolved to merchandise the bereaved. The amount of ingenuity, effort and money that has been expended is almost fantastic. Small wonder that the purchaser so often finds himself confused, bewildered and often discouraged.

Why not sell sentiment before attempting to sell the memorial which is, or we say it is, an *expression* of sentiment?

While competitors are using the standard high pressure sales tactics, why not reverse the technique by addressing your appeal to the heart instead of the purse?

Why not plead with the prospect to make the memorial a *personal* expression of sentiment, no matter how inexpensive the monument may be.

Why not spend less time on shop talk and more time in finding an *idea*, a theme, motif, sentiment or association of ideas for *personalizing* the tribute?

You will find that this approach to the true memorial idea will give you confidence in direct ratio to the degree in which you develop resourcefulness in selling *personalized*

sentiment instead of stone, however good the stone may be, or however beautiful the designs. You will find that this *professional* approach to your work will open a new realm of opportunity in serving your public.

In these articles we are trying to describe and illustrate some typical examples of *personalization* in both design and selling.

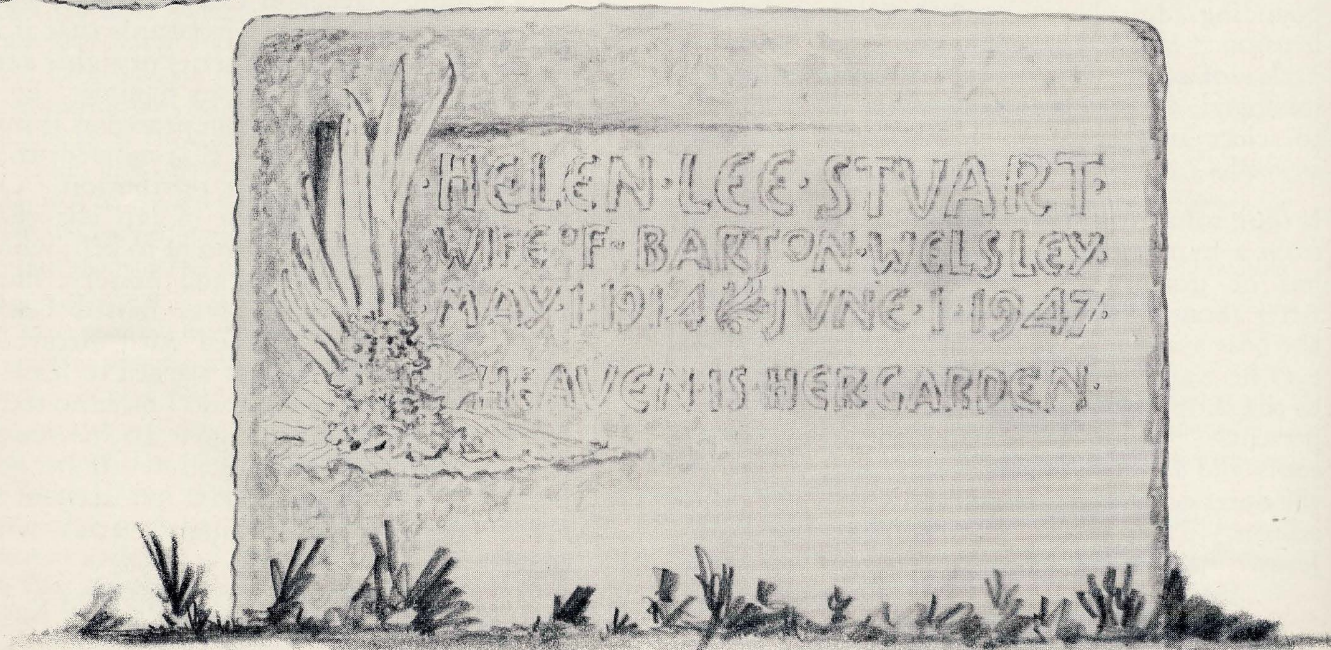
The problem, as the reader will see, is to find — through interview, observation or enquiry — an *idea* for the memorial: what is known in fiction as a *plot*, in music as a *theme* or *melody*, in art a *motif*, in advertising as a "hook or a gimmick."

Personalization of memorials is the most important forward movement in monumental art; it is clearly the most resultful approach from the standpoint of salesmanship which, as all salesmanship should be, is based upon service, *personal* service.

These case histories of personalized design, and therefore personalized selling, are intended merely to indicate the infinite number of ways in which any and all memorials can be personalized. Some of the stories or "cases" are factual, some drawn from the experiences of others, and some purely fictional or hypothetical. But whatever their source, the idea is to promote accent on *sentiment*, on a personalized service to the public through *personalized* memorials.

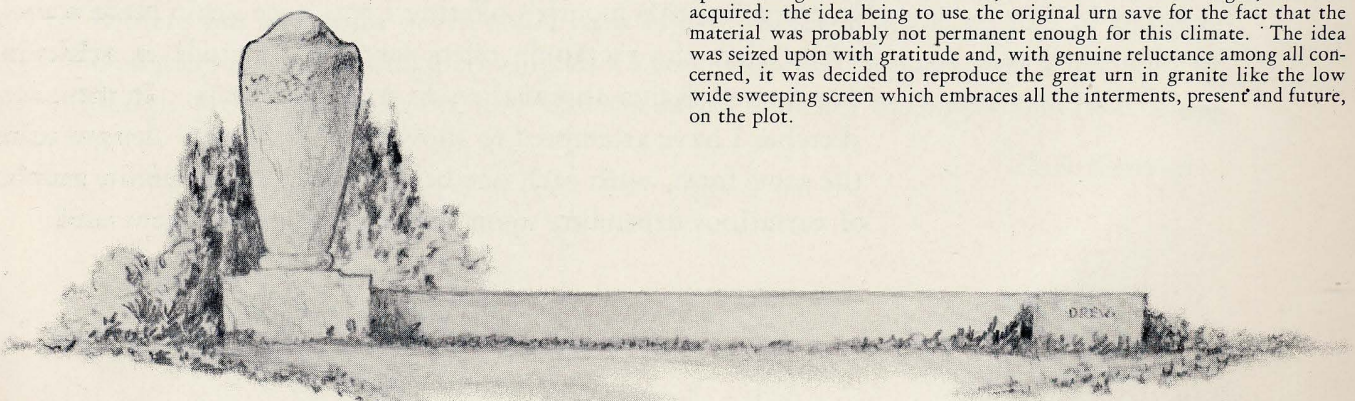
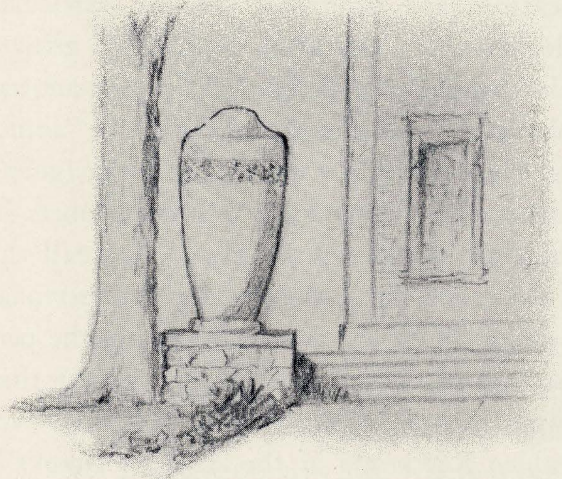
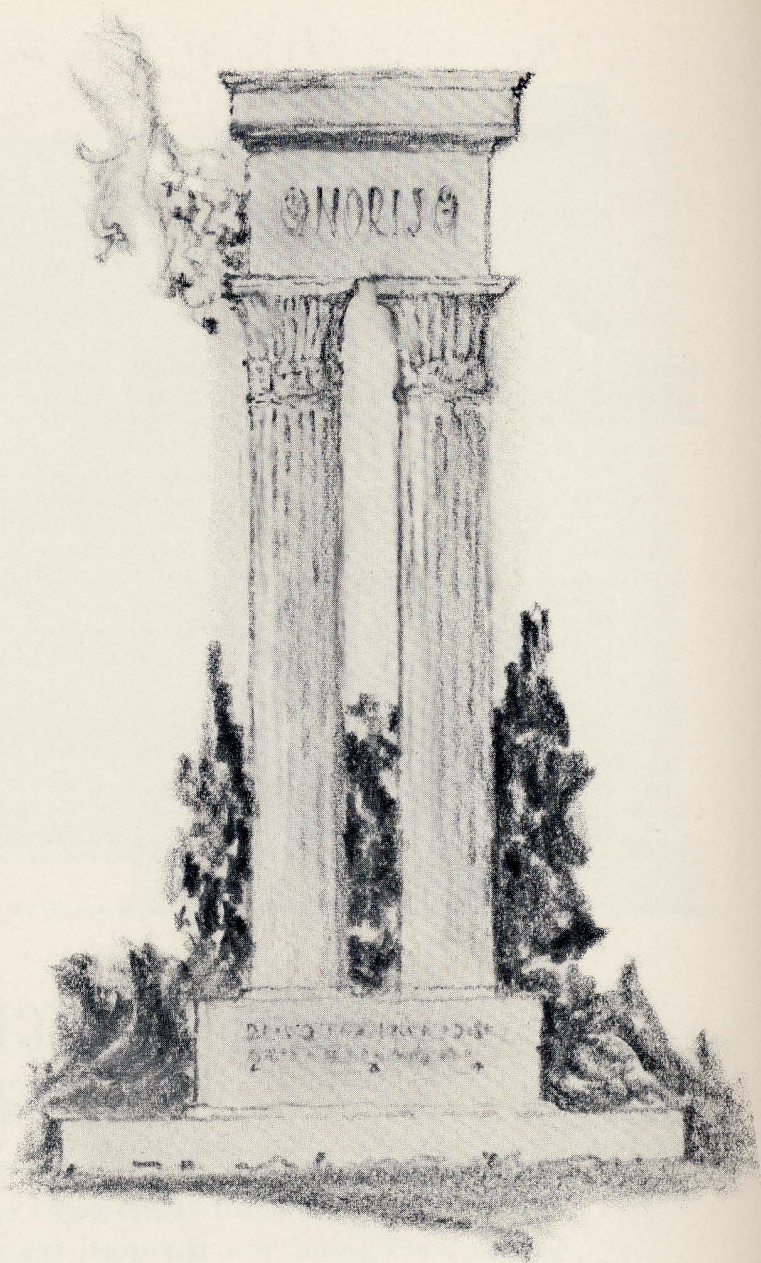


The CASE of the GARDEN LOVER. Mrs. "Welsley" gained a nationwide reputation as an artist and an expert in floriculture. Repeatedly, in major flower-shows, her exhibits were awarded grand prizes; several times in the National Show. Her untimely death was mourned by a vast circle of friends across the country. For reasons unnecessary to detail here, the memorial on Long Island was to be a tablet or headstone of modest proportions. Cost, materials, finish and other shop talk were subordinate to the one objective which the bereaved husband had in mind. Could such a simple stone be made beautiful? Could it be made to say something, to express something to mean something about the deceased? Over the mantle in the beautiful living room was an enlarged picture of a prize exhibit Mrs. Welsley had submitted several months before her death. In composition it was a thing of almost startling beauty. What more logical, beautiful and appropriate than to use this floral grouping as a *motif* for the modest headstone? The small sketch illustrates the "pattern" of iris leaves, flowers and lily pads with which Mrs. W. had won her last award. The other drawing illustrates a "trial" sketch, made at the home, introducing a reproduction of the floral group together with the name, relationship, dates and an improvised epitaph: Heaven is Her Garden."

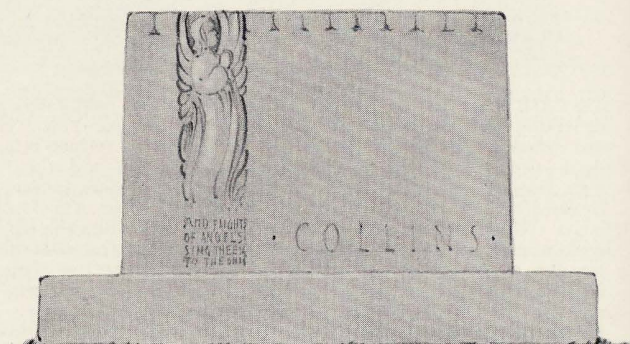
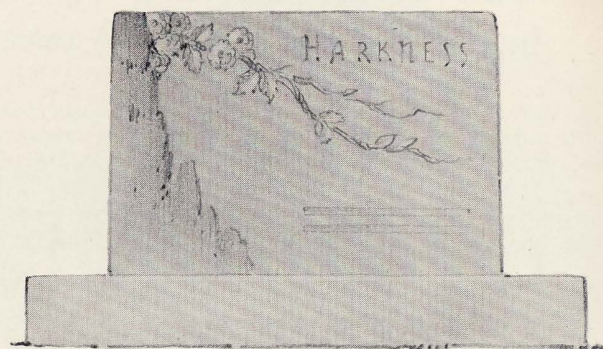
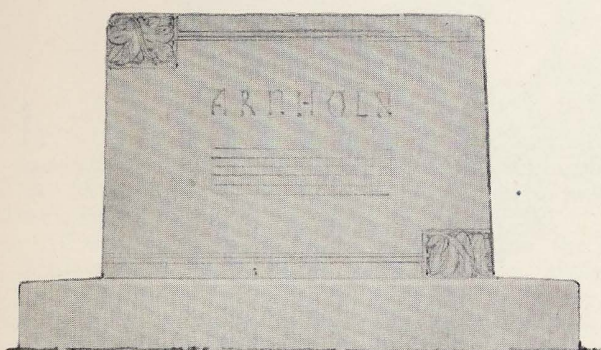




The CASE of the ENTRANCE PORTICO: The "Noris" family were people of wealth, with the usual town house and country place. Mr. "Noris" was a famed international banker who accumulated a fortune before his death after World War I. Naturally, the attorneys and the widow were besieged by memorialists. The confusion of ideas became more confused with the complications which continued to develop in closing the estate. To both Mr. and Mrs. "Noris", their beautiful estate in the South was a constant haven of rest and happiness. A striking feature of the huge mansion was the entrance portico, through which the two with their children had so often passed. Moreover, both husband and wife were enthusiastic admirers of colonial architecture, exterior and interior. What more natural, therefore, than to suggest an adaptation of the portico for a memorial on the spacious plot? The idea was received with enthusiasm by Mrs. N. and the family, and later by several memorialists at work on the "case." But things did not go so well with the "Noris" fortune, as with hundreds of other wealthy families in the thirties. The executors insisted that the "portico" idea would need to be radically reduced in size and cost, or else abandoned. But Mrs. N. was reluctant to abandon the sentiment and beauty of the idea, while she appreciated the fact that a miniature or dwarf reproduction would be in poor taste. Hence it was proposed that only one side of the portico be reproduced, using the paired or coupled "Tower of the Winds" columns in their actual size; preserving them for posterity and at the same time symbolizing the two, husband and wife.



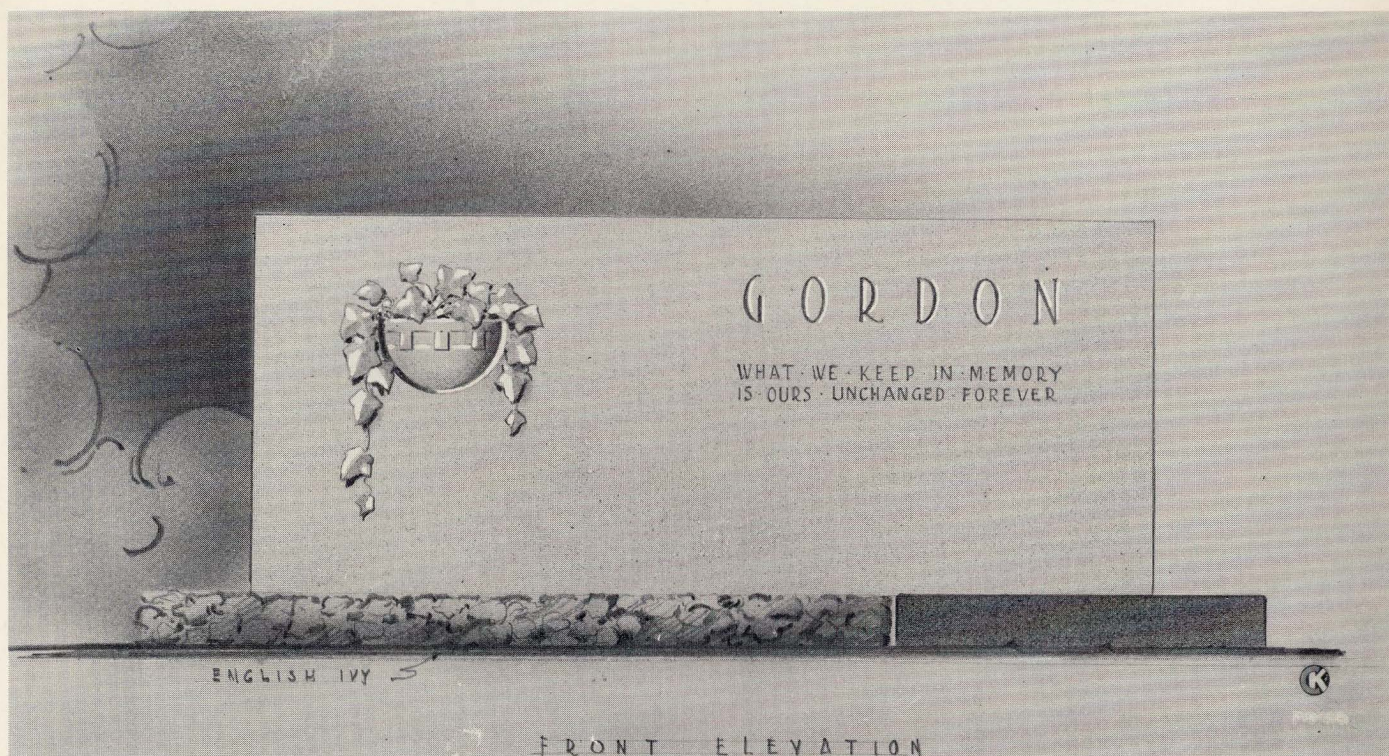
The CASE of the ORIENTAL URN. Mr. and Mrs. "Drew" were confirmed world-travellers who spent much of their time in the Orient and the Near East. On one of their journeys they had a special mission. They were building a huge country place and they had eyes for objects of art with which to beautify the residence and the grounds. Somewhere in the Near East they saw a huge ornamental urn, impressively simple in design but exquisitely shaped in contour by an artist who, in by-gone days, had the time and devotion to perfect the superb contour. The marble urn was purchased and shipped to America where three reproductions were made. These reproductions, together with the original, formed the sightly and impressive adornments to the great terrace. Upon the recent death of Mr. "Drew", the family confronted the usual confusion and uncertainty in deciding upon a memorial, the idea for an ideal memorial. The spacious, long and narrow plot permitted almost any type of memorial; and almost every type seems to have been suggested. The above sketch was submitted upon hearing how the Great Urns, some nine feet six in height, had been acquired: the idea being to use the original urn save for the fact that the material was probably not permanent enough for this climate. The idea was seized upon with gratitude and, with genuine reluctance among all concerned, it was decided to reproduce the great urn in granite like the low wide sweeping screen which embraces all the interments, present and future, on the plot.



Four Studies in RECTANGULAR DESIGN

By CONRAD KENERSON
Kenerson Design Studio
Barre, Vermont

EVERY business, vocation, and profession has its particular "Bete Noir" The editor has his deadline, the orange grower the frost, the singer the sudden sore throat, and the memorial designer the perpetual demand "for something NEW" . . . "something different". This indeed is the black pixie on the designer's bedpost, and correspondence and talks with fellow members in my profession or vocation or what ever one chooses to call the craft, assure me that the black devil is not my own personal gremlin. Be that as it may, more and more I dwell on the persistent words of Ernest Leland, "that it isn't the contour that matters, it's what you put on the surface . . . no one yet has ever improved upon the Golden Rectangle of the Ancient Greeks". In preparing this month's offering I was once again made acutely aware that the rectangle offers far more latitude in achieving variety and design appeal than do tricky contours. In these four sketches I have attempted to show four "different" designs using the same form, with each one being subject to an infinite number of variations depending upon the symbols or ornament used.



This is No. 50 of a new series of designs by Carl Kastrup 1704 Auburn St., Rockford, Ill.

BALANCE

SEVERAL years ago a spirited controversy raged briefly through the pages of this magazine (how far back I can't remember but I think it was during the Coolidge administration) whether the ornament should be on the right or the left side of the family name. I couldn't see at the time and I don't see now that it makes any difference — so long as the composition is in balance. Last March I had a design with the ornament on the right side. This month it appears on the left. When Autumn rolls around it will probably be back again in the center.

Balance is the nucleus or rather the essence of design and a high regard for the laws of equilibrium is early impressed upon the mind of the student designer who spends a good deal of his time balancing his T square on his head. Even today I can place a T square on my chin, where it remains perfectly rigid, for several minutes at a time. If there was any point to it I could let it remain there for the better part of an hour. Designers make good jugglers and it's a known fact that jugglers have a fine sense of design, proving, once again, how the arts have a tendency to complement each other.

Carl Kastrup

MODERN ART *rescues* COLONIAL CRAFTSMANSHIP

by MARTIN N. RALPH

South Woodstock, Vermont

EDITOR'S NOTE: The possibilities of this ingenious and attractive "restoration" of two ancient slate tablets and the placement of the monument on a more prominent site might well be emulated in countless cases in Colonial America. The idea might also be worth consideration in private cemeteries, not only for "restoration" of tablet memorials within the cemetery itself, but also for the relocation of ancestral monuments now in abandoned family burial grounds or in other neglected graveyards.

ONE of the most appealing of Colonial memorials stands at the edge of Vermont State Highway 106, just south of the village of Felchville. It commemorates the birth of a daughter to Captain James Johnson and his wife, Susannah, while the whole family, with some others, were captives of the Indians, the night of August 30th, 1754.

Crude as the ancient stone carving appears by modern standards, nevertheless this very crudity increases its attractiveness to our eyes. It is apparent that the carver had much more experience with lettering than with figures, and the alphabet he used is of a truly beautiful design. The scarcity of stone suitable for memorials at the time these were made is evidenced by the fact that although he made a mistake in the first line of the smaller stone, he just crossed it out and went ahead, instead of using another stone.

Influenced, perhaps, by the symbolism of heraldry so widespread in European memorials and monuments, the carver apparently could not resist the urge to show on both stones the weapons of the Indians, bows, arrows, tomahawks and war clubs. On the larger stone we also see a tree to remind us of the forests of the time, and leaning at its foot, the muskets of the white men. On the smaller stone, against a cross-hatched background, is the unmistakable figure of the baby. On the larger stone is another figure, which today is thought to be that of an Indian, as it is wearing no clothes and has no hair.

The inscription on the smaller stone reads:

(note correction in photograph)

On the 31st of
August 1754
Capt. James
Johnfon had
a Daughter born
on this spot of
Ground, being
Captivated with
his whole Family
by the Indians.

The larger stone bears this inscription:

this is near the spot
that the Indians Encampd the
Night after they took Mr Johnfon &
Family Mr Laberee & Farnfworth

August 30th 1754. And Mrs
Johnfon was Deliverd of her Child
Half a mile up this Brook.

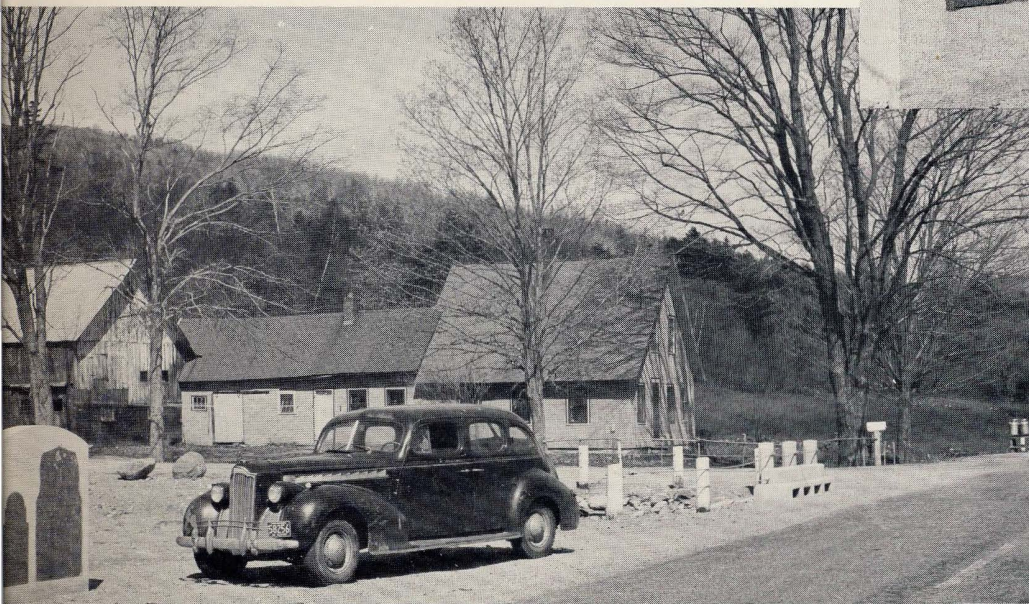
When troubles near the Lord is kind,
He hears the Captives crys
He can fubdue the favage mind,
And Learn it fymptahy.

The use of the "f" or long "s" in the same text with the short "s" we use today, is, of course, typical of the period when the present form of the letter was coming into use. The use of "captivated" and of "learned" is also different from our modern usage, and increases the attraction of these early memorials.

But despite the attractiveness of these primitive markers,



Ancestral pride and the cooperation of the State of Vermont combined to help perpetuate an incident of history deserving of memory. The original slate tablets, located on an abandoned farm site far from the road, were inset in Barre Granite by a descendant of those pioneer Vermonters, and the new monument was given a roadside location on Vermont State Highway 106, not far from Felchville, Vermont, as well as a parking area.



they would be largely ignored today, and probably hidden unseen in a field or thicket, had it not been for the thoughtfulness of an anonymous descendant of Captain Johnson and his wife, who in 1918 had the stones mounted as shown in the photographs, and placed by the side of the highway for the instruction and pleasure of the passersby. And in 1949 the Vermont Highway Department, realizing that the passersby of today travels in automobiles, provided the space to pull out of the way of traffic and to view the ancient stones in comfort and safety. This work was done when the bridge shown in one of our photographs was widened.

This sympathetic and intelligent treatment has not only restored the historical record function of these Colonial stones, but has enhanced them.

If monuments are to gain the position they should have in the public mind, they must not only be appropriate to their subject matter, they must also be located where they will catch the eye of the passing motorist, and have provision made for him to be able to read the inscriptions and view the monuments in both safety and comfort.

When we consider the changes that have come to pass in the less than two hundred years since Mrs. Johnson was "delivered of her Child" while captive of a band of Indians and in a forest encampment, the importance of adequate monumental memorials to mark the spots where history is and has been made becomes apparent. There can be no better example of the fact that memorials are not an egotistical expression of prideful eminence, but rather a reminder to future generations that "it happened here". That posterity will be grateful is shown by the action of the Descendant of Captain James Johnson and Susannah, his wife. We wish, and we know that future generations will also, that he had not been so modest as to remain anonymous. Surely a small legend showing who he was would be appreciated by the passersby of the centuries to come, just as would a discreet notation of the designer-carver of the earlier stones, who will forever be unknown to us as we think of him laboring in his leather apron and wearing his tricorne hat, all unmindful of the pleasure he was to give us with his quaint inscriptions.

Another Historic Vermont Monument is "RESTORED"

In this photograph and story by Martin N. Ralph, retired army Colonel living in South Woodstock, Vt., we find that our most recent regular staff writer ends his theme with a strong editorial question. We were also pleased to learn that the Colonel has his heart in his work and currently is actively engaged in a local War Memorial project.

A VERMONT town meets its obligations to its monument and to summer visitors. The photo-

graphs show how the town of Pittsford, Vermont, has put in order the monument at the site of Fort Vengeance, erected in 1780. The marker, on U. S. Route 7, just north of Pittsford, was out of plumb and hard to read. So it has been provided with a new base, squared up, cleaned and relettered. In addition, a landscaped pull-out space is being provided so visitors may get out of the way of traffic and read the monument inscriptions at their leisure and in safety. This convenience is particularly important in New England, where many of the visitors from other sections are not only interested in the memorials which mark the scene of events in our country's historic past, but also wish to read the names, hoping to come across a reference to their ancestors or collateral relations. Monumental dealers on their Sunday drives will do well to check the condition of local memorials. Putting them in good repair and pointing out their importance to visitors and to future generations may help open the door to the erection of new monuments. What notable event of your town is not permanently recorded for students of history and tourists of the future?



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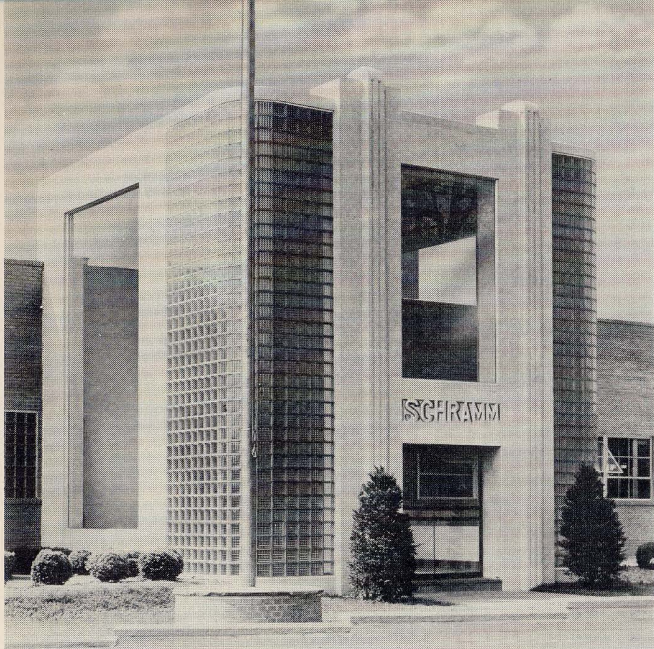
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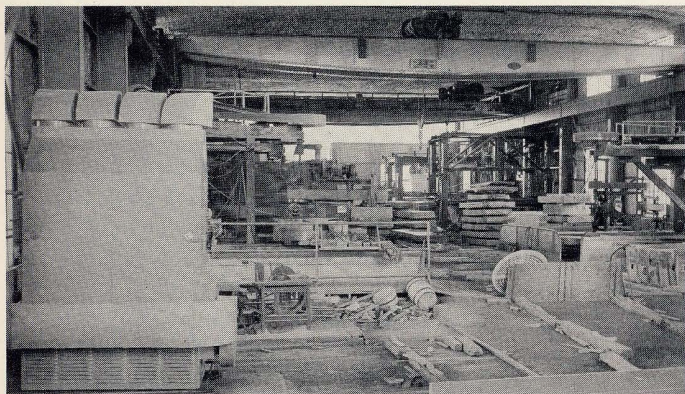
SCHRAMM INC. CELEBRATES GOLDEN ANNIVERSARY

SCHRAMM INC., Manufacturers of air compressors, West Chester, Pa., are celebrating their fiftieth anniversary this year.

Starting with a modest little machine shop in Philadelphia, Pa., January 2, 1900, SCHRAMM Compressors are now built in a large, modern factory covering an area of 17 acres.

Chris D. Schramm, the founder, originally dedicated his business to servicing and selling gas engines. In 1901, Henry N. Schramm, now President, joined his father at a time when electric ignition was being developed for gas engines. Together they developed a make-and-break spark ignition head that quickly established them as gas engine experts, along the Atlantic Seaboard from Maine to Florida.

The next important development was the first complete portable engine driven compressor in 1908, featuring an interchangeability of parts that has become one of the outstanding features in the development of all SCHRAMM Compressors throughout the many years of this firm's existence.



ONE-MINUTE PHOTOS HELP BUILD MONUMENT SALES

A novel sales-promotion plan involving the use of the new Polaroid picture-in-a-minute camera has been introduced by Johnson Memorial Company, Salisbury Street, Myersdale, Pennsylvania. (Mr. Johnson is shown in action above.)

"We make a lot of monuments and markers of our own design", says Mr. Johnson, "and often a customer asks for a sample design in a hurry to show other members of the family". This is where the Polaroid one-minute camera steps into the picture. Mr. Johnson snaps several sample memorials and in a matter of minutes hands his customers finished prints which he has just removed from the back of the camera. Customers then look the photos over in the privacy of their own home with others in the family, and without loss of time elect the memorial they want. Customers appreciate the personalized service and tell their friends about it.

PLANTS, MEN and MACHINES

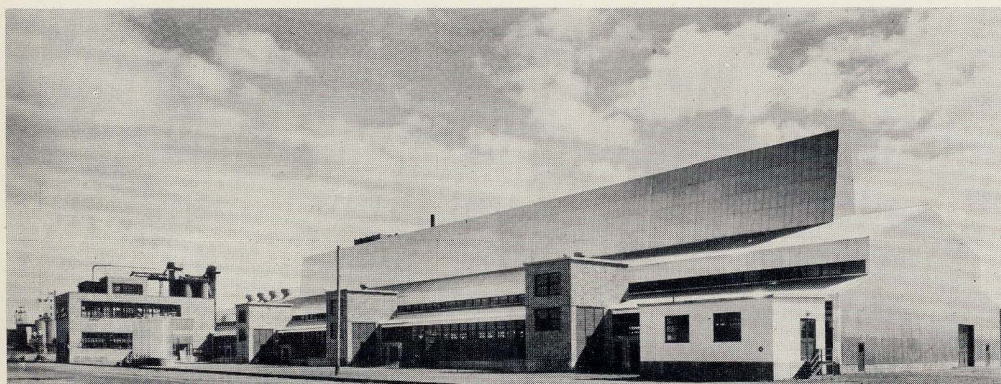
MONUMENT FOR BULL

Applying finishing touches to a special grave marker is Fabian Monfils, of the Kenosha Monument Co., of Kenosha, Wis. shown above, who made the stone for King Bessie Senator, six-time All-American Holstein bull. The \$50,000 animal, owned by E. H. Ravenscroft, Glencoe, Ill., died last December. The bull was considered the most perfect specimen of the breed ever known. Monfils said the monument will be erected over the grave on the Ragenglen Farms. Editor's Note: which causes us to ask the popular erstwhile M.B.A. president, why the Bull Set? Sorry.



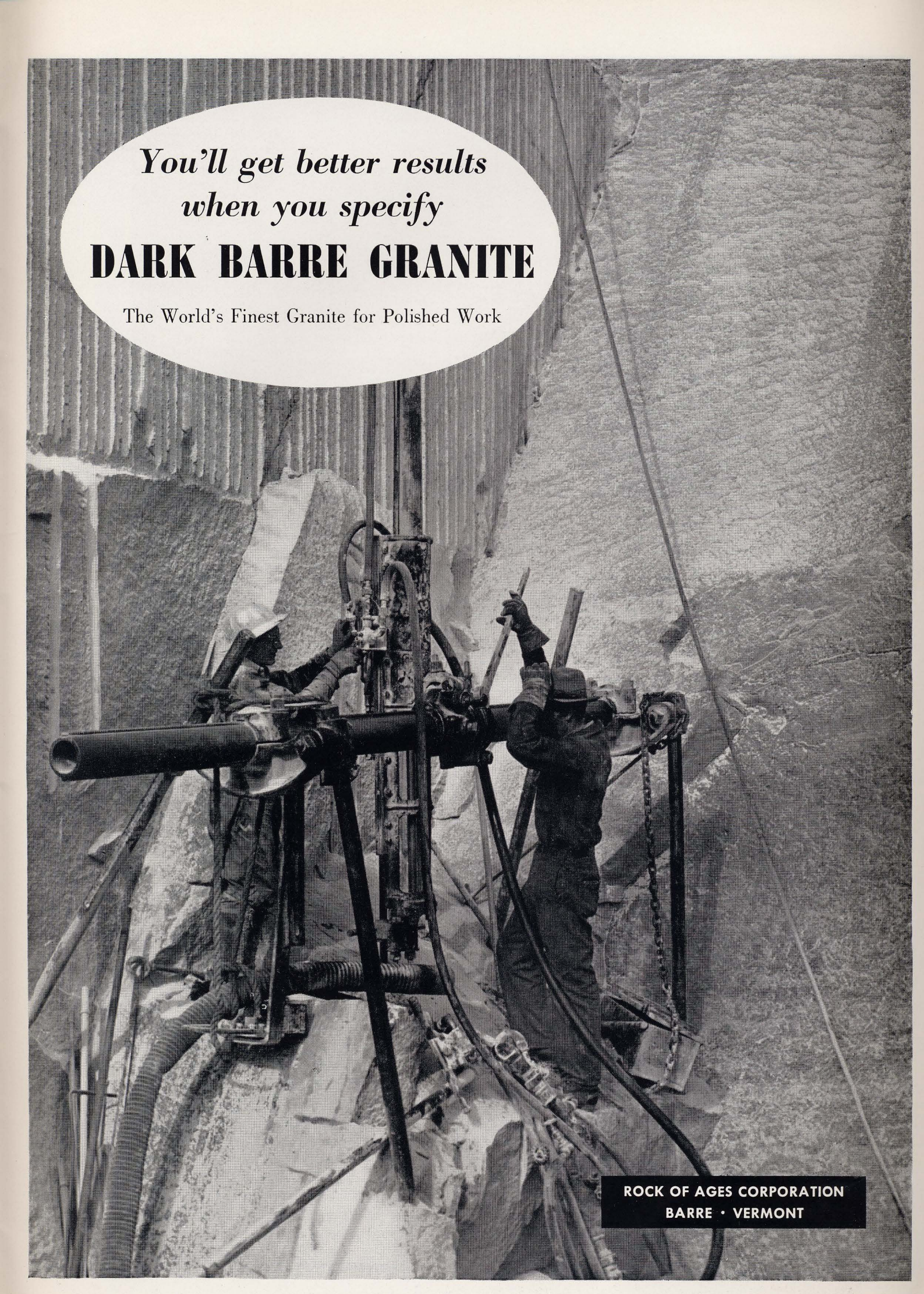
WINTER COMFORT AT ROCK OF AGES WITH DRAVO HEATERS

High roof and large door openings made the problem of providing comfortable working temperatures during the winter a difficult one at the Barre, Vermont, granite plant of Rock of Ages Corporation. One of three Dravo Counterflo oil-fired heaters that was installed last winter to solve the problem is shown at the left. Even with outdoor temperatures as low as -30 degrees, the large plant interior was kept comfortable by the three heaters.



NEW 2 MILLION DOLLAR PLANT BUILT BY THE CARBORUNDUM CO. IN VANCOUVER, WASH.

The Carborundum Company has started production of "CARBORUNDUM" silicon carbide in a new plant in Vancouver, Washington, it was announced by H. K. Clark, President of the Company in Niagara Falls, New York. Costing over two million dollars, the new plant is located on a 99 acre site adjacent to the Port of Vancouver Terminal, Number Two, and is considered one of the most modern plants of its kind.

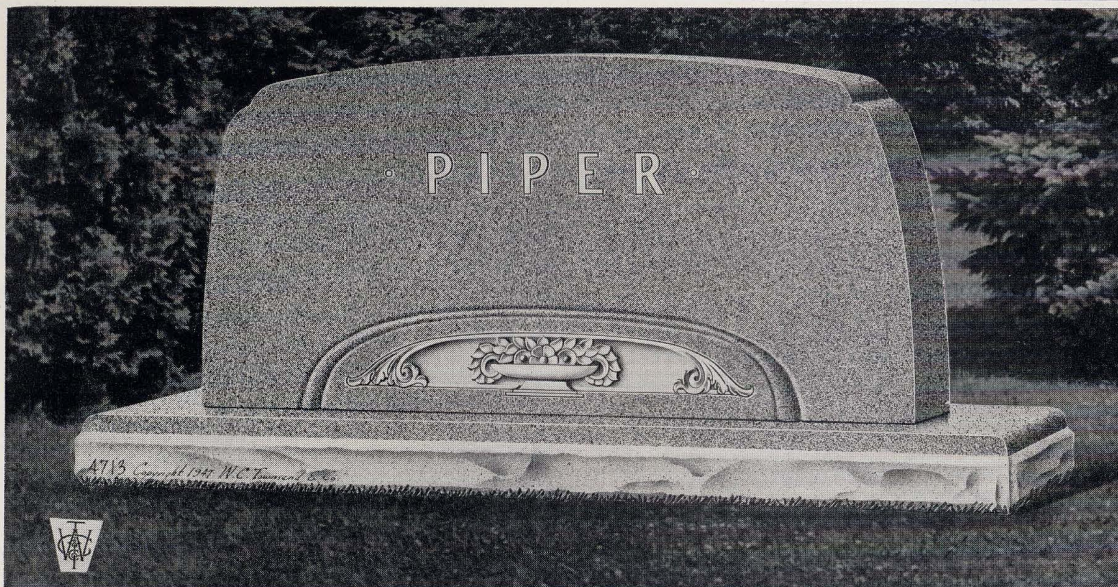


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BLUE PEARL
GREEN SWEDE
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J. O. BILODEAU & CO., INC.
BARRE VERMONT

Manufacturers

of

GUILD INSPECTED

**Paragon Memorials
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in

BARRE GRANITE

Modern plant, equipped with gang
and rotary saws and other latest
granite working machinery—over
50 years of experience.

We invite your inquiries

CHARLES L. LAPP . . .

Continued from page 28]

management. It is my contention that as such difficulties are analyzed more of them will be found to be the fault of improper supervision than is now realized. For example, in a company having a high turnover of salesmen that I have recently done some work for, it was found that 75 per cent of their turnover in salesmen could be attributed to supervisory difficulties.

If I have created an interest in improved supervision, then specifically how can supervision be improved? First, it is my belief that supervision should be defined. To me it is the personal working relationship between the salesman and his superiors. The purpose of supervision should be to establish a program that would strengthen that working relationship. In my opinion, this can be done by the adequate planning for supervision, organizing for supervision and most of all, the proper performance of the actual supervising of the salesmen.

Planning for Supervision

Planning for supervision requires that it be determined what activities you want a salesman to perform. Where job analyses have been made and the specific activities told the salesmen, I have heard them reply, "For the first time in the ten years that I have worked for this company, I know what I am supposed to do." Next, planning means not only that each salesman must be told what to do, but in addition, how much he is to do. This involves setting specific standards of performance. Too often the standard of performance is so much sales volume. You recognize as well as I do that sales volume is important, but it isn't the whole story. A certain type of gross



Erected by F. C. McCollm Granite Co., Huntington, West Virginia

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DIXIE GRANITE COMPANY

QUARRIERS . . . SAWYERS . . . POLISHERS . . . BUILDERS OF FINE MONUMENTS
ELBERTON . . . GEORGIA

profit is what you really are seeking from each salesman. Those expenses which are controllable by the salesman should be charged against his volume. Even going this far may be misleading. In addition, it must be determined the relative difficulty faced by each salesman in his territory, such as distance between customers, etc., which are beyond his control.
Organizing for Supervision

The second phase of a complete supervisory program consists of organizing for supervision. For small dealers it is not a problem of charts, organization manuals, etc., as in the case of such companies as Standard Oil, General Motors, and Proctor & Gamble. In their case, it is the problem of time allocation. You must set aside a sufficient amount of time to be sure that each salesman is contacted frequently enough in the field, receives enough help in personal office conferences, and where such contact is not feasible that a satisfactory personal working relationship is maintained through personal letters, telephone calls or telegrams.

The final phase of supervision, that of the actual supervising, breaks itself into four major purposes—continued training, control, motivation, and communication.

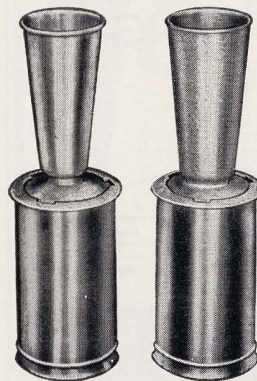
Continued Training

Because a salesman was once trained does not eliminate the need for continuous training. Selling conditions and products are constantly changing. Even if market conditions were static, continued training would be necessary. A detraining process is constantly taking place. Even when a salesman has been taught proved selling techniques, he drops them one by one sometimes replacing them with other techniques which may

[Continued on next page]

CENTURY BRONZE FLOWER VASES

Offer New Profits For Dealers



Century Spun Vase

\$3.95 EACH



Send your order in today for these two new profit-makers—the New Century Cast Vase and the New Century Spun Vase. Each comes complete with bronze underground container. Each is invertible. May be used in upright position to hold large bouquet; may be dropped to ground level; or may be inverted and completely submerged. Available with chain, and with name and date plates.

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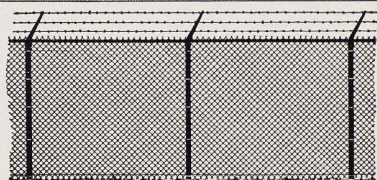


TIE IN WITH *Stewart* FOR IRON, WIRE AND BRONZE PRODUCTS

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

STEWART PRODUCTS

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



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



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



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



No. 370 SETTEE

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



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

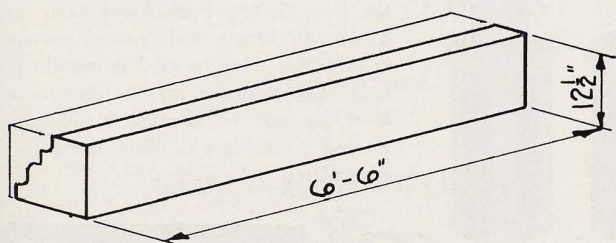
Stewart IRON and WIRE FENCES

THE STEWART IRON WORKS CO., INC.

1752 Stewart Block Cincinnati 1, Ohio
Experts in Metal Fabrications Since 1886

THIS CORNICE MOLDING

CUT ON OUR Model SSM-I-49A



WIRE STONE SAW

SAVING SEVERAL DAYS TIME

THIS MACHINE IS NOW GIVING VERY SATISFACTORY SERVICE AND PRODUCING REAL PROFITS FOR USERS IN VARIOUS LOCATIONS OF THE COUNTRY

GET FIRST HAND INFORMATION

L. M. GILBERT COMPANY

DREXEL BLDG., PHILA., PA.

CHARLES L. LAPP . . .

Continued from page 47]

or may not be better. The salesman begins, as he becomes more experienced, to take short-cuts that finally catch up with him. The need for continuous training was pointed up recently in a survey made by the Editors of *Purchasing Magazine*, in which they found that 34 per cent of the purchasing agents surveyed felt that salesmen calling on them today were less qualified than they were before the war.

The areas in which salesmen want continued training are:

1. Selling techniques.
2. The "why" of company policies.
3. How to plan their work.
4. Training for more responsible jobs.
5. Product information.
6. Methods to use in prospecting.

It is my feeling that too often the poor salesmen receive too great a percentage of your help and effort. I believe the salesman who will often produce the greatest results in reward for your efforts is your top salesman. If this problem of which salesman should receive your time and effort were approached in the following manner, your time would produce more effective results. For example:

SALESMAN A

Past weekly sales averaged	\$500
Estimated possible sales	\$800
Training time necessary to bring the salesman up to \$800 performance	20 hours

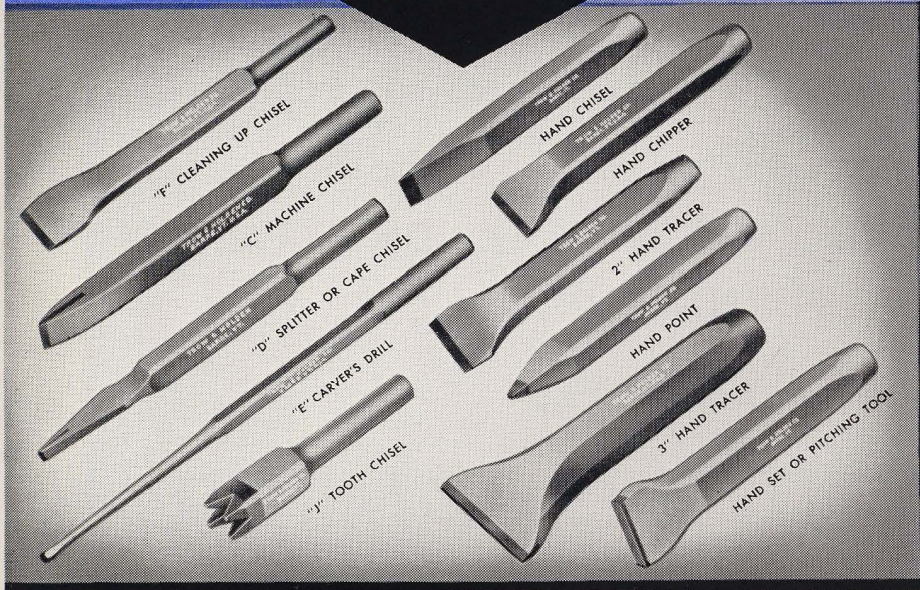
SALESMAN B

Past weekly sales averaged	\$300
----------------------------	-------

"TROWCO" STONE CUTTING TOOLS

**TIPPED WITH
CARBIDE**

**THE HARDEST METAL
MADE BY MAN**



- ★ **Require Fewer Grindings**
- ★ **Lower Production Costs**
- ★ **Last Longer**
- ★ **Cut Faster**

"Trowco" Cutting Tools are Carbide Tipped for longer wear, better work, more production at less cost. They stay sharp longer. Require fewer grindings. Workmen prefer them. Made by the makers of the famous "Barre" tools known for dependability and high quality for 50 years.

Write for folder and price list on both "Trowco" Hand and Pneumatic Tools.

TROW & HOLDEN CO., BARRE, VERMONT

Estimated possible sales	\$500
Training time necessary to bring the salesman up to \$500 performance	40 hours

It is obvious by making such an analysis as the one above that Salesman B with the lowest sales volume is not the one to be given your attention. Your first twenty hours can be more profitably given Salesman A. Also, just because Salesman A is your top sales producer is no reason to believe he does not need your attention. You would hate to lose him most, but failure to give him attention may result in his going to a competitive sales organization or into business for himself.

Sales Control

The second purpose of personal supervision is to provide adequate sales control. The first step is routine planning. Sit down periodically with your salesman and the two of you decide on what customers he should call, and what prospects he should be developing. Unless routine plans of this nature are made, it is often found upon analysis that a salesman may be spending as much as 80 per cent of his time on customers who produce less than 10 to 20 per cent of his business.

The second step in control is to schedule each salesman's efforts. The two of you work out where he will go each day and each week for a period in advance. Decide how often each account is worth contacting.

The third step is preparation. A complete list of items to be taken care of by the salesman and your office help should be prepared. If such a procedure is not followed, considerable time may be lost by the salesman making requests for certain

[Continued on next page]

**Emphasis
on
DEALER
PROBLEMS**

DESIGNS

... are an important part of our service. Especial attention has been given to designs in the middle price field, especially created for stock sales.



SOUTH BARRE GRANITE CO.
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Use **CYCLONE BLAST ABRASIVE** for your

BLASTING OPERATIONS

HARD—SHARP—FAST CUTTING • HEAT TREATED FOR TOUGHNESS

All grit sizes for polishing in both
ALUMINUM OXIDE and SILICON CARBIDE ABRASIVES
ELECTRIC FURNACE PRODUCTS

Reasonably Priced

ABRASIVE PRODUCTS COMPANY

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SPACERITE Presents **VERMARCO ALPHABETS** **IN DOUBLE OUTLINE**

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OPQRSTUVWXYZE°
1234567890==

PRICE LIST AND SIZES AVAILABLE

Alphabets	Each	Alphabet	Alphabet and 14 Extra Letters
1 1/4"	\$0.45	\$12.60	\$18.90
1 1/2"50	14.00	21.00
1 3/4"54	15.12	22.68
2"58	16.24	24.36
2 1/2"76	21.28	31.92
3"94	26.32	39.48
3 1/2"	1.12	31.36	47.04
Numerals	Each	Set	
1 1/4"	\$0.45	\$ 4.50	
1 1/2"51	5.10	
1 3/4"55	5.50	

Adjustable dash ends included in each set of numerals

SPACERITE COMPANY
56 Berlin Street WOLLASTON 70, MASS.

CHARLES L. LAPP . . .

Continued from page 49]

things by phone or letter.

The fourth step is order-giving. A breakdown in order-giving is symptomatic of general breakdown in the general working relationship between the salesman and his superior. The five most common errors I have found in order-giving are:

1. The giving of orders that are not clear.
2. Not checking to be sure that a salesman understands an order.
3. Not checking to be sure the person given an order is qualified to carry it out.
4. Giving orders that do not meet the needs of the situation.
5. Giving orders which are inconsistent with previous orders.

The fifth step is travel with your salesmen in the field and observe their actual sales performance. Be sure when working with a salesman in the field to assume a role of a super-teacher not a super-salesman. Many salesmen say, "My sales manager is a super-salesman but a mediocre manager."

Sixth step is to record information from the salesmen's reports and other sources of information that will be useful in evaluating the strengths and weaknesses of each salesman.

The seventh step is to evaluate each salesman's performance. Both an objective and subjective evaluation should be made in reference to the specific standards set up during the planning phase. An objective evaluation of each salesman's performance can be made in the following manner. Assume four standards of performance of a typical salesman are set up as follows:



*Cuts Faster...
Cuts Cheaper...
Lasts Longer!*

**FELKER
DI-MET
SEGMENTED
DIAMOND WHEELS**

*The wheels that give
you the EDGE when cut-
ting MARBLE, GRANITE,
LIMESTONE, SLATE and
OTHER NATURAL
STONES.*

**Wheel sizes from
6" to 24" inclusive**

*Write for full information and
name of your local distributor!*

FELKER MANUFACTURING CO.
TORRANCE, CALIFORNIA
*World's Largest Manufacturer of Diamond
Abrasive Cut-off Wheels and Equipment.*

Calls per week	40
Percentage of customers sold	66%
Total weekly quota	\$3000
Average sale per call	\$75.00

After such standards have been established, an analysis of each salesman's performance can be helpful in determining what needs to be done to improve an individual salesman's performance. For example, if a salesman's past performance looks like this:

Calls per week	54
Percentage of customers sold	30%
Total dollars sold	\$1080
Average sale per call	\$20.00

Field travel with this salesman is apt to verify what might be surmised from an analysis of his call reports. The salesman is trying to make too many calls, calling too frequently on some customers, and not making an effective sales presentation to the customers called on. This salesman could see what to do and as a result the following week his performance was as follows:

Calls per week	38
Percentage of customers sold	62%
Total dollars sold	\$3129
Average sale per call	\$84.00

Each salesman analyzed may show the need for a different type of action. For example, an analysis of another salesman's performance was as follows:

Calls per week	25
----------------	----

[Continued on next page]



CONTRASTING MATERIALS

In combining the beauty of Carrara Marble with the contrasting granite monument and base, we have developed this attractive family memorial. The die and base can be finished in Dark Barre, Elberton Blue, Hedquist Pink, Salisbury Pink, Rose Damask, or Pilgrim Pink,—also Balmoral Red Granite.

Write for Prices Today!

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

Continued from page 51]

Percentage of customers sold	72%
Total dollars sold	\$2375
Average sale per call	\$95.00

Obviously this salesman was not making enough calls and possibly could afford to profitably contact some of his customers more frequently. This salesman changed accordingly, and his next week's performance was as follows:

Calls per week	34
Percentage of customers sold	65%
Total dollars sold	\$2860
Average sale per call	\$84.00

Thus, such objective evaluations will help you to give specific help to each salesman.

In addition to an objective evaluation, a subjective evaluation of the salesmen's performance should be made on such factors as the following:

1. Knowledge of the company, products, prices, policies, and plans.
2. Personal appearance.
3. Judgment and common sense.
4. Aggressiveness.
5. Attitude toward his selling job.
6. Planning and preparation of sales calls.
7. Use made of sales aids furnished.
8. Use of time.
9. Relationship with his customers.
10. Relationship with other salesmen.
11. Relationship with his superiors and personnel in other departments.
12. Leadership qualities.

The last step in sales control is corrective action. The emphasis on corrective action should be constructive rather than the reprimanding type.

Now to move on to the motivation of your salesmen. There are two types of motivation—negative and positive. Characteristics of the negative type are as follows:

1. The sales supervisor orders salesmen to do things, when a request would be more effective.
2. The salesmen respond with a top performance only as long as a threat is held over them.
3. The sales supervisor is very apt to be unreasonable in his demands.
4. The sales supervisor gives detailed orders and soundly reprimands salesmen for not carrying them out in every detail.
5. The sales supervisor delegates very little authority to the salesmen.

There are a few cases where negative motivation is necessary, but in a far greater number of cases I feel motivation should be of a constructive man-building nature.

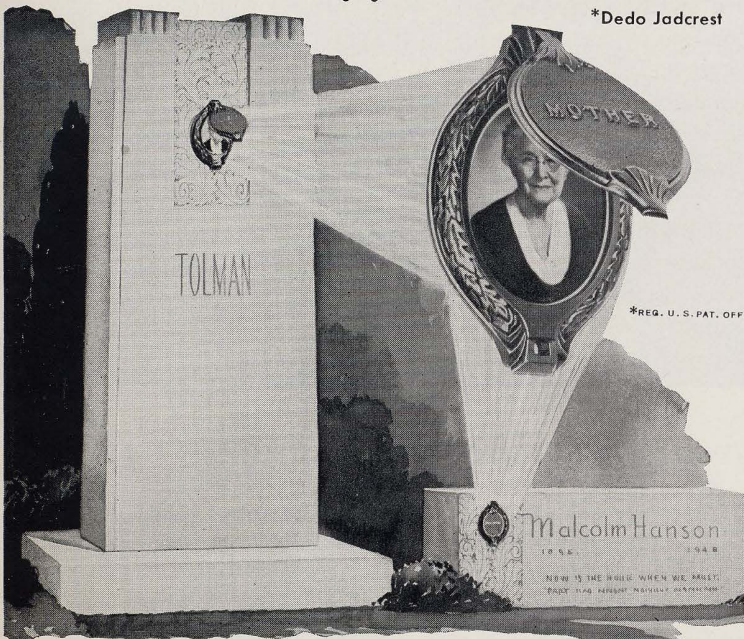
Every manager of men knows that in spite of good selection methods, in spite of good initial and continued sales training and a technical control system of planning, scheduling, preparation, order-giving, observing, evaluating, and correcting salesmen that some salesmen fail, quit, or fall short of their best work. It is through the developmental motivation that top sales performance can be made a reality. The key to better motivation of a salesman lies in humanizing your face-to-face relationships with him. What is needed, I think, is more consideration in the direction of finding out what can and cannot be done in your face-to-face relationships with a salesman

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Want
BETTER MEMORIALS
it's
BURKE BROTHERS
Established 1892
Barre, Vermont



DEDO MONUMENT PICTURES — Applied Sentiment

*Dedo Jadcrest



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With Finest Artistic Treatment—
54 Years of "KNOW-HOW"


Catalogues
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MEMORIAL MOTIFS

BARRE

Join Your Associations



SPECIFY . . .

"FRENCH CREEK" the
Extra Dark Monumental Granite.

RECEIVE . . .

Quality merchandise...
unsurpassed contrast...
dependable workman-
ship...exclusive designs
prompt shipment...less
competition . . . better
profits.

At your SERVICE since 1910
with our own quarry and
complete finishing plant.

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

to facilitate rather than to impede growth, learning, and spontaneity, as well as getting things done.

The proper organization structure, procedure, and control can provide a working relationship between salesmen and superiors, but unless the fourth dimension, that of motivation is attended to, the whole relationship will be of a cold, sterile, mechanical nature.

There are what might be termed four levels of motivation under which salesmen operate, the level of self-interest, the level of mediocrity, the level of aspiration, and the level of commitment.

The level of self-interest is the absence of supervisory motivation. At this level sales executives assume very little responsibility for the salesmen's success. Only those salesmen are retained who are capable of self-motivation. Self-motivation is an admirable characteristic, but most salesmen need help in the development of this quality. The records show what happens when salesmen are left to their own fate. The turnover of the sales force is high. In these companies it is a constant process of hiring and terminating salesmen ad infinitum. The essence of the philosophy of these companies is embodied in the following statement sent to the branch managers of a nationally known sales organization:

"We need 10,000 new sales producers to insure a steady sales producing staff of 1,500 sales representatives." The companies operating at this level of self-interest have a short run viewpoint instead of the positive, long-run developmental viewpoint.

The second level is what I term the level of mediocrity. At this level a salesman is not developed to make decisions. Most decisions are ready-made for the salesman. The salesman at this level becomes merely an automaton, a "Charlie McCarthy" type that moves on a string and echoes the voice of top management in a soulless and uninspired manner. This philosophy was typical of the so-called production efficiency experts of a couple of decades ago. The salesman at this level is told what to do—he does it and no more. In return the company gives him a salary, job security, and reasonably good working conditions. At this level the sales supervisor should make sure that each salesman understands his method of compensation. In three sales forces where I have taken an opinion survey, I found from 20 per cent to 30 per cent of the salesmen did not understand their method of compensation. Be sure, at least, that each salesman is satisfied with the territory or customers assigned him. In the same survey I found 25 to 40 per cent of the salesmen were dissatisfied with their territory. At this level of motivation the salesman, as a human being, with the exception of security and somewhat favorable working conditions, is being forgotten.

The third level of motivation I term the level of aspiration. At this level man power development really starts. The salesman by means of a combination of education for a higher standard of living, plus an incentive payment arrangement is made to want to do a better job. The basic motive being used is to satisfy the salesman's urge for prestige. A part of this urge can be satisfied by mere recognition and praise on your part. That is why some companies do not call their salesmen as such, but rather call them engineers, merchandising specialists, or district managers. When a salesman overcomes a difficulty in his job or his own personality, praise him for it—preferably before others. Make the praise specific rather than general. If the salesman has performed well over a period, reward his efforts with written recognition. If the salesman

[Continued on next page]



MONUMENT

*Truck
With Brake*

**Fully
Rubber Upholstered
Dual
Pneumatic Tires**



**MODEL S-5
PRICE \$88.90**

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*Fully Descriptive
Folder sent on Request*

**Standard and
Special Trucks**

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ORANGEVILLE MFG. CO.

Orangeville 14, Pa.
"Since 1879"

If It's Colored Granite Buy The Best Seller **SWED ROSE RED**

For rough blocks write to:

Globe Marble & Granite Corp.

Chatham Phenix Building 29-28 41st Ave., Long Island City 1, N.Y.

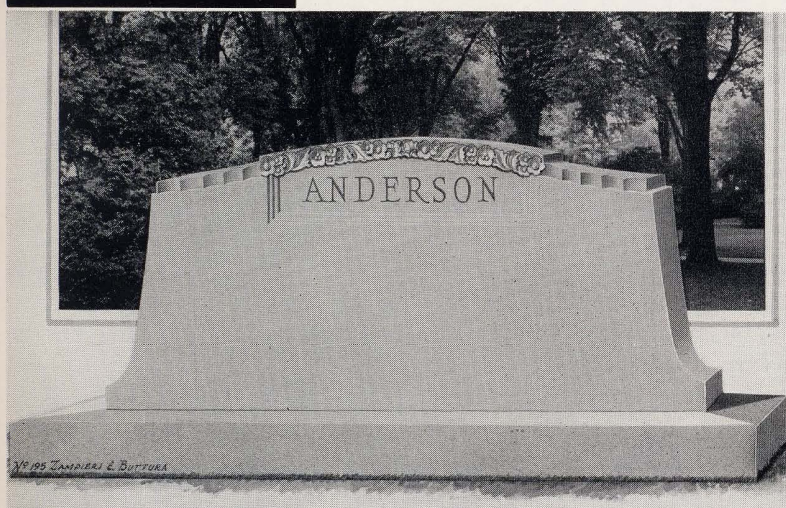
*For finished monuments inquire at your nearest
wholesale manufacturer.*

*Watch Our Space for Important News
about **BONDRI-**
the Miracle Water Repellent
for Granite*

C. E. CLEVELAND LITHICHROME CO.
FORT SCOTT, KANSAS

Home of the Four Aces of the Monumental Industry

Hilite . . . Shadow . . . Florachrome . . . Bondri



**FINE DESIGN
EXPERT
CRAFTSMEN**

**MODERN
PRODUCTION**

**PROMPT
SERVICE**

**PERMANENCE
and BEAUTY**

Along with permanence and beauty,
always of first importance in
a monument, we add our
reputation for dealer cooperation.

Zampieri & Buttura



BARRE, VERMONT

CHARLES L. LAPP . . .

Continued from page 53]

has materially contributed something to the welfare of his group, make the praise public by seeing that the salesman's accomplishment is made known in trade publications. At this level not only is the salesman given prestige, but is given the feeling of power. Develop the salesman so that he can make more of the day to day decisions confronting him. Don't constantly encourage the salesman's customers to come to you for concessions. Strengthen the relationship of the salesman with his customers by channelling all answers to requests, made by customers, through your salesman.

At this level the salesman must be made to feel that he has a future with his present company. Over 60 per cent of the salesmen surveyed in three companies by the author felt that they had no opportunity in their present company. The companies providing opportunity unlimited are the ones that are going to motivate their salesmen to better performance.

The top level of motivating salesmen takes into account not only the factors described at the levels of mediocrity and aspiration, but in addition the following basic factors: The salesman fully motivated must feel that the company he is working for is better than all others. Because a salesman stays on your payroll does not necessarily mean that he would not rather work for a competitor. The boss of salesmen and other executives must conduct themselves in a manner to justify the loyalty of their salesmen. Executives of a company cannot profess to hold certain business ideals and ethics and obliquely on every move be running counter to their professed ethics and ideals.

The second factor to be considered at this level of commitment is to make a salesman feel as if he is being a service to humanity. The salesman who is not fully committed very often feels when making a sale that the "sucker" bought from him. In contrast a good monument salesman should feel that every monument he sells has given his client the satisfaction of having a permanent memorial to those who are his loved ones. Selling should mean that and even more. The salesman should feel that selling is productive. Selling, to me, is really the basis for our American way of life. The salesman is the man who delivers our standard of living. Therefore, no man who is a salesman should be ashamed to say that he is a salesman. The salesman must have a high regard for the products he is selling. A salesman who feels his competitors have better products will sell only half-heartedly.

Lastly, salesmen must have confidence and respect in his boss. The salesman must be committed wholeheartedly to those who are his leaders. Salesmen fail many times to have this complete faith and confidence in their leaders. Why? Because of the following major criticisms salesmen have expressed of their superiors:

1. Superior attitude.
2. Failure to treat men fairly.
3. Puts on too much pressure.
4. Selfish—glory grabbers.
5. Negative attitude—always finding fault and complaining.

In conclusion, I maintain the greatest source for increased profits lies in properly supervising the all important salesman. Salesmen properly supervised will work long hours and weekends when circumstances call for it, not because an efficiency

system has been imposed on them, but because their hearts are in their work. Plan your supervision, allot a part of your time to this function, and through a balanced emphasis on continued training, control, and motivation a strong and close working relationship will be established with your salesmen that will pay off in increased profits and new interest in your job of developing men.

THE LEGAL PAGE . . .

Continued from page 27]

the buyer can show that he was induced by fraudulent representations to place the order or some other ground for claiming that the contract is unenforceable against him.

However, it is to be remembered that, even though there is no good ground for cancelling a contract, the buyer usually cannot be compelled to accept and pay for what he has bargained for. Ordinarily, he is merely liable to pay damages for breach of his contract, as distinguished from liability to pay the contract price. But, if the monument is already for delivery when the contract is broken, the seller can hold it subject to the buyer's order and recover the price, under the law of many states.

But when the buyer says that he will not go ahead with his contract, the seller should not proceed to letter the memorial or do anything else that will decrease the value of the stone for sale to some one else. Most courts say that to the extent that he increases his loss by proceeding with preparation of a memorial after being notified that the buyer repudiates his contract the seller must himself bear this needless loss.

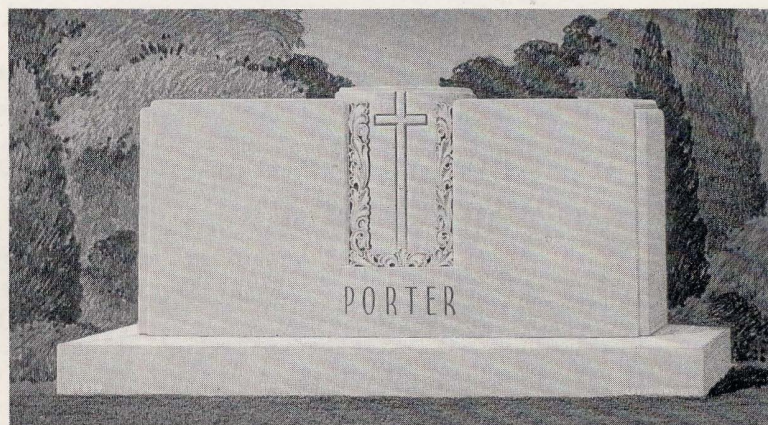
An oral ("verbal") order for a monument or other chattel costing \$500 or more cannot be converted into a contract to buy through the seller accepting it, in the state in which our correspondent does business and in many other states. In most, if not all, states there is a law to the effect that no one is bound by an oral contract to buy or sell goods or chattels at a price exceeding a certain amount—the amount varying in different states—unless something is paid down on the price or there is partial delivery. So, in the state where our correspondent does business, one placing an oral order for a monument costing less than \$500 would be bound by it on its acceptance before withdrawal of the order. But, if the price should be \$500 or more, he would not be bound even though there should be an acceptance, unless there has been a down payment or partial delivery, or unless he signs something showing an agreement to buy on certain terms.

CORRECTION, PLEASE!

It seems that in giving credits in the April 1950, issue of the Monumental News-Review there was a slip-up in connection with the "Hansen" Memorial which appeared on page 42.

This memorial erected by the Galle Memorial Studio, Buffalo, N. Y., in Mt. Calvary Cemetery, was manufactured by the Melrose Granite Company of St. Cloud, Minn., using Dakota Granite.

However, the "Hansen" Memorial was incorrectly credited as a copyrighted design by the Barre Granite Association. It was designed by the Galle Memorial Company and is not copyrighted. Due to a transposition, the "copyrighted design, Barre Granite Association," should have appeared under the "AST" Memorial on page 43.



Copyrighted Design 1950, Wildbur Granite Co., Inc.

The Porter Design . . .

. . . Continuing with our outstanding 1950 series of fine designs! Here is a religious memorial featuring a refined Cross and acanthus design in a central panel above the family name.

We invite your inquiries.

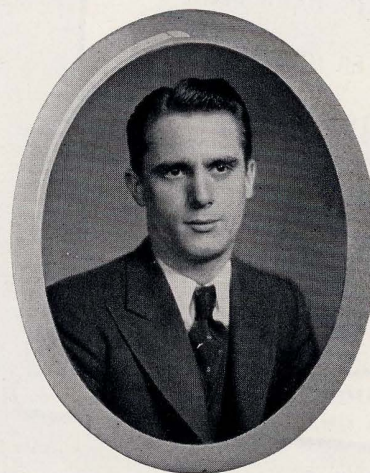


WILDBUR GRANITE CO., INC.

Manufacturers of STONECRAFT MEMORIALS

Barre Guild Inspected Monuments

BARRE, VERMONT



STOLA MONUMENT PICTURES

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

with or without

**MONEL INVISIBLE FASTENER
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all sizes available—send for illustrated catalogue

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John O. Stola

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UNLESS YOU USE NAME PLATES YOU ARE LOSING SALES !

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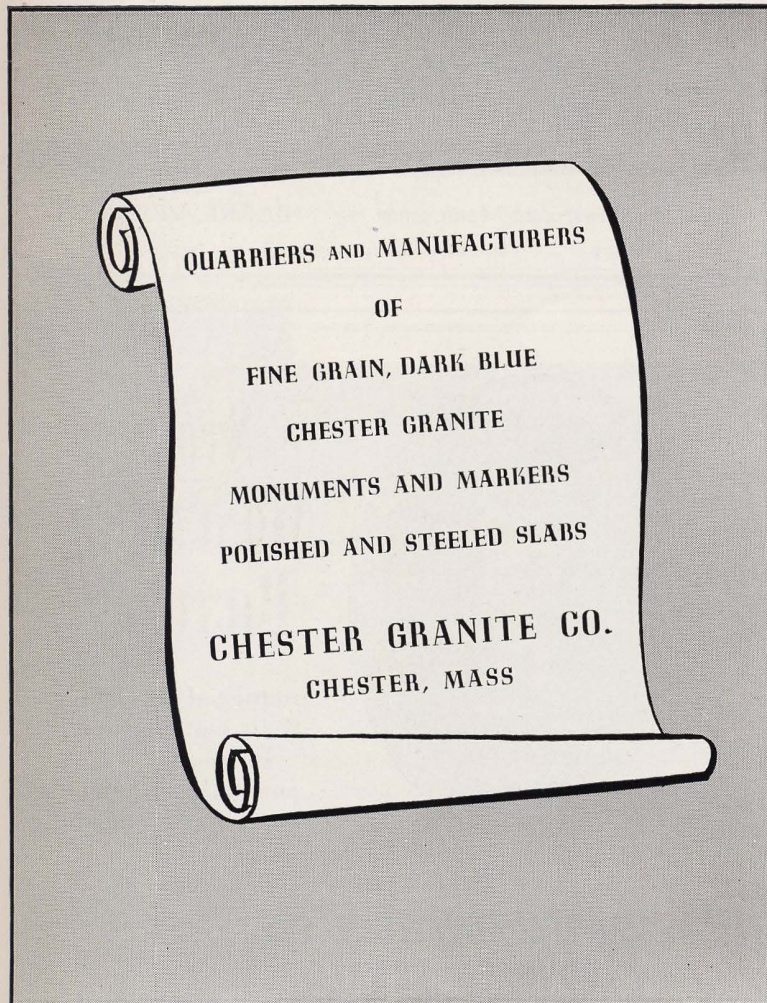
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Continued from page 21]

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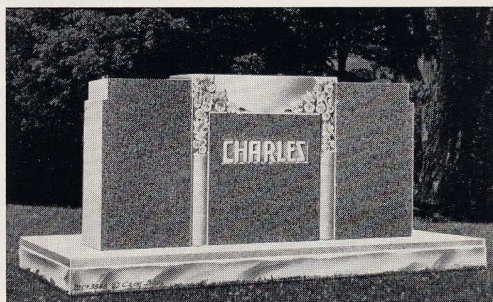
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[Continued on next page]

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for more than 60 years
THE NATION'S STANDARD



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Makers of FINE MEMORIALS Since 1888

Since 1913

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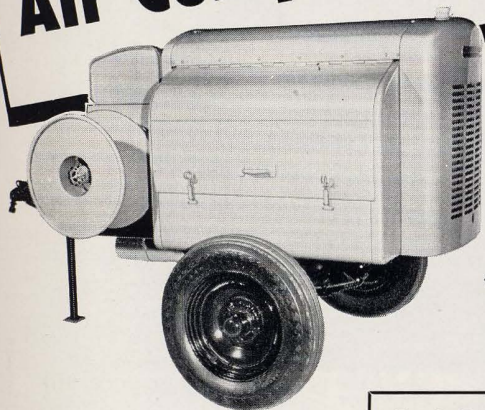
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GRANITE WORKS**
25 WILSON AVE. N. E.
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THE SMITH

MODEL 70-P

Air Compressor



Right for
MONUMENT SHOPS . . .
CEMETERY OPERATORS

LOW COST
COMPRESSED AIR
for many needs

PORTABLE
Tow it Anywhere

The Smith Model 70-P is powered with a CHRYSLER Industrial Engine—three cylinders for power, three for compression. Delivers continuous, on-the-job compressed air at low cost. Capacity 70 cu. ft. per minute. Evenly spaced power impulses. Has ample reserve power—designed for high compression with large valve area, smooth carburetion. Water-jacketed discharge chamber. Super finished bearings, pistons; long-life stainless steel and bronze compressor valves; sodium cooled exhaust valves. Wearing parts at Chrysler, DeSoto, Dodge truck dealers.

Write for Literature and Prices!

OTHER STATIONARY AND PORTABLE COMPRESSORS
UP TO 110 CU. FT. CAPACITY.

The Smith R-60 Compressor—famous the world over for low cost! Effective in frozen ground. Cap. 60 cu. ft.—uses 1 gal. of gas an hour. Ford Motor, standard parts. Automatic unloading and idling. No couplings, belts or gears.

GORDON SMITH & CO. 470 COLLEGE STREET • BOWLING GREEN, KY.

IF IT'S COLORED GRANITE

BUY THE BEST SELLERS

SWED ROSE RED
BEERS RED
B R O B E R G

from

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Members of the Elberton Granite Association

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Continued from page 57]

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[Continued on next page]

Safe — Comfortable — Durable!

PULMOSAN No. 64 SANDBLAST HELMET

Neoprene Coated

—to hermetically seal
all pores, joints,
seams.
—to increase durabil-
ity.



The improved No. 64 Sandblast Helmet weighs only 2½ lbs.; with hose, 3¼ lbs. Weight of helmet is supported on head and shoulders by adjustable inner headframe. Helmet does not touch head or face at any point. A cool cushion of air is constantly circulated inside helmet. Helmet tailored to shoulders, fastened under armpits with leather straps. Order a No. 64 Helmet and enjoy its low-cost protection. See your local jobber, or write us.

\$15.00 supplied with
6 ft. hose, plus web belt
Choice:

No. 64—W. Window fitted
with double wire screen.
No. 64—G. Window fitted
with plate glass lens, shielded
by single wire screen.

Also: DUST RESPIRATORS — CHIPPER'S GOGGLES — LEATHER GLOVES

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

Immediate Delivery

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Studio . . . Carrara, Italy

Consistently - Since 1903

Write for prices on your requirements in QUINCY, BALMORAL RED, SWED ROSE RED, BEERS RED, CHESTER, BARRE, WESTERLY, MILFORD, N. H., RED V., CARNATION RED and other granites.

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E. SETTIMELLI & SONS, Inc.

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Tel. GRanite 2-5050

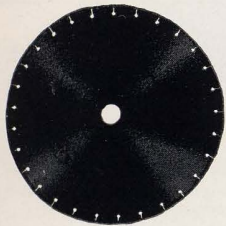
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Polished slabs-dies-bases-slants-hickeys
Repolishing-refinishing-repairs
Wholesale manufacturers

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28th & State St.

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DI-MET METAL BONDED Segmented Diamond Wheels TYPE DITRS

#M13110	14" x 3/32" x Arbor 50 Conc.	\$101.60 Ea.
M13115	14" x 1/8" x " " "	129.20
M13130	18" x 1/8" x " " "	169.20
M13135	18" x .175 x " " "	218.20
M13140	20" x .175 x " " "	244.80
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GOLDEN PINK GRANITE

(MALNATI QUARRY)

Popular
Fine Grain PINK
of
Lasting Beauty

BOTTINELLI GRANITE CO.

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(Also Westerly - Swede Rose Red)

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NOTICE TO DESIGNERS

Design studio will pay well for monument idea sketches. Correspondence will be kept in strict confidence. If interested please write to "Sketches" c/o Monumental News-Review, 429 Franklin St., Buffalo 2, N. Y.

ASSOCIATION OFFICERS . . .

Continued from page 59]

SECRETARY-TREASURER

MERRILL W. SCHAEFER

Schaefer & Company

2430 W. Lincoln Ave.

Milwaukee 7, Wis.

ELDON SAYER SALES REPRESENTATIVE FOR BERKELEY GRANITE COMPANY

A native of Elberton, Ga., Eldon Sayer has long been associated with the granite industry in that locality.

It has been reported that Mr. Sayer was recently appointed as sales representative in the states of Ohio and Indiana to represent the Berkeley Granite Company of Elberton. Mr. Sayer has located at Xenia, Ohio, where he has been joined by his family.

JOHN HAGAN CO. INC. ENTERS RETAIL MEMORIAL FIELD

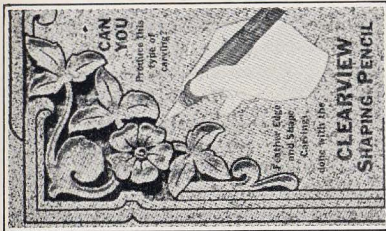
It was recently learned that John Hagan Co., Inc., one of the largest and most highly regarded manufacturers of cut stone and building work as well as monuments in the Philadelphia area, has decided to concentrate its efforts in the monumental field to retail activity. According to report, Mr. Joseph J. Hagan, president of this company announced the resignation of his company as an active member of the American Monument Association, when it was decided to leave the wholesale field in favor of retailing. Mr. Hagan commended the fine work of the A.M.A. and regretted the necessity of leaving its ranks caused by leaving the wholesale end of the industry, a decision that was reached, he said, "because of vastly changed conditions within the industry since the end of the war." Although the retail end of the business is new to this well-known company, their long experience should guarantee success.

LEE MARBLE WORKS SOLD TO WILLIAM A. AND GERTRUDE M. CLARKE

The Lee Marble Works, Lee, Mass., reportedly was sold on April 4, 1950, to William A. Clarke and Gertrude M. Clarke of Lee, for \$25,000. This pre-revolutionary industry, which includes a 200-acre property, was taken over a year ago by the Lee Savings Bank on a foreclosure from Richard S. Robie, a Boston industrialist.

Marble from this quarry, which was operated for more than seventy-five years by the late William H. Gross and the late Judge James O'Brien has been used in nationally known monuments and buildings.

The Federal Government bought 1,600,000 soldier's headstones quarried here. It was used in the Washington Monument, the Capitol at Washington, Empire State Building, St. Patrick's Cathedral and many other monuments and buildings.



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

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News From Our Advertisers

ELBERTON, GA., HEADQUARTERS FOR SOUTHEASTERN POWER ADMINISTRATION

In locating the headquarters for the Southeastern Power Administration in Elberton, Ga., an important move has been made for Elberton and the southeast.

This organization is to market and sell electric power generated by government-constructed dams in the area. A large appropriation is being sought by the Interior Department with plans for expansion as more dams and other multiple purpose projects are completed.

MEDICAL INSURANCE PLAN FOR BARRE GRANITE WORKERS

Under an extension of the Blue Cross and Blue Shield benefits, some 1800 granite industry workers in the Barre and Montpelier, Vermont, area will be protected against medical bills according to an announcement of a recently completed agreement.

The agreement negotiated by John C. Lawson, secretary-treasurer of the United Stone and Allied Products Workers (CIO), and Louis Dindo, business agent of the Granite Cutters' International Association (AFL), calls for the addition of Blue Shield medical benefits to those already held by employees.

The additional benefits of Blue Cross and Blue Shield cover workers in Barre, Montpelier, Northfield, Waterbury, Hardwick and South Ryegate, Vermont, as reported.

ROCK OF AGES SALESMEN IN BARRE

The tempo of advertising and promotion has been stepped up in the Barre, Vermont, district, following the settlement between employer and employee recently reached.

Among others the Rock of Ages Corporation has definite plans under way. A three-day semi-annual sales conference and meeting was held May 22-24, 1950, at Barre, under the direction of Nelson Wright, sales manager, Roger A. Graves, eastern district sales manager and George Buckley of the sales department.

The group saw movies presented by Messrs. Myers and Barry of the Timken Roller Bearing Company and there were informal meetings at which problems and ideas were thoroughly discussed.

Many of the salesmen brought their wives who were entertained in various ways.

Among those attending were J. Walter Jennings, Springfield, Mass.; Herbert L. Phillips, Des Moines, Iowa; Albert I. Rogers, Columbus, Ohio; Hartley S. Shea, Wilmington, Del.; Raymond C. Aja, Bennington, Vermont; Frederick W. Bancroft, Harrisburg, Pa.; C. D. Bishop, Plainfield, N. J.; H. L. Heinzelman, Columbus, Ohio; Lee S. Hurley, Chicago, Ill.; Robert E. White, Michigan City, Ind.

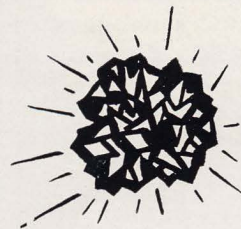
MESSERLY CLEANEST CLEANER

Since
1915

2 Lbs. Prepaid.....	\$ 2.50
10 Lbs. Collect.....	8.00
25 Lbs. Collect.....	18.00
100 Lbs. Collect.....	70.00

MRS. E. J. MESSERLY

324 Crescent Park, Warren, Penna.



ADRIAN'S CYCLONE BLAST

An unusually clean sandblast abrasive we can highly recommend to our friends in the Monument business.

Shipment approximately one week after receipt of order — freight prepaid.

ADRIAN OF QUINCY

48 Penn St., Quincy 69, Mass.

Now Featuring:

BEAUTIFUL LAURENTIAN PINK

The Golden Granite

with unsurpassed contrast

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

also **QUINCY, MOROCCAN RED, WESTERLY
AND OTHER DOMESTIC GRANITES**

— WRITE FOR PRICES AND DETAILS —

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Quincy 69, Mass.

FLASCHNER'S BURNT-IN PORCELAIN PICTURES

WARRANTED—EVERLASTING
WEATHER-PROOF

SEND FOR
CATALOG



No. 1. 3½x4½ No. 2. 4½x5½ No. 3. 5½x6¼ No. 4. 6½x7¾

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

When You Need These Granites . . .

QUINCY — BLUE-WHITE WESTERLY — PINK WESTERLY — 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.



WE INVITE YOUR INQUIRIES AND
GUARANTEE SATISFACTION.
John Leppanen and Jules Chatot, Proprietors

NORTH BARRE GRANITE COMPANY
BARRE, VERMONT

**SUPPORT YOUR
STATE AND NATIONAL
ASSOCIATIONS**

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 Copy, Postpaid
The Baker & Taylor Co.
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Pencil sketches and lettering details.

HARRY L. OGBORN, Designer
401 W. Boulevard, Charlotte 3, N. C.

**Carl's Special
did it again!**



It often happens that way because we follow specifications carefully—though of course we make suggestions if desired.

CARL KASTRUP
DESIGNER
1705 AUBURN ST.
ROCKFORD, ILLINOIS

**Better POLISHES
... in LESS TIME!**

Tamms

Peerless WHITE ROUGE

Works faster — saves polishing time. Economical — goes twice as far as ordinary rouges. Non-injurious! Non-poisonous! Clean! Sanitary! Used by leading firms the world over. Comes in dust-proof, moisture-proof drums. Send for prices and free samples.

Write Dept. RM-8

TAMMS INDUSTRIES, INC.
228 N. LaSalle Street, Chicago 1

News From Our Advertisers [Continued]

88TH BIRTHDAY BANQUET TO BE HELD FOR RILEY C. BOWERS

The benefactor of Elkdome in Vermont, Riley C. Bowers, R. C. Bowers Granite Company, Montpelier, Vermont, is to be honored with an anniversary birthday banquet on his 88th birthday. The affair is scheduled for June 24th, at the Barre Municipal Auditorium, Barre, Vermont.

Committee members who are responsible for the occasion met at the Barre Elk rooms May 15th, to further the plans. Meeting with the chairman, John T. Nelson of the R. C. Bowers Granite Company, Montpelier, and other Elk officials from Barre were Ray Quesnel, Roger Sheridan and Frank Perolini of Montpelier, Herbert Moulton of St. Johnsbury and Arthur Fisher of Burlington.

According to early reports, more than 60 members of the Elks organizations in Massachusetts will attend in addition to several past grand exalted rulers from other states.

PUBLICITY FOR BARRE GRANITE

After receiving a request to make an address on Robert Burns, Russell Davison of Southold, N. Y., wrote to Mayor Chauncey M. Willey of Barre, Vermont, for photographs of the Burns memorial in that city.

In appreciation for the cooperation given in sending the photographs, Mr. Davison told his listeners something about the city of Barre, its people, and its very famous product, Barre granite. It was his thought that those who toured in that part of the country would be interested in seeing not only the Robert Burns memorial but the Barre granite quarries and manufacturing plants as well.

SOUTHERN CEMETERY MEN GUESTS AT MARBLE AND GRANITE QUARRIES

One of the interesting features of the convention of the Southern Cemetery Association which was held in Atlanta, Ga., April 19-22, 1950, was the opportunity to visit quarrying and manufacturing centers.

Two of the four days were devoted to such trips. On April 20th, the convention group was entertained by the Coggins Granite & Marble Industries, Inc., Elberton, Ga., traveling 100 miles to this busy granite center. Here they saw the quarries and manufacturing plants, watching the transformation of rough granite into beautiful modern memorials.

The next day the Georgia Marble Company of Tate, Ga., was host to the group which again viewed quarries and manufacturing plants. On the return trip they stopped at Marietta, Ga., where they were entertained by the McNeel Marble Company.

President Ira J. Mitchell presided at the gathering of cemetery officials.

PLAQUE-LIKE FLAGSTONE PRESENTED BY BARRE GUILD

The Memory Walk at the Church of St. Bede, Williamsburg, Va., recently received a plaque-like flagstone slab of Barre granite to be used in its construction.

It was a gift of the Barre Granite Association, Barre, Vt., presented on behalf of the State of Vermont.



CAPITOL GRANITE COMPANY, INC.

BARRE GRANITE MEMORIALS



MONTPELIER, VERMONT

WAUSAU FIRMS SIGN TWO-YEAR CONTRACT

After a two months' strike, a settlement has been reported from the Wausau, Wisconsin, district with the Rib Mountain Granite Co., and Anderson Bros. & Johnson Co., Inc., signing a two-year contract with Wausau Branch, G.C.I.A., A.F.L. This contract is to run until May 1, 1952. The pay scale had been \$1.68. It is now \$1.73 till May 1, 1951, and will be \$1.75 from May 1, 1951 to May 1, 1952. As before, there will be a paid vacation of one week and four paid holidays.

Previously, on May 6, 1950, the Lake Wausau Granite Co., Inc., settled with the union. They have a contract with their pay scale still \$1.68, and two weeks paid vacation for men with over five years' service and five paid holidays.

REGAL BLUE MARBLE AGAIN AVAILABLE

"After a period of about three years," the Columbia Marble Company, at Marble, North Carolina, writes, "we have once again started quarrying and finishing Regal Blue Marble. The new quarry, just opened, is in sufficient quantity to furnish a constant supply to dealers of this material."

"The marble coming from this quarry is the same as the Regal Blue produced by Columbia Marble Company in the past. It has an excellent texture, is closely grained, polishes to a deep blue, and the water absorption is low."

"It is an ideal marble for both monuments and buildings."

BRISTOL MEMORIAL WORKS PARTICIPATE IN PRODUCTS SHOW

A Products Show was recently staged at Bristol, Conn., at which Milton W. Slade, general manager of Bristol Memorial Works, featured a memorial exhibit.

All divisions of the company participated and the designs displayed were representative of the 20 years experience of this firm in erecting outstanding monumental work.

LANE MONUMENT CO., INC., OPEN NEW SHOWROOM

According to recent announcements the Lane Monument Co., Inc., have opened their new showroom at 1626 Coney Island Avenue, Brooklyn 30, New York. This location is opposite the Midwood Chapel. The telephone number is ESplanade 7-6700.

WEDGE LEAD



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

ROCHESTER LEAD WORKS

Correspondence Solicited

ROCHESTER 8, N. Y.

EVERLASTING PORTRAITS FOR MONUMENTS



NOW AVAILABLE!!

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

CATALOG AND PRICES . . . ON REQUEST

THE ABENDROTH STUDIO

7008 S. PAULINA ST.

CHICAGO, ILL.

Colombo Granite Co.

OPERATING IN FORMER HEBERT & LADRIE PLANT

BARRE, VERMONT



Memorials Supreme

.....IN BEST BARRE GRANITE.....

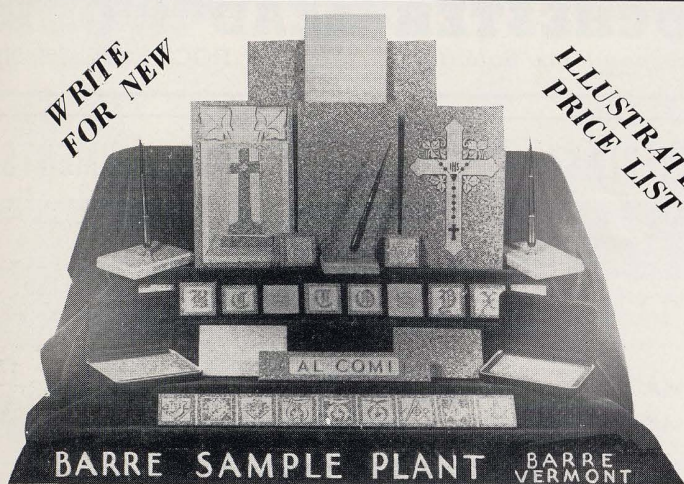


EVERLASTING MEMORIAL WORKS

INCORPORATED
DESIGNERS AND MANUFACTURERS OF
HIGH GRADE MEMORIALS
MONTPELIER, VERMONT

WRITE
FOR NEW

ILLUSTRATED
PRICE LIST



44 Years of SERVICE to the Retailer

New England Representative of

Sienna Pink

BALMORAL RED, BEERS RED,
ROSE RED, QUINCY, WESTERLY,
DEER ISLAND, AND OTHER FOR-
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ITES.

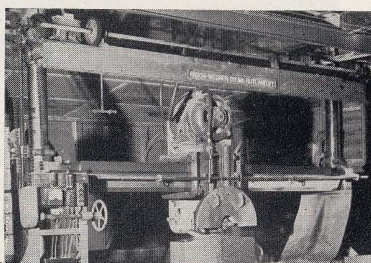
THE BEST IN SERVICE AND
QUALITY.

ESTIMATES GLADLY GIVEN.

A. Monti Granite Co., Inc.

260 CENTRE STREET
QUINCY, MASS.

The new contour grinder, shown below,
is but one example of the modern ma-
chinery that we have installed to aid in
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SLABS & BLOCKS
STATUARY — MONUMENTS
MAUSOLEUMS — INTERIORS — ETC.

Geom. PIETRO GREGORI DI FRANCESCO

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

GRAHAM & WAGNER, INC., MARK GRAVE OF GYPSY CHILD

While a gypsy band camped near Alliance, Ohio, an eight-month's old child was taken ill and placed in a hospital. Shortly afterward the band moved on leaving the baby in the hospital. A little later the child died and all attempts to reach the parents failed.

At this point various groups in Alliance came forward to see that the child was given Christian burial.

Members of the City Cemetery group purchased ground for the grave. A volunteer worker at the City Hospital furnished a dress and blanket. A coffin was provided. A funeral service was held.

Then Robert Graham of Graham & Wegner, Inc., furnished the marker for the baby which had been abandoned by its parents.

THOMAS I. RANKIN DIRECTOR KENMORE SAVINGS BANK

The election of Thomas I. Rankin as a director of the First Federal Savings & Loan Association of Kenmore, N. Y., was recently announced.

Mr. Rankin is executive vice-president of the American Monument Association, Inc., Buffalo, N. Y., and general manager of Elmlawn Cemetery of Kenmore, N. Y.

JOSEPH C. CARABELLI RECUPERATING FROM OPERATION

Mr. Joseph C. Carabelli, president of The Joseph C. Carabelli Co., Cleveland, Ohio, is reported to have undergone an operation recently in one of the Cleveland hospitals. Mr. Carabelli is a past president of the Monument Builders of Ohio, Inc.

MR. AND MRS. LUCIAN SCHLIMGEN ANNOUNCE ENGAGEMENT OF DAUGHTER

Lucian Schlimgen, president and treasurer of Lucian Schlimgen, Inc., Madison, Wisconsin, is well known to the trade as past-president of the Monument Builders of America, as well as past-president of the Monument Builders of Wisconsin.

He and Mrs. Schlimgen have recently made an interesting announcement concerning the forthcoming marriage of their daughter, Miss Ann Drepperd Schlimgen, to Joseph Philip House, Jr., son of Mr. and Mrs. Joseph P. House, Milwaukee.

Miss Schlimgen graduated from the University of Wisconsin in 1948 as a home economics major. Mr. House, a patent attorney with a Milwaukee law firm, received a degree in electrical engineering from the University of Wisconsin in 1942, and was graduated from the university law school in 1949.

The wedding is planned for Saturday, June 24, 1950.

MRS. PARK IN CALIFORNIA

During a brief stop-over in Buffalo, N. Y., a telephoned message from Alex Park, executive vice-president of the Monument Builders of America, Inc., Chicago, Ill., brought encouraging news of Mrs. Park.

It will be remembered that the serious illness of Mrs. Park made it impossible for Mr. Park to attend a number of the state conventions this winter. So, it was with real pleasure that we heard that Mrs. Park was sufficiently recovered to make a trip to California. Modern transportation accommodations make possible a comparatively restful trip.

Accompanied by one of her sisters, Mrs. Park will recuperate with her sisters who make their homes in California.

Obituary Record . . .

WILLIAM J. BOHMER

William J. Bohmer, president and manager of the Melrose Granite Co., St. Cloud, Minn., died suddenly on April 20, 1950, after a short illness. In addition to his granite interests he had been prominent in banking and mercantile circles in Minnesota and North Dakota for many years.

Mr. Bohmer was born in New Munich, Minn., April 16, 1877, son of William and Barbara Hiltner Bohmer. He was educated at St. John's University, and in 1906 married Miss Emma Quinn.

As a young man, Mr. Bohmer was employed from 1897-1899 in a bank in Melrose and in 1899 became a hardware and lumber dealer in that city. From 1901 to 1916 he was owner of the Bohmer Merchandise Department Store in Melrose and from 1907-1910 was operator of the North American State Bank in Melrose.

In the years 1912-1917 he served as president of the First National Bank of Melrose and in 1917 became president of the State Bank of Dresden, North Dakota. He was made president of the State Bank of Albany in 1916 and in 1927 a director of the American National Bank in St. Cloud. He established the Bohmer Investment Company in St. Cloud in 1931 and in 1941 was made a director of the St. Cloud Chamber of Commerce. Mr. Bohmer was a director of the Anchor Casualty Company of St. Paul.

Prominent in the social and club life of St. Cloud, Mr. Bohmer was a member of the Rotary Club and a member of B.P.O.E. 516. He belonged to Holy Angels parish.

Surviving are his widow, Mrs. Emma Quinn Bohmer, a son, Donald J. Bohmer, who has been associated with his father in the business; two daughters and seven grandchildren.

HARRY L. OGBORN

Just as we go to press, word has been received of the death of Harry L. Ogborn, well known designer of Charlotte, N. C.

Mr. Ogborn had served the trade for many years and was an immediate past president of the Monument Builders of the Carolinas.

A complete obituary will appear in the next issue of the *Monumental News-Review*.

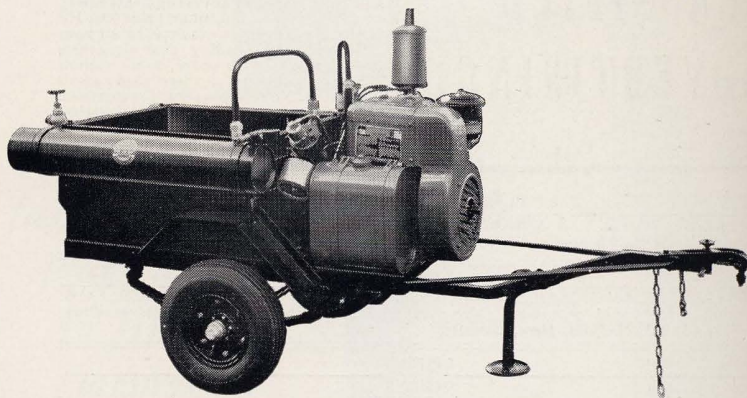
RIB MOUNTAIN NEWS FLASH

Miss Carolyn Marion Prehn arrived on May 22, 1950, the daughter of Marion and Charles Prehn. The Prehns have another daughter Janis Marion, age three and one-half. Mr. Prehn is secretary-treasurer and general manager of the Rib Mountain Granite Company of Wausau, Wisconsin.

MR. AND MRS. EMILIO POLITI PROUD PARENTS OF A BABY GIRL

The trade is familiar with the fine work done by Emilio Politi as Director of the Barre School of Memorial Art, Barre, Vermont. So it will be with interest that they will read of the recent addition of a fine baby girl to the family of Mr. and Mrs. Emilio Politi.

LINDSAY TRAILER MOUNTED COMPRESSORS CARRY THE COMPLETE SANDBLAST OUTFIT

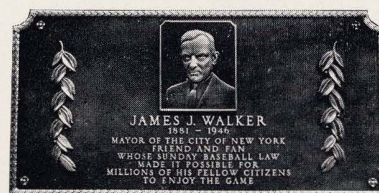


P. K. LINDSAY CO., 97 Tileston St., Everett 49, Mass.

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

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IMPORTED GERMAN STONE CEMENT—Repairs Marble, Granite, 1 Kilo can \$5.00, F.O.B. Medford, extra liquid or powder. Also Moulton White Cement. Chester H. Moulton, 25 Valley Street, Medford, Massachusetts.

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

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EQUIPMENT FOR SALE

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

TEN TON BOOM DERRICK complete with hoist, ropes and all necessary gear. Good condition. Modern Granite Co., Barre, Vt.

DUST COLLECTORS SURPLUS AT LESS THAN HALF of the cost FOR SALE. American Dustube knockdown 5600 C.F.M., with powerhouse automatic shaker 10 horse power electric motor Claridge Fan. Price \$950. Pangborn 4 C.D.I. Dust Collector 2800 C.F.M. with 7½ horse power electric motor and blower. Price \$550. Pangborn 3 C.D.I. Dust Collector 2100 C.F.M. with 5 horse power electric motor and blower. \$450. Pangborn 2 C.D.I. Dust Collector with 3 horse power electric motor and blower 1400 C.F.M. Price \$350. Pangborn 1 C.D.I. Dust Collector 700 C.F.M., with 1½ horse power electric motor and blower direct connected. Price \$210. M. Elstein, 141 Mangin Street, New York 2, New York.

LINDSAY PORTABLE AIR-COMPRESSOR, mounted on pneumatic tired ball bearing wheels. Weight 210 lbs. Engine rating 5 H.P. Working pressure adjustable from 50 to 100 lbs. Only 2 years old, in excellent condition; 2 wheel rubber tired trailer, cost \$100.00 new, for sale with this. Both for \$750.00 or the portable mounted on pneumatic tires without trailer \$200.00. Mike Miller Monuments. P. O. Box 404, Marion, Ind.

FOR SALE

GRANITE FOR SALE, at quarry cost price. Good stock in sawed block dimensions, sawed slabs, and steels, also finish base, and markers. Write for price list. Adamant Monumental Quarry, Chas. A. Pilette, Owner, R.F.D. No. 3, Barre, Vt.

MARBLE WORKS DOING MONUMENTAL, interior and exterior marble and granite work. Will sell, lease or rent. Owner wishes to retire. Price reasonable. Schanen Marble Works, 6340 S. W. Macadam Street, Portland 1, Oregon.

EQUIPMENT AND STOCK FOR SALE. Complete equipment for retail manufacturer including 700 lb. Pangborn sandblast, curtain, letters, air grinder, air tools, banker dust collector and numerous other articles. Like new. Used only four months. 25 per cent. discount. Also large stock of A-1 monuments and markers, mostly carved. 25 per cent under wholesale. Write. Box 91, St. Joseph, Minn.

RETAIL MONUMENT SHOP, in Nebraska County seat town, inside display of clean stock, modern equipment, good territory, reason for selling, other interest. Write "Box 662" c/o Monumental News-Review.

OLD ESTABLISHED, FULLY EQUIPPED, RETAIL MONUMENT BUSINESS with branch office and display in one of the largest cities on east coast. Large stock. Large volume of business. Nice bungalow on property at branch. Write "Box 665" c/o Monumental News-Review.

MONUMENT BUSINESS IN MEDINA, N. Y. for sale. For particulars write John O. Ball & Sons Inc., 3906 Delaware Ave., Kenmore, N. Y.

OLD ESTABLISHED RETAIL BUSINESS, beautiful location; display yard with floodlights; well-equipped shop; seven room bungalow. Recent snapshots will be sent on request. Reason for selling—old age and poor health. Write: George B. Spencer, Hopewell, N. J.

ONE OF THE BEST RETAIL BUSINESSES in the country. All new machinery and equipment. Cuts building fronts and does large volume of monument sales. Inventory has been reduced so price is attractive. Wonderful opportunity for stone-cutter and salesman. Only reason for selling is owner had heart attack. Zane Monument Company, Zanesville, Ohio.

A WELL ESTABLISHED MEMORIAL BUSINESS is offered for sale. Located in Central Illinois. A splendid opportunity to right party. Write "Box 667" c/o Monumental News-Review.

MONUMENT RETAIL SHOP IN UPSTATE NEW YORK. Fully equipped. Owner will sell for inventory. Write "Box 669" c/o Monumental News-Review.

LARGEST RETAIL MONUMENT BUSINESS IN SUNNY SOUTHERN ARIZONA. In city of 130,000 population. Clean stock, plant and equipment. Nice six room home on adjoining property. R. C. Kilburn, 3020 Oracle Road, Tucson, Arizona.

ATTENTION GREY GRANITE PRODUCERS OR ANYONE INTERESTED IN QUARRY

We have a red granite quarry in Wisconsin with unlimited supply. Equipment includes derrick, hoist, compressor, drag saw, etc. Everything needed for complete operation. Write E. P. MURPHY GRANITE COMPANY, P. O. Box 901, Green Bay, Wisconsin.

HELP WANTED

HIGH SPEED GRANITE POLISHER

Wages \$2.00 per hour. Union shop. Steady work year around. Write, wire or phone. L. L. Jones & Son, 7330 S. W. Macadam Ave., Portland, Oregon

Wanted—LETTER CUTTER WHO CAN OPERATE SANDBLAST, do shape carving and layout work, some hand tool clean up work after blasting, in well equipped modern shop. No drinking man need apply. Highest wages and steady work year around. Excellent climate. Write or wire, Art Monument Co., Hayward, California.

OPPORTUNITIES

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

SALESMEN WANTED

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

EXPERIENCED WHOLESALE SALESMAN to represent our firm in Michigan, Indiana, and Illinois. Complete line of colored granites. Central Minnesota Granite Works, 25 Wilson Ave., N. E., St. Cloud, Minnesota.

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.

LONG ESTABLISHED WELL-KNOWN BARRE MANUFACTURER wants experienced salesman for New York State (excluding New York City), Pennsylvania and Eastern Ohio. Write Box 287, Barre, Vt.

SALESMAN WANTED ON COMMISSION BASIS—any territory. Large firm handling both monuments and mausoleum work. Carry large stock Barre, Rose Swed and Dakota Mahogany. Write Monumental News-Review c/o Box 641.

Wanted SALES MANAGER to take over crew of salesmen. Salary, plus overall commission. Must have had experience handling salesmen. Write Robbins Monument Co., 2710 Washington Ave., Houston, Texas.

RETAIL SALESMAN BETWEEN AGES OF 35 AND 50

By Old Established firm that manufactures, to organize large territory, appoint agents and sell himself as well as being Sales Manager of his territory . . . must own good car. Attractive proposition to man that qualifies. Give experience, age, and character references in first letter. Northwest.

Write Box 664 c/o Monumental News-Review

Wanted—WELL INTRODUCED SALESMAN to represent old established CARRARA ITALY MARBLE MANUFACTURING FIRM. Specialists sculptured and monumental work. Write Monumental News-Review, "Box 670."

WANTED EXPERIENCED WHOLESALE GRANITE SALESMAN to represent an old-established reliable Barre firm. To cover Central States. Commission basis. All inquiries kept confidential. Write P. O. Box 358, Barre, Vermont.

POSITION WANTED

EXPERIENCED DESIGNER-SALESMAN desires affiliation with large, progressive retail firm anywhere in the U. S. Age 28, new car. Write "Box 663" c/o Monumental News-Review.

RELIABLE MAN WITH 25 YEARS' EXPERIENCE in monumental work desires permanent year around position as shop foreman or layout work and stencil cutting with opportunity for shop sales. Need suitable housing for family. Write "Box 668" c/o Monumental News-Review.

Position wanted by an ALL AROUND EXPERIENCED SHOP MAN. Lay out. Shape carve. Sandblast. Cut and set. In or near Virginia. Walter E. Campbell, 1022 Knight Street, Lynchburg, Virginia.

DESIGNER-SALESMAN WANTED

EXPERIENCED DESIGNER-SALESMAN wanted. Salary or commission. Write Robbins Monument Company, 2710 Washington Avenue, Houston, Texas.

PARTNERSHIP WANTED

Retail monument shop, WOULD LIKE TO FORM PARTNERSHIP in some progressive town in the south or southwest. Experienced all around man. Write "Box 671" c/o Monumental News-Review.

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HOLDEN-WEBB

Announcement has been made of the marriage of Max A. Holden of Barre, Vermont, to Mrs. Anne May Webb of Memphis, Tennessee.

The wedding which was solemnized by Justice Henry Clay Greenberg of the New York Supreme Court, took place May 3, 1950, in New York City.

Mrs. Holden is the daughter of Mrs. Walter D. May of Germantown, Tenn., a suburb of Memphis. She was attended by her daughter, Miss Ann R. Webb, a student at Finch College in New York City.

Mr. Holden is president of the Trow & Holden Company of Barre, Vermont.

DAN HASLAM, JR., AND JOY PETERS MARRIED IN SEATTLE, WASH.

Miss Joy Germain Peters and Mr. Daniel Booth Haslam, Jr., were married in the Church of the Epiphany, April 22, 1950, in Seattle, Washington.

The bride is the daughter of Mr. and Mrs. Heber Wallace Peters of Summit, N. J., and her husband the son of Mr. and Mrs. Daniel Booth Haslam of Barre, Vermont. Mr. Haslam is the well-known designer with the Rock of Ages Corporation.

Mrs. Haslam is a graduate of the Emma Willard School and Cornell University, a member of Alpha Phi sorority. Mr. Haslam was graduated from Babson Institute and is with the Nash Motor Company in Seattle where they plan to make their home.

MYSTERY MOVIE PUBLICIZES MONUMENT INDUSTRY

"The Tattooed Stranger," a movie reported as being shown in many theaters, currently, has a number of scenes which bring the monument industry to the attention of the public.

Investigating authorities are shown tracing the criminal through association with a cemetery and the granite manufacturing plants in the Bronx. The murderer is identified through Barre granite dust particles found near his victim.

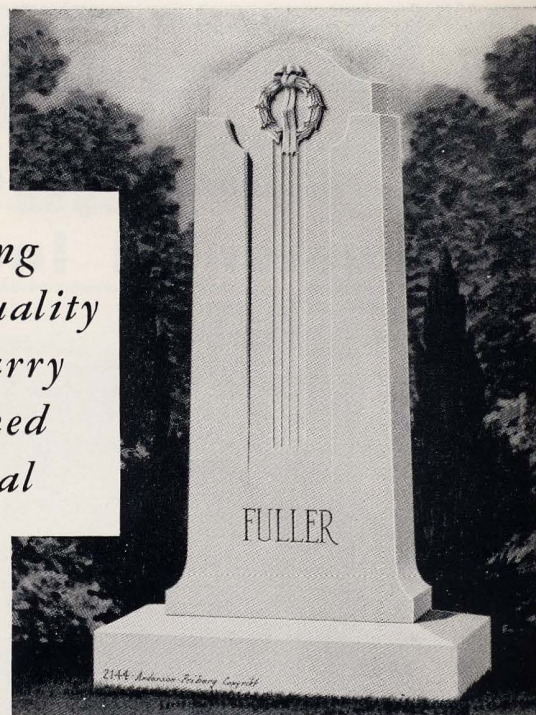
A dealer's display yard featuring granite memorials has been used as the setting for several scenes. In fact, it has been reported that one of the retail firms shown has been identified as that of Frank Palumbo in the Bronx.

BARRE ROTARY HEARS PAUL WINTERS OF BARRE SCHOOL OF MEMORIAL ART

An interesting and entertaining talk was given informally before the Barre, Vt., Rotary, on March 29, 1950, by Paul Winters of the Barre School of Memorial Art. The adaptation of art as a means of selling and proper recognition of commercial art in the field of business formed the basis of discussion.

Mr. Winters has been teaching in the Barre School for three years. He is a graduate of the Massachusetts School of Art, a former teacher in the Vesper George Art School in Boston, and former assistant curator of the Peabody Art Museum. He maintains a studio in Chelsea, Vt., where he makes his home, and does sculpturing and design work for Barre granite firms, as well as his work in the Barre School of Memorial Art.

*Enduring
faithful quality
from quarry
to finished
memorial*



Laurel Wreath — Symbolism of Glory

Anderson-Friberg Designs of Distinction

Anderson-Friberg memorials for more than 40 years have been known for their enduring quality and beauty and their distinctive design and craftsmanship.

From quarry to finished memorial our standards are of the highest to insure lasting quality and permanence — memorials that are truly Designs of Distinction.

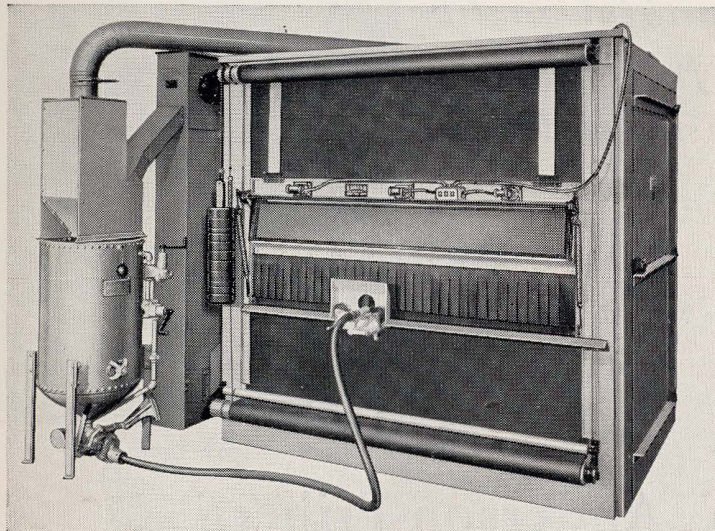
Our 30 page catalog beautifully illustrating 60 copyrighted designs can be useful to you in helping your customers select the perfect tribute. It is available to all of our dealers.



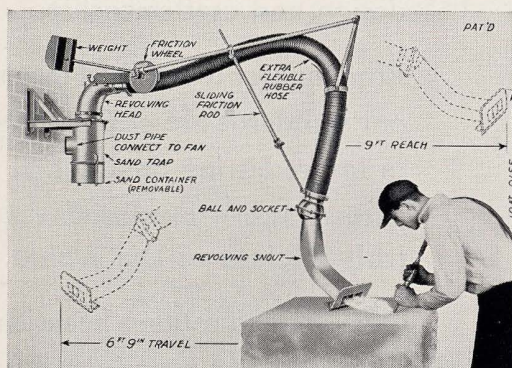
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Equipment for the Monumental Industry



Blast Carving Equipment by RUEMELIN will modernize your sand blast department. We can quote you on a complete installation or any individual piece of equipment you may require. Send us your inquiries for: Blast Carving Curtains . . . Blast Carving Generator . . . Shape Carving Generator . . . Abrasive Elevator . . . Steel Room . . . Inspection Door Curtain . . . Banker Dust Collector . . . Dust Control Equipment. Blast Generators can be shipped within one day. Write for Bulletin 25-B.



BANKER DUST COLLECTOR

SEVERAL thousand Ruemelin Banker Dust Collector installations are convincing proof of the satisfactory service they render. Users approve its high efficiency in eliminating dust. High velocity inlet snout quickly removes dust at the source, assuring a safe breathing atmosphere. Inlet hood instantly adjusted to all working positions. Durably constructed. Approved by insurance companies and industrial commissions. Write for Catalog 19-C.

We also build Surfacer Dust Collectors and Cloth Type Dust Filters. Send us a sketch of your shop so that we can prepare an estimate.

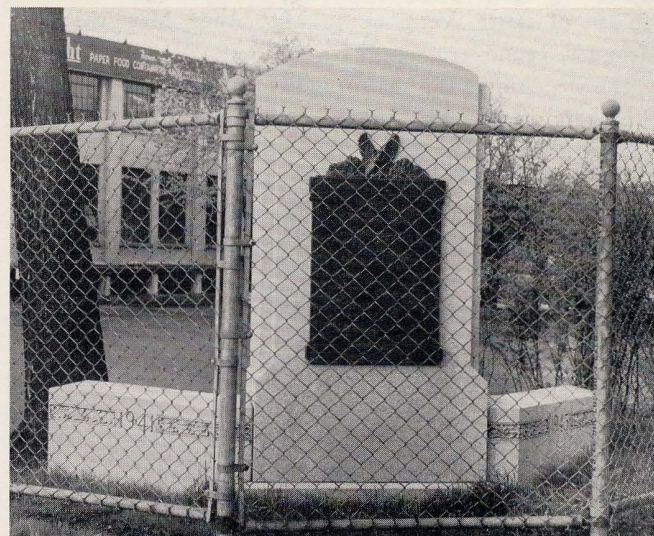
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Distributed in Canada by RITCHEY SUPPLY CO., Toronto, Ont.

. . . Not So Editorial



"IN THE STOCKADE"

Your scribe has encountered many difficulties in photographing memorials, what with cemetery and plot owner objections, (very rare), bird and animal deposits, (not so rare), hillside sites, northern exposures, which seldom see the sun's kindly light, tree shadows, etc., to say nothing of the absent-minded double exposure, and the many cases of technical ruin by local alleged photographers. We have fallen out of trees taking ledger stones, had exposure shots spoiled by vibrations from a passing truck. We've even waited all day for a five o'clock shot only to have the automatic sprinkling system go on at 4:30 and bedew the stone beyond repair. These and many more have been our tribulations, but this is the first time we were ever defeated (photographically) by a fence. The above illustrates the tribute of the Sealright Corporation (and they weren't fooling) of Fulton, N. Y., to their employees who served in the recent war. It is a product of Burke Brothers of Barre, and was sold by Thomas O'Brien of Oswego, N. Y. We originally were privileged to see the work on the design board in Barre, and had anticipated a feature article on another war memorial by an outstanding industrial firm, to say nothing of a quarrier and manufacturer advertisement. The fence in question surrounds the company's parking lot. The Public Relations Department of this famed maker of paper containers might be interested in knowing that the community's reaction to the fence is just as unfavorable as this writer's. In fact if we hadn't known that a dealer friend nearby was in the process of selling a very impressive monument to the family of the late president of the corporation, we might have registered our reaction then to the inexcusable fence, which could very easily be placed around the rear of the War Memorial. What makes the matter worse is that the monument stands on a prominent street corner.

EPIC EPITAPHS:

A NEW ENGLAND cemetery epitaph reads: "Here lies an atheist. All dressed up and no place to go."

E. H. Whitaker

MODERN ART *rescues* COLONIAL CRAFTSMANSHIP

by MARTIN N. RALPH
South Woodstock, Vermont

EDITOR'S NOTE: The possibilities of this ingenious and attractive "restoration" of two ancient slate tablets and the placement of the monument on a more prominent site might well be emulated in countless cases in Colonial America. The idea might also be worth consideration in private cemeteries, not only for "restoration" of tablet memorials within the cemetery itself, but also for the relocation of ancestral monuments now in abandoned family burial grounds or in other neglected graveyards.

ONE of the most appealing of Colonial memorials stands at the edge of Vermont State Highway 106, just south of the village of Felchville. It commemorates the birth of a daughter to Captain James Johnson and his wife, Susannah, while the whole family, with some others, were captives of the Indians, the night of August 30th, 1754.

Crude as the ancient stone carving appears by modern standards, nevertheless this very crudity increases its attractiveness to our eyes. It is apparent that the carver had much more experience with lettering than with figures, and the alphabet he used is of a truly beautiful design. The scarcity of stone suitable for memorials at the time these were made is evidenced by the fact that although he made a mistake in the first line of the smaller stone, he just crossed it out and went ahead, instead of using another stone.

Influenced, perhaps, by the symbolism of heraldry so widespread in European memorials and monuments, the carver apparently could not resist the urge to show on both stones the weapons of the Indians, bows, arrows, tomahawks and war clubs. On the larger stone we also see a tree to remind us of the forests of the time, and leaning at its foot, the muskets of the white men. On the smaller stone, against a cross-hatched background, is the unmistakable figure of the baby. On the larger stone is another figure, which today is thought to be that of an Indian, as it is wearing no clothes and has no hair.

The inscription on the smaller stone reads:

(note correction in photograph)

On the 31st of
August 1754
Capt. James
Johnson had
a Daughter born
on this spot of
Ground, being
Captivated with
his whole Family
by the Indians.

The larger stone bears this inscription:

this is near the spot
that the Indians Encampd the
Night after they took Mr Johnson &
Family Mr Laberee & Farnsworth

August 30th 1754. And Mrs
Johnson was Deliverd of her Child
Half a mile up this Brook.

When troubles near the Lord is kind,
He hears the Captives crys
He can fubdue the savage mind,
And Learn it fymopathy.

The use of the "f" or long "s" in the same text with the short "s" we use today, is, of course, typical of the period when the present form of the letter was coming into use. The use of "captivated" and of "learned" is also different from our modern usage, and increases the attraction of these early memorials.

But despite the attractiveness of these primitive markers,



Ancestral pride and the cooperation of the State of Vermont combined to help perpetuate an incident of history deserving of memory. The original slate tablets, located on an abandoned farm site far from the road, were inset in Barre Granite by a descendant of those pioneer Vermonters, and the new monument was given a roadside location on Vermont State Highway 106, not far from Felchville, Vermont, as well as a parking area.



they would be largely ignored today, and probably hidden unseen in a field or thicket, had it not been for the thoughtfulness of an anonymous descendant of Captain Johnson and his wife, who in 1918 had the stones mounted as shown in the photographs, and placed by the side of the highway for the instruction and pleasure of the passersby. And in 1949 the Vermont Highway Department, realizing that the passersby of today travels in automobiles, provided the space to pull out of the way of traffic and to view the ancient stones in comfort and safety. This work was done when the bridge shown in one of our photographs was widened.

This sympathetic and intelligent treatment has not only restored the historical record function of these Colonial stones, but has enhanced them.

If monuments are to gain the position they should have in the public mind, they must not only be appropriate to their subject matter, they must also be located where they will catch the eye of the passing motorist, and have provision made for him to be able to read the inscriptions and view the monuments in both safety and comfort.

When we consider the changes that have come to pass in the less than two hundred years since Mrs. Johnson was "delivered of her Child" while captive of a band of Indians and in a forest encampment, the importance of adequate monumental memorials to mark the spots where history is and has been made becomes apparent. There can be no better example of the fact that memorials are not an egotistical expression of prideful eminence, but rather a reminder to future generations that "it happened here". That posterity will be grateful is shown by the action of the Descendant of Captain James Johnson and Susannah, his wife. We wish, and we know that future generations will also, that he had not been so modest as to remain anonymous. Surely a small legend showing who he was would be appreciated by the passersby of the centuries to come, just as would a discreet notation of the designer-carver of the earlier stones, who will forever be unknown to us as we think of him laboring in his leather apron and wearing his tricorne hat, all unmindful of the pleasure he was to give us with his quaint inscriptions.

Another Historic Vermont Monument is "RESTORED"

In this photograph and story by Martin N. Ralph, retired army Colonel living in South Woodstock, Vt., we find that our most recent regular staff writer ends his theme with a strong editorial question. We were also pleased to learn that the Colonel has his heart in his work and currently is actively engaged in a local War Memorial project.

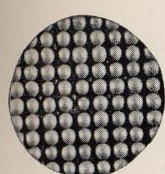
A VERMONT town meets its obligations to its monument and to summer visitors. The photo-

graphs show how the town of Pittsford, Vermont, has put in order the monument at the site of Fort Vengeance, erected in 1780. The marker, on U. S. Route 7, just north of Pittsford, was out of plumb and hard to read. So it has been provided with a new base, squared up, cleaned and relettered. In addition, a landscaped pull-out space is being provided so visitors may get out of the way of traffic and read the monument inscriptions at their leisure and in safety. This convenience is particularly important in New England, where many of the visitors from other sections are not only interested in the memorials which mark the scene of events in our country's historic past, but also wish to read the names, hoping to come across a reference to their ancestors or collateral relations. Monumental dealers on their Sunday drives will do well to check the condition of local memorials. Putting them in good repair and pointing out their importance to visitors and to future generations may help open the door to the erection of new monuments. What notable event of your town is not permanently recorded for students of history and tourists of the future?

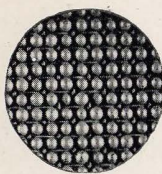




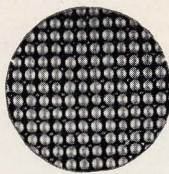
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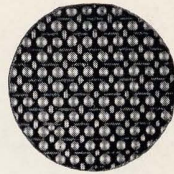
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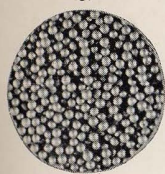
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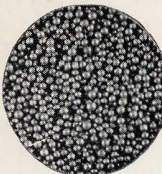
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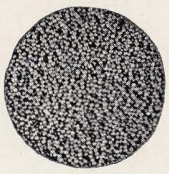
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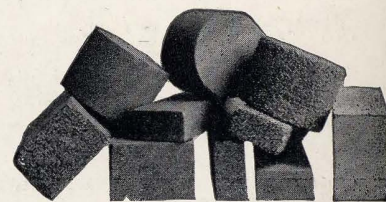
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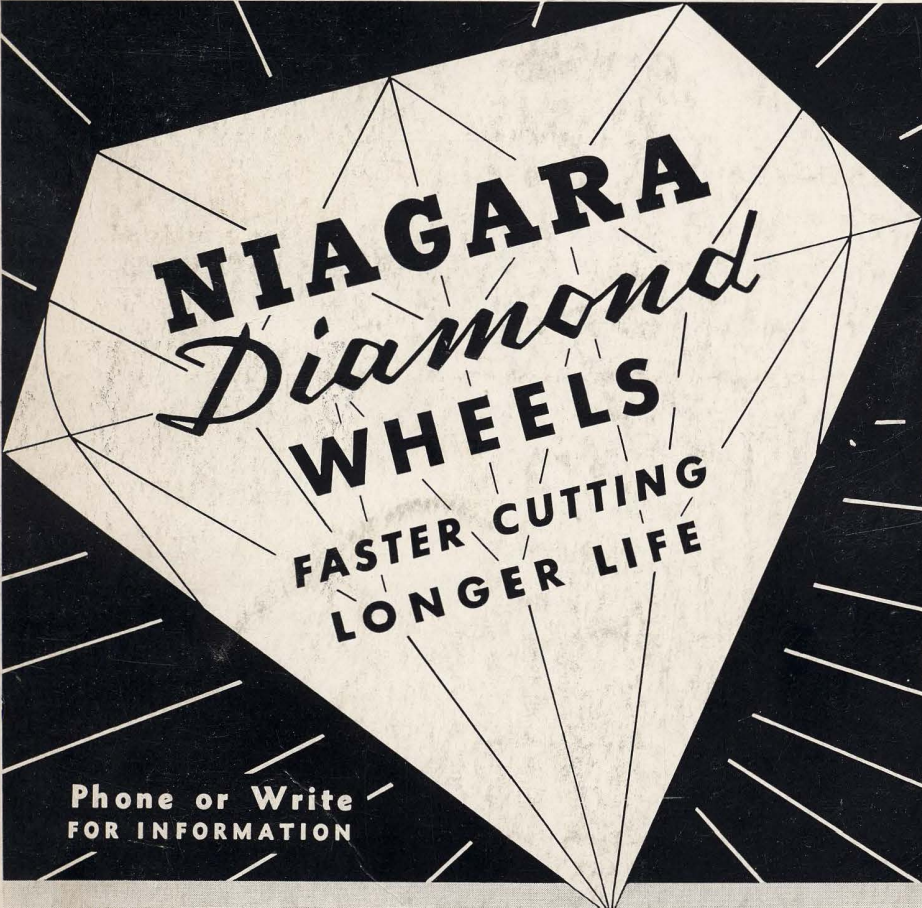
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