Monumental News-Review

Combining

Monumental News
Granite Marble & Bronze
The Monument and Cemetery Review
Gates of Heaven Cemetery in metropolitan New York has long merited its rank as one of America’s most beautiful burial grounds. In no small measure this reputation reflects the work and abilities of Father Ehardt, who has long been in charge of the cemetery. Monsignor Ehardt is an ardent exponent of the principles of “The Memorial Ideal” placing equal emphasis on landscaping and Memorial Art. The erection of his family memorial, “before the need,” is further evidence of this distinguished priest’s practicing principles in which he believes.
"TO LIVE IN HEARTS WE LEAVE BEHIND IS NOT TO DIE"

Erected by Sargalis Memorials, Amsterdam, N. Y., in St. Michaels' Cemetery and manufactured by Anderson-Friberg Co., Inc., of Barre VT. The beautifully carved statue is the work of one of Barre's most outstanding sculptor-carvers, Vincenzo Andreani.

When a memorialist erects a monument for a family that becomes a shrine in fact as well as words, a monument that ever remains a source of sublime consolation, a monument that recalls the beauty of a family life of great human and divine love, he has achieved a feeling of the worth of his vocation and service comparable to that of the doctor or clergyman. The Gambardella memorial shrine is just such a monument. It is obviously not an inexpensive creation, but as is often the case, it was the tribute of a man of modest circumstances to his wife and for his family. Yes, it undoubtedly called for no little sacrifice in material luxuries. Perhaps the sacrifice itself in this tribute "to the Glory of God in Memory of", gives the monument a deeper meaning and significance. But whatever the reasoning, here indeed is a value beyond price; and it is in expressing such a sincere and deep Love that we all must find our deepest satisfaction. We, the quarriers of Pirie's Select Barre Granite, are humbly proud that our granite was the preferred choice for this impressive tribute.

J. K. PIRIE ESTATE . . . BARRE, VT.
Quarriers of Pirie's Select Barre Granite

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Quarriers of Pirie's Select Barre Granite

MARCH, 1953
We created the Kochan Memorial for Volente Memorials of Albany, N.Y., using Smith-Barre granite.

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BARRE, VERMONT

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CHESTER ROUGH STOCK AVAILABLE

Monumental News-Review:

News to the Trade. . . . Chester Rough Granite Available.

. . . Although we had the misfortune of a serious fire last November 6, 1952 that destroyed our entire cutting plant, we will be able to supply the trade with Rough Granite.

It has been decided to not manufacture for a while, but solely to quarry and sell the granite in the rough.

Yours very truly,
CHESTER GRANITE COMPANY, INC.
ALBERT SAISALO
Chester, Massachusetts

OGBORN EMBLEMS PRaised

Monumental News-Review:

We have always used the Ogborn emblems as published in your magazine and we are more than pleased now that you are re-printing them in a smaller size, exactly what is needed for markers and double monuments. I am certain it is appreciated by a great many dealers . . .

Thanks very much,
Yours truly,
HERSTEAD MONUMENT CO.
JOHN C. HERSTEAD
1319 Avenue A
Scottsbluff, Nebraska

A.I.C.A. MEETING

The second annual project meeting of the American Institute of Commemorative Art opened at the Cleveland Hotel, Cleveland, Ohio, Jan. 14th, immediately following the adjournment of the M.B.A. convention. This meeting was marked by great enthusiasm and keen interest. Those present included:
Wm. Henry Deacy, Executive Director, New York City; Robert Graham, Alliance, Ohio; Harold Schaller, New York City; Peter Troost, Hillside, Ill.; Aubrey Codry, Clay Center, Kan.; Morton R. Cree, Clays Center, Kan.; Ernest Hamaker, Thurmont, Md.; Claude W. Brown, Florence, S. C.; T. W. Moose, Florence, S. C.; Carl Faehnie, Columbus, Ohio; C. A. Bone, Xenia, Ohio; Ralph Ardolino, West Long Branch, N. J.; Gene Long, Pleasantville, N. J.; Roy Bloom, Menominee, N. J.; W. C. Shearer, Lexington, Ky.; Joseph Cabell, Cleveland, Ohio; Everett N. High, Cincinnati, Ohio; Esther McDade Ford, Braintrum, Mass.

In the absence of President Frank McNeel, Marietta, Ga., Vice-president Robert Graham presided.

Mr. Deacy presented a detailed report on conditions of the [Continued on Page 70]
The outstanding Todd Memorial was erected by the Goodall Monument Works, Inc., Cincinnati, Ohio in Spring Grove Cemetery of that city... Here is one more example of the satisfying results of our expert craftsmanship and modern equipment. You will always be assured of unvarying, superior quality in anything you order from us... from the small monument to the mausoleum.

If you have not already done so, we suggest that you inquire about our new, complete mausoleum service. Contact us in Barre or our representative nearest you for detailed information.
A REPORT OF THE SOCIAL SIDE OF THE CLEVELAND CONVENTION

By JULIA MISCHANKO, M.B.A.

Miss Julia Mischanko, able and attractive assistant to Mr. Green in the Chicago Office of the M.B.A., was kind enough to forward a few notes to us on the ladies activities and some of the other social high-lights of the Convention. We quote excerpts from her entertaining report:

"TUESDAY AFTERNOON found all the ladies in the party over at Higbee's Department Store for a luncheon and style show. The food was excellent and the style show impressive. Some of our ladies even went away with new ensembles. Hope the husbands didn't mind the added expense to the convention budget. Mrs. A. L. Green and Mrs. Hoyt Holton did the honors of distributing little plastic sewing kit favors to each of the ladies present—ideal for use in traveling.

"CULTURAL TOUR OF EAST SIDE OF CLEVELAND was arranged at the instigation of Mr. L. W. Stolz for his lady, Mrs. Stolz, a charming Texas Belle, and two busses took off to show the dealers the sights after close of the business sessions on Wednesday afternoon. Did the 34 people in the first bus know that there was a bus following very soon after with only three people in it? How royally those three must have felt to have a private bus to themselves. We took the bus man aside and asked him to take our tourists around a couple of cemeteries so they wouldn't forget about business entirely, but we never did find out if he complied with the request. Oddly enough, we didn't hear a thing about the tour. What happened anyway?

"THE CLIMAX AND END, of course, came at the banquet Wednesday evening. Voicing the opinions of our members the program was a huge success. But, here too we had a touch of the novelty to start the evening off. We loaded our guests into busses and whisked them off on a little joy ride to the Statler Hotel where this Main event was held. The food (filet mignon) was deliciously prepared and appetizingly served and to throw a bouquet to the waiters, they did a neat and fast job of it.

"We had a pleasant surprise for Mrs. Holton, wife of the outgoing president, when our effervescing maestro, Vinnie Carothers, Chairman of the Registration and Attendance Committee, and re-elected director of M.B.A., presented her with a lovely silver tray, and after a simple and gracious 'Thank You,' she quickly stepped down from the platform and like a dutiful and loving wife promptly presented it to her husband. But, he was in store for his own token of appreciation from the monument dealers in the form of the traditional watch as a memento of the many long months devoted to leading the retail dealers in developing a more progressive program for our industry. George Kellogg did the presentation in this instance, and despite the fact that he was coached in more than one unconservative fashion of making his speech, George came through in his own undeniable, charming manner.

"Registration prizes and attendance prizes were given away at all sessions of the convention and the grand prizes were drawn at the banquet . . . 1st prize—Deep Fry-Well, a beautiful Wall barometer, a carving set and a lovely candelabra contributed by Scheidow Bronze Co. Sorry we didn't get the names of the winners.

"Our floor show came on soon after and the general comment was 'It only proves that you can have a good clean show

[Continued on Page 39]
"We find it more profitable than any other material we sell -"

And this echoes the experience of hundreds of Georgia Marble dealers. Reprinted below is a letter received from our good friends, Frank and Bob Geen. We couldn’t write a better advertisement for our product.

“We wish to congratulate you on the beautiful workmanship of the REYNOLDS memorial. It is without a doubt one of the most outstanding memorials in our All Saints Cemetery.

“Of course, the same goes for more than one hundred and fifty you have furnished for us in the last three or four years.

“We have found it more profitable with a satisfied clientele than any other work we sell. With this statement it leaves us wide open for a raise in price. But we feel after our many years of business dealings with the Georgia Marble Company and its representatives, we have no worry in this respect.

“We hope for a long continued relationship between our firm and yours in the future, and continuous success to you.”

Frank and Bob Geen
All Saints Monument Company
Des Plaines, Illinois

Sole producers of
GEORGIA MARBLE
REG. U. S. PAT. OFF

in these four varieties
BLUEVEIN • GREY CLOUD • GREY TONE • WHITE CLOUD

7 . . . . MARCH, 1953
For quiet, efficient operation the Junior Wire Saw is ideal for small and large shops alike for handling small work such as slants, checks and ends. With the Contour Attachment, (illustrated in photo below) tops and specialty cutting are handled with little effort. Sawing wire, made up endless in advance, can be changed in less than 5 minutes and one wire will cut a block of Barre approximately 3' x 5', or 30 sq. ft. Yet - this machine requires only 24' x 6' of floor space.

Photographs were taken in our plant where all machines are assembled and tested prior to shipment. Note the all-steel guards illustrated in the top photo — the rugged construction — compare the weight of approximately 8 tons with any other machine of similar size — observe the protective rubber boots — the new design abrasive classifier tank, "Patch" engineered for maximum economy. With each machine we supply all motors and starters, a rubber lined abrasive pump, 5000' of sawing wire, electric brazer, ball bearing truck, machined rail, certified foundation plans, and, if desired, Contour Attachment and heavy ball bearing turntable truck. Yes, from Patch-Wegner you get the complete machine — and the best.

Write for details on our larger Wire Saws too.

Patch-Wegner Company, Inc.
RUTLAND, VERMONT, U.S.A.
We manufactured the Tuccillo Monument for Nicholas Marcotrigiano & Co., Mount Vernon, N. Y., using the best Select Dark Barre Granite.

"Better Built" Memorials Are Your Best Salesmen!

All experience in the memorial industry proves that the beautifully made, carefully conceived memorial erected in the cemetery is your best generator of future sales. The high quality memorial is constantly commented upon and admired. It seldom fails to lead to more monument sales and never stops acting as your best advertisement. Buttura's "Better Built" Memorials will always assure the retailer of this important requisite for his continued good reputation as a memorialist and will keep his "sales curve" heading up. If you are an established monument dealer, inquire about the possibilities of "Better Built" monuments in your area.

Join the Monument Institute of America!!

BUTTURA & SONS
BARRE, VERMONT
SAVE!

Fast

Direct

Convenient

... use BARRE GUILD Consolidated Car Service

Barre Guild Consolidation Service is today effecting big freight savings for hundreds of dealers in city after city ... providing fast, safe, carload shipments of monuments to major break-bulk points. Beyond these key break-bulk points, modern rail-truck service assures quick delivery to smaller towns. Stop-offs are made to points intermediate to break-bulk points—there is usually a route provided. Save on rising freight costs. Take advantage of this service operated on an actual cost basis by the Barre Guild.

WRITE TODAY!

It will pay you to find out how you can save valuable dollars with this helpful service. Send for complete information. Address: Barre Guild Consolidation Service, Barre, Vermont.

BARRE GRANITE ASSOCIATION — BARRE, VERMONT
FROM ROUGHING TO THE FINAL FINISHING, Norton CRYSTOLON* and ALUNDUM* abrasives do the job quickly, with minimum loss of material and with maximum ease for the operator.

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For, Norton Company has a complete line of abrasive products — each designed for a specific job — each time-tested in the field.

The easiest way to get a complete picture of the Norton line is to thumb through the 67 pages of the book "Norton Products for the Stone Industry." If you haven't a copy, ask your Norton abrasive engineer or distributor for FORM 88. Or write direct. NORTON COMPANY, Worcester 6, Massachusetts.

*Trade-Marks Reg. U.S. Pat. Off. and Foreign Countries
PANGBORN'S best for
easy, economical blast-carving
— say the men who work with stone

SPECIALISTS in memorial art vouch for the quality of the work and the operating advantages of Pangborn Blast-Carving Equipment. Every piece of Pangborn equipment, from Blast-Carving Rooms to hose, nozzles and abrasives, is engineered to do better, cleaner, and cheaper jobs. So no matter what kind of blast-carving you need—Pangborn has the right equipment.

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Realization of its imperishable character has tremendous influence on the purchase of memorials produced from Elberton Granite. The emblem of loving tribute hewn or carved in stone for later Generations to see.

It is superlative for monumental purposes. Not only because of durability, but also for its attractive color and texture. It is hard, yet it has a fine grain that enables designers to achieve idealistic beauty in contrast and detail work.

Magnificent works of art have been and are being produced in Elberton Granite that are unexcelled... so many sculptors say.

Its preference in this country is common knowledge. Its fame has penetrated to foreign lands. Monument dealers everywhere sense its sales appeal.
a fine product to work with!

DUTCH BRAND E-Z Sandblast Stencil

DUTCH BRAND E-Z Sandblast Stencil is easy to apply... easy to mark... easy to cut... easier to work with. It has QUALITY... that results in excellent workmanship with less effort. It has toughness and resistance to abrasives during blasting operations. Fine hair lines can be made without rubber closing in.

Once you use DUTCH BRAND E-Z Sandblast Stencil, you'll find that it is made to meet the rigid requirements of memorial craftsmen... you'll enjoy its top performance.

Specify and insist upon getting DUTCH BRAND E-Z Sandblast Stencil.

DUTCH BRAND E-Z FILLER CEMENT

Eliminate a large part of clean up on axed and hammered surfaces. Order from your supplier.

DUTCH BRAND

MONUMENTAL NEWS-REVIEW

IT'S BETTER THE EZ WAY

VAN CLEEF BROS. INC.

Manufacturers of Rubber Products
DIVISION of Johns-Manville
7800 Woodlawn Ave. • CHICAGO 19, ILLINOIS
GRANITE CITY TO CONVENTION BOOTH

Standing left to right: Mr. Norman Gray, Barre, unidentified callers, Mr. Robert Eisenwinter, St. Cloud, Mr. Harry Mann, Elberton, Mr. Warren Schmitz, Barre, Mr. William Allen, Mr. Delroy Kraemer and Mr. Henry Peterson all from the St. Cloud branch. Seated from left to right: Mr. Earl Phillips, St. Cloud, Mr. Quentin Cumming, Elberton, Mr. Sheldon Allen, Barre, and Mr. H. G. Cumming, St. Cloud.

FOR FASTER CUTTING - FOR GREATER ARTISTRY
USE GRANITE CITY CARBIDE CHISELS

RETIP SERVICE

GRANITE CITY TOOL COMPANY
Everything For Granite
ELBERTON
ST. CLOUD
BARRE
Once again Smith-Barre, "Medium of the Masters," has been specified for an outstanding family memorial. The superb characteristics of this renowned monumental material can be seen at a glance in the imposing excellence of the Todd monument. Erected in Spring Grove Cemetery, Cincinnati, Ohio by the Goodall Monument Works, Inc., of that city, it was manufactured in the plants of Beck & Beck, Inc., of Barre.
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March 1953

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This is a happy, successful salesman because he has an added something that makes him that way. He is fortunate enough to be selling for a retailer who understands the real economy of excellence in design, material and craftsmanship. When you make your salesman’s job easy, you are building the firm foundation for a successful business.

Common sense will tell you that poorly designed, carelessly made monuments are actually not a “good buy,” at any price, if they remain in your display week after week. You will be helping your salesmen to bring you more sales when you buy Anderson-Friberg quality memorials and assure yourself of TRUE VALUE.

GOOD DESIGN IS GOOD BUSINESS!

Remember — “It’s not what you PAY — It’s what it COSTS!”

Anderson-Friberg Company . . . Barre, Vermont
REGIONAL ASSOCIATIONS as an ALL-IMPORTANT FEATURE of MODERN MERCHANDISING

The Babyland Feature Memorial, exhibited at the recent AMA-MBA Convention in Cleveland, Ohio, is but one more example of effective dealer group activity at the expanded local level. The Northern Ohio Monument Institute merits great commendation in this, as well as their comprehensive association program.

This beautiful memorial was one of the most admired at the MBA-AMA Convention in Cleveland this year. It was donated by the Northern Ohio Monument Institute to further the principles of the "Memorial Ideal." It will be placed in the Baby Section, presently being developed in Highland Cemetery, Cleveland, Ohio.

Mr. Alex Freed, Commissioner of Cemeteries of the City of Cleveland has made extensive plans for the landscaping for this new section, which may well lead to duplication in the several other cemeteries under his management. Formal dedication of this memorial and the new section will be held on Mother's Day this coming May.

Designed by well known John Jamieson in collaboration with several other of his fellow memorialists in the Association, it was manufactured by The Salisbury Granite Industries, Inc., of Salisbury, North Carolina of their Salisbury Pink Granite.

Here is another example of effective regional association activity. From a purely monetary standpoint this memorial represents a comparatively small investment when shared by some fifty memorialists with the unreported but undoubted cooperation of the producer. It would seem that the newspaper publicity already received has proved its worth, and we may be certain that the publicity on its dedication this coming May will be extensive. But there is far more to this than advertising value present and future. There is the matter of Cemetery Good Will, which will always be beyond any price label, Nor is the matter of dealer morale to be undervalued. Here is one example of group activity that takes the edge off understandable competitive friction and proves that success cannot come primarily at the expense of our fellow memorialists. But above all it illustrates the all-important opportunities in Regional Associations at the local level.

In industry as in war, the organizational chart is a matter of great importance, and should be continually subjected to the closest scrutiny for maximum effectiveness. The triangular Armored Division of World War II is a far cry from the World War I square division. In industry too, perhaps even more so, we cannot afford to stand pat on outmoded organization. In our own industry we are in the process of organizational changes, which seem to offer more value for the money and energy expended. Quite naturally the emphasis for the next several years must be placed on the Monument Institute of America and the synthesis of the present MBA and AMA. In the light of experience we must carefully weigh the emphasis to be placed on State and Regional Associations to eliminate undesirable and expensive duplication of effort. In the past twenty years two developments in association activity seem to us to be all to the good; the New England Retail Association and the Tri-State Meetings of the New Jersey, Pennsylvania, and Maryland Associations are typical of desirable State consolidations; the Northern Ohio Monument Institute, the dealer group of Albany, Schenectady, Troy, and environs, and the dealers of Greater New York are examples of effective regional organization. This type of consolidated State activity and regional district organization requires study now. It must be realized that no matter how good our National Marketing Program may look on paper, it will be no better than its application at the local level. We must not end up with an army of generals and sergeants. Neither can we afford to spread our resources too thin, but whatever the extra demands of the National Association, we must not lessen our regional activity. The Northern Ohio Monument Institute and the 'Capitol City' group in Albany are excellent examples of forceful, efficient organization that is paying dividends. In relations with cemeteries alone these organizations have proved themselves invaluable, and the broadening of purely local groups has multiplied their effectiveness many times more than mere numbers.

Yes, it may well be that study will show that future emphasis must be placed on regional local groups. It has been suggested that even joint State groups meet every two years in their own territories with their alternate meeting at the National Convention of the Monument Institute of America. There is certainly much to recommend this plan.
New Officers and Directors For 1953
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MONUMENTAL NEWS-REVIEW . . . . 22
AM I A BUILDER?

By Arch Green

Executive Vice President
MONUMENT BUILDERS OF AMERICA, INC.

(A talk which Mr. Green gave at the many State and District Meetings this winter.)

Elbert Hubbard, the great American Novelist, who was born in 1859, in Bloomington, in the state of my newly adopted home, Illinois, and who lost his life with the sinking of the Lusitania May 7th 1915, wrote, and I quote: "The world bestows its greatest prizes in wealth and honor, but for one thing, and that is initiative. What is initiative? I'll tell you. Initiative is doing the right thing without being told." I have a feeling that we, in this industry, have let that most cherished asset, initiative, pass into the hands of others who are using it in a manner displeasing to us, to say the least, and in many instances in promotions of doubtful integrity. I believe it is high time we do something about it.

Uppermost in the minds of most people connected with this industry, is the question—"where are we" and "which way are we headed?" and that is what I want to discuss with you today. I believe most of you can answer the first part of that question, "where are we" by analyzing your own business and then visiting a few cemeteries. When you compare the quality of material and artistic value in the present trend in design with that of the monuments erected some twenty to forty years ago, you can readily see where we are, unless you are totally blind.

The well-known and prominent architect and monumental designer, William Henry Deacy of New York City, in his article "Putting Old Wine Into New Bottles" in the September issue of Art in Stone writes: "Today it is generally agreed that this is a machine age— that the machine is master when men should be the masters of the machine."

Many of the diligent men in the cemetery field also view with considerable apprehension, that trend as evidenced in that masterful article "Sunshine or Shadows" (which has been widely publicized but is worth repeating) by Richard Allison, president of the American Cemetery Association, in which he is very considerate of us but has pointed out, in a friendly manner, an existing condition that disturbs the thinking of all who are interested in the true meaning of proper memorialization. I quote in part:

"While I do not concur with those who have adopted this no-monument policy, I must admit, that sometimes I have been tempted to agree with them in their philosophy. Now please do not misunderstand me—I do not oppose monuments; on the contrary, I am a staunch supporter of the memorial ideal. But I do raise my voice against poor quality, stereotyped monuments, fabricated from materials which should have gone on the grout pile. Some monument dealers today are their own worst enemy. Many dealers are striving honestly to raise the standards of excellence in their products. These should be heartily encouraged by every device at our command.

"We all know individuals who are in the monument business, who know little of balance and proportion, and, less about design, finish and quality of stone. They sell monuments as the grocer sells beans across the shelf, with just about the same artistic result. Only by educating the dealers and the public at large, can we develop personalized and inspiring monuments, worthy of their enduring nature. The quarry-producers and the dealers themselves, must assume the bulk of the responsibility, if they are jointly to survive."

Mr. Allison also mentions the possibility of the producers giving educational corrections to their dealers. While some producers have constantly spent their efforts towards elevating the industry, others are more guilty than their dealers, as evidenced by the essence of the material they broadcast through the mail.

This is not a story of condemnation, but rather of pointing out the errors of our tactics. I believe my remarks are sufficient on the first part of the question "where are we." Now "where are we going," and I am reminded of the story about the early pioneer who was out one dark night and was trying to get home in a storm. It was so dark he couldn't see the wagon he was riding in. The clouds rolled and tumbled and the thunder roared and the rain poured down as though the bottom had fallen out of the clouds. Suddenly there was a deafening blast of thunder just over his head that was more terrible and deafening than all the rest, and that was all he could take. He fell to his knees, and with his hands clasped together he turned his face into the downpouring rain, and toward heaven, and said, "Oh Lord, if its all the same to you, would you give me a little less noise and a little more light?"

So instead of continuing with the well-known and too often publicized problems of our industry, I am happy that I can bring you some light; for I believe I can see some light on the horizon, but before we can induce the public to better memorialization, both our producing and retailing divisions must start sweeping our own doorsteps and make them respectable and acceptable to the public.

Practically nothing of consequence was ever accomplished by mere chance. Success is rarely achieved without first having a clearly defined goal. The best marksmen in the world must have a target to shoot at. Perhaps our targets are fewer so our aim must be better.

[Continued on next page]
This industry must have a predetermined series of objectives on which to concentrate its efforts. We cannot proceed on lackadaisical and empirical methods but must have policies and procedures to follow that will lead us to a definite goal, and then proceed with all the initiative and energy our industry can engender. Our sales policies and monument production must characterize the Memorial Ideal in substitution for the present day price cutting and production line tactics. Only of the better thoughts, deeds and characters of the deceased, when our salesmen endeavor to sell artistic representatives must characterize the Memorial Ideal in substitution for the business, and the application of their code of ethics and sales can be increased noticeably if each salesman will endeavor to sell a better monument than his competitor instead of singing that sparrow song "cheap-cheap-cheap.--"

Let's try to lift the thoughts and ideals of our prospective customers, instead of trying to tear them down. You need not be an artist or designer to accomplish this, but cultivate your sales force in the appreciation of good design and proper memorialization.

There are many good books on monument artistry that can be obtained through your trade magazines. These magazines also edit many fine articles of educational value. Read these articles and apply the knowledge they convey, in every sales interview. Knowledge is of no value unless used. The amount of education you have is not important but the important thing is what are you doing with what you have. I do not care what a person's present station in life is, the important thing is—*which way is be headed?*

I have seen men who were proclaimed brilliant and graduated from college with honors and got nowhere in life. They just seemed to let that knowledge drain out for lack of application, while others with very few years in school, realized they must apply all their knowledge to succeed, and slowly but surely climbed the ladder of success. School is but the apprenticeship to knowledge. Study, read and continually try to sell a better monument with each sale, and you will slowly but surely climb that ladder of successful monumental merchandising, and better monuments will be evidenced in your cemetery, and you will help to lift the industry with you. Constantly strive today to improve on yesterday and remember that man is never more a man than when grasping beyond his reach. If this industry is to succeed, every man in it must strive beyond his capacity to raise its standards of ethics. Men are not failures because they are stupid, but because they are not sufficiently impassioned with their work.

Walk into a monument dealer's showroom and go to his cemetery and the monuments he displays there, are mirrors reflecting his true thoughts and ideas relative to his business. If a lady wishes to purchase a nice coat or garment, she visits a store that displays what she considers the best for her and they show her something better than she had expected to buy. As a result, her appreciation for better things is cultivated. I ask you, does the average display of monuments in the dealers' showrooms today, cultivate the customer's appreciation of finer and better memorial art? Does it thrill him with its beauty and command his respect for our creations? Then how in heaven's name are we going to satisfy the desire for better monuments once it has been created? We must assume the initiative and display and create better monuments if we truly and honestly believe in the memorial idea.

Perhaps some of you might think that is useless, for your competitor might put in a cheap line of merchandise and just use the price argument against you. But remember, it is a small percentage of people who are sponsors of many important movements in your own community. It is a small group who sponsor civic affairs for the betterment of that community. And usually in your church it is a small group who really do the work and finance the improvements while the rest just ride along.

Do you realize that during the Revolutionary War less than 25% of the colonists actually supported Washington and his army, and the other 75% just stood by waiting to switch to the winning side, and a very small percentage of the colonists actually fought in Washington's army. When he was at Valley Forge with neither food nor clothing for his soldiers and it seemed that most everything was lost, a friend of his by the name of Tom Paine came to visit Washington. And when he saw Tom Paine he grasped him by the shoulders and told him he would rather see him than a regiment of soldiers, stating that the men were about to desert, and asked Tom Paine to talk to them. Mr. Paine laid his manuscript on a drum out in the field in the snow and wrote his speech. In it he said, "These are times that try men's souls. The sunshine patriots and the summer soldiers fall by the wayside."

I am wondering if this industry would not be better off if some of these fair-weather salesmen and monument dealers would fall by the wayside, and the really sincere and capable soldiers of this industry would remain. Perhaps this Marketing Program will have a tendency to weed out those who are not willing to contribute to this industry.

Do you like the monument industry? If you don't like it, and I say this kindly, go right home, and start getting out of it. You travel this Highway of Life but once and it is too short to spend it in an industry you do not like. You are not only unfair to the industry but unfair to yourself and your family, for no person can be a good companion in life who is unhappy in his work. Not all are suited to this work and you might be very successful in some other enterprise. I know a successful young doctor who worked for hours operating on an elderly lady who had mashed the ball of the femur, and he replaced it with a synthetic ball so that old lady could again walk and enjoy the few remaining years of her life, and he knew she could not even pay for the synthetic ball without thinking of paying for the operation. *He likes his profession.*

Just how much service are we willing to contribute for the betterment of this industry? I know some men in both the producing and retail divisions who have contributed nor days, but weeks, this last year for the betterment of this industry. If we are to succeed, we must assume a helpful and cooperative attitude. No football team ever reached the goal line by teamwork will win and to be on the team is not enough. It requires training, work, sacrifice and above all, initiative. In this controlled economy rugged individuals can no longer, by their own ability and power, stand alone.

We have an organization, which with the support of every monument retailer, could foster promotions and render service that would be of tremendous value to each of you and

*Continued on Page 56*
You'll get better results when you specify

DARK BARRE GRANITE

The World’s Finest Granite for Polished Work

ROCK OF AGES CORPORATION
BARRE • VERMONT
Since before the dawn of history men built monuments of many kinds. As civilization developed, more beautiful things were raised in stone, wood and metal. Today in Europe, at least, there is hardly a village that has not a memorial, usually recalling some great man.

In France, however, there is a figure in stone, unique, strange, of a country woman in the costume of a Normandy peasant. Her name was Marie Harel. Even throughout her own land the name conveys nothing to most citizens; beyond France few have ever heard it. Yet the commodity which she promoted made France as well known around the world as many of her scientists and writers. This stone reminder of Marie Harel is also the world's first monument to cheese.

The facts behind this unusual memorial are equally bizarre. Yet the woman's recognition, as is often the case, came long after she was forgotten. Even more surprising, she was only honored, at last, because of the gratitude of an American, a gratitude caused by the strangest circumstances.

One morning some years ago the little town of Vimoutiers, in Normandy, was stirred by the arrival of a very voluble little man who could not speak French. He repeated the words "Marie Harel!, Camembert, " and "New York." At least these were the only ones the hotel keeper understood. The hotel keeper, concluding the visitor was an American, sent for Dr. Dentu, the mayor, who spoke English.

The little man said: "I am Doctor Joseph Knrim from New York. I came to see the home of Marie Harel, maker of Camembert cheese because I have a sanatorium where I cured many people of stomach trouble with a diet of only Camembert and warm beer. Because of her invention, I owe a great debt to her, and I want to see a monument raised in her honor."

These were strange words to the mayor of a little remote town, particularly coming from a man arriving from a land 3,000 miles away, yet a statement so remarkable as to bear the unmistakable stamp of truth. The Mayor knew of the Harel family home near Vimoutiers, but that Marie had actually been the creator of the famous cheese he had no certain knowledge. The New York doctor assured him he had read of it in an old book.

So the mayor dug into the archives in the ancient town hall. Many ponderous tomes bound in pigskin, printed in old French on paper and parchment, were consulted without result. Unrewarding days were spent before a diary was finally found. This had been written by an aristocrat of the region who had the good fortune to escape being beheaded, and returned to the region after the end of the Revolution, 1789-93.

He wrote of Marie Harel, her farm, Beau Monce!, in Camembert. According to the diary: At the end of the Revolution in 1793, Marie began bringing to the market at Vimoutiers little round cheeses the size of a bun. They had a distinct new flavor, different, wonderfully delicious. No one had ever tasted a cheese quite like it, quite so good. Within two years the new product was in great demand, not merely locally but in all the neighboring towns. Marie had to hire assistants, buy additional milk from surrounding farms.

Soon many shrewd people tried to get from Marie her so successful secret formula. Wisely, she kept it to herself. Yet she often told friends how the secret process was given her, how she was taught to make the cheese.

During the days of the Terror she was awakened one winter night by a knock on her farm house door, where she was living alone. During the Revolution people feared visitors, particularly late at night. Marie was a brave one. Armed only with her candle she opened the door to admit an aged man, cold, faint with hunger. He was a priest from a distant parish, weary from days of evading bands of Revolutionists. She sheltered him.

Disguising the priest in the peasant clothes of her brother who was away in the army, she had him help on the farm. Thus, when several times little bands of Revolutionists, seeking so called 'refugees,' came to the farm, the apparently old peasant, milking cows or at other chores, escaped attention.

For several months the priest helped on the farm. During this time he made some little cheeses. To his own astonishment they tasted even better than those he had made experimenting in his parish, and even there they had a new, exceptionally fine flavor. It cannot now ever be known if the real inventor

(Continued on Page 39)
THE Jenkins design, which originally appeared in our two-page introductory advertisement in the January issue of this magazine, represents more work than most of this series of Dominion Pink designs. Nevertheless, it has enjoyed a remarkable dealer response, and what is more important, an equally enthusiastic reception by the public.

If you are not now familiar with the singular beauty, proven durability, and uniformity of this truly remarkable Canadian granite with its fine grain and exceptional color contrast, write today to any of the outstanding Barre manufacturers listed below, who are the sole producers of this truly appealing and profitable specialty.

The Following Barre Vermont Manufacturers are The Exclusive Producers of
"DOMINION PINK"
MEMORIALS

ANDERSON-FRIBERG CO., INC.

CHIOLDI GRANITE CO.

BETTERCRAFT MEMORIAL CO.

SOUTH BARRE GRANITE CO.

USLE & PEROJO GRANITE CO.

BARRE VERMONT
The CASE of the WHITE HOUSE CUSTODIAN. My work as a “designer-salesman” took me to the White House in Washington on numerous occasions. Among the various projects was the Tomb of President Harding; the memorial to the father of Mrs. Calvin Coolidge in Burlington, Vt., and the monument which Col. Coolidge erected on the family plot at Plymouth, Vermont. All of which explains how I became acquainted with “Ike” Hoover, who had been the “major domo” of the White House for more than forty years.

The autobiography of Irwin (“Ike”) Hoover was published by the Saturday Evening Post following his death. It was later put in book form. The story of his career in the White House is a fascinating document. With discrimination and good taste, the story reveals the home life of the nine Presidents (Harrison, Cleveland, McKinley, Theodore Roosevelt, Taft, Wilson, Harding, Coolidge, and Herbert Hoover) he served as custodian and chief usher at the White House. His major assignment was to protect the privacy of the Presidential family, and to identify and usher all the friends and dignitaries received at the Residence. He was beloved by them all.

Not long after Mr. Hoover died in 1933, I received a letter from his son, James Hoover, who was then on the staff of the Reconstruction Finance Corporation. The letter explained that a modest monument in memory of “Ike” Hoover was under consideration by the family, and that any suggestions would be appreciated. The letter further explained that “we have been besieged by letters and solicitations”.

What would have been your solution to the problem of commemorating this man whose life work, as a major functionary of the White House, had brought him into constant association with all these Presidents and their world-famed guests? I give you a clue.

When you enter the residential quarters of the White House you are met by uniformed servants. But before you are announced to any member of the family your identity and appointment is carefully verified. This is protocol, and this was the important and vigilant office that “Ike” Hoover conducted during his long career at the White House. His “post” was near the doorway, and beneath the beautiful portal of the White House. Does this give you a clue for a motif in designing his memorial?

Forty years in the White House! Forty years at the portal of a structure that is virtually a symbol of America! Forty years under the portico of a Residence that is a prime example of Early American architecture! Forty years of American history! Surely you, too, would have seen the one and only theme or motif for the “Ike” Hoover memorial. And yet, believe it or not, of all the mass and mess of ideas submitted to the Hoover family, not a single suggestion conveyed the slightest association with the White House or the life work of the man!

True, it was to be a very modest monument; a simple tablet. The plot was not large, but adequate. The site and the probable appropriation would, ordinarily, not have justified the amount of time and money that so many memorialists spent in trying “to make the sale”. But the prominence of the man was the incentive. And so, with some misgivings, and my inherent antipathy toward “commercial competition in commemorative art”, I replied to the letter from the Hoover family.

It was not until several years later, when I had become a personal friend of the family, that I learned just why the Hoovers had decided to entrust me with the design of the memorial to “Ike” Hoover. There is an important and timely moral to this “case” history.

Why did all the dealers, and their designers, “miss the boat” on the Hoover memorial? Why did they fail to see the obvious idea or motif for the monument? Why do so many memorialists forget or ignore the fact that sentiment, and sentiment alone, is the sole support of the entire “monument industry”?

Why are we on the defensive today in upholding the traditional idea of commemoration against the regimentation and lack of sentiment that is giving so wide an appeal to the no-monument cemeteries? May it be that we ourselves are lacking in sentiment? May it be that both memorialists and the traditional cemeteries are guilty of commercialism, regimentation, standardization at the expense of the personalized memorial?

It would take a book to answer these potent questions. But they are questions which urgently need an answer. The late Father Casey of Chicago foresaw the menace of all-out commercialism in both cemeteries and memorialization. His philosophy of commemoration was reviewed in the February, 1933, issue of this magazine. In some way the master minds of the memorial “industry” must restore significant art and sentiment to the modern memorial. Perhaps this “case history” may be a donation to the program.

Why did the Hoovers turn to me for help while others were trying to “sell the job”?

Certainly it was not because of my “reputation” as a designer; there were many others on the “case” whose professional training would have made me look like a scrub on the varsity team. Certainly it was not the reputation of the firm with which I was identified; several other competitors rated with us so far as prestige was concerned. And certainly it was not a “kit of designs” because I have never carried a “kit” in my hands. No, it was a letter and not a design that caused the Hoovers to entrust me with their problem; it was not a picture but a simple and obvious idea which earned their confidence. From memory I quote a portion of the letter I sent to Mrs. Hoover and her son, following my first interview with them in Washington:

“... It seems to me that the three of us can in some way arrive at a design that will imbue the memorial with both sentiment and historical interest, no matter how modest it may be in cost or size. I am thinking of the White House portico, the entrance-way to the residential quarters. I am thinking also of the greenhouse where Mr. Hoover loved to linger in his leisure hours. I am thinking about that ivy in the greenhouse and on the White House grounds; the English ivy which has been propagated there from plants which George Washington imported for his home at Mount Vernon.”
Vernon...I venture a suggestion. I propose that we symbolize his unique career by reproducing, in miniature scale, the cornice of the White House portico. The original drawings, I learn, are available in Government files. And we could festoon this pediment with the Mansion ivy, this plant being a traditional symbol of Memory and Love.

...The carved pediment and ivy could be done in small scale on a modest monolith such as we discussed and within the appropriation you mentioned.

"Ike" Hoover died twenty years ago in 1933; and this is the twentieth anniversary of his death. It seems to me altogether fitting that his monument should be featured in this issue because it is a timely and factual "case history" and one which indicates how important and easy it is to personalize a memorial if only we use more imagination and less "merchandising". The White House ivy around the footing of the Hoover Memorial was rather high grown when the photograph was taken, and the actual proportions of the monument are obscured, but surely this simple solution to a problem in commemoration should prove how simple it is to personalize a memorial. The idea of using the portal of the White House, as a motif for the Hoover memorial, could be adapted in an infinite number of ways for the decoration of the personalized memorial, however inexpensive it may be. Invariably there is some sentimental "association of ideas" which can suggest the ornamental motif for a memorial.

Editor's Note: Here are several "thumbnail" sketches by Leland in which he jotted down various ideas for using the "portico idea" as the ornamental motif for a simple monument:

"A" — The portico of a bank or store is indicated as the significant ornamentation in commemorating a business man whose career centered in the structure where he conducted his affairs. Leland discussed this theme in a previous case history. Note the unique splayed treatment of the upper contour of the tablet.

"B" — The doorway to an old homestead, as a motif for the memorial, is by no means a new idea. Leland, in his case histories, has touched on this theme several times. Here he indicates a Colonial cornice, above the family name, on a modern adaptation of the Colonial headstone. Note that he has again indicated the splayed technique, as in sketch "A", for the crest of the monolith.

"C" and "D" — The portal of a church, or some detail of the structure where a family has worshipped, is or should be a prime source of ideas for personalizing a memorial. These two sketches might be mistaken for mausoleum ideas, but they are, in fact, studies for two small monuments of the tablet type, both adapted from the portals of old English chapels; both indicate the contour of the church portico and the design of the doorway. Fantastic! We do not think so. In fact, we think that Leland is on the trail of an idea in his effort to lead us away from the "serpentine top" and the "wild-rose-and-tulip era of memorial art in America".
Arabian Pink

Indescribably Tinged by an Eternal Sunset!

A Miracle in Granite . . . .

Subtly Beautiful in All Finishes . . .

Manufactured Exclusively by

North Carolina Granite Corp.
J. D. Sargent Granite Co.
Mt. Airy, North Carolina

Bockman Granite Corp.
Sparta, Tennessee

Peerless Granite Co.
Barre, Vermont

John Hagan Co., Inc.
Philadelphia, Pennsylvania

Quarried by

J. A. Logan Granite Company . . . Faith, North Carolina
This month we see further evidence of why those many memorialists who know Mr. Pool will never forget him. The several designs illustrated carry Mr. Pool’s own comments, which we will not embellish.
LET ART SPEAK FOR ITSELF

When students ask me to recommend books on art I never know what to say. With few exceptions, all the genuinely interesting books are biographies and these are not excessively concerned with the technical problems that confront the artist. When the artist himself drops his brush, or his chisel, or walks away from his drafting board to explain what he or one of his contemporaries is up to, he becomes so enmeshed in hyperbole that it is like listening to some unearthly foreign language spoken through an echo chamber.

I think the old masters were wise in abstaining from the practise altogether. None of them left any clues as to what made them tick. Even the writers of their period politely ignored them and all their works. Plato had a lot to say about virtue, but next to nothing about the grain elevator. He reduce the whole business to a mathematical formula that it was the opening salvo in the ground-colors he used in an experiment he was conducting distilling certain herbs used in a drug he flew into a panic and shot himself. Never have I seen South Chicago, East Dubuque or Hammond, Indiana, yet it doesn’t seem possible that they could have been completely impervious to their surroundings. Lovers strolling through the Acropolis on a moonlit night were undoubtedly moved by the sight of the Parthenon, but probably no more so than an Iowa couple, taking an amorous spin after twilight, are moved by the silhouette of a grain elevator.

Calicrates, Ictinus & Co., of Athens, erected some magnificent structures, but it no more occurred to them to write interpretive essays on architecture than it would occur to a Pennsylvania farmer to write a treatise on his neighbor’s barn. These men were exacting and dynamic as became sound builders and if it took a very high order of intelligence to create what they were doing, as it certainly did, they never said anything about it. It wasn’t until twenty centuries later that their work became the main occupation of pedagogues to expound. If one happened to be a Ph.D., with a “practical” turn of mind, he was sure to try and reduce the whole business to a mathematical formula that could be taught in the classroom like double-entry bookkeeping or, if he had literary aspirations, he would take off in a flight of rhetoric, emulating Mr. Ruskin, and was soon lost in the stratosphere, leaving the casual reader grounded.

Even such a prolific note writer as Leonardo Da Vinci talked mostly about his inventions. He left a memo about an experiment he was conducting distilling certain herbs — a failure, by the way — in the ground-colors he used in painting “The Lord’s Supper”, but not a word about the grouping of the figures, the most perfect composition in the whole history of religious art, so flawless in design that all subsequent efforts to portray this event have failed ignominiously. There will never be another “Lord’s Supper”.

It is hard to believe that an artist who painted his own portrait eighty-four times would have nothing to say about himself. Rembrandt seemed totally unaware of the fact that he was creating a style that would profoundly influence all portrait painters and photographers ever after. Artists have tried to interpret Rembrandt for the benefit of the uninitiated but they do it rather heavily.

These things are much better done in narrative form like Irving Stone’s biography of Van Gogh. But was Van Gogh really an artist? He used the tools of one of the arts, namely, a paint brush, but he used it so crudely that one wonders if his work would attract the attention it does were it not for the fact that Van Gogh himself was such an excellent copy. In an era of unprecedented schizophrenics he was the craziest of them all. He was in and out of asylums like an inhabitant of skid row is in and out of the bridewell. His family refused to let him sit at the same table with them and he ate in a corner all by himself. He never earned so much as a florin from his painting. He was supported by his brother. His crowning achievement in depravity was the slashing off of his ear and presenting it to a prostitute. He might have topped even this, but he had become obsessed with the idea that he was being pursued by blackbirds and took to carrying a revolver for protection. One day the blackbirds attacked in such numbers that he flew into a panic and shot himself. Nevertheless, we are given an insight into what impelled the man and the depressing tale is sure to elicit a certain degree of sympathy and understanding of his work. His passion was sunlight and he perceived it with an intensity that the normal mind cannot grasp.

I thought I had the answer to my students’ queries when I spotted a treatise called “Genius and Mobocracy” by the eminent architect, Frank Lloyd Wright. Here is a man in the very front rank of his profession talking about a fellow architect whom he knew intimately. If Mr. Wright has anything to say, I thought, it will be clear, persuasive, and at once understandable. I reeled through the pages like a punch drunk prize fighter. It was the opening salvo in Chapter 4, “OF THE GROUND, NOT ON IT”, that sent me to the canvas for the count.

“In any honest search,” says Mr. Wright, “for an ideal to stand against the ‘classic’ (or ‘exterior’) ideal — that inspires the super-elegance of Greek art by aiming at contrast to nature and becoming the servile pseudo-classic of the ‘interior’ (or organic) ideal as anciently set forth by Lao-tze, Mott, Jesus, and the Buddha (more recently by poets like Shakespeare, Cervantes, Unamuno, Whitman, Emerson, Thoreau, Nietzsche, Goethe, Rousseau, Mark Twain, Melville, Lecomte du Nouy, and so many others), a high place in modern times should inevitably go to Louis H. Sullivan.”

Now, all this may be true, though I don’t quite see how Mark Twain and Melville got in on it, but it finished Mr. Sullivan for me. It bears out my contention that the old masters were pretty smart in letting their art speak for itself.

Carl Kastrup.
Let There Be Light—

We have about decided not to be concerned any more with what monuments cost. There has been too much talk about economy of production by designers. Henceforth we are dedicating this page — for a time at least — to sketches of memorials that run all the way from a few thousand to upwards of half a million dollars. Why wouldn't this be a good idea to carry out in national advertising instead of always featuring the commonplace stock monument? It is as if The General Electric Co. was opposed to selling any illumination brighter than a 20-watt bulb.

Carl Kastrup.
EFFECTIVE NEWSPAPER ADVERTISING  
by BROWN & RAISCH COMPANY  
of DETROIT, MICHIGAN

With a few rare exceptions newspaper advertising by memorialists leaves much to be desired in the way of “idea” appeal. For the most part the bulk of our news clippings of memorial advertising are either in the “Rockdale” ($9.95 and up) category or the nameplate on the obituary page, which incidentally is more often than not fairly well done from both an artistic standpoint and copy content. When we speak of newspaper advertising we do not refer to “anniversary” advertisements or other “specials”; we refer to “campaigns”. One of the few exceptions to the rule is the advertising of Brown & Raisch Company of Detroit, considered by many, in a position to know, the most progressive memorial firm in America. There is ample evidence to endorse this opinion. Although Albert Raisch, president of this outstanding organization, is versatile indeed, with an exceptional knowledge of people, human nature, design, selling, materials, business procedures, etc., his forte is hiring experts for highly technical knowledge and injecting their work with his own particular “atomic” power. These examples of typical Brown & Raisch advertising bespeak the expert, but they also have the “elan vital” of Mr. Raisch. They are well worth study. Some of the obvious points of value are continuity, trade-mark identity, inviting state-wide business, exceptional copy interest, and an occasional request in smaller space for “won’t you phone T’Winbrook 2-6200?”. From a practical side, note that he gives his complete address as “Detroit News Feb. 15, 1933”.

Editor’s Note: Mr. Raisch has long been selected for a feature article in this magazine as a “Master of Commemoration”. This is presently a most embarrassing matter for your Editor. It seems that there is so much material available that our “staff critic” has found it very difficult to condense into our editorial space limitations. The story has been “processed” several times, delayed by sickness, etc. In fact, as soon as we defeat some unexpected production problem which developed with the year’s beginning, it will become our number 1 project. It will be worth waiting for.

**“It is Better to Light One Candle than to Curse the Darkness”**

This is the appealing motto of the nation-wide Christopher movement, which has for its purpose the enrichment of Christ in the hearts of men. The little candle symbolizes the illumination of the spirit with the light of Divine Truth, and the warming of hearts with the glow of Divine Love.

Drawing upon this great reservoir of moral power with generous enthusiasm, each Christopher, or Christian, seeks to make the world a better place in which to live.

The Christopher movement appeals for individual action—“What One Person Can Do”—believing that each individual is called to be and can become another Christ, bringing Christ’s spirit into everyday life.

The Christopher believes that each good deed, like the lighted candle which symbolizes Christ the Light of the World, does its part to focus the rays of Divine Truth and the warmth of Divine Love upon the minds and hearts of men in a sin-darkened world.

Do your part and light one little candle this Christmas!

**BROWN and RAISCH Co.**

MEMORIAL DESIGNERS, MANUFACTURERS, ERECTORS

Opposite Mount Olivet Cemetery

Office Hours Daily 9 to 6—Saturday 9 to 5

17125 Van Dyke, North of McNichols Road

Phone T’Winbrook 2-6200
Have You Forgotten Someone On This Familiar Landscape?

Nature, as if in shame, soon covers the first path made to an unmarked grave and oblivion seems to claim a precious love which is not unlike a second death. When we recall that Christianity was the glorious discoverer of IMMORTALITY we should realize that the memory stone is not only a bridge between darkness and light—it is also an enduring symbol of our deathless destiny with the promise of happy reunion.

Markers from $45 — Monuments from $250

Dependable Since 1873
BROWN and RAISCH Co.
DESIGNERS, MANUFACTURERS, ERECTORS
Opposite Mount Olivet Cemetery
Office Hours Daily 9 to 6 — Sunday 12 to 5
17125 VAN DYKE, North of McNichols Road
Phone TWINbrook 1-7225

WE ERECT MEMORIALS IN ANY CEMETERY IN THE UNITED STATES

Have You Forgotten Someone On This Familiar Landscape?

Nature, as if in shame, soon covers the first path made to an unmarked grave and oblivion seems to claim a precious love which is not unlike a second death. When we recall that Christianity was the glorious discoverer of IMMORTALITY we should realize that the memory stone is not only a bridge between darkness and light—it is also an enduring symbol of our deathless destiny with the promise of happy reunion.

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DESIGNERS, MANUFACTURERS, ERECTORS
Opposite Mount Olivet Cemetery
Office Hours Daily 9 to 6 — Sunday 12 to 5
17125 VAN DYKE, North of McNichols Road
Phone TWINbrook 1-7225

Make It Simple to Make It Beautiful

Simplicity, which is the essence of beauty, stands midway between too little and too much. It is not the ornate—not art for art's sake that captures the memorial ideal. It is the kind of art that thrives best in earnest religious sentiment that can best portray the deepest of human emotions. Why not let Brown and Raisch artists and craftsmen help you plan and build a worthy family memorial, adding to product-quality the beauty of simple and original design?

Markers from $45 — Monuments from $250

Dependable Since 1873
BROWN and RAISCH Co.
DESIGNERS, MANUFACTURERS, ERECTORS
Opposite Mount Olivet Cemetery
Office Hours Daily 9 to 6 — Sunday 12 to 5
17125 VAN DYKE, North of McNichols Road
Phone TWINbrook 2-6200

The Cemetery Is The Truest Biographer

The traditional cemetery is more than a last resting place. It is a record and a memorial, a consolation for the living and a heritage for posterity. It is silent but eloquent—common but unique because its sculptured and inscribed monuments honor individuals and unite families who might otherwise be put to rest almost unknown with only a tiny bronze plate for identification.

The traditional cemetery observes your right to honor your loved ones as you see fit, giving your hallowed sanctuary perpetual care without extra charge. This is the Christian tradition which must survive if human dignity is to be preserved. We do not sell cemetery lots but we will gladly counsel you on this important purchase without obligation.

REMEMBER As You Went to Be Remembered

Monuments From $250 — Markers From $45

BROWN & RAISCH COMPANY
Opposite Mount Olivet Cemetery
Office Hours Daily 9 to 6 — Sunday 12 to 5
17125-27 VAN DYKE, NORTH of McNICHOLS ROAD
Phone TWINbrook 2-6200
With the year of 1953 Der Naturstein, Ulm, Donau, Frauenstraße 77, Germany, one of our most valued exchange publications, announces the selection of Artur Sansoni as "Editor in Charge". In sending his photograph and "collegial greetings", Mr. Sansoni compliments us and notes that he also presents a "new cover". On this and the adjoining page are illustrations reproduced from this stimulating magazine.
Erwähnungen

Die Schriftseite

Freiburg

Anveranstagung eines Blockaustausches nach einem vom Schüler selbst geschnittenen (10 Größ). Gips. Emme, Jakob

Abb. 2: Ausgeführte Platten, Schiefer, Größe 100x150 cm

Freiburg

Gedenkpfade nach einem geforderten Motiv. Mehrfach: A. Schütz, Jakob


Wunsiedel


Wunsiedel

Die Verantwortung für die Abarbeitung der heutigen Zeitalter der Steinmetzkunst liegt bei der Steinkünstlerschaft, die sich inzwischen mit der Aufgabe der Gestaltung von Stadt- und Dorfplätzen zu beschäftigen.

Michael Hinse

Freiburg

Umstände der Arbeit an der Erweckung der Steinmetzerei durch den hier beschriebenen Meister.

Freiburg

Die Verantwortung für die Durchführung der Arbeit auf der Steinmetzschule liegt bei der Steinkünstlerschaft.
The monuments illustrated on this page are a few of the many that F. P. Davis Monumental Works, Inc., of Roslindale, Mass., has erected in Pine Ridge Animal Cemetery in nearby Dedham, Mass. The sentiments expressed on these simple stones prove once again that there are still people who believe in monuments. Perhaps the most notable of the animal cemeteries is Hartsdale Cemetery in Westchester County, N. Y., which is well worth a visit by any memorialist.

There is a tremendous latent demand for animal cemeteries, and it would seem to us that in view of the potential commercial possibilities for both cemetery organizations and memorialists, there should be more burial grounds for beloved pets. When we realize that the family dog population has more than trebled in this country in the past twenty years, we gain some idea of the potential market for plots and monuments. Here we are not faced with a declining market. While we realize that there are manyesthetic as well as legal objections to pet sections in traditional cemeteries, it would seem to us that many of our larger established cemeteries operating as mutual or stock companies would find it profitable to establish an animal cemetery in another location to serve a large number of their own plot owners. To our knowledge no pet cemetery promotion which reached the operational stage has ever failed to be a success. Might it not be advisable for the A.M.A. or the Monument Institute of America to furnish suggested plans and specifications for such cemeteries? In our office alone we have had several requests for such information in the past year.
A MOST UNUSUAL MONUMENT . . .  
Continued from Page 26]

ever found the explanation of this. Residents of the small Camembert region today claim they have the answer.

Gradually the ferocity of the Revolution waned. At the end of 1793 life began returning toward normal. The priest went back to his own parish. Yet, during the months while Marie shielded him, he gave her a gift that was to make her independent and, 150 years later, cause a monument to be raised in her name, and the WORLD'S ONLY MONUMENT TO CHEESE. Strange irony, the priest, whose name is nowhere mentioned, really deserves the honor. For he was a chemist. Experimenting in an amateur way in his own parish, he told Marie he had developed the little bun-sized cheese. He gave her the formula and taught her to make that which is today known around the world as Camembert. The only improvement was that those Marie made had an even better flavor.

Due to the visit of the doctor from the United States, a monument was erected with funds contributed by Dr. Knrim, the mayor and people of the region. It shows the farm where Marie was born, lived, gave refuge to the priest, and Marie in the costume of the day.

While the original formula for Camembert cheese remained her secret, chemists later succeeded in producing what is eaten today. Yet, with Camembert cheese made today in many parts of the world, connoisseurs claim none taste as good as that from the limited region near Vimoutiers, its original home.

Why?

The explanation of people in that district is that there grows a special kind of grass found nowhere else which gives its flavor to the cheese, a better flavor than cheese made elsewhere.

Whether or not this be true, the world owes the creation of a delicate food to a simple country maiden aiding an aging man in the troubled days of the Revolution.

THE SOCIAL SIDE . . .

Continued from Page 6]

and still have a lot of fun and enjoyment from it. For the benefit of our Wild and Woolly West brethren we had a boy from Texas M.C. the show. There was audience participation in two of the acts which made it more hilariously funny. Picture our newly elected M.B.A. President, L. C. Henley, Don Davis, and one of the McHaney boys in a diaper tying contest and the results of their labors when the doll babies are held up for inspection. How their poor darlings must have suffered in those trying days. All our contestants came away with some small prize in one form or another to assuage their pride somewhat if not completely. Even I went away with a paddle to which was attached a ball with a rubber string. Wonder if I'll ever master the art of hitting the ball more than once. But then again, I can use it for hitting something else. Do any of you have children that need disciplining? Send them around.

"With our stomachs full and our humor restored, we departed to dance. Seems some people got lost in the shuffle for when we found ourselves in the Blue Room where the dance was held, there weren't many folk around. But we had a grand time anyway; the music was easy to dance to, and we didn't have to worry about bumping into people."
Early in March, this year, we shipped memorials to Chicago, Illinois, one of the largest cemeteries in the world! Such as this, insist on more and more family monuments, they do so with significance that your clients have been looking for promptly.
Carload!

An entire carload of our patented Rosary...
Personalizing Even the Smallest Marker

The Reed design here shown is our number 8251 and, while we readily admit its simplicity, we feel that it to be worthy of note to the trade. Throughout the industry personalization has been a major topic and rightly so. The difficulty in applying this all-important personalization to the smaller markers has made many memorialists overlook this feature completely. It would often appear to be economically unsound to attempt anything individually symbolic with such small surfaces (and cost margins) to work with.

That is why we have created these simplified symbols that may be used without undue expense and still fulfill the ideal of personalization. The above emblems are symbolic of Medicine, Music, Law and Architecture.
In the January issue I explored the possibilities of "interchangeable units" with little expectancy of any great response either by mail or word of mouth. Strangely enough the idea interested several of my manufacturer clients who often find themselves with slab ends similar in shape to the units shown this month. (It will also be noted that similar end units could be cut economically from a single slab with little waste and considerable saving.) So at the risk of being accused of "playing with blocks" and infantilism I offer these three suggestions for what they may be worth. Incidentally it has been pointed out to me that the large design and the one at the lower right might solve the problem of the granite imperfections that sometimes come to light when the slab is being finished.

KENNERSON DESIGN STUDIO
Barre, Vermont
INTERESTING PERSONALIZED MEMORIAL. We are indebted to Edgar Krauch of the Amherst Memorial Co. of Williamsville, N.Y., a Buffalo suburb, for these fine photographs of a monument he designed and erected in Sarnia, Ontario. The tragic story of this popular Canadian youth is fully told on this interesting memorial, which was produced by the Melrose Granite Co. of St. Cloud, Minn.

ORNATE CARVING FROM THE McNEELS OF MARIETTA, GA. This unusual carving combining the Southern Long-Leaf Pine burrs and needles with 168 American Beauty Roses (count them) was sent us by Frank McNeil with justifiable pride.

CELTIC MONUMENT FEATURES ST. PATRICK'S DAY GREETING CARD. Once again a greeting card manufacturer of national standing has seen fit to feature a monument on a greeting card. Last year the Rustcraft Co. created a popular card on this theme. This card is the work of the well-known Volland Co.

ALEX PARK HONORED AT NEW ENGLAND CONVENTION. The New England Association placed their "Man of Distinction" label on Alex Park with this handsome testimonial suitable for framing in Alex's California Dream Ranch House, when, as, and if the industry can spare him.

ARCHIE GREEN MAKES THE CIRCUIT. Here we see Archie Green at the right in earnest conversation with Archie Buttura of Buttura & Sons of Barre (left) and Michael Pitzanti of Donacci Granite Co. of Pittsburgh, Pa., at the January Tri-State Convention at Atlantic City, N. J. We trust that the popular M.B.A. Executive Vice-President was as fresh at the last convention as he seems at this one. He probably is because we remember that when we "hit the harvest" several years in the early twenties, South Dakotans thought nothing of driving 100 miles to a dance after a 70-hour work week or for that matter after any given 11-hour work day and a 4-o'clock breakfast call.
In presenting the "CONTOUR DESIGN", Mr. Comi chooses an apt name. Here we see "contours" indeed. The top, ends, and face of the tablet, as well as the front of the base are all the product of our contour machines. The ornament and reeds are, of course, detailed for modern production. Here is another good example of designing for our modern machines and techniques, and not trying to do "old fashioned" work with modern machines and methods. If we consider the contour grinder and the wire saw simply as machines to save time on standard cuts, and do not explore the tremendous possibilities of new designs made feasible, we are missing an important opportunity.
MONUMENTS make NEWS in the NATION'S PRESS

Somebody Always Gums Up Mr. Slye's Monumental Work

WASHINGTON, D.C. (MONUMENTAL NEWS-REVIEW) — There's a new monument to George Washington on the site of his childhood home, and it's already attracting attention. The new monument was unveiled to commemorate the 265th anniversary of Washington's birth, but it has already become a target for vandalism.

The new monument is located on the site of the home where Washington was born, on the south side of the city. The original home was destroyed by fire in 1899, but the new home is built on the same foundation as the old one.

The monument was designed by a local sculptor, Gregory Slye, who is known for his monumental works. Slye's work has been featured in several publications, including the MONUMENTAL NEWS-REVIEW.

Tourists get a close-up look at the monument erected at the grave of Washington's mother, Mary, in Fredericksburg.

On the site of the home where Washington was born on Feb. 22, 1732, is a thoughtful reconstitution of a Colonial house of the period. Fire destroyed the actual home of his birth and building plans for the house have never been found. The new house is built on the foundation of the old one.

On the 265th anniversary of Washington's birth, the monument is attracting attention. Tourists get a close-up look at the monument erected at the grave of Washington's mother, Mary, in Fredericksburg.

Famous Landmarks Honor Washington

When we initiated this feature about a year ago, it actually was a "fill in" for a two-page article from one of our staff writers which hadn't arrived a week after press time. Frankly it was and is a pleasure to select these items. It is also very easy. We were frankly surprised at the subscriber reaction and response, not only by unsolicited remarks at the several state conventions we attended the following months, but by mail as well. We now find that this "substitute" has made the team and has become a star. We now no longer depend on our own and agency clippings. We have had as many as thirty clippings a month from our subscribers with as many letters from others requesting information on individual clippings. We welcome this valuable assistance. In view of the projected activity of the Monument Institute of America, it should now be obvious to even the worst of our "defeatists" that the public has at least a latent interest in monuments and that we enter a field that is fertile indeed and ready for cultivation.

TOMBSTONES AND CITY LIGHTS

The pellucid sky line of Manhattan forms the horizon for a nocturnal view of Calvary Cemetery in Queens, where generations of New Yorkers lie in their last resting place.

NEW HAMPshire seeks Statement's Remains-Small cemetery at Franklin, N.H., where the remains of Daniel Webster are buried, and where, if a monument now underway funds properly, the remains of the statesman will be buried. Richard H. Moulton of Webster, Chairman of the State's Board of Monuments, went to Franklin today to receive a letter from the governor of New Hampshire requesting the return of the statesman's remains. Webster was a native of Franklin and was buried in the town.

Dispute Over Statesman:

Webster Reburial in N.H. Sought
But Marshfield Asserts 'No'

WEBSTER, N. H., Jan. 26—Massachusetts and New Hampshire have more than just Henry Long's Battle of the Battle to fight. Now it's the War over Webster—Daniel, that is.

At the risk of sounding prejudiced, I'll tell you about it.

Robert Breen, chairman of the Massachusetts selection, ruled belligerently that "the state would have to have a monument to Daniel Webster's body to move it. It will be in our dead bodies. He gave me a national shrine that is visited by thousands of people from all over the country every year." At least we back Webster, too, I'd point out. A monument would be a real plus for the town of Franklin.

But it's not just a question of a body's state; it's also a question of a city's pride. The Massachusetts selection committee has chosen the site for the monument, and it would be a great honor for the town of Webster to be involved.

On the 265th anniversary of Washington's birth, the monument is attracting attention. Tourists get a close-up look at the monument erected at the grave of Washington's mother, Mary, in Fredericksburg.
Wealthy Widow Would Beautify Potter's Field, Be Buried There

James and Mary Zander have donated $2 million to Yale University to enable the construction of a new art school, which will be named for their late daughter, Missy Zander. The couple, who reside in Greenwich, Conn., made the gift in memory of their daughter, who died in 2001. The new school will be located on the site of the old2 School, which was razed last year to make way for the new 4-story building.

Mr. and Mrs. Zander are also planning to give $1 million to the city of New York to establish a park at Potter's Field, which was once the site of an old Jewish cemetery. The couple said they hoped to erect a statue of their daughter at the site as well.

The gift marks the largest single donation ever made to a university in Connecticut. It will enable Yale to continue its expansion efforts and help fund its plans for a new medical school, as well as a new science center.

The Zanders have also been active supporters of the arts in the area, having donated $1 million to the local arts council last year.

In addition to the new art school, the Zanders have also contributed $10 million to the regional hospital, which will be named for them.

Chesapeake Country

The Chesapeake Country is a region located in the eastern United States, encompassing portions of Maryland, Virginia, and the District of Columbia. The area is known for its rich history and culture, as well as its beautiful natural landscapes. It is home to a number of historic sites and landmarks, including theadr of the Revolutionary War and the War of 1812, as well as the Chesapeake Bay. The region is also known for its seafood, including crabs and oysters, which are a staple of the local cuisine.

The Chesapeake Country is a popular destination for tourists and outdoor enthusiasts, with activities ranging from boating and fishing to hiking and birdwatching. The area is home to a variety of wildlife, including ospreys, bald eagles, and deer.

MISSOURI VACATION

A spring holiday in the "Show Me" state

In the spring of 1953, a group of young people from around the United States, including myself, set out on a trip to the Show Me State. We arrived in St. Louis and spent a few days exploring the city before heading out to explore the rest of the state.

One of the highlights of the trip was a visit to the Missouri State Capitol, where we walked through the halls and listened to the debates. We also visited the Jefferson National Expansion Memorial, which commemorates the Lewis and Clark expedition.

We then drove to the Ozarks, where we spent a few days hiking and exploring the beautiful scenery. We saw a waterfall, went swimming in a cave, and evenrode a donkey in a nearby park.

Another highlight of the trip was a visit to the St. Louis Zoo, where we saw a variety of animals, including giraffes, elephants, and pandas. We also visited the St. Louis Science Center, where we learned about space and science.

On our last day, we drove to Kansas City and spent a few hours exploring the city before heading back home. It was a great trip, and we learned a lot about the history and culture of the Show Me State.

The Highway Traveler

King, nine-year-old Collie with a spot on its head, was discovered wandering aimlessly through the streets of Youngstown, Ohio, on April 25, 1954. The owner, a man named Smith, found the dog and reported it to the police, who took it to the animal shelter.

The shelter staff named the dog "Blackie" and tried to find its owner, but no one came forward. The dog was eventually adopted by a family in the area, who gave it a new home and a new name, "Spike." Spike has been living in Youngstown ever since, and is much loved by his new family.

The Highway Traveler

Spring 1953 Crop of Pure Maple Vermont Maple Syrup

from WINDY WOOD FARM

Shipped POSTPAID — Delivery Guaranteed direct from Windy Wood Farm located at Barre, Vermont, in the Heart of the Green Mountains.

1953 PRICE LIST

<table>
<thead>
<tr>
<th>State</th>
<th>Price</th>
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<tbody>
<tr>
<td>New England</td>
<td>$1.25-$2.40</td>
</tr>
<tr>
<td>New York</td>
<td>$3.95-$6.90</td>
</tr>
<tr>
<td>All Other States</td>
<td>$1.25-$2.40</td>
</tr>
<tr>
<td>East of Mississippi</td>
<td>$1.25-$2.40</td>
</tr>
</tbody>
</table>

Don't miss the special quantity discount on orders of 24 units or more.

WINDY WOOD FARM

Donald W. Smith & Son

Barre, Vermont

PAST REVEALED AS CEMETERY IS EXHUMED

The past is literally being unearthed as the graves at the old cemetery known as "Chapman's Field" in the town of New York are being moved by hand, for conversion into a parking lot. The remains of 303 graves have been exhumed thus far, with the graves at the other end of the cemetery.

Records Available

Under her plan, the city will have a two-headed bed made of wood, and the bone of a finger is buried in the grave. The bones are then taken to a variety of local museums, and the city is hoping to complete the project in time for the 400th anniversary of the settlement in 2012.

WINDY WOOD FARM

Donald W. Smith & Son

Barre, Vermont
By KURT KUNZ

As readers of this magazine and his many clients know, Mr. Kunz is one of our truly outstanding designers and delineators. Particularly gifted in figure work, Mr. Kunz's extensive art training serves him in good stead in both detailing and rendering. His always dramatic presentations should not obscure the fact that in all his work there is a single strong motif, generally subject to more traditional applications. The Gunney design is an example of this. It is admittedly modern, perhaps extreme; it is presented in an ultra-dramatic setting, perhaps to its own detriment; but if one studies the theme and the basic composition, he will readily see variations of the basic idea more in keeping with the accepted norm. If one visualizes this design superimposed on a plain rectangular tablet, or as a ledger, or even in small scale, he will readily see our point. And, after all, isn't it all important that the artist stimulate thought and imagination?
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
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Nowadays even first graders know...

**VALUE SATISFACTION** ... it takes kids hours to decide on their penny candy purchases! They insist on visual **VALUE SATISFACTION** and heaven help the storekeeper who does not give them actual **VALUE SATISFACTION**!

The attractive and modern appearance of GARAND-TEED Western Style Slants as displayed in your yard will convince your customers of visual **VALUE SATISFACTION** and your ability to effectively price these markers will easily convince them of actual **VALUE SATISFACTION**.

---

Polished Slant Face

Polished Top Nose

Polished Rounds

Polished Back

Base: Polished Back

---

GARAND-TEED MARKERS INC.

S. L. GARAND & CO.

MONTPELIER, VT.
In presenting these three rough sketches, Mr. Young notes that the designs are equally suitable for machine or hand work. We have often wondered why the cross tablet is not more popular.

When a memorialist is faced with the not uncommon problem of the affluent client with the restricted plot, the hand-carved cross tablet is an ideal solution to the problem. Contrawise the client with artistic tastes and a limited purse can also be satisfied. The center sketch which appeals to your editor the most is a particularly good example of a cross tablet idea suited to both expensive and economical production.

by Bob Young’s Studio
Barre, VT.
IMPORTED MARBLE TOP
COCKTAIL TABLES

... A Profitable Sideline

No. 5213 VENETIAN TABLE — This handsome cocktail table, 38" x 21" x 17 1/4" high, features a Botticelli marble top. Hand carved and decorated by master craftsmen with more than four generations of tradition behind them, this table will indeed become an heirloom. It can be sold profitably by you for $150 or more as you choose.

No. 5398 TRADITIONAL TABLE — This beautiful cocktail table, 36" x 36" x 16" high, features a top of imported Rouge Royal marble. It is all mahogany with brass casters ... and is the most beautiful piece of furniture you have ever seen. It can be sold profitably by you for $200.

The demand for these tables once seen is almost unbelievable. No monumental sales or conference room should be without one. Every one you sell brings you other customers, and gives you an entree for future memorial sales. Write today for complete information, or better still order one or both of these tables for early shipment F.O.B. Chicago, Ill.

ZANE MONUMENT CO., George Cary, Proprietor
53 N. 4TH STREET • ZANESVILLE, OHIO

USLE & PEROJO GRANITE CO.
Barre, Vt.

The Home of
FINE MATERIAL
FINE CRAFTSMANSHIP
EXCELLENT DESIGN
PROMPT SERVICE

"Supreme Quality Memorials"
Manufactured in
Select Barre Granite
and Dominion Pink Granite

MONUMENTAL NEWS-REVIEW
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Vermont Marble Company
New York, N. Y.

John F. Sullivan
Sullivan Granite Co.
Westerly, R. I.
GRANITE SAILS THE SEA

1858: As contracts for granite began to flow toward the early quarrying firm of Webster & Bodwell, a new prosperity came to the Vinalhaven area of Maine. But available transportation was still the ox team and the sailing ship. Under contract, shipments were made by schooner for the Pensacola Navy Yard, a dock at Fort Norfolk, Va., and for strengthening gun platforms of several fortifications located throughout eastern U. S. A. Block by block, the granite was hauled to dock, stored aboard ship and unloaded at destination. The men and ships have gone their way; the granite still exists as a monument to successful endeavor.

The fly-leaf for the Bicknell Catalog bears this message: "The present manufacturing company sends its product to customers in every state in the Union and to Canada, Mexico, South America, Africa, Europe, Asia and Australia. Modern equipment and methods assure the economy and precision necessary to the production of fine tools." No position other than leadership could win and maintain a record such as this.

Throughout the list of pneumatic and other tools for quarry, mill and stoneworker, as well as contractor and mill supplies, there is a superior Bicknell product. An example is the Bicknell Digger-drill for use with spade, maul point, chisel bits, frost wedge and drill — to move hard earth, break up concrete or asphalt, split stone and other jobs almost impossible by hand. Get the whole story — send for the Bicknell Catalog, now.

BICKNELL MANUFACTURING CO., Rockland, Me.

STONE WORKING TOOLS, QUARRY, CONTRACTORS AND MILL SUPPLIES

Continued from Page 24]

AM I A BUILDER?

Continued from Page 24] to the industry as a whole. I am referring to the MONUMENT BUILDERS OF AMERICA, your National Association, with which I am now acting in an executive capacity. Our possibilities are unlimited. We can be of continued service to every dealer in America.

In the short period I have been in the office, I have been able to help some of our members with various questions. For example, where to purchase certain types of material. A dealer wanted someone in a distant state to set a monument for him. A member asked about the reciprocal trucking agreement between his state and a neighboring state. I am of the opinion that you could all use your National office more and I will welcome the opportunity to serve you. We will endeavor to add to our services as we anticipate their usefulness.

My many years of experience in operating my own business is extremely valuable to me. I do not know all the answers but will know where to find them. The whole industry has benefited by the efforts of their National office during its existence and one of the recent examples was its part in helping to decontrol this industry from price regulations.

Through Mr. Morris, our attorney, we can give you legal opinions. Through Mr. Whitney, our traffic director, and our service in checking freight bills, more cash has been returned to many dealers than their annual dues, and his work establishes the correct rates to save you money in the future.

Your officers and committees have worked untiringly and without compensation, many times under criticism from those who did not understand the situation. They have unselfishly labored to foster in the industry the greatest single effort we have ever undertaken, in unifying Producers and Retailers in the Marketing Program, and at great expense to our association. That effort alone warrants your membership in the MONUMENT BUILDERS OF AMERICA. We need members! We must have members! And each of you can assist by not only reinstating your membership but by enlisting another dealer.

Everything may not suit you, but be an optimist. I read the other day that an optimist is one who sees an opportunity in every difficulty and a pessimist is one who sees a difficulty in every opportunity.

This is your Association and can serve only in proportion to the number of members we have and within our financial limits. It is my firm conviction that under our present economical system, organized effort has become an absolute essential. We must organize strong local associations which with the help and assistance from the National office, can often combat problems and lend assistance to worthy causes successfully.

The item of dues to your State and National Associations should be the first item of your annual budget. They are of equal importance to the items such as insurance, rent, heat, light and taxes. Point out an industry that is successful and you will find that practically every eligible dealer in that industry is a member of the industry association. It is like insurance that offers protection, which is a necessity, and yet you do not always receive financial returns from your insurance. I pledge you my full time service, my very best, and with your membership and support we can grow and develop into an organization strong enough to wield influence for the monument industry.

I have faith in the monument industry. I have faith in you.

[Continued on Page 62]
NEW ENGLAND MONUMENT DEALERS CONVENTION

The Annual Convention of New England Monument Dealers Association held at the Hotel Kenmore in Boston, January 18, 19, 20, 1953, lived up to all previously established standards. It was well organized, well publicized and well run.

On the evening of January 18th a heartwarming reception was held in the Embassy Room of the Kenmore Hotel. The convention committee extended the hand of fellowship to members and visitors alike and everyone present had a fine time.

On Monday morning President Deane called the meeting to order with appropriate remarks and Earl C. Richardson, chief designer, Vermont Marble Co. discussed "Angles of Designing." (See MONUMENTAL NEWS-REVIEW, Feb. 1953) Always a valuable adjunct to a convention, Mr. Richardson handled his subject very well.

The next speaker was Archie L. Green, executive vice president of MBA, who spoke on the subject, "Where are we and which way are we heading." Elsewhere in this issue we print Mr. Green's topic under the title "Am I A Builder." Mr. Green was well received in this, his first appearance at a New England Convention. In addition to stressing the values of MBA Mr. Green urged participation by all retailers in the marketing project which is being handled by the recently formed Monument Institute of America. The New England Association voted $1,000.00 to M.I.A., to aid in the organization activities and many individuals pledged substantial funds for its operation.

Mr. John S. Bridges, third vice president of the First National Bank of Boston, spoke on "The Monument Industry and the Banker."

The opening speaker on Monday afternoon was the ever-welcome Herbert C.ophilpott, superintendent of Mt. Auburn Cemetery, Cambridge, Mass. Mr. Philpott gave a clear delineation of present day problems of cemeteries and expressed a hope that cemeteries would be permitted to participate in the promotional program of the M.I.A. This suggestion has come from several quarters and may be well worth looking into.

Mr. Don C. Davis, representing A.M.A., reported on the Cleveland convention and M.I.A.

Mr. Harold J. Schaller, representing American Institute of Commemorative Art spoke on: "Design and the Salesman."

Then came an unusually fine New England banquet—fine food, fine floor show and the dancing. A good time was had by all.

On Tuesday much of the activities were confined to association matters and the following new officers and directors were elected:

President—Thurston H. Jordan, Ellsworth, Maine; Vice-President—Gordon D. Carr, Quincy, Mass.; Chairman of the Board of Directors—Frederick A. Davis, Roslindale, Mass.; Secretary-Treasurer—Evelyn M. D. Vasoli, Rochester, N. H.; Honorary Chairman—Charles A. Berry, Portland, Maine.


"TRI-STATE" MONUMENT BUILDERS CONVENTION

The opening meeting on January 26, 1953 of the "Tri-State" Monument Builders Convention (Md., Dela., Dist. of Col., N. J., Pa.) held in the Hotel Claridge, Atlantic City, New Jersey, was called to order at 10:40 A.M., Mr. Nicholas Christopher presiding.

The Invocation was pronounced by Mr. Edward C. Miller, Baltimore, Maryland.

Mr. Earl C. Richardson of the Vermont Marble Company then gave an illustrated talk entitled, "Memorial Design."

In the absence of Mayor Altman the "Official Welcome" to Atlantic City was extended by Mr. Robert Shrague, followed by a few remarks from Miss Ada Taylor of the Hotel Claridge.

Mr. Donald C. Davis of the American Monument Association then gave an address entitled, "The National Marketing Program."

Mr. Archie L. Green, Executive Vice President of the Monument Builders Association, then discussed the program of the Monument Institute of America and urged all present to subscribe. He further stated that the emblem might have to be changed to read, "Monument Institute of North America" in order to include Canada. In answer to questions he explained the assessment basis of M.I.A. (see MONUMENTAL NEWS-REVIEW, Feb. 1953), and other important facts regarding the new organization.

Due to the advanced time the address of Mr. Barton Stephens was postponed to the afternoon meeting.

Following the awarding of attendance prizes the meeting was adjourned at 12:35 P.M.

The afternoon meeting was called to order at 2:25 P.M. by Chairman Nicholas Christopher, after which the attendance prizes were awarded.

Chairman Christopher announced that Mr. Doss, of the Georgia Marble Company, scheduled to address the meeting that afternoon, was unable to attend.

Mr. Barton Stephens, Secretary of the Elberton Granite Association, was next introduced. He discussed the advertising and promotional program of the Elberton Granite Association. He also had on display a Projectograph Machine, with 14 continuous slides, which could be obtained through the Association at slightly above manufacturer's cost. He also urged membership in the Monument Institute of America; and that there must be concerted effort in regard to the national marketing program for the good of the industry.

Next was the Barre Annual Report given by Mr. R. T. McBride of the Barre Granite Association.

Mr. Archie L. Green, Executive Vice President of the Monument Builders Association, then gave an address entitled, "Am I A Builder?"

[Continued on next page]
Mr. Richard J. Clark, Assistant Secretary, Smity-Austereuhl Company, in Camden, N. J., introduced by Mr. Gene Long, then discussed the "Insurance Needs of the Monument Builder."

The final subject on the program, "Memorial Designs and Symbols in Salesmanship" was presented, with illustrations, by Major John K. Shawman, Washington, D. C.

Following the awarding of attendance prizes the meeting was adjourned at 4:55 P.M.

**Pennsylvania State Meeting at Tri-State Convention**

The Forty-Fifth Annual Meeting of the Monument Builders of Pennsylvania, held in the Solarium of the Hotel Claridge, Atlantic City, New Jersey, was called to order at 10:30 A.M., January 27, 1953, President Bronne Bruzgo, Jr., presiding.

The Secretary, Mr. Allen Cullis, then read the minutes of the last meeting and motion was duly made, seconded and carried, that the minutes be accepted as read.

President Bruzgo then gave his report on the National Convention at Cleveland.

The Secretary then read the minutes of the last meeting of the Board of Directors.

President Bruzgo gave a report on the Board of Directors meeting as follows:

At a Board of Directors meeting Sunday night it was unanimously agreed that the Tri-State Convention should be carried on. Last year 21 from Jersey, 51 from Pennsylvania, 17 from Maryland, and 69 Manufacturers were present. A total of 200 meals were served at the banquet.

As a result, it was agreed that three members of each association will act as a Board of Directors and the President of the host association will be the President and Chairman of the convention. For convention purposes only they will be permanently organized. This all has been agreed upon by the Board of Directors of the other Associations at a joint meeting to discuss the next annual Tri-State Convention.

The Secretary-Treasurer, Mr. Cullis, then made his report stating they would have a balance of approximately $2500.00. A short discussion followed in regard to its distribution, and a suggestion was made that $500.00 be contributed to MIA. (Further discussion was postponed until after the presentation of the other reports.)

The following is the Report of the Nominating Committees made by Mr. C. D. Cushman, Chairman:

**President:** Frank Tarantino, Quakertown; **Vice-President:** Charles Glaeser, Philadelphia; **Secretary-Treasurer:** Allen L. Cullis, Chester.

**Directors:** Bronne Bruzgo, Jr., Summit Hill; George Booth, Bradford; Clark Gladfelter, Manchester; William Gray, Johnstown; Leonard Kelly, Jr., Altoona; Arch Buono, Drovensburg.

**State Representatives:** Harry Bevis, Lancaster; David King, York; Bronne Bruzgo, Jr., Summit Hill; C. D. Cushman, Chairman; Arthur Luckenbill; David P. King.

Mr. Harvard Wood moved that the Secretary be instructed to cast an unanimous ballot for the slate of Officers, Directors and State Representatives. It was seconded by several and carried unanimously.

Mr. Harry Bevis, Chairman, made the following report of the Auditing Committee: They had examined and audited the books and found them to be correct.

(Here motion regularly made, seconded and carried, the report of the Auditing Committee was adopted.)

Mr. Harvard Wood, Chairman made the following report of the Resolutions Committee:

**BE IT RESOLVED,** That the Monument Builders of Pennsylvania endorse the M.I.A. and recommend that each member of the Monument Builders subscribe and support the M.I.A.

**BE IT FURTHER RESOLVED,** That each member of the Monument Builders especially support the quarriers, manufacturers and others who are subscribers to and supporters of the M.I.A.

Mr. Wood moved the adoption of the resolution, it was seconded by Mr. C. D. Cushman and carried unanimously.

There was further discussion about the Government supplying veterans' Markers valued at $25.00. Mr. Archie L. Green stated he had been in Washington and talked with Senator Francis Case who said a bill would be introduced in the Senate—S-622, in regard to the Government making an allowance of $25.00 in lieu of a marker.

The matter of the distribution of the Fund was brought up again. After some discussion a motion was made by Mr. C. D. Cushman that the Pennsylvania share of the Tri-State Convention profit, plus $500.00 from the Pennsylvania Association Fund be donated to promote the organization of M.I.A.

(The motion was seconded by Mr. David P. King and carried unanimously.)

Mr. Charles Glaeser suggested that a copy of the resolution which was passed be sent to the Georgia Industries and the Barre Granite Association, and the Secretary stated this would be done.

Following a discussion on weights and cubes a motion was made by Mr. J. Gibbons of Williamsport that the Secretary mail to all members on record the Harmony Blue Granite Company's booklet containing weights and cubes.

(The motion was seconded by Mr. William Gray and carried.)

At this point the meeting was turned over to the Incoming President, Mr. Frank Tarantino, who stated the Convention would be held in Washington, D. C., sometime early in January, 1954, and appointed the following Tri-State Convention Committee: Mr. Frank Wood, Philadelphia; Mr. Charles Glaeser, Philadelphia; Mr. Leonard Kelly, Altoona. He also said he would call a meeting of the Board of Directors within the near future and would notify them by letter.

There being no further business the meeting was adjourned at 11:55 A.M.

**Monument Builders of New Jersey Meeting**

The following report was received from Thomas P. Gofredo, Secretary of the Monument Builders of New Jersey:

"We are pleased to enclose herewith a list of the Officers and Directors of the New Jersey Monument Builders for the year 1953.

"With reference to a report on our own state meeting, we wish to advise you our last meeting was held during the Tri-State convention in Atlantic City on January 27, 1953. The main purpose of the meeting was to elect the officers and directors. Our state organization endorsed the Monument Institute of America and recommended each member subscribe and support the MIA. Our state association voted to contribute $333.33 to the MIA along with the other two associations which form the Tri-State organization each contributing a like amount. Therefore a check for $1,000 was given to the MIA from the Tri-State organization. It was also voted at the state meeting that our annual dues be reduced from $20. to $10."

Officers, Directors and State Delegates elected into office at meeting of January 27, 1953 at Atlantic City, N. J. Term of
The annual Convention of the New York State Retail Monument Builders Association was held January 29th and 30th in the Hotel Ten Eyck, Albany, N. Y. The meetings were presided over by Pres. Carroll A. Gardner of the State Ass’n. The Convention got under way with Registrations, under the direction of Frank Fleming, Albany, N. Y., at 9 A.M. on Thursday. The registrations were the largest that the New York State Ass’n has had since it is beginning, with about 110 in attendance. The morning was taken up with two very interesting talks by Mr. Louis A. LaCross, a director of the Barre Granite Ass’n and by Mr. Don Davis of the American Monument Ass’n. Mr. Davis spoke on the Monument Institute of America which is being formed. The interest with which Mr. Davis’ talk was received can best be illustrated by the following Resolution which was passed, by unanimous vote of the members, at the business meeting held Friday morning: Be It Resolved That: The New York State Retail Monument Builders’ Association, in Convention assembled at Albany, New York, this 30th day of January, 1953, do hereby endorse the program of the Monument Institute of America, and urge every Retail Monument Dealer to support it, and give support to, and purchase from, the producers, suppliers, and design studios, who, by their membership in the Monument Institute of America, are cooperating for the betterment of the industry.

Luncheon was served in the hotel with Mayor Erastus Corning 2nd welcoming the Convention to his City of Albany. The afternoon session was taken up by talks by Mr. Adam M. Stack, Assistant Director of New York State Division of Cemeteries and by Mr. Archie Green, new Executive Vice President of the Monument Builders of America. Both of these talks were very interesting and educational. All the dealers present expressed the same view, that the MBA had secured a very capable man in Archie Green.

During the evening a get-acquainted party was held in the Rose Lounge, of the Ten Eyck, with an excellent orchestra, under the direction of Frank Fleming, one of the Schenectady dealers, providing music for dancing.

The business meeting was held Friday morning. During the meeting, George Kellogg, a director of M.B.A. and a N. Y. S. dealer made a plea on behalf of the M.I.A. The sum of $500.00 was voted by the members to help in the promotion of this excellent program. Mr. Vito Martineillo, Pres. of the Associated Craftsmen’s Guild of New York City, spoke on the possibility of his organization joining with the State Ass’n. He stated that his Guild, plus the Westchester County Ass’n and the Nassau-Suffolk Ass’n were interested in joining with the State Ass’n into one strong group. It was voted to accept these groups into the N. Y. S. Retail Monumental Dealers’ Association. This move gave the State Ass’n a membership of about 200 members which will make a very strong organization. The following officers were elected for 1953: Pres., Carroll A. Gardner; V. Pres., Fred J. Eagan; Sec’y, Frederick G. McFadden; Treas., Mrs. Lucille Hart Barry; Directors: Walter Nickie, Leslie Derrick and Karl Lutz. Anthony Minozzi was elected State Delegate to the National Convention.

The Friday afternoon session included the following excellent speakers; William Patton, Cook, Watkins & Patch, a talk on “Symbolism and Designs,” John F. Walrath, General Electric Co., lecture on—“How to Set Up Your Overhead, and Figure Appropriate Cost.” Robert F. Quinn, Sales Engineer of General Electric, spoke on “Justification of Price”; Donald E. Voorhies, Engineer of Lighting for General Electric, gave a demonstration and lecture on “Interior and Exterior Lighting”; Conrad Kenerson, Kenerson Design Studio, Barre, Vt., spoke on “Designs and Designers.”

The Convention closed with the Annual Banquet held in the Main Ballroom of the hotel. The speaker of the evening was the Hon. Harold G. Hoffman, former Governor of New Jersey.

All the members in attendance at the Convention were in accord in congratulating Anthony Minozzi, Convention Chairman, and his Committees, for putting on the best convention that the New York State Retail Monument Builders’ Association has yet held.

FREDERICK G. McFADDEN, SEC’Y.

FORTY-FOURTH ANNUAL CONVENTION OF THE MICHIGAN DIVISION OF M.B.A.

The Michigan Division of the M.B.A. met on January 29, 30 and 31, 1953, at the Sheraton-Cadillac Hotel, Detroit, Michigan. The meeting was called to order at 11:15 a.m. January 30, by President Wayne Vandercook, with twenty-two members in attendance.

President Vandercook introduced Mr. George H. Flynn, Legal Counsel for the Monument Builders of Greater Detroit. Mr. Flynn mentioned the legal defeat in Flint and then advanced his theories regarding the possibilities of having the New York Cemetery Law enacted in Michigan. Mr. Frederickson told the meeting about the good things which Mr. Flynn has been able to accomplish for the Monument Builders of Detroit.

President Vandercook next brought up the matter of the time of year for the Michigan State Meetings due to the change of time of the National Meetings.

The new district plan of electing National Directors was explained.

Committees were appointed as follows:

[Continued on next page]
The president then introduced Archie Green the new National Executive Vice-President. Archie gave an excellent talk on what can be done by dealers as individuals to better the monument industry. He spoke of some of the instances where M.B.A. has been of aid to individual members. Archie also mentioned the House Bill Number 1302 which has been introduced and Senate Bill 622 both in regard to a money allowance in place of government markers.

President Vandercook next introduced Hoyt Holton, President of M.I.A. to speak about the new marketing program. Mr. Holton gave the history back of the M.I.A. and also the present status of the program. He pleaded for full cooperation with the M.I.A. He then answered all questions regarding the program.

After a short recess, President Vandercook introduced Frank Staffan, President of the Funeral Directors of Michigan. Mr. Staffan explained what their group is planning and suggested that the allied industries in Michigan get together to fight the Gold Cross Plan and related ideas. He suggested that two representatives be appointed by the Monument Builders, Florists, Vault men, Funeral Directors and legitimate cemeteries to meet as a group to do something about this. A question and answer session followed.

Door prizes were drawn at this time as follows: One gallon of Tremco donated by A. T. Wagner Co. was won by Al Raisch. A subscription to MONUMENTAL NEWS - REVIEW was won by the Secretary, Fred L. Arnet. Meeting adjourned at 5:20 p.m.

President Wayne Vandercook called the meeting to order at 10:45 a.m. Saturday, January 31, 1953, in the English Room.

Door prizes were drawn as follows: One Belingham marker donated by United Granite Co. was won by Hans Frederickson. One gallon of P.D.Q. donated by Adrian of Quincy was won by Mrs. Petty. One roll of stencil donated by R. A. Knapp was won by Wayne Vandercook.

President Vandercook introduced Ed Warner of M.I.A. who gave a complete resume of the program.

The Annual Business session started at 11:45 a.m., with President Vandercook calling for committee reports.

Arthur Bauer, chairman of the Nominating Committee reported as follows:

President: Reg Chadwick
Vice President: Mike Allen
Secretary-Treasurer: Fred L. Arnet

State Representatives: Len Braun, Fred Arnet
Board of Directors: Don Patten, Fred Marsh

It was moved by Arthur Bauer and seconded by C. L. Bendle that nominations be closed which was passed by the members.

It was then moved by Hans Frederickson and seconded by Alton Simpson that a unanimous ballot be cast. This was also passed.

Reg Chadwick reported for the Auditing Committee that the balance on hand is $1,092.25 and stated that the books were found correct.

Mike Allen reported for the Membership Committee that all were in attendance. There are now 45 paid members of the Michigan Division Monument Builders of America.

Hans Frederickson reported regarding the 1954 Meeting that if it is a summer meeting it might be held in Bay City or Pentwater. If it is a winter meeting it will be in Grand Rapids.

Due to the absence of Victor Ferguson the Resolutions Committee report was given by Mrs. Petty. They are as follows:

A committee consisting of Victor Ferguson of Benton Harbor and Mrs. Petty of Kalamazoo drew the following resolutions which were unanimously passed at this convention.

"1. We wish to express sincere appreciation to the Monument Builders of Detroit headed by Mr. Hans Frederickson for making detailed arrangements for this convention and for the fine entertainment provided.

"2. We appreciate the excellent work done by Mr. Fred Arnet, our Secretary and Treasurer, who has faithfully conducted his duties for the past 15 years.

"3. The work done by Mr. Wayne Vandercook, the President of the Association, during 1951 and 1952 has resulted in splendid activities of the association and an ever-increasing membership. He has had a great record and his efforts are indeed of much value to the members of M.B.A. of Michigan.

"4. We wish to extend our thanks to the speakers at this convention:

(a) Attorney George H. Flynn, Legal Counselor of Monument Builders of Detroit.
(b) Mr. Archie Green, Executive Vice President Monument Builders of America.
(c) Mr. Hoyt Holton, President Monument Institute of America.
(d) Mr. Frank Staffan, President Michigan Funeral Directors Association.
(e) Mr. Ed Warner, Representative American Monument Association.

"5. We are happy to have so many wholesale representatives with us during the convention. They always add greatly to the convention activities.

"6. We wish to acknowledge with pleasure the presence of so many ladies at this convention.

"7. We are saddened in the loss of a number of our associates who have passed on since our last convention and we wish to express our heartfelt sympathy to their families:

Mr. John Ironsides, Hastings, Michigan
Mr. Leo Kane, Sturgis, Michigan
Mr. A. B. Cummings, Caro, Michigan
Mrs. J. E. Martinson, Mother of Arnold Martinson, Detroit, Michigan
Mr. Norman Rentner, Saginaw, Michigan
Mr. John Thom, Kalamazoo, Michigan

"8. It is suggested that the secretary of this association mail suitable letters or a copy of these resolutions to the families of all persons mentioned herein and to the speakers.

President Vandercook called for new business, and it was moved by Bruno Nowicki that the Michigan Division, assembled in Convention at Detroit the 31 day of January, 1953 does hereby indorse the Program of the M.I.A. and urges every retail dealer to join and support it. Also to give support to and purchase from the producers, suppliers and design companies who by their membership in the M.I.A. are cooperating for the betterment of our industry. This was seconded by Alton Simpson and passed by the membership.

Alton Simpson moved that Len Braun and Fred Arnet be
Excerpts from a talk by H. W. Hopwood, a member of the Republic Steel Corp., public relations staff, given at Cleveland, Ohio on January 12th.

H. W. Hopwood, told those who attended the convention of the monument industry that "actions speak louder than words." Unless the deeds of an industry back up all the fine phrases concocted by public relations people, Hopwood said the publicity wouldn't do much, if any good. With the various media of communication available today, public opinion changes rapidly and those who are alert to this constant change will find the going easier and most profitable. We quote from the address:

The birth of the present era of freedom has made a king out of each man and endowed his opinions almost with the force of law. In this country, particularly, we are aware of public opinion as a social, political and economic force. Its effect on our national political pattern is decisive. Its effect on social, ethical and moral matters confronts us every day. Its effect on your business and my business cannot be discounted.

But human opinions are as fluid as the sands of a desert which shift and move with each change in the direction and intensity of the wind. And just as the shifting of a sand dune by the wind is accomplished by moving one grain of sand at a time, public opinions are changed one mind at a time . . .

You may well ask: "What does a public relations man do; what talents and skills does he possess?"

The first qualification a man must have who is seeking a living in this business is experience and familiarity with media of mass communication. He must know the peculiarities of each and the audiences or groups they reach. He must understand the mechanics of newspapers, of radio stations, magazines, public speaking, etc. He must clearly understand the difference in impact between information disseminated through commercial devices such as advertisements and billboards and that conveyed by more subtle means such as newspaper articles, speeches and the like. He must particularly be able to judge which medium can best be used to reach a specific audience. Obviously, information aimed primarily for middle western farmers should not be directed through television or appear in an ad in the Wall Street Journal. Neither would an experienced public relations man attempt to reach a group of prospective investors in a new business by directing news releases to a series of college papers.

Another qualification of a good public relations man is the ability to put together words and pictures to convey an idea. Briefly, he must be a skillful writer and journalist. Ideas are primarily transmitted by reading, listening and seeing. In the great competition for the attention of the reading and listening public these days, a poorly presented message gets little attention.

Still a third qualification of a good public relations man is detailed knowledge of the cause he is pleading. In any industry, association or company, the man charged with developing and executing a public relations program must have an intimate knowledge of all phases of the business of the organization. He must know its shortcomings as well as its virtues and know why they exist. But beyond that, he must have a voice in determining those actions of his organization which effect the public. He is well aware of the truth of the adage: "Actions speak louder than words." If the actions of his company or client are taken in disregard of the public's best interests, it will be a pretty difficult job for him to compose soft words and sweet music that will win a friendly audience for the products or the services or the ideas his organization is endeavoring to sell.

The function of public relations in any organization has been summed up briefly in these words: "Living right, serving the public's interest, and letting people know about it." A public relations man does not subscribe to the familiar saying: "Good deeds speak for themselves." To him, telling people about the actions of an organization which have been taken in the public's interest is just as important as the taking of those actions in the first place.

A public relations man may find himself engaged in developing favorable public opinion for a product, such as paint or petroleum; or a service, such as a consulting engineering business or a school or college; or an idea, as in governmental or political affairs. Let me give you an example of a typical problem public relations has been asked to solve.

Not too many years ago, the manufacturers of machine tools found themselves confronted by increasing public belief that the mechanization of industry was a major factor in creating unemployment. Obviously, most mechanical improvements in industry are aimed at greater production with less labor. During the 1930's, this opinion prevailed to such a great degree that industry was discouraged from progressive mechanization. A proposal to install a labor saving machine was frequently resulted in strikes or major slowdowns which generally were supported by public opinion. As you can appreciate, this situation became a matter of tremendous concern to the makers of machine tools, but they were not long in taking action. Through their national association, they called on the head of a Cleveland Public Relations agency and laid the problem before him. He immediately suggested a research program to confirm the claim of the manufacturers that machine tools, by increasing and expanding industrial production, actually created jobs rather than unemployment and at the same time resulted in the production of more and better goods and lower prices. Statistics were readily obtained to support this contention, although it was necessary to admit that in most instances mechanization resulted in some temporary dislocation of employment.

The public relations agency then went to work. In articles and advertisements, booklets and pamphlets, in speeches and forums, these statistics were set forth and the contention that...
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I am not familiar with your problem. One of them, I am told involves the practice of numerous cemeteries in recent years of prohibiting monuments or other grave markers other than those flush with the ground. I have no other information as to what effect this trend has had on your business, but I
presume it must be a matter of some concern. In contemplation of this problem, I have several bits of advice to offer. If they don’t fit the situation, please excuse my lack of detailed information.

First: Yours does not appear on the surface to be primarily a public relations matter. The public relations aspects are undoubtedly present, but are secondary to others. The refusal of some cemeteries to permit monuments does not imply that the monument dealers and manufacturers have ever, or are now, conducting their business in a manner alienating the public. It is also probably true that you enjoy about the same degree of esteem with the trustees and managers of cemeteries as in the past. I doubt if the public as a whole has any strong feelings one way or another about cemeteries which permit monuments and those which prohibit them. But my first advice is this—if you have not conducted some manner of investigation or survey of the attitudes of the public on these questions—consider doing so at once.

Secondly, also conduct independent research into the obvious factor in this problem—the economic one. Undoubtedly the high cost of land for cemeteries in metropolitan areas is requiring smaller cemetery lots. At the same time, the maintenance cost undoubtedly has risen to a great extent. My recommendation—find out all you can about these factors. This is important for the greatest influencing factor on public opinion is the pocketbook—and its contents.

Having done these two things—and perhaps you already have, you should have a pretty good idea exactly what your problem is. I think you will agree you should know exactly

[Continued on next page]
"MARIA SS. DELLA FONTANA"

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PUBLIC RELATIONS...
Continued from Page 63]
where you are before you decide in which direction to move.

Thirdly—presuming you establish that the problem is primarily an economic one. (It is a fair bet that is what you will find.) Your next step is counter action. You cannot fight economic battles with words alone. You must take positive steps to meet the conditions you find. There must be many things you could do. For example, you might design and press the sale of smaller monuments in better general relations to the size of present lots. You can use your ingenuity to design markers that will permit closer mowing and less general attention from caretakers. A monument with a three or four inch shoulder at ground level would not require close clipping, for example.

Your public relations men should be consulted on every move up to this point, for there is little they can do until the problem is completely diagnosed and some corrective measures started. But at this point, they should be in a position to begin to lay out a program of action. Such a program should be set forth in detail and budgeted carefully...

... Your program might be one executed entirely by your national or state organizations. On the other hand it might be one handled entirely by the individual members of your association, at a local level—or it might be a combination of both. The analysis of your problem will determine that.

It seems to me you should lend your maximum support to any cause seeking to elevate the dignity and importance of the individual. As population and scientific knowledge increases our collective ego suffers a greater and greater setback.
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.

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The man who will seek to have his family name perpetuated in granite or marble is certainly going to be no introvert. This is a public relations challenge in its broadest form.

You should also align yourselves, I would think, to some of the many groups, advocating a return to religious fundamentals, for a life close to the church inevitably ends with traditional burial rites, including grave marking.

Your business has undoubtedly earned most public ill will as a result of the bad taste some families have shown in seeking ostentatious display. I think you all know of such cases. You must find ways of discouraging that. You have much to gain by a program of public education which will encourage quiet dignity and good taste in the selection of monuments.

In all these matters the advice of your public relations consultant will be paramount. He will find the ways and means of interpreting your actions to the public so they may better appreciate and desire the product and the service you provide for them. As I said earlier, it is the public relations man's job to know how to get your story across. Work with him closely so together you can develop a good story for him to tell.

I have two last words of advice.

First: Plan your public relations program with some means of measuring your progress. A study or a survey will assure you of staying on the right track and will be worth many times its cost.

Secondly, and finally: keep yourselves informed on your public relations program and give it your undivided support. No situation is more pitiable than the plight of a public relations man seeking to satisfy two opposite viewpoints. Have your differences of opinion before you arrive at a program. After a program is launched, forget your differences, and give it every bit of support you can.

Public relations is no panacea for all problems, but an intelligent use of modern public relations techniques has helped in many a problem. There is no reason to think yours should not be among them. Thank you.
FULL TIME LETTERERS
SANDBLAST OUTFIT

This Sandblast Outfit comprising a Lindsay Model T-33 Air Compressor, a CXW Sandblast and a CH Helmet is in daily use by the George R. Sands and Sons Company of Cambridge, Massachusetts. This powerful machine has adequate capacity for blowing \(1\frac{1}{2}\)" inscription letters in granite, using regular sand, in less than one minute each. The large tool box on the Model T-33 enables monument letterers to keep the sandblast equipment with the compressor. As the picture indicates, the Lindsay Model T-33 may be towed directly to the job. This is an ideal sandblast outfit for the full time letterer or large dealer.

For the dealer whose inscription volume does not warrant purchasing a Model T-33, Lindsay builds the popular Model 15 Air Compressor which costs only $460 including automatic unloading. This compact, rugged machine has power for blowing \(1\frac{1}{2}\)" inscription letters in granite, using electric furnace abrasive, in less than two minutes each.

P. K. LINDSAY CO.
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CONVENTION NEWS ... Continued from Page 60] named as a legislative committee to represent the Michigan Division of M.B.A. with the Funeral Directors which was seconded by Mike Allen and passed.

It was decided that the State Representatives as elected will represent the Michigan Division if a caucus is held in their district for the purpose of electing a National Director.

It was stated that it looks very much as if the National Conventions will be held in the winter hereafter and, therefore, the Michigan Association should hold its meeting in the summer. Final decisions were left to the Board of Directors.

The past President, Wayne Vandercook thanked everyone for their help and then turned the gavel over to President Reg Chadwick. The new President asked everyone to work in increasing the membership in the Michigan Division. He then introduced the rest of the newly elected officers and the meeting adjourned at 1:00 p.m.

KENTUCKY MONUMENT BUILDERS CONVENTION

Aroused as to conditions in the Monument industry, a goodly number of Kentucky Monument Builders gathered at Bowling Green, Ky., Feb. 11 and 12 for their annual convention. Purcell Lee of the Shelbyville Monument Co., president of the association, presided and there was a straight-forward discussion of many subjects affecting the industry.

J. Y. O'Bannon of Paducah told of the organization of a Monument Dealers association in the First Congressional District of Kentucky. Every Monument Builder in the district is a member and much good has been accomplished through the...
IMMEDIATE DELIVERY
on Stone Di-BOND DIAMOND CUTTING WHEELS

You can now get IMMEDIATE DELIVERY on the famous Di-Bond line of Diamond Cutting Wheels. Here's your chance to stock-up on top quality wheels and make sure you'll have 'em when you need 'em. Segmented wheels are available in sizes up to 22 inches; continuous rim wheels in sizes up to 18 inches.

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get-together meetings.

M. C. Shearer of the Lexington Monument Co., spoke on salesmen and salesmanship. He gave some very interesting facts as to how the monument sales field is being invaded by others.

Charles E. Riehm of Riehm-Gerlack Memorials, Inc., Louisville, secretary of the association, presided at a conference, when Edward W. Warner, Columbus, Ohio, field man for the American Monument Association, Inc., spoke on "How the Monument Institute of America Will Help You." Another very interesting address was given by A. L. Green, Chicago, executive vice president of Monument Builders of America. His subject was "If Something Isn't Done, You Will Be Done." Mr. Riehm displayed slides showing the good and the bad in monuments and their locations in cemeteries. A talk was to have been given by a representative of the Kentucky Funeral Directors Assn., but a misunderstanding as to dates made it impossible for him to attend.

It was decided to attempt to form a local association in every section of the state and a legislative committee was named, composed of M. C. Shearer, Lexington; C. E. Riehm, Louisville, and Purcell Lee, Shelbyville, to study the drafting of legislation to correct conditions in the cemetery and Monument business in Kentucky.

The following officers were elected:

M. C. Shearer, Lexington Monument Co., Lexington, president; Walter L. Beasley, Beasley Marble & Granite Co., Paducah, vice president; Charles E. Reihm, Reihm & Gerlack Memorials, Louisville, secretary; P. B. Holland, Muldoon

[Continued on next page]
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WHEN YOU have a problem that requires special production — odd dimensions, thin stocks, massive blocks, turned units or eccentric shapes—follow the lead of other retail leaders and ask us about it.

The answer is "YES" to practically any specification, and the net result will be a tailored job in top-grade stock at a price that's right every time!

MINNESOTA GRANITE INDUSTRIES

Exclusive Quarry of IMPERIAL MAHOGANY and VARIEGATED AGATE

DELANO — MINNESOTA

CONVENTION NEWS... Continued from Page 67

Monument Co., Louisville, treasurer.

Directors are: Robert Fairleigh, Hopkinsville Monument Co., Hopkinsville; Purcell Lee, Shelbyville Monument Co., Shelbyville; E. W. McKinley, McKinley Monument Co., Campbellsville.

Herbert A. Zenker of Columbus, Ohio, invited the Kentucky group to attend the convention in Dayton, Ohio, March 1-3.

Those attending the convention were very hospitably entertained at an open house given by the Keith Monument Co. in Bowling Green.

ANNUAL MEETING MONUMENT BUILDERS OF AMERICA, WISCONSIN ASSOCIATION

The meeting was called to order on Friday, February 13, 1953, at 9:45 o'clock a.m. in the Lotus Room of the Plankinton House, Milwaukee, Wisconsin.

President, Anton Knuppel welcomed members and guests and expressed his pleasure in having such a fine attendance.

The president then gave an outline of the activities of his office during the past year. Visits were made to many non-member memorial craftsmen to whom he extended an invitation to join our ranks and help us in the work confronting us. He attended the Cleveland Convention and reported the enthusiasm expressed to adopt the "MONUMENT INSTITUTE OF AMERICA" as a unit of "MONUMENT BUILDERS OF AMERICA."
Thanks were expressed by the assembly for president Knuppel's valuable efforts in behalf of the association.

So that all present might become acquainted with one another, the president asked each individual to arise and introduce himself to the assemblage.

The following committees were then appointed: Auditing, Art Jones, Ollie Benzing, John Marsh. Nominating, Walter Kuebler, Gus Reinke, Robert Manthey. Secretary-treasurer, Merrill W. Schaefer, reported on the operations of his office during the past year. He expressed his thanks for the fine cooperation extended to him by the members and his fellow officers. The cash on hand was reported as increased again during the past year and finances in sound condition.

A comprehensive, educational and well delivered report on the Barre District as it affects the monument industry was delivered by Mr. R. T. McBride, field representative of the Barre Guild.

Fabian Monfils of Kenosha, delegate to the National Convention, talked on the highlights of the Convention at Cleveland, his coverage was compact and complete, a fine service to our association.

Mr. Frank Foster of A.M.A., gave an illustrated address, stressing the need for all memorial craftsmen to sanction and support the "Monument Institute of America." The open discussion which followed was ably presided over by Mr. Arch Green—all questions were clearly and fully answered.

The noon luncheon was well attended by 51 members and guests. Immediately upon completion of the luncheon, president Knuppel and past president, Walter Kuebler conducted the drawing of prizes.

The afternoon session started with a report of the auditing committee who proclaimed the books in order.

The nominating committee presented their report which was accepted—a motion was made, seconded and carried that the rules be suspended and Carl Manthey cast a unanimous vote for the slate as submitted by the nominating committee, thus electing the following officers:

Anton Knuppel, Appleton, president; Bill Cerutti, Dodgeville, 1st vice-pres.; Fred Kannenberg, Schofield, 2nd vice-pres.; Merrill W. Schaefer, Milwaukee, Secretary-treas.; George Mauerman, Monroe, director—3 yrs.; E. C. Block, Watertown, director—2 yrs.; Ollie Benzing, Milwaukee, director—1 year; Walter L. Kuebler, Burlington, director, ex-officio; Robert Manthey, Green Bay, director, ex-officio.

Fabian Monfils was appointed delegate to the National Convention and Charles Madson was appointed alternate.

The meeting was again turned over to Mr. Arch Green, executive secretary of the M.B.A., who continued the discussion period on the Monument Institute of America and then gave a masterful lecture on the needs of the industry.

The assemblage was then asked to rise and stand in silence for one minute in memory of one of their deceased associate members—H. H. ARONSON—who during the past year was called to the great beyond.

A vote of thanks was extended to the officers, directors and committee members for their excellent work.

The Monument Builders of Wisconsin offer a resolution regarding State Representatives to the Monument Builders of America By-Laws:

"Since there is always an argument and question regarding the seating and number of delegates or State Representatives each we, the members of the Monument Builders of Wis-

[Continued on next page]
THE GLOBE STEEL ABRASIVE COMPANY
Manufacturers since 1907
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MANSFIELD, OHIO, U. S. A.

CONVENTION NEWS... Continued from Page 69

consin, assembled in Convention at Milwaukee, Wisconsin, February 13, 1953, offer the following resolution:

"Be it resolved that Article 8 of Section 1 of the By-laws of the Monument Builders of America be amended as follows: Delete the first 8 lines until the words, 'only regularly paid-up members etc.' Substitute instead, the following:

"'Each State shall be entitled to one State Representative. Each State shall also be entitled to one additional State Representative for its first twenty-five (25) paid-up members in the National Association, or major fraction thereof and one more State Representative for each additional twenty-five (25) paid-up members in the National Association or major fraction thereof.'"

This resolution was duly presented, seconded and approved unanimously and the Secretary instructed to forward this resolution to the office of the Executive Vice-president of the Monument Builders of America, to be presented for due consideration at the next National Convention.

After the adjournment of the meeting, refreshments were served and a pleasant hour of friendly discussion was enjoyed.

A.I.C.A. MEETING ...

Continued from Page 41

Institute, listing unfinished orders and possibilities for Institute income in 1953. He made the suggestion that dues of $250 a year be the only assessment in 1953 with all other income coming from design service, sale of brochures, etc. Mr. Deacy again offered his studio at 5 East 57th Street, New York, free of rent, for Institute headquarters and stated that he would be willing to go along as Director without salary, taking income only from design services. He urged all members to pay their dues and any unpaid 1952 assessments as soon as possible so that there would be no lack of funds for secretary’s salary.

It was voted to accept Mr. Deacy’s offer with the understanding that members would make wider use of design service, and that dues be continued at $250 per year.
At the Thursday morning session, presided over by Mr. Graham, various committee chairmen gave their reports. These included:

Membership: Three new members, The Joseph Carabelli Co. (J. Carabelli, Jr.), Cleveland, Ohio; E. Nelson High & Son (Everett N. High), Cincinnati, Ohio; and Chas. N. Gardner & Sons (Carroll Gardner, President), Schenectady, N. Y. Also two resignations, Emanuel Neubrunn, “too busy” and Arch Green, because of a new position.

Design committee chairman Harold Schaller made the following proposal:

“In order to have a design service available to the membership on a pay as you go basis the following suggestion is offered:

“The members will just pay in their dues for the exclusive use of the name of the Institute and this will pay for the secretary and running of the office.

“Any member wishing to make use of the design service will be obliged to pay for the preliminary sketches and, if he should make a sale from these, it is mandatory that he have the working drawings and the details prepared through the design service.

“Now, if it is necessary to have the design consultant meet with the client and thus aid in the sale, it is understood that his expenses are to be paid by the member requesting this service—and then a satisfactory arrangement can be made with each individual case at the time—as to the financial arrangement for the consulting and the design service. If the case does not materialize the member is only obliged to pay for the travelling expenses of the consultant.”

Mr. Graham appointed the following chairmen who in turn will name their members: Membership, Claude Brown; Design, Harold Schaller; Ideas, Peter Troost; Advertising and Publicity, Carl Faehnle (suggest Mr. Ardolino on this committee); Public Relations, Robert Graham.

Mr. Graham appointed Almon Olsen, Carl Faehnle and Claude Brown the Nominating Committee. This committee submitted the following names for 1953 officers: President, Robert Graham, Alliance, Ohio; Vice-president, Peter Troost, Hillside, Ill.; Secretary-Treasurer, Harold Schaller, New York City. Directors: Frank McNeil, Leonard Braun, Aubrey Cody, Peter Troost, Harold Schaller and Robert Graham.

Mr. Olsen made a motion that nominations be closed and the new officers be elected by acclamation, seconded by Aubrey Cody.

A motion was made by Mr. Shearer that the time and place of the next meeting be designated after the dates and meeting place of next M.B.A. meeting are decided. This was seconded by Mr. Brown and so carried.

Many expressed their preference for a meeting in June or July. New York, a summer resort, Cleveland were all mentioned as preferred locations. Mr. Cody extended a most cordial invitation to hold the summer meeting in Clay Center, Kansas.

71 . . . MARCH, 1953
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CARBORUNDUM CO. RELEASES ANNUAL REPORT
The Carborundum Company and its U. S. and Canadian subsidiaries had sales of $70,173,250 with net income of $4,782,503, or $3.12 per share in the year ended December 31, 1952, compared with sales of $78,500,449 and net income of $6,461,426, or $4.23 per share for 1951, according to the Company's Annual Report released recently by President Clinton F. Robinson.

Sales volume in 1952, second highest in Carborundum's history, was 10.6% lower than the Company's record high in '51 largely because of the prolonged steel strike, Robinson said. In addition to the reduction in income resulting from reduced sales, he reported increased costs of labor, material and services contributed to lower income for the year.

The payment of $1.40 per share in 1952 marked the 31st consecutive year that Carborundum had paid dividends, Mr. Robinson observed. The Company paid $1.25 per share in 1951.

Stockholders' equity at December 31, 1952 amounted to 72.3% of total assets of $63,358,589 compared with 71.5% of total assets of $60,225,588 at December 31, 1951, an increase of $1.70 per share to $29.89. The long-term debt was

News From Our Advertisers

HARRY BONAZZOLI TRAFFIC MANAGER OF BARRE GUILD
R. S. French, General Manager of the Barre Granite Association, announced March 6, 1953 that Mr. Harry Bonazzoli, formerly employed as Billing Clerk of the Barre & Chelsea Railroad, would replace the late Milton R. Hutchinson as Traffic Manager of the Barre Guild Granite Consolidation Service. Mr. Bonazzoli joins the granite industry after eight years in the traffic field.

The Barre Guild Consolidation Service consolidates granite shipments by rail from the Barre District to all points in the United States. This service was established in 1950 by the granite manufacturers to reduce the cost of transportation to the retail granite dealers of the United States. Because of the weight of granite and the expense of transporting it, this service has been of real value to many thousands of monument dealers throughout the United States. It is conducted by the Granite Association on a non-profit basis as a service to the members of the Association and their customers.

Mr. Bonazzoli, in accepting his new responsibilities, states that he will assist manufacturers and retailers on all traffic problems. Bonazzoli further states that he would welcome the opportunity to assist members of the Barre Guild on both outgoing and incoming traffic problems. He emphasized his job is to assist members and their customers whenever possible, on all shipping problems which would include consolidation of supplies and equipment to Barre as well as the finished product from Barre to various points throughout the country.

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NOW AVAILABLE!!
• BOTH CHINA AND PORCELAIN ENAMEL PORTRAITS
• NEW PATENTED MONTLOK FASTENER
• MEMORIAL BRONZE FRAMES WITH INSCRIPTION
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E. SETTIMELLI & SONS, Inc.
reduced from 19.1% of total assets in 1951 to 16.6% in 1952. Total inventories were reduced in line with sales activity and at December 31, 1952 amounted to $17,465,447, compared with $18,202,415 at the close of 1951.

 Provision for estimated United States and Canadian income taxes for 1952 was $4,473,330 compared with $7,543,115 in 1951.

 In 1952 Carborundum organized a new subsidiary, The Carborundum Metals Company, Inc. which entered into a long-term bank credit agreement with a group of banks for $3,500,000 to construct a plant for the manufacture of zirconium and hafnium sponge metal for the Atomic Energy Commission.

 During the year the Company created a trust known as The Carborundum Charitable Foundation, for charitable, scientific and educational purposes. Mr. Robinson said that $250,000 was deposited in the trust.


 BUTTURAS HAVE NEW PROMOTIONAL ENVELOPES
It was recently announced by Mr. Archie Buttura of Buttura & Sons, Barre, Vermont, that they have made up some new letterhead size envelopes for the use of their dealers. The front of these is plain so that the dealer may imprint with his own name and address. The back has been interestingly printed in a green tone, headed in a panel at the top, on the flap, “Can you find their resting places?” Below this are photos of a traditional monument cemetery on the left and a non-monument memorial park on the right. Below is the empanelled Buttura registered trade mark “Better Built Memorials.” Mr. Buttura stated that these envelopes are available to their dealers and have been received enthusiastically by those who have ordered them.

 DELESS MEMORIALS STARTS 75TH YEAR
The DeLess Memorials of Clayton, Illinois is starting their 75th year of continuous memorial service. The original shop was started by Joseph V. DeLess in 1878. In 1899 Mr. DeLess purchased the present location and the business has operated there since. In 1929 the business was taken over by his son Wm. E. DeLess, who has been active in the Illinois Monument Association work. Many of the fine Memorials erected in Adams, Brown and Pike counties have been designed and erected by the DeLess firm.

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AMAZING NEW DISCOVERY — FREE TRIAL
THIS AMAZING NEW DISCOVERY gives quick relief from sinus headaches, pressure in forehead, soreness in eyes, aching cheek bones, bridge of nose, top of head, back of head and down neck; can’t think straight or see well at times even tho’ glasses have been recently fitted, nervousness, dizziness. This new treatment relieves most sinus headaches in few minutes and as general rule soreness in head, face and neck is entirely relieved in short time. No matter how long you have suffered or how chronic your case may be or how many different treatments you have tried or how much money you have spent without results, we believe you will be amazed at the fast relief this amazing new treatment gives you. It has given amazing fast relief to thousands. Write for FIVE DAY FREE TRIAL, post paid to you, no cost or obligation except this: when you write for it, it is agreed that you will mail it back at the end of five days if not satisfied, since it is not a sample.
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Obituary Record...

S. C. STEVENSON
S. C. Stevenson, 84, founder of the S. C. Stevenson Monument Works, Moberly, Mo., died March 1, 1953. He had been in failing health for seven years, but critically ill from a heart condition for only six days.
Mr. Stevenson was born December 30, 1868, in Shelby County, Missouri, the fifth of eight children born to his parents, Mr. and Mrs. Samuel J. Stevenson.
After completing his schooling, Mr. Stevenson worked for Charles Hollyman, who had purchased a monument shop in Shelbina. This was in 1889. He remained in the business from that year until ill health caused him to curtail his activities in 1948.
On April 1, 1895, Mr. Stevenson went to Moberly, succeeding the English Brothers. In the first years he worked alone, going out with horse and buggy to take orders, then returning to his shop to make the monuments by the hammer and chisel method.
The firm today has branch houses at Columbia, Salisbury and Macon. Then in addition to the display room in Moberly, the firm has a plant, and warehouse for cutting, carving and engraving.
Paul Stevenson, son of S. C. Stevenson, became a partner in the business in 1912, and in the last few years has had charge of the business due to the ill health of his father.
A granite plaque under a picture of S. C. Stevenson in the showroom window reads:
"Founder of this firm entered this industry at Shelbina, Mo., Nov. 19, 1889. He established this firm in Moberly, April 1, 1895."
Mr. Stevenson was active in community affairs in Moberly. He was a member of the Trinity Methodist Church and for years had been either on the board of trustees or a member of the board of stewards of that church. He had been a member of the Chamber of Commerce for years and before the organization of this group was a member of the Commercial Club.
He was a noble grand of the Odd Fellow lodge.
Surviving are his widow, Mrs. Irene Martin Stevenson; a son, Paul Stevenson; a granddaughter and a great-grandson.

DAVID CLAY SWISHER
Long time MBA member and successful monument retailer, David C. Swisher, owner of Clarinda Monument Works, Clarinda, Iowa, passed away at his home, January 17, 1953. Evangelist Winford Lee conducted funeral services and interment took place in Clarinda Cemetery.

—M. B. News

MONUMENTAL NEWS-REVIEW . . . . 74
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1 Curtis Air Compressor, 10 H.P., water cooled
Factory Rebuilt. A1 Shape (Used) $575.00
1 Curtis Air Compressor, 15 H.P., water cooled
Good Shape (Used) $400.00
1 400 lb. Ruemelin Sandblast Generator (Used) $200.00
1 Stone Saw-Take About, Type S-14, 13¼" Cut $300.00
Recently overhauled, in good condition (Used)
1 Pangborn Sandblast Generator (Used.), like new $270.00
750 lb. Capacity
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All prices are FOB, St. Louis, Mo., and are good only until such time as we move to new location in the near future.

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WILLIAM J. INGLIS

William J. Inglis, 65, native of Barre, Vt., and long-time respected resident of that community, died suddenly March 14th at the home of his son-in-law and daughter, Mr. and Mrs. Almon Bedell of Hardwick, Vt. He had been in ill health for about a year but had been able to be about.

Born in Barre on Aug. 18, 1887, he was the son of George and Annie (Kennedy) Inglis. He had lived in Barre all of his life, until he moved to his daughter's home in Hardwick last summer. Until last August he had been a salesman for the Trow and Holden Company of South Main street, Barre. In earlier years his work involved considerable travel about the country. He had been a salesman for the past 20 years or so.

He was married on Nov. 27, 1912 to Eleanor Cole, at Barre. She died on Dec. 7, 1952.

Mr. Inglis was a former member of several clubs and organizations in Barre. Considered a fine singer, he had been a member of the Green Mountain male quartet which entertained throughout the state in earlier years. He also sang with other groups and choruses.

Survivors include a son, George O. Inglis of Barre; two daughters, Mrs. Almon (Henrietta) Bedell of Hardwick, and Mrs. Sheldon Owen of Northfield. Other survivors include two brothers, Fred A. Inglis of Barre, and Douglas Inglis of Worcester, Mass.; and four sisters, Mrs. George Benware of Newport, Ethel Inglis of Boston, Mrs. Howard Wheeler, and Mrs. Ernest Dubie of Barre. Several nephews and nieces, in this country and in Scotland, also survive.

JOSEPH BANKS

Word has been recently received from Roy F. Young, The Georgia Marble Co., of White Stone, Va., of the death of Mr. Joseph Banks. We quote from Mr. Young's letter:

"Mr. Joe Banks, salesman for the Lawson and Newton Company of Norfolk, Va., died suddenly at his home on Friday February 13th, age sixty-one years.

"This seems like a very short notice of a man who spent his entire life—that is, his selling career—with this firm and has to his credit the sale and erection of some of the finest mausoleums and monuments in the country.

"Certainly he was a Master Salesman, always pointing up to the highest standard and never down to the lowest price. I [Continued on next page]
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Windy Wood Farm

Windy Wood Farm

MONTUMINENTAL NEWS-REVIEW

OBITUARY RECORD

JOSEPH BANKS...

Continued from Page 75

don't know how many mausoleums he sold in his thirty year career, but I believe more than any other salesman. And also as many fine monuments as any firm can claim.

"We who knew him most though, thought of him as a good friend, a kindly Christian gentleman, who enjoyed life to the fullest and no doubt died as he would have selected, quietly, quickly and at home, after a day's work out in the field interviewing a client for a mausoleum."

JAMES FINDLEY BOOTH

James Findley Booth passed away on Feb. 7, 1955. He had been sick in bed for sixteen months following an operation. He was the owner of the Copeland Granite and Marble Works at Braddock, Pa.

—M. B. News

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For Sale: Model R. Air Compressor Smith Head newly overhauled, 120 lb. generator. One set transfer letters, $400.00 takes all. Melvin Mayer, 241 Monroe, Lebanon, Mo.

A RECONDITIONED GRANITE KING ELECTRIC POLISHING MACHINE with a 10-s. motor can travel in complete circle with a speed of approximately 200 sq. feet. Grinding wheel up to 36" diameter. A bargain. Write for details of complete machine and plant, specializing in full size type polishing, price $125.00 F.O.B. Keokuk.

Cameron, Joyce & Schneider, Keokuk, Iowa

PIONARD NOZZLES ARE IN STOCK for immediate shipment, as well as various sizes of adhesive stencils. George Plaff, Inc., 10-61 Jackson Avenue, Long Island City, New York, and Elberton, Georgia.

We have TWO CIRCLE SAWS—one complete with 15 HP Westinghouse Motor 900 R.P.M. and a complete Large Roll Bearing Frame and Tandem, $200.00. All standard. McKillip and Hartgrove, 10 Pennsyl."a."ana, New York.

STONE SETTING—Have your MAUSOLEUMS and MEMORIALS delivered and erected the way you wish. John E. Mooney, Box 388, Barre, Vermont.

EQUIPMENT WANTED

AIR COMPRESSOR AND ELECTRIC MOTOR, Approximately 25 H. P. Write "Box 867" c/o Monumental News-Review.

USED HYDRO-TRUCK LIFT or Ruger Truck Crane. Volusia Monument Co., P. O. Box 100, Deltona, Fla.

WANTED—USED POLISHING MACHINE. 8 ft. reach, to handle 30-inch shot wheel. Winona Monument Co., 172-174 West Third St., Winona, Minn.

EXECUTIVE AVAILABLE

TOP RETAIL OR WHOLESALE.


FOR SALE

MILFORD MONUMENTAL GRANITE WORKS, MILFORD, Mass. In business over 30 years, with excellent reputation. Choice location. All necessary equipment. Must sell due to owner's death. Price very reasonable. Write to Mrs. Peter Revolti, 3 South Free St., Medford, Mass.

FINE RETAIL MONUMENTAL BUSINESS in a medium western town of 20,000. Established for 50 years. Many acres of excellent cut land. Address X. Y. Z. c/o Monumental News-Review, Inc., 429 Franklin St., Buffalo, N. Y.

DO YOU WANT TO LIST IN OUR NATIONAL BULLETIN? Send us a list of your accumulation of STONE ODDS, that you cannot dispose of. Boxes, Markers, Stones, etc. We will make you an offer, WE PAY CASH. Robbins Monument Co., 2710 Washington Ave., Houston, Texas.

MONUMENTAL—Send us a list of your accumulation of STONE ODDS, that you cannot dispose of. Bases, Boxes, Markers, Stones, etc. We will make you an offer, WE PAY CASH. Robbins Monument Co., 2710 Washington Ave., Houston, Texas.

RETAIL MONUMENTAL BUSINESS IN CENTRAL CALIFORNIA. Due to illness, owner is selling 30 year old established business, buildings, office and shop, fully equipped and equipment located on large corner lot in the center of Merced County, Askings $5,000 with reasonable terms. For full particulars write E. V. Bearden, 1004 California St., Merced, Calif.

RETAIL MONUMENTAL BUSINESS, complete granite and marble stock and equipment on leased property. Must sell to settle estate because son has been drafted into the Army. Price $5,000.00. Kahler Monument Co., 1530 Lucas & Hunt Road, St. Louis, Mo.


WHOLESALE BUSINESS TOOLS, hoist truck, blasting equipment, compressor, $40,000.00. Monuments in inventory, one of oldest and best locations in Central New York State. Write "Box 878" c/o Monumental News-Review.

FOR SALE

ESTABLISHED MONUMENT BUSINESS. Good display and location. Eastern, N. C. Would consider operator on percentage basis. Write for details to "Box 874" c/o Monumental News-Review.

FOR SALE OR LEASE

ONE OF THE FINEST AND MOST MODERN RETAIL SHOPS IN EASTERN UNITED STATES. Nice building including large display, office and largest modern equipment. Established 25 years. $65,000 to $75,000 a year. Owner retiring. Will sell or lease. Write for full qualifications to "Box 868" c/o Monumental News-Review.

HELP WANTED

WANTED MECHANIC, cutting, sawing, polishing and lettering, ALSO FOR SANDERS AND DEPARTMENT. An experienced GRINDER 30 years old. Write The Rourke Granite Co., 9455 W. Fort St., Detroit, Mich.

WANTED EXPERIENCED MEN IN TRADE: Layout, sandblasters, polishers, stone cutters and large lettering. Must have good working conditions. Write at once. "Box 855" c/o Monumental News-Review.

WANTED OUTDOOR, STENCIL CUTTER AND SANDBLAST MAN, Also one able to sell castings and take orders on one-man shop in western Pennsylvania. Good wages and profit sharing plan. Write "Box 865" c/o Monumental News-Review.

MAN FOR RETAIL SHOP. Lay out and stencil cutting, shape and casting and some lettered work. $2.25 per hour time and one-half for overtime, paid holidays and annual vacation. Write to Rosecrans Monument Co., 590 miles from New York. Write James P. Byrce, Monument, P. O. Box 914, Kingston, N. Y.

WANTED AT ONCE. EXPERIENCED SHOPMAN for layout, appraising, sandblasting, sign work. Good wages. Write "Box 873" c/o Monumental News-Review.

PYRAMID RUNDSTEN—FOR SALE. 30' diameter. $1,500.00. Write "Box 863" c/o Monumental News-Review.

WANTED TO BUY: SMALL RETAIL MONUMENT BUSINESS, well established. Northern states. Office and display only. Write full information to "Box 880" c/o Monumental News-Review.

SALESMEN WANTED

EXPERIENCED WHOLESALE SALESMAN to represent our firm in Detroit and vicinity. Complete line of colored granites. Central Minnesota Granite Works, 81 Osseo Avenue, St. Cloud, Minn.

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

EXPERIENCED Wholesale salesman wanted to represent the firm of Johnson & Gustafson, Barre, Vermont in the states of Texas, Arkansas and part of Oklahoma. Reply to Johnson & Gustafson, Barre, Vermont.

SALESMAN WITH THE EXPERIENCE AND ABILITY TO MANAGE RETAIL SHOP for firm with three shops in east and middle west. Profit sharing plan with opportunity to acquire state. State all qualifications first letter. Write "Box 866" c/o Monumental News-Review.

EXPERIENCED WHOLESALE SALESMAN to represent us in Pennsylvania, Ohio and West Virginia. As a well established Barre Granite firm, we feature good designs and prompt service. All inquiries confidential. Write Anderson & Johnson, Inc., Barre, Vt.

SALESMAN—FOR RELIABLE EXPERIENCED SALESMAN: I want to hear from a good reliable experienced retail salesman who is capable of handling and providing the volume of sales to successfully run the shop. We will equip you in every way to meet your own choice anywhere in the middle west. Full line of first class granites, marble and bronze. Little or no investment on your part. Here is a chance to go into a business as your own on a good profit sharing proposition and the opportunity to have all the earnings you can produce. Write again in full particulars and references in first letter. "Box 867" c/o Monumental News-Review.

RETAIL BUSINESS WANTED

WANTED TO BUY: SMALL RETAIL MONUMENT BUSINESS, well established. Northern states. Office and display only. Write full information to "Box 880" c/o Monumental News-Review.

STATIONERY

STONE SETTING—Have your MAUSOLEUMS and MEMORIALS delivered and erected the safe and quick way. Ample equipment and experienced crews. Quotation cheerfully furnished. "J. C. BEARDEN, BALL GROUND, GA. Phone 2716".
... Not So Editorial

ANOTHER FAMOUS SON . . . HERB SHRINER

It may well be that psychologists of the various schools will see matters of moment in the intelligence that Herb Shriner, currently America's number one TV & Radio comedian like his worthy confere, Bob Hope, is a son of a gravestone maker. It may well be that there is some deep Freudian plot in all this and that the epitaph-makers of yesteryear were simply TV and Radio humorists born before their time. It may well be that talent scouts should look for their comedians of the morrow among the sons and daughters of the Memorialists of America. Frankly, we're not sure how far we can go with these theories, but it is no doubt true that we have more than our share of jokers in the industry, and we are pleased to note that in Hope and Shriner we have at least two scions who are being well rewarded in reputation and coin of the realm for their significant contributions to The American Way of Life. This may also explain why Hope and Shriner are among the few comedians of the day that we've always appreciated. Anyway, we welcome Mr. Shriner to the illustrious group of F. S. & D. of T. M. (Famed Sons and Daughters of Tombstone Makers), numbering such personalities as the late Thomas Wolfe, considered by most critics as America's finest novelist; "Eddie" Rickenbacker, our leading aviator and auto racer; "Ed" Sawyer and "Wes" Westrum of baseball fame, etc. In contemplating the seeming affinity for humor in our work, let us not forget that Arthur Godfrey once sold cemetery plots and that Edgar Bergen also served a short apprenticeship in our field. Semper Something or Other!

$500,000 A YEAR SALARY . . . TAKE-HOME-PAY $64,000

Far be it from us to inject an unpleasant reminder of the annoying Ides of March and the perennial Internal Revenue tag day, but it might be well to study the income tax picture and see why our most important market today is in the lower middle brackets and not the "big money" set. It will be readily seen that most of our $200,000 a year men and up often spend more than they make to "keep up with the Joneses." There are, however, many American families, present in the $12,000 to $20,000 a year categories adjusted to a $8,000 to $15,000 living scale, who are literallly and figuratively better able to afford a $5,000 monument than many of our "paper" millionaires. An even larger market today is that of the so-called "lower middle classes." Composed of skilled craftsmen and tradesmen, these people have long been the backbone of America, but only recent years have brought them comparative wealth. Plumbers, steel workers, carpenters, masons, electricians, machinists, plasterers, etc., were $40.00 a week workers in the early thirties. Now paychecks of $125 to $175 a week are common in this "class." True, the cost of living has risen, but not to that degree. These people are generally home owners with frugal habits and large families. They formerly bought markers or small stock monuments. Now they represent the bulk of our $1,000 to $3,000 sales. And this is the reason we have never been overly impressed with the surveys made of the retail monument industry. True, many of our old line firms have skidded down the sales ladder, largely due to a "carriage trade" complex plus a certain "good old days" fixation.

E. H. Whitaker

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You can be sure you are using the best blasting abrasive if it's D-M! Compare D-M blasting abrasive with any other brand and we are positive you will agree!

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Use D-M blasting abrasive

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You can always depend on Scotch stencil to do the job, even if all others fail. Scotch has all the desired characteristics—easy to apply — easy to cut — highest resistance

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HERE’S A BARGAIN!!
YOU GET — 6 Heavy Duty Granite Scrub Brushes FREE with every order.
FOR . . . 30 lbs. BACO Granite Cleaner $19.50
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ALL FOR $19.50-
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FIRST GRADE — FIRST QUALITY — GUARANTEED NON-STAINING
Not affected by the weather. A permanent joint — sets but never hardens. Will not dry out, crack or crumble.
HERE’S SOMETHING EXTRA . . .
which comes FREE with your order!
A Combination Can & Bottle Opener — Perfect for use on Stencil Filler Cans — Setting Compound, etc.

USE BACO GRANITE CLEANER
IT REALLY CLEANS MONUMENTS!
Favorite Cleaner for Display Yard and Cemeteries!
REMOVES DIRT AND WEATHER STAINS FROM THE SURFACE OF THE STONE. MAKES MONUMENTS LOOK AS NEW AS THE DAY THEY WERE SET IN THE CEMETERY.
READY FOR INSTANT USE — SAFE TO USE ON ALL GRANITES.
ONE USER ADVISES "HAVE TRIED IT AND IT WAS MARVELOUS, WILL RECOMMEND IT TO FRIENDS IMMEDIATELY."

FOR YOUR SUPPLIES — YOU CAN RELY — ON BATES SUPPLY

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Installation of LANE 2-G Grinder in plant of Bailey Monument Co., Waycross, Georgia

- Special Wheel Spindle Design • Easy Movement of Sliding Head
- 2-Speed Cross Travel Feed • Independently Powered Work Car
- Improved Cross Feed Drive • Ball and Roller Bearings throughout

Bailey Monument Company, Waycross, Georgia — a "peach" of a firm in the "peach state" who can best sum up their new LANE 2-G Grinder with "a peach of a machine!"

It is only natural that this forward-thinking concern would join the many others who have selected and received a LANE 2-G Grinder.

See for yourself, in your own plant, why this machine is in such demand. Watch it work! Stay competitive with a LANE 2-G Grinder! Full information sent on request.