

MARCH

1953

*Monumental*  
NEWS-REVIEW

*Combining*

MONUMENTAL NEWS

GRANITE MARBLE & BRONZE

THE MONUMENT AND CEMETERY REVIEW





*Another Example  
of  
"FORETHOUGHT"*

The Ehardt Celtic Cross was erected by Monsignor Ehardt in beautiful Gates of Heaven Cemetery, Mount Pleasant, N. Y., as a pre-need family memorial. It was manufactured by the Peerless Granite Co., of Barre, Vt., of Wetmore & Morse Certified Select Barre Granite.

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.

# WETMORE & MORSE QUARRY

DIVISION OF ROCK OF AGES CORPORATION  
BARRE, VERMONT



**"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.**



**W**hen 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*



# LETTERS

## TO THE EDITOR

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

### 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 Cody, Clay Center, Kan.; Morton R. Cree, Clay Center, Kan.; Ernest Hammaker, Thurmont, Md.; Claude W. Brown, Florence, S. C.; T. W. Moose, Florence, S. C.; Carl Faehnle, Columbus, Ohio; C. A. Bone, Xenia, Ohio; Ralph Ardolino, West Long Branch, N. J.; Gene Long, Pleasantville, N. J.; Roy Bloom, Omaha, Neb.; Fred Davis, Boston, Mass.; Almon D. Olsen, Duluth, Minn.; Harry McColm, Huntington, W. Va.; James Knobloch, Buffalo, N. Y.; W. C. Shearer, Lexington, Ky.; Joseph Carabelli, Cleveland, Ohio; Everett N. High, Cincinnati, Ohio; Esther McDade Ford, Braintree, 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]

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



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

Our Aim is  
**YOUR** Satisfaction

### Representatives:—

Bernard Kimmel  
704 Almont Rd.,  
Far Rockaway, N. Y.  
Tel.: FA 7-8594

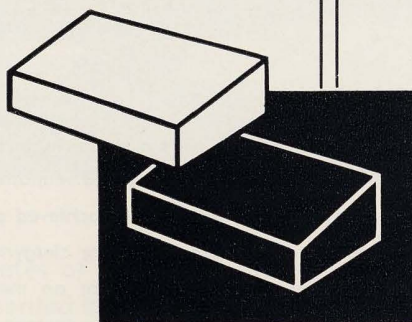
Joseph C. Curtis  
5547 N. Kenmore Ave.,  
Chicago 40, Ill.  
Tel.: LOngbeach 1-7040



**NORTH BARRE GRANITE COMPANY**  
**BARRE, VERMONT**

John Leppanen and Jules Chatot, Proprietors

When a  
Marker  
Needs a  
Mate . . .



It's a rare marker that we can't duplicate . . . and it's a rare day when we can't do so at a below-average cost.

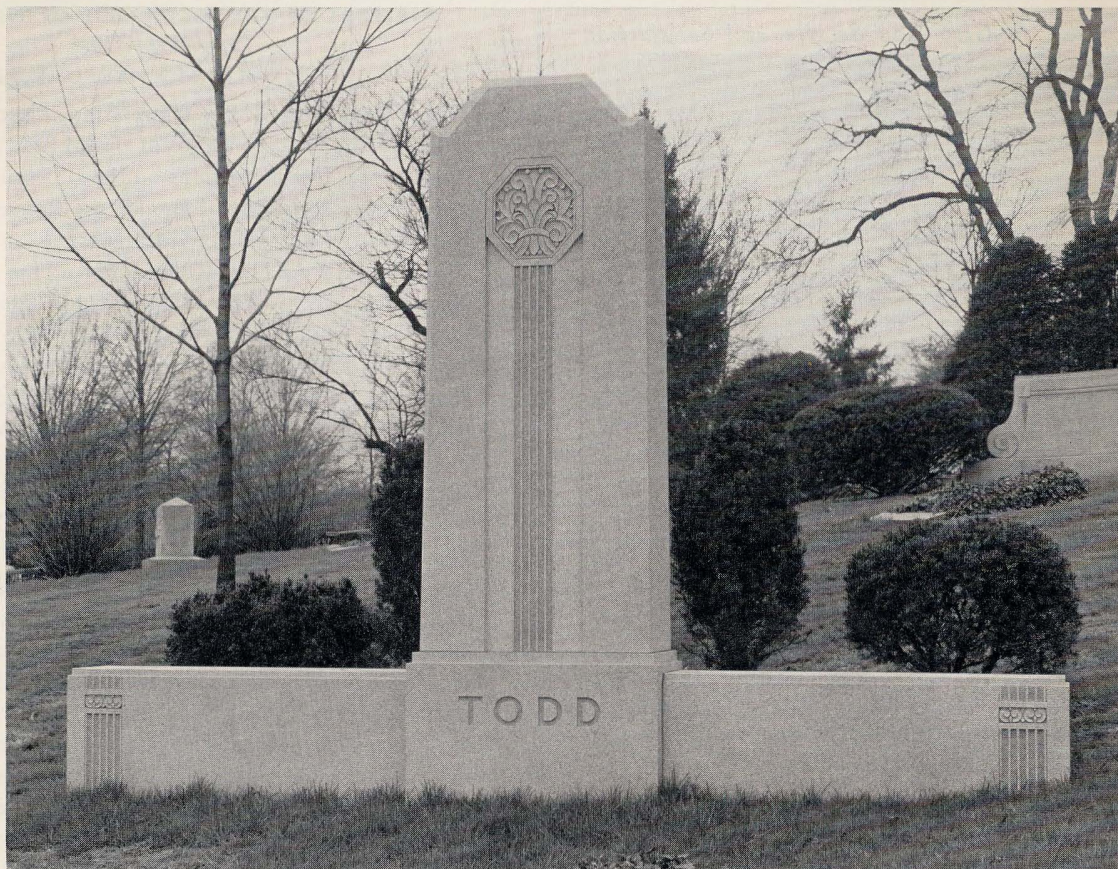
Our reserve stocks of granites include just about every type on record, ready for fast "mat-ing up" and making up.

**CENTRAL MINNESOTA**  
**GRANITE WORKS**

81 Osseo Avenue

St. Cloud, Minnesota





*We manufactured this fine monument in Smith-Barre granite.*

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.*

# BECK & BECK INC. of BARRE

MANUFACTURERS OF QUALITY MEMORIALS SINCE 1896

## REPRESENTATIVES:

BERNARD CUTTING,  
Paw Paw,  
Michigan

CHARLEY CARROLL,  
560 Walnut Street,  
N. Charleroi, Pa.

G. F. GRASSEL,  
1946 Hewitt Ave.,  
Cincinnati, Ohio

CHARLES H. GALL,  
1427 W. Belle Plain Ave.  
Chicago 13, Ill.

COLUMBUS DiBONA,  
P. O. Box 322,  
Quincy, Mass.

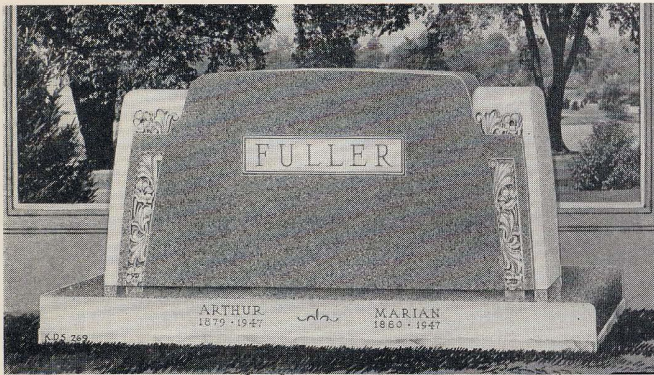
EDWIN P. DAVIS,  
32 Knollwood Ave.,  
Madison, N. J.

U. G. DORAN,  
Box 92,  
Dallas, Texas

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



*Modernly Equipped to Give You Service and Satisfaction*



**LOUIS Z. HOTTE GRANITE CO.**  
Ayers Street . . . BARRE, VERMONT

## Granite Memorials of the Finest Quality

*Our wide variety of beautiful granites  
will fill your every need: -*

**EXTRA DARK and MEDIUM QUINCY;  
— BLUE-WHITE WESTERLY; — BAL-  
MORAL, BEERS, MOROCCAN RED and  
SWED ROSE RED GRANITES; — SELECT  
CHESTER, — EMERALD and BLUE PEARL,  
and SWEDISH BLACK.**

**Manufactured to your specifications.**

*We Welcome Your Inquiries.*

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



Since 1915

**B. J. MESSERLY** WARREN, PENNA.

### CLEANEST CLEANER

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

QUINCY • WESTERLY • BEERS RED  
BARRE • BALMORAL RED • CHESTER  
SWED ROSE RED • MILLSTONE  
MILFORD • SWED BLACK GRANITES  
"SUPERIOR GRANITE PRODUCTS"

**NATIONAL** GRANITE & POLISHING CO.  
QUINCY, MASS.

## 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 (fiet 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 Sheidow 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

THE  
GEORGIA MARBLE  
COMPANY  
★  
TATE,  
GEORGIA

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

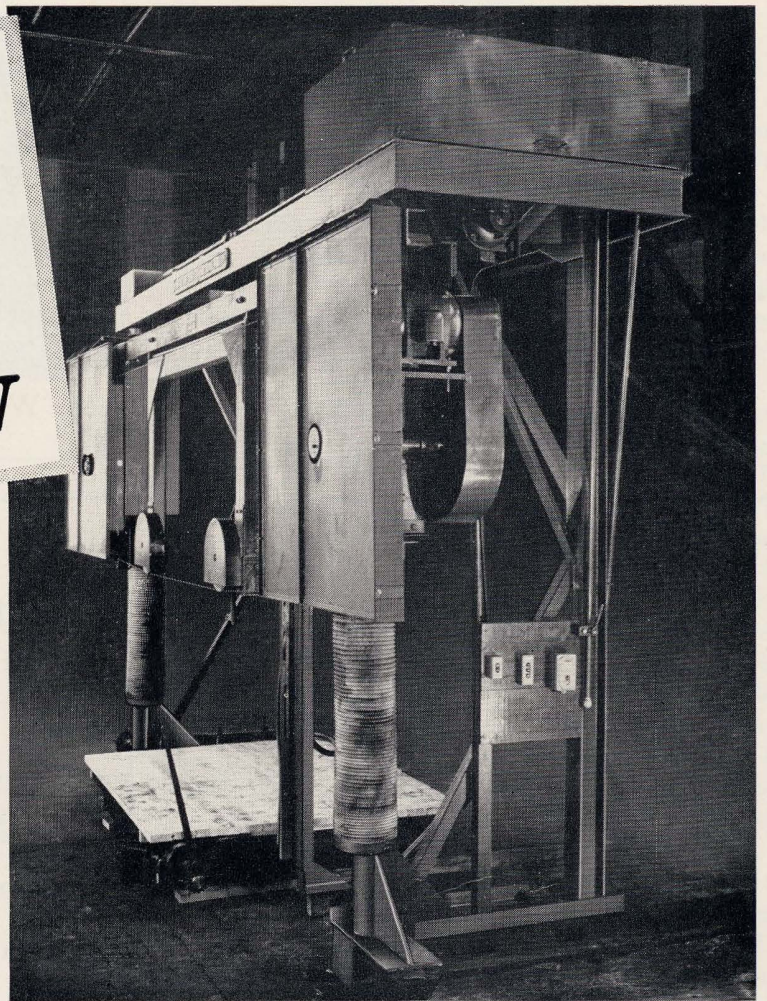
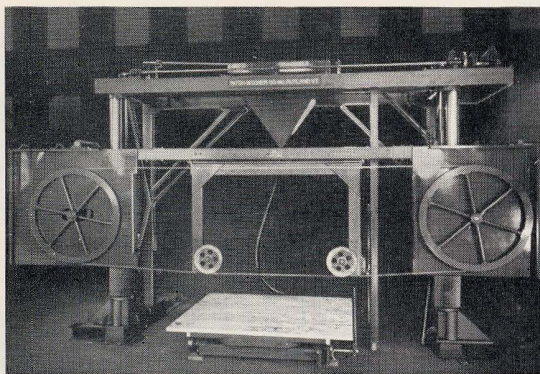
*in these four varieties*

**BLUEVEIN • GREYCLOUD • GREYSTONE • WHITECLOUD**



# "Patch" Junior Wire Saw

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!!***

B U T T U R A   &   S O N S

BARRE, VERMONT





**SAVE!**

*Fast*

*Direct*

*Convenient*



Picking up a Kansas City shipment in a Barre granite plant. Both at Barre and at destination modern equipment and experienced help assure careful handling, expedited service.

... use **BARRE GUILD** Consolidated Car Service



Within hours, full consolidated car leaves for Kansas City! Monuments receive minimum handling, less damage . . . fast **through** 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.

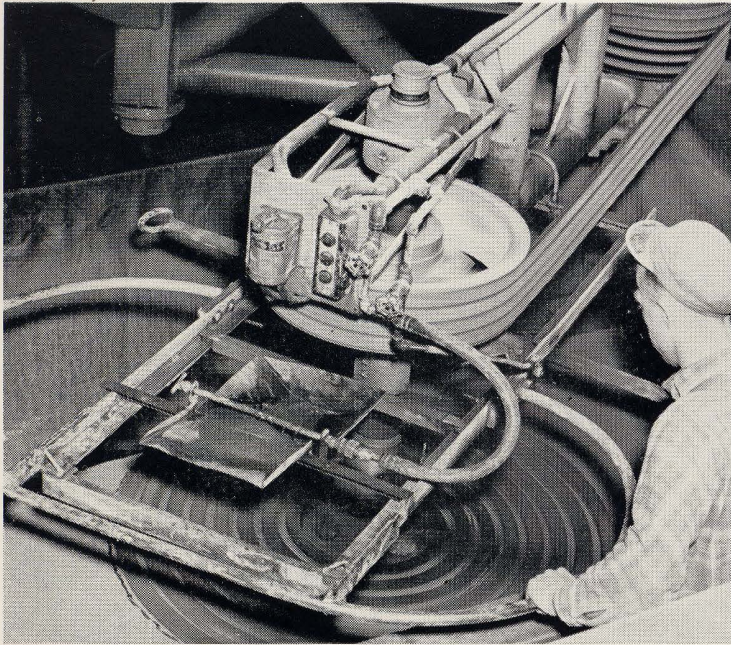


➡ **WRITE TODAY!**

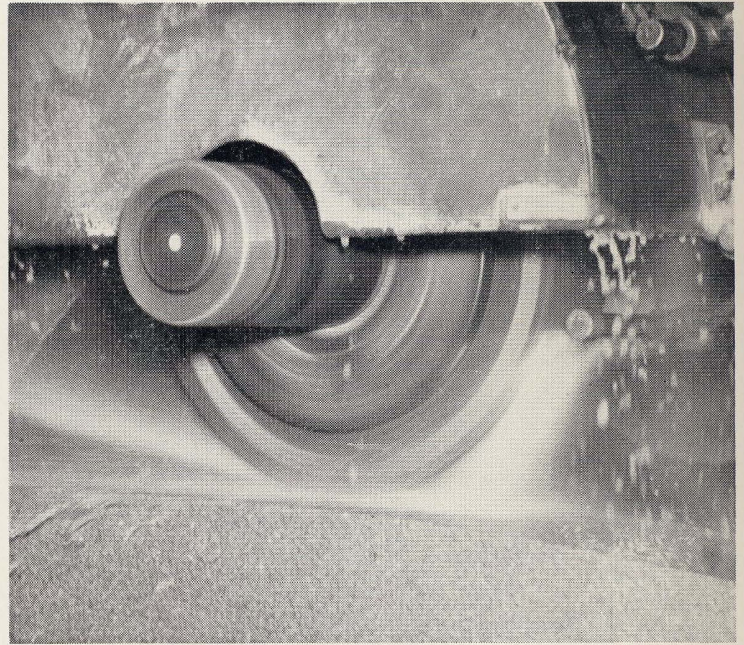
*It will pay you to find out how you can save valuable dollars with this helpful service. Send for complete information. Address: Barre Guild Consolidation Service, Barre, Vermont.*

**BARRE GRANITE ASSOCIATION — BARRE, VERMONT**

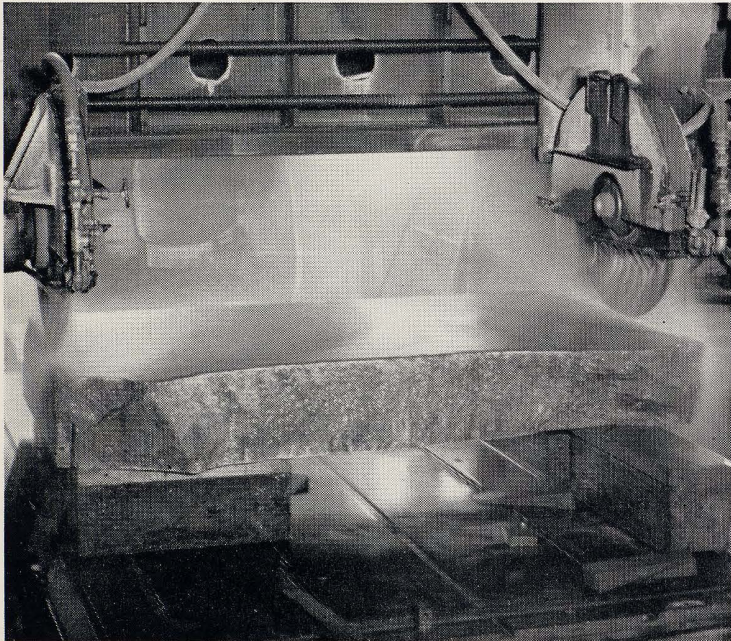




**FROM ROUGHING TO THE FINAL FINISHING**, Norton CRYSTOLON\* and ALUNDUM\* abrasives do the job quickly, with minimum loss of material and with maximum ease for the operator.



**FOR CONTOUR GRINDING**, long-lasting Norton CRYSTOLON wheels, with their strong, sharp abrasive, give you the fast, smooth, clean cut that means top-quality results at minimum cost.



**COPING COSTS GO DOWN** when you use Norton CRYSTOLON wheels for slotting and "checking" granite. You'll find that a 37C24-R2B4 resinoid bonded wheel in the right size will produce the cost-cutting results you're after.



**FOR SMALL SURFACING JOBS**, with portable grinders, you have a wide choice of Norton CRYSTOLON wheels in vitrified, resinoid, or shellac bonds to produce the right finish and to fit the speed of your machine.

## **ALL YOUR ABRASIVE JOBS COST LESS** when you choose from the complete Norton line

Whatever your abrasive job involves, there's a Norton abrasive product that's *right* for you.

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







Edwin F. Darner  
says . . .

**"It's easy to do clean,  
intricate shape-carving  
with Pangborn Blast-  
Carving Equipment!"**



Jim Ferrari  
says . . .

**"Since 1929, our Pangborn  
Blast-Carving Equipment  
has been giving us good,  
clean shape-carving."**

# PANGBORN'S best for easy, economical blast-carving

— say the men who work with stone

## Complete PANGBORN Blast-Carving Room

The finest Memorial Art carving equipment available at any price. Easily operated, this outfit consists of a sturdy steel room with accordion-fold Curtain Front, a Pangborn Blast Machine, automatic abrasive separator, exhaust fan and Pangborn Dust Collector.

## PANGBORN Shape- Carving Equipment

Accurate shape-carving of delicate floral designs is obtainable with this Pangborn Equipment . . . complete with canopy top and extra-large viewing window, this special room is supplied with Pangborn's "triple-purpose" Blast Machine and a well-balanced carving pencil or nozzle.

## PANGBORN Portable Cemetery Blast Curtain

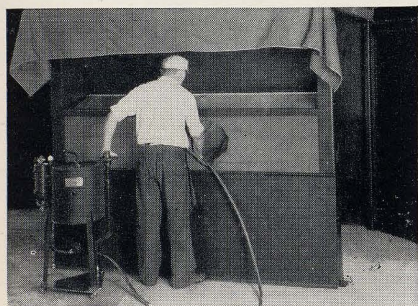
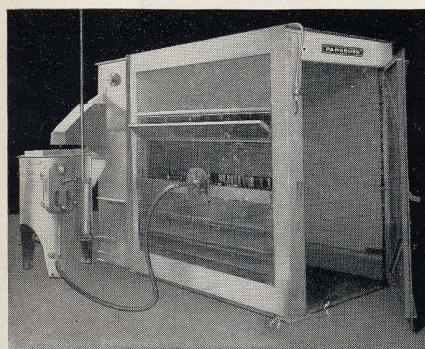
Ideal for location-cut lettering and other away-from-the-shop jobs, the Pangborn Type "D" Portable Curtain is carried easily . . . collects spent abrasives for re-use. Equipped with a large canopy to shield operator's eyes from bright outside light.

**S**PECIALISTS 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.

**Write today** for information and literature on Pangborn Blast-Carving. PANGBORN CORPORATION, 3300 Pangborn Boulevard, Hagerstown, Md.

# Pangborn

**BLAST-CARVING AND  
DUST CONTROL EQUIPMENT**





## QUINCY GRANITE

*Manufactured by*

E. Settimelli & Sons, Inc.

Antonio Ruscitto & Sons, Inc.

West Quincy Granite & Polishing Co.

Golbranson & Co., Inc.

Willard Granite & Polishing Co.

W. C. Canniff & Son, Inc.

National Granite & Polishing Co.

L. Volpe & Sons, Inc.

H. C. Smalley Granite Co., Inc.

Adrian of Quincy (Supplies only)

Premier Granite & Polishing Co., Inc.

PRODUCED

BY

J. S. SWINGLE, INC.

QUARRIERS

QUINCY,

MASS.





Here's  
**PRESSURE  
BLASTING**  
with a **REAL**  
"BITE" in it...

●  
**SHARP, CHUNKY GRAINS**  
**FOR CUTTING YOUR**  
**GRANITE** *Quickly and Evenly*

**F**ASTBLAST is an aluminum oxide abrasive made specially for highly-efficient pressure blasting of monumental granite. The unusually sharp, chunky grains are free from weak particles and "lazy" fines and splinters. It's tough for extremely slow breakdown and high reclaim value. It is processed with one aim—to produce an abrasive that *cuts faster and lasts longer*.

FASTBLAST is used throughout the monument industry with efficiency and economy. You'll find that its use in your particular blasting operations will pay you in the best dividends possible — *fast blasting*.



DISTRIBUTED BY:

GRANITE CITY TOOL CO.

Barre, Vt., St. Cloud, Minn., Elberton, Ga., Texarkana, Texas

IN CANADA:

RITCHEY SUPPLY LIMITED

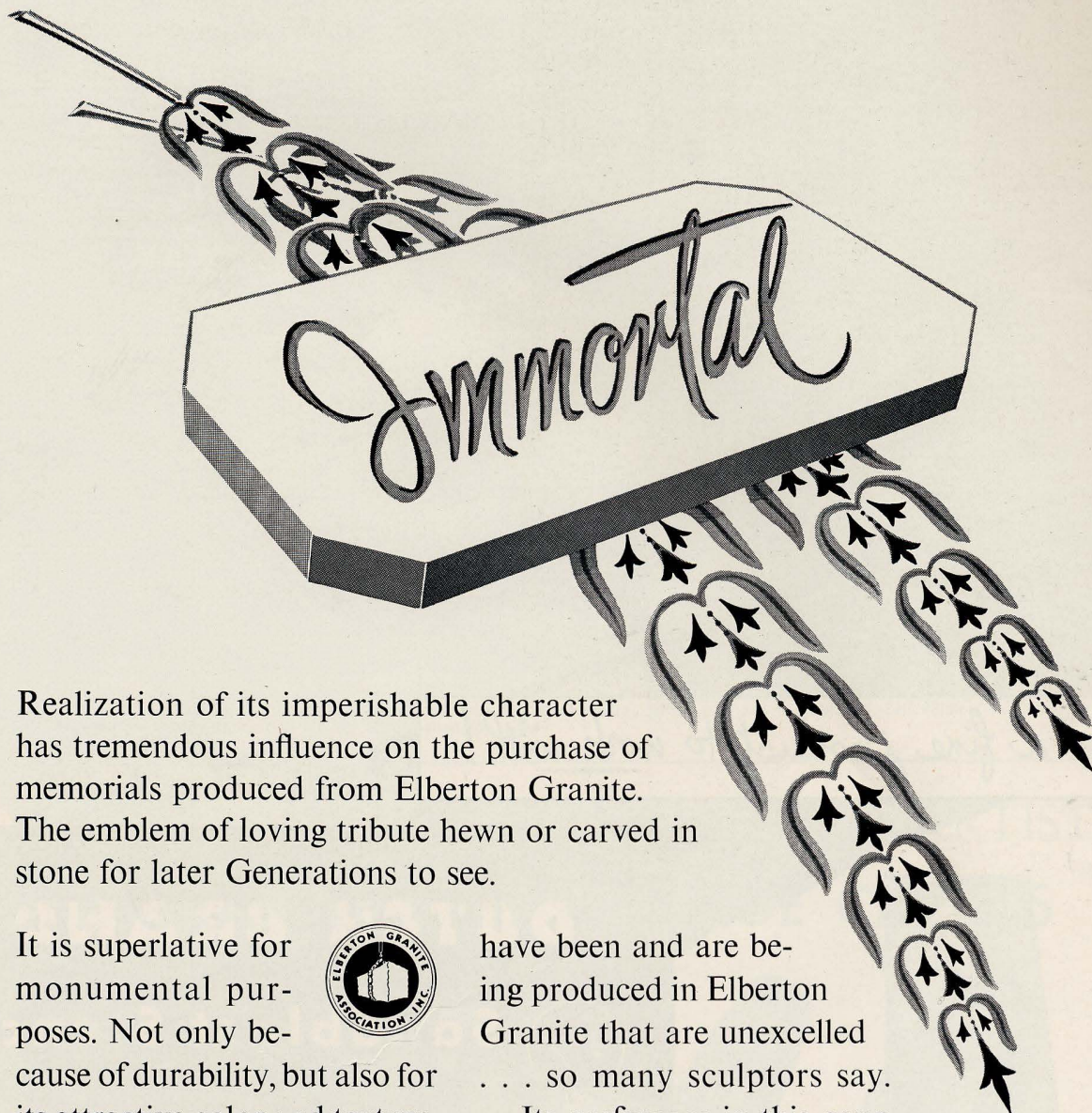
226 Geary Ave. at Dufferin Street, Toronto

**THE  
EXOLON  
COMPANY**

944 E. NIAGARA STREET TONAWANDA, NEW YORK • THOROLD, ONTARIO

**MANUFACTURERS OF SILICON CARBIDE AND ALUMINUM OXIDE ABRASIVES**





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.

**Elberton Granite Association, Inc.**  
ELBERTON, GEORGIA

---

# ELBERTON GRANITE





*a fine product to work with!*

# DUTCH BRAND

## 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 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.



**VAN CLEEF BROS. INC.**  
Manufacturers of Rubber Products  
DIVISION OF Johns-Manville  
7800 WOODLAWN AVE. • CHICAGO 19, ILLINOIS



# GRANITE CITY TOOL 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**

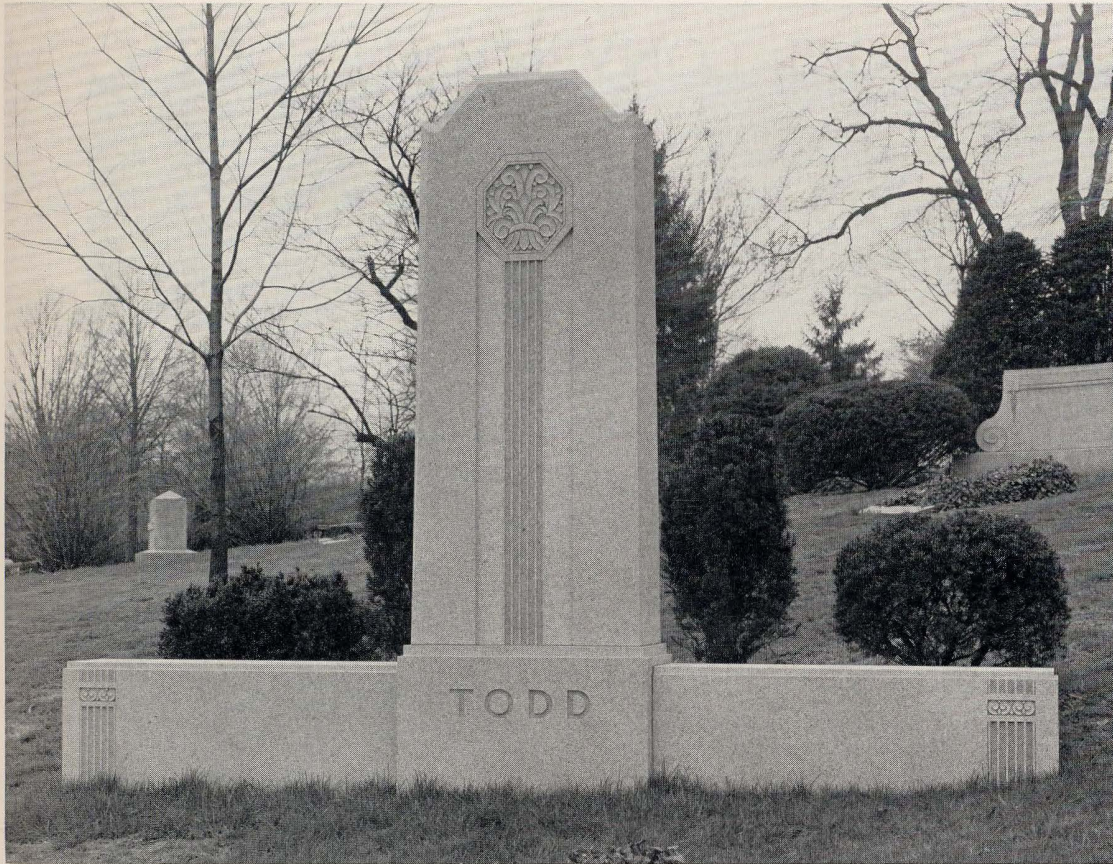
**GRANITE CITY TOOL COMPANY**

Everything For Granite  
ST. CLOUD

ELBERTON

BARRE





## SMITH - BARRE

*"Medium of the Masters"*

*for "Masters of Their Medium"*

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.

**E. L. SMITH QUARRY**

DIVISION OF ROCK OF AGES CORPORATION  
BARRE, VERMONT



# Monumental NEWS-REVIEW

THE TRADE JOURNAL OF THE  
MONUMENTAL INDUSTRY *Established 1889*

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

VOLUME 65  
NUMBER 3

*March 1953*

## CONTENTS

Letters to the Editor . . . . .	4
A.I.C.A. Meeting . . . . .	4
The Social Side . . . . . [JULIA MISCHANKO]	6
Editorial—Regional Associations as an All Important Feature of Modern Merchandising . . . . .	21
Officers and Directors for 1953—M.B.A. . . . .	22
Am I a Builder? . . . . . [ARCHIE L. GREEN]	23
A Most Unusual Memorial . . . . . [FRANCIS DICKIE]	26
Case Histories . . . . . [ERNEST STEVENS LELAND]	28
More Creative Designs . . . . . [STANLEY R. POOL]	31
Notes from a Designer's Sketch Pad . . . . . [CARL KASTRUP]	32
Newspaper Advertising by Brown & Raisch . . . . .	34
Designs from "Der Naturstein" . . . . .	36
Monuments in Pine Ridge Animal Cemetery . . . . .	38
Personalizing the Marker . . . . . [BLISS DESIGN CO.]	42
Interchangeable Units [KENERSON DESIGN STUDIO]	43
Here & There . . . . .	44
Designed for Machine Production . . . . . [AL COMI]	45
Monuments Make News in the Nation's Press . . . . .	46
A Modern Monolith . . . . . [KURT KUNZ]	48
Reprints of Ogborn Emblems . . . . .	50
Cross Tablet Memorials . . . . . [BOB YOUNG'S STUDIO]	53
Officers and Directors for 1953—A.M.A. . . . .	55
Convention Reports—	
New England, Tri-State . . . . .	57
New York, Michigan . . . . .	59
Kentucky . . . . .	66
Wisconsin . . . . .	68
Public Relations . . . . . [H. W. HOPWOOD]	61
Obituary Record . . . . .	74
Not So Editorial . . . . . [E. H. WHITAKER]	78

E. H. WHITAKER, *Editor*

H. C. WHITAKER, JR., *Associate Editor*

A. R. JAMISON, *Managing Editor*

### Subscription Prices

Per year	\$5.00
Two years	8.00
Canadian	5.50
Foreign	6.00
Single Copies	.50

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

## SULLIVAN WESTERLY GRANITE

*known as*

*EXTRA FINE GRAINED*

*BLUE-WHITE WESTERLY GRANITE*

THERE IS NO BETTER GRANITE FOR MONUMENTAL WORK —  
**THAT IS INDISPUTABLE!**



Designed and erected by Ernest Bizzozero,  
Quincy, Mass.

*For Finished Work your*

BARRE  
QUINCY

NEW LONDON  
WESTERLY

*manufacturers will be glad to serve you*

For ROUGH STOCK, SAWED, STEELED or  
POLISHED DIES, BASES or MARKERS

PLEASE CONTACT US DIRECT

**Prompt Shipments**

## SULLIVAN GRANITE COMPANY

*Westerly, R. I.*

JOHN F. SULLIVAN  
*President*

FRANK A. SULLIVAN  
*Treasurer*





**T**his 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  
INCORPORATED

**CHARLES A. APPLE**  
3467 LIVINGSTON ST.  
ALLENTOWN, PA.

**HERBERT REYNOLDS**  
VIENNA, ILLINOIS  
**ROBERT L. MacLANE**  
HAMPDEN, CT., CHICAGO, ILL.

**GEORGE BRYCE**  
ENOSBURG FALLS, VERMONT  
New England & N. Y. State

**BERT HESS**  
BUTLER, OHIO  
**STEPHEN WILLIAMS**  
6037 MCGEE ST., KANSAS CITY, MO.

**L. W. BRESETT**  
ELK'S LODGE, 878 ELMHURST,  
NEW YORK (L. I.)



(Editorial)

## 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.*

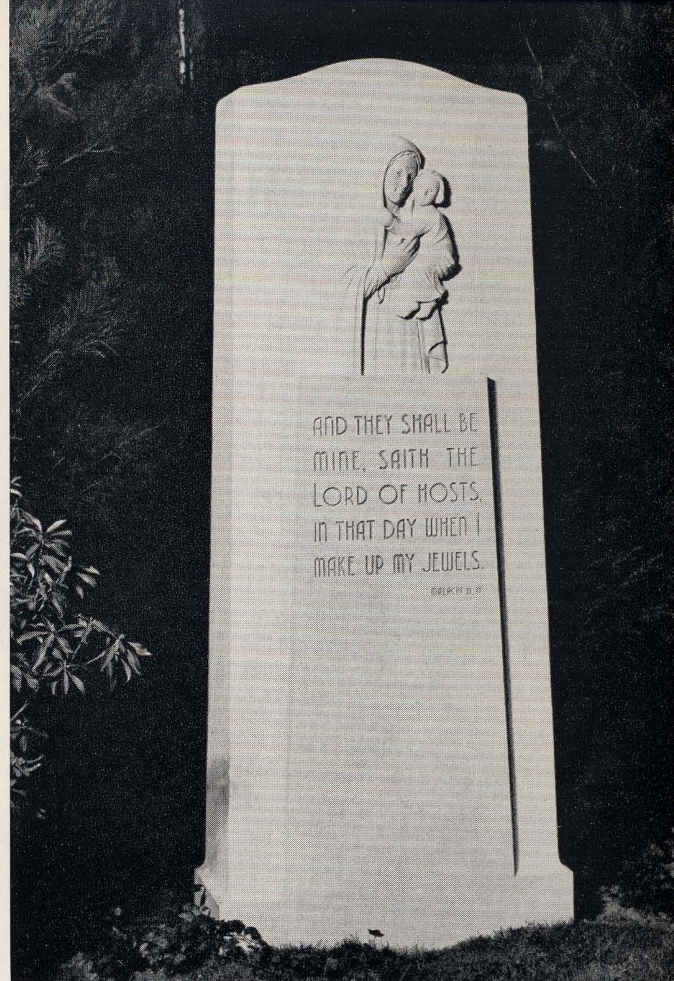
This beautiful memorial was one of the most admired at the MBA-AMA Convention in Cleveland this year. It was donated by the Northern Ohio Monument Institute to further the principles of the "Memorial Ideal." It will be placed in the Baby Section, presently being developed in Highland Cemetery, Cleveland,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



tional 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

## MONUMENT BUILDERS OF AMERICA, INC.



*President*  
L. C. HENLEY  
Henley's Memorial Co.  
701 Mt. Meigs Rd., Montgomery, Ala.



*Vice-President*  
C. D. CUSHMAN  
Campbell-Horigan Monuments  
4718 Penn Ave., Pittsburgh, Pa.



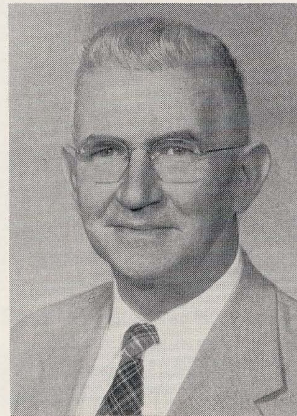
*Treasurer*  
JOHN MCCARTHY  
J. H. McCarthy Monument Co.  
4642 W. Florissant Ave., St. Louis, Mo.



*Director*  
HOYT S. HOLTON, *Ex-Officio*  
The Lloyd Bros., Co., Inc.  
3024 Auburn Ave., Toledo, Ohio



*Director*  
HANS H. FREDERICKSON  
Sheldon Granite Co., Inc.  
19800 Woodward Ave., Detroit, Mich.



*Director*  
R. H. LITTLE  
Iowa Memorial Co.  
West Liberty, Iowa



*Director*  
V. L. CAROTHERS  
Tulsa Monument Co.  
1735 E. 11th St., Tulsa 4, Okla.



*Director*  
ELMER FEIS  
Feis Memorial Works  
201 S. Burlington Ave.,  
Hastings, Neb.



*Director*  
LEON L. JONES  
L. L. Jones & Son  
7330 S. W. Macadam Ave.,  
Portland, Ore.



*Director*  
GEORGE KELLOGG  
Kellogg Memorials, Inc.  
P. O. Box 432, Mexico, N. Y.



*Director*  
ARTHUR LARSON  
Braham Granite Works  
Braham, Minn.



*Director*  
ROBERT GRAHAM  
Graham & Wagner, Inc.  
130 So. Arch St., Alliance  
Ohio



# 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.)*



ARCHIE L. GREEN  
*Exec. V. P., M.B.A.*

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]*



*Continued from Page 23]*

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 when our salesmen endeavor to sell artistic representatives of the better thoughts, deeds and characters of the deceased, will our industry regain the desired respect of the public.

There are additional ways to accomplish this, as evidenced in other businesses. A notable example is the real estate business, and the application of their code of ethics and principles as applied in many localities.

From the mercenary point of view, the yearly cash volume of 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 he 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 mens 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.

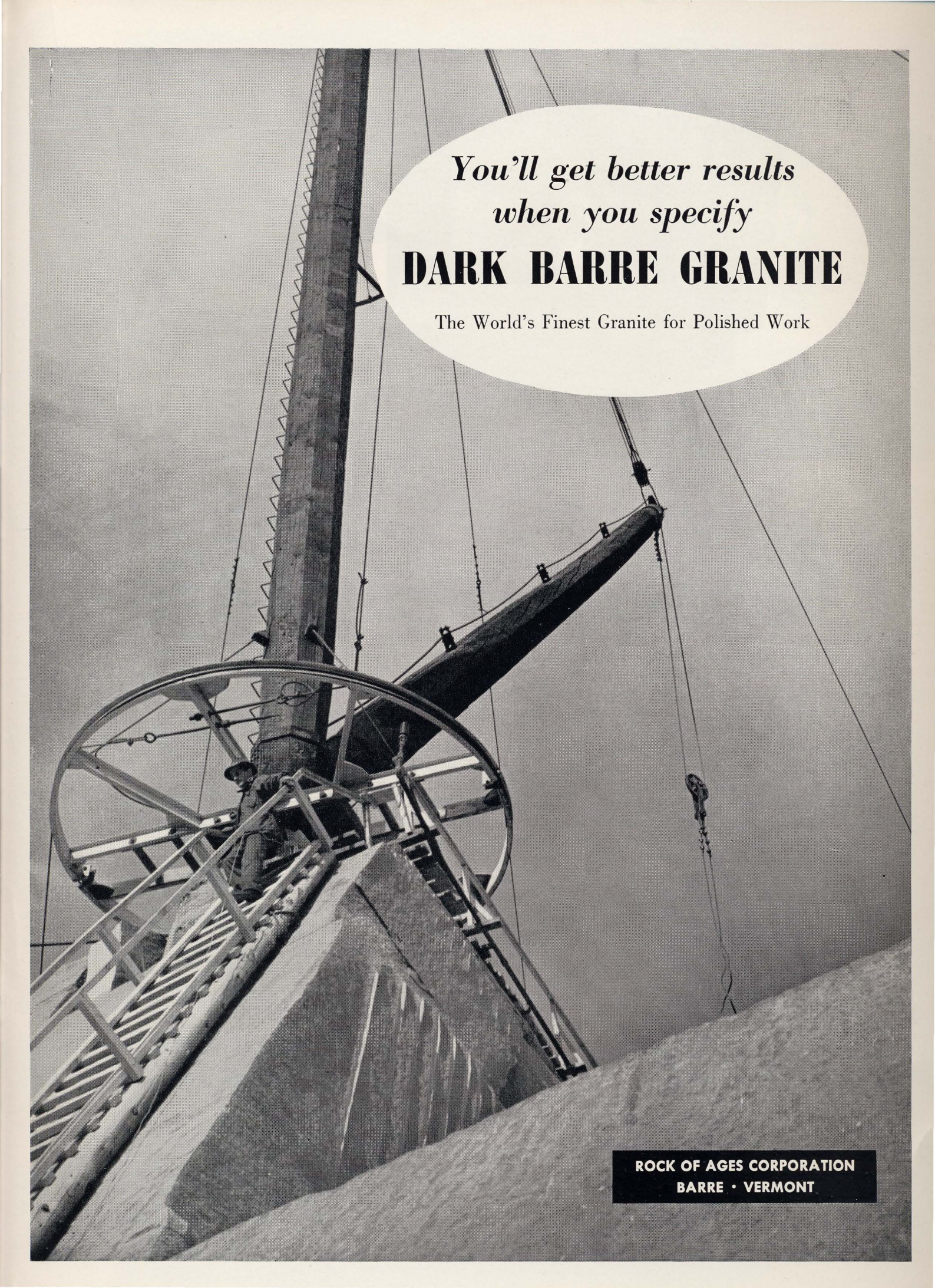
Do you like the monument industry? If you don't like it, and I say this kindly, go right home, and start getting out of it. You travel this Highway of Life but once and it is too short to spend it in an industry you do not like. You are not only unfair to the industry but unfair to yourself and your 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 not 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 each man running separately and in his own direction. Only 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**



# A Most Unusual Memorial

By Francis Dickie

of Heriot Bay, B. C., Canada

*This interesting story by well-known free lance writer and author, Francis Dickie, embraces a monument in France erected by a New York doctor, paying a moral debt to Marie Harel, a French peasant woman who died more than a hundred years ago. It is, in effect, a monument to a now famous cheese, a legacy left to Marie Harel by a priest whom she protected during the French Revolution.*

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 Moncel, 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 at the time 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]



*Introducing*  
**DOMINION PINK**  
CANADA'S FINEST GRANITE



**T**HE 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.**

**BARRE  
VERMONT**

**USLE & PEROJO GRANITE CO.**



# CASE HISTORIES in Personalizing MEMORIALS

With Sketches by Ernest Stevens Leland

## NUMBER XXXIII

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, 1953, 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. . . 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 monolith 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.

It might be the doorway to the home; it might be the fireplace; it might be the portal or a window in the church where the family worshipped; it might even be some architectural detail from the factory, store or bank where the deceased spent his effort. It might be simply the helmet and torch used by a coal miner, whose hazardous labor made possible the existence of his family. But certainly we must all concede that these "*personalized* decorations" are infinitely more significant and inspiring than the stereotyped tulips, wild roses, and hybrid flowers that prevail in the design of our memorials today for the small-plot sections.

Perhaps we have spent too much time and money on merchandising and too little time on sentiment, the *expression* of sentiment. I do not know. But this I know. I know that if the traditional commemoration of the dead is to be saved from the standardization and regimentation of the no-monument cemeteries, and sections, then our sole answer is to *personalize* the memorial; and it can be done with a single spot of ornament on the most inexpensive monument or marker.

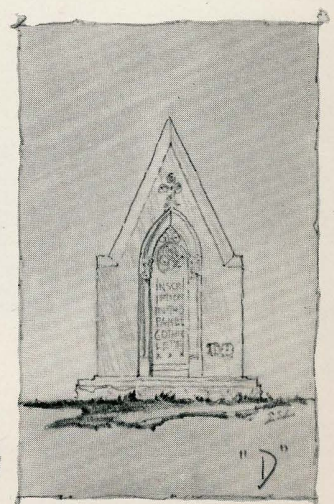
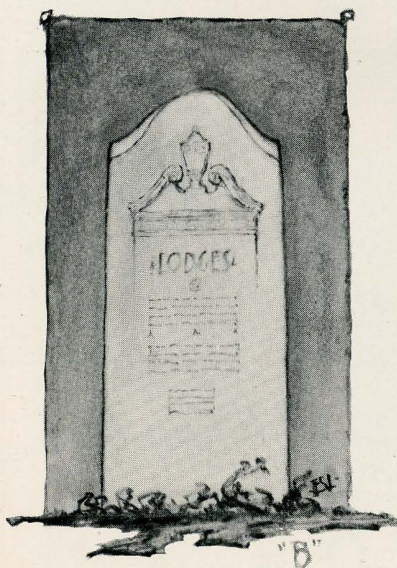
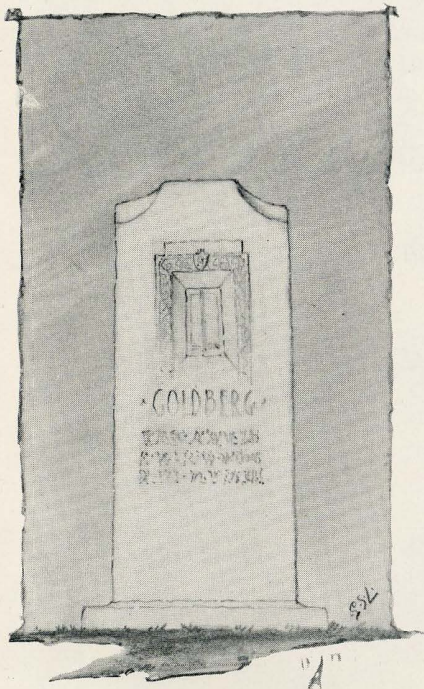
The pity of it all is that the solution is so simple. We need more *soul* and less "selling" in our approach to the public. We need to restore *sentiment* to the monument or marker; and to restore the dignity of commemoration as a vital factor in the spiritual and sociological life of the community. Failing this, then what is wrong with regimented grave-plates or "stuck" design in no-monument cemeteries and sections?

*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*

R. & M. Granite Co., Inc.  
Spartanburg, South Carolina

J. O. Bilodeau Co., Inc.  
Barre, Vermont

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

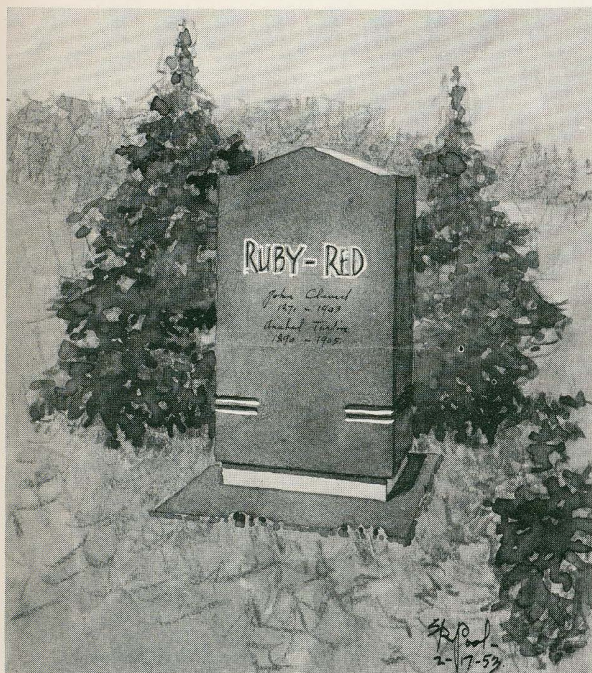
*Quarried by*

J. A. Logan Granite Company . . . Faith, North Carolina



## MORE CREATIVE DESIGNS *by* STANLEY R. POOL

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.



Both crushing & tensile strengths to any colored granite prove far harder than Corbe, including Quincy. This sketch is a Red granite, poly, & monolith, with a sawed 3" platform base (Set ground level) the front of head setting far beyond the 45° centre of rear and sides. Many designs can offer a do



Small monolith (mahogany Red) on a slab base. Daisy ornamentation (or others) can not do justice unless full sized details of it are made: ornaments are chiseled same as vines at bottom of die to give a light contrast. Then sand blast deeply the back ground around. About 3'-0" high. Aged also around family name. Red granite does not indicate Russia - don't forget!

appealing sketches are not easy to make - just try it. But they are Serviceable!



an Economical Monolith on a platform base. Sketchy effect: TOFEC DESIGN. Sand-blast ornament.

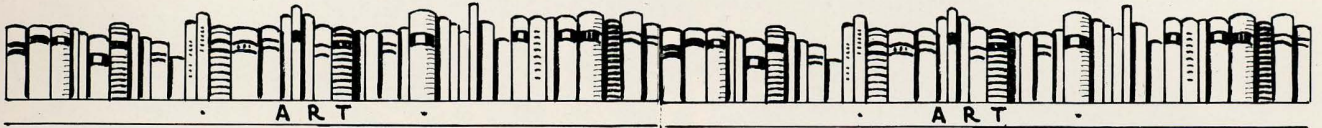
S.R. Pool  
2-17-53



S.R. Pool  
10-31-52  
MONOLITH.



## NOTES FROM A DESIGNERS SKETCH PAD



### 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 buildings in his home town. Millions of Athenians lived and died without once suspecting that their city was beautiful. There was nothing to compare it with. They had never 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 book-keeping 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 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.

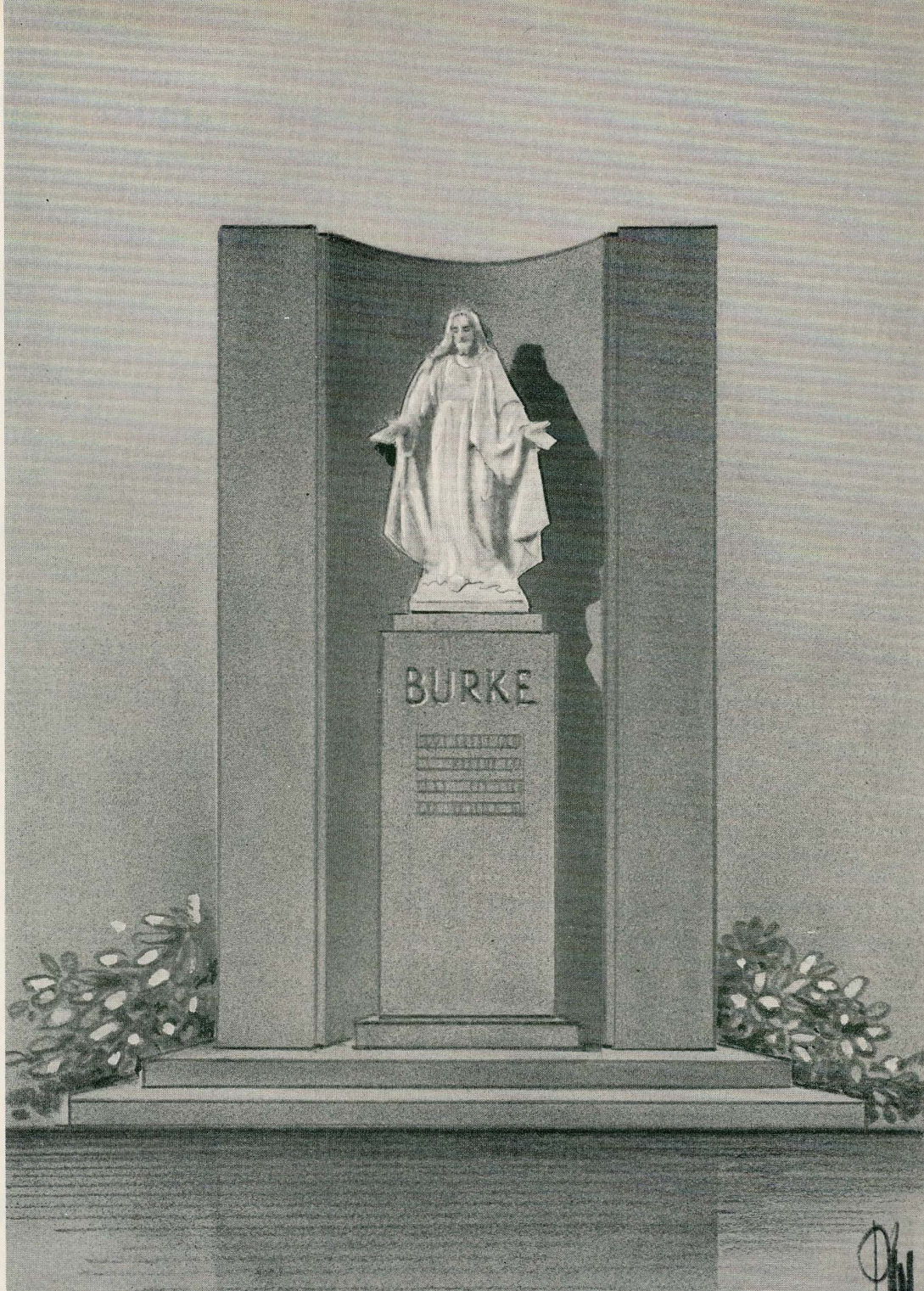
I thought I had the answer to my students' queries when I spotted a treatise called "Genius and Mobocracy" by the eminent architect, Frank Lloyd Wright. Here is a man in the very front rank of his profession talking about a fellow architect whom he knew intimately. If Mr. Wright has anything to say, 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 our day — we were to search among the expressions of the interior (or organic) ideal as anciently set forth by Laotse, Mott, Jesus, and the Buddha (more recently by poet-philosophers 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.





*This is number 83 of a new series of designs by Carl Kastrup 1705 Auburn St. Rockford, Ill.*

## 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 TWinbrook 2-6200?". From a practical side, note that he gives his complete address as well as location, office hours, date of founding, and eliminates any possibility of scaring people away with his "Monuments From \$250 — Markers From \$45".

*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.

Tribune Tower, Chl. 11, JOHN E. LAKE, ART. BY

## "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 enthronement 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 Christbearer, 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!

*Dependable Since 1873*

## BROWN and RAISCH Co.

MEMORIAL DESIGNERS, MANUFACTURERS, ERECTORS

Opposite Mount Olivet Cemetery

Office Hours Daily 9 to 6—Sunday 12 to 3

17125 VAN DYKE, North of McNichols Road

Phone TWinbrook 1-7220

Detroit News Feb. 15, 1953  
WE ERECT MEMORIALS IN ANY MICHIGAN CEMETERY



## A Short-Cut to Memory Making

How about a friendly visit at your home to discuss your memorial problem? Your phone call will bring our representative with actual quarry samples of granite carved and lettered, together with large color photographs. No sales pressure—we're just strides ahead in service to give you the facts, figures and complete information without the slightest obligation!

Won't You Phone  
TWinbrook 2-6200?



Monuments From \$250—Markers From \$45

## BROWN & RAISCH COMPANY

Opposite Entrance Mount Olivet Cemetery

Office Hours: Daily 9 to 6—Sunday 12 to 3

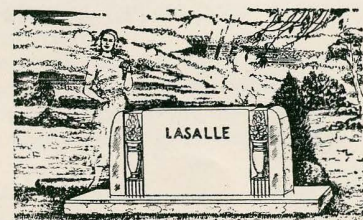
17125-27 VAN DYKE, NORTH of McNICHOLS ROAD

Phone TWinbrook 2-6200

WE ERECT MEMORIALS IN ANY MICHIGAN CEMETERY



## People Never Really Go Away



What is a monument but the lovely frame of a picture in which memory sees the living image of a loved one ever-present though absent in time. The memory stone and the cemetery are the truest of biographers. For though hearts are dust, hearts' loves remain—and eternity bids you never to forget!

REMEMBER As You Will Be Remembered!

Monuments From \$250—Markers From \$45

*"Dependable Since 1873"*

## BROWN & RAISCH COMPANY

Opposite Entrance Mount Olivet Cemetery

Office Hours: Daily 9 to 6—Sunday 12 to 3

17125-27 VAN DYKE, NORTH of McNICHOLS ROAD

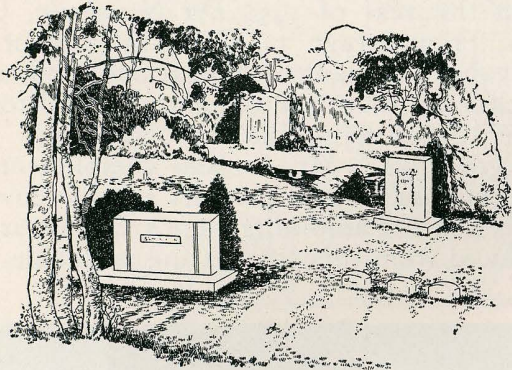
Phone TWinbrook 1-7220



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.

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

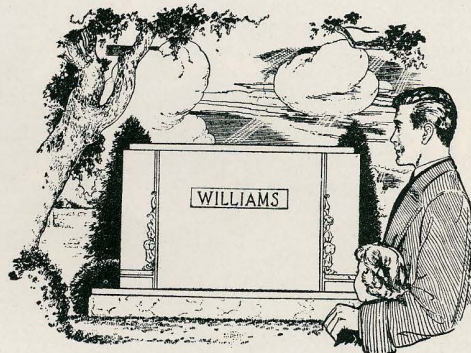
17125 VAN DYKE, North of McNichols Road

Phone TWInbrook 1-7220

WE ERECT MEMORIALS IN ANY CEMETERY IN THE UNITED STATES



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

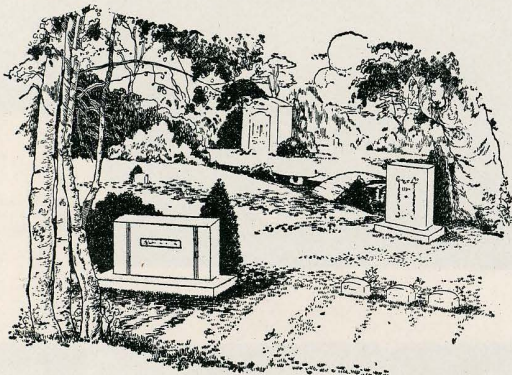
17125 VAN DYKE, North of McNichols Road

Phone TWInbrook 2-6200

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.

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

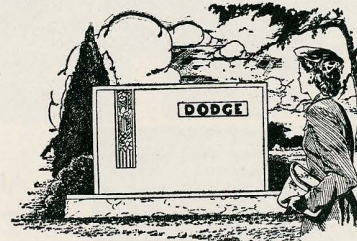
17125 VAN DYKE, North of McNichols Road

Phone TWInbrook 2-6200

WE ERECT MEMORIALS IN ANY MICHIGAN CEMETERY



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 Want to Be Remembered

Monuments From \$250 — Markers From \$45

**BROWN & RAISCH COMPANY**

Opposite Entrance Mount Olivet Cemetery

Office Hours: Daily 9 to 6—Sunday 12 to 5

17125-27 VAN DYKE, NORTH of McNICHOLS ROAD

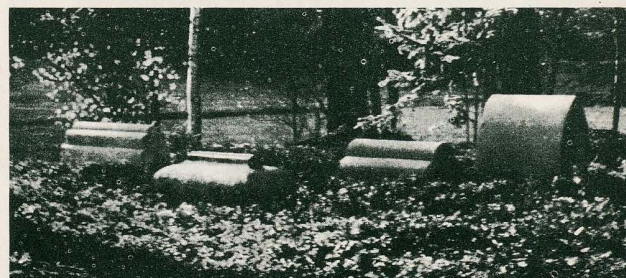
Phone TWInbrook 2-6200



# "DER NATURSTEIN," an outstanding German Monumental Magazine takes on a New Editor and a New Cover



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.



ARTUR SANSONI  
New editor in charge of  
"Der Naturstein"



Relief für ein Altersheim

Material: Selber Granit  
Bildhauer Artur Sansoni,  
Wunsiedel

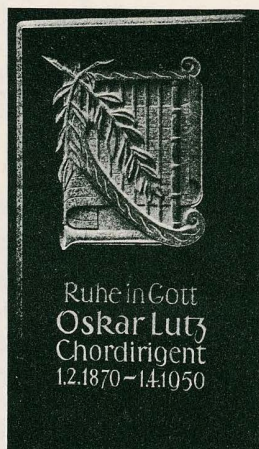
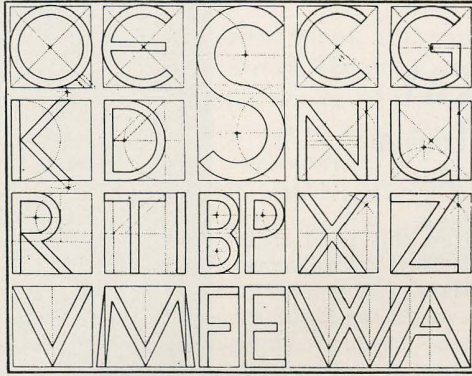


Abb. 3: Neben den Figuren ist deutlich die zurückgezogene Grundfläche zu unterscheiden. Die Linien innerhalb der Figuren spüren nicht so tief, sie sind nach dem ersten Stadium abgedeckt worden. Buchstaben und Symbole im Mittelstreifen vertieft



## Die Schriftseite

Erläuterungen  
siehe Seite 44



Moderne Grotesk

ABCDEFGHIJKLM  
NOPQRSTU  
+ VWXYZ +

abcdefghijklmr  
nopqrstuvwxyz

Lapidarschrift



Freiburg  
Entwicklungsgang eines Entwurfes nach einem vom  
Schüler selbst gewählten Thema (St. Georg). Gips.  
Schüler Salug



Freiburg  
Gedenkplatte nach einem gelordneten Motiv. Muschel-  
kalk. Schüler Jakob



Geplante größere Arbeiten: Nach Einrichtung der Hahnentürme am Freiburger Münster interessante Aufgaben, ebenso für ein neues Schulgebäude der Gewerbeschule I.

Königsbiller a. Elm, Meisterschule für Steinmetzen und Steinbildhauer. Wintersemester vom 1. 9. 1952–25. 4. 1953, um in diesem Zeitraum alle Lehrlinge aus Niedersachsen und Schleswig-Holstein schulen zu können. Im Sommersemester laufen 2 Lehrgänge nur für die Techniker und Meisterschüler, im Wintersemester 2 Lehrlingsklassen und eine Technikerklasse nebeneinander. 4 Lehrkräfte (ab April 1953 wieder 5), ca. 190 Steinmetzlehrlinge, 11 Technikerschüler. Der Umbau ist abgeschlossen mit Gewinn eines geräumigen Treppenhauses und zweier neuer Räume. 1 Modellierraum wird noch eingerichtet. Größere ausgeführte Arbeiten: Verschiedene Wegweiser, ein Brunnen und ein Wasserspeier sind noch in Arbeit. Pläne: Bessere Verteilung der Schulklassen und engere Zusammenarbeit mit den Innungen.

Mayen i. Rhld., Steinmetzfachschule des Kreises Mayen. Meisterschule für Steinmetzen und Steinbildhauer. Lehrkräfte wie bereits früher mitgeteilt. Wintersemester 1. 10. 1952 begonnen mit 30 Voll- und 3 Gastschülern. Vollschüler: 25 Steinmetzen und 5 Steinbildhauer, davon 18 im ersten, 6 im zweiten und 6 im dritten Semester. In den Berichtszeitraum fiel das dreißigjährige Schuljubiläum. Am Musterfriedhof der GRUGA in Essen Teilnahme mit 10 Arbeiten. Ein Wettbewerb für den Schmuck des mit Marmor verkleideten Windfangs eines Bank-Neubaus, den ein Schweizer Schüler gewann, unter Erhalt des Auftrages. In einem neu entstehenden Friedhofsteil wird Gelegenheit sein, in einem Gräberfeld einen Musterfriedhof zu gestalten.

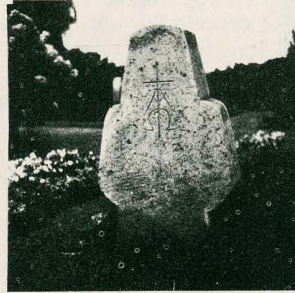
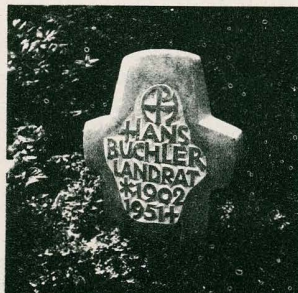
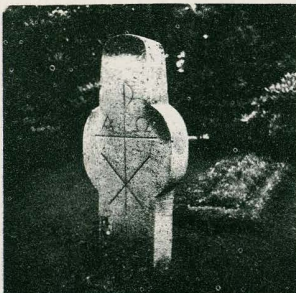
München, Gewerbeschule für Bau- und Kunsthandwerk; Meisterschule für Steinmetzen. Beginn des Wintersemesters am 1. 10. jedes Jahres. In Sonderfällen Aufnahme bis 1. November möglich. Von den insgesamt 30 Lehrkräften sind 5 in der Steinmetzabteilung tätig. Schülerzahl dieser Abteilung ca. 40 Mann, je zur Hälfte Meister- bzw. Gehilfenklassen. Am 20. 10. 1952 Grundstein gelegt zu einem neuen Werkhallenbau für den praktischen Unterricht. Auch für den gestaltenden Unterricht mit Modellieren und Arbeiten in Stein stehen nunmehr wieder Stile zur Verfügung. Technischer, gestaltender und praktischer Teil stehen in enger Verbindung.

Wunsiedel, Staatliche Fachschule für Steinbearbeitung. Wintersemester hat am 1. Oktober 1952 begonnen mit einer kleinen, musikalisch umrahmten Feier und mit einer Ausstellung der Aufnahmen aus dem ersten Praktikum im Sommer. Zwei Kurse mit 26 Schülern, 7 Haupt- und nebenamtliche Lehrkräfte. Die Verstaatlichung brachte mit dem neuen Namen neue Lehrziele und einen veränderten Schulplan (nicht mehr Bildhauerei, auch kein Freihandzeichnen, noch Anatomie). Dafür ausgedehnter Unterricht in Gestaltung und Geschmacksbildung, Schriftzeichen und in den technischen Fächern. Die Einführung einer staatlichen Abschlussprüfung für Steintechniker steht unmittelbar bevor.

A. S.

Freiburg

Ergänzungsstufe zu einer mittelalterlichen Wendeltreppe. Sandstein. Meisterstück R. Pohl



Wunsiedel (Die Abbildung rechts außen zeigt eine Bleischrift)

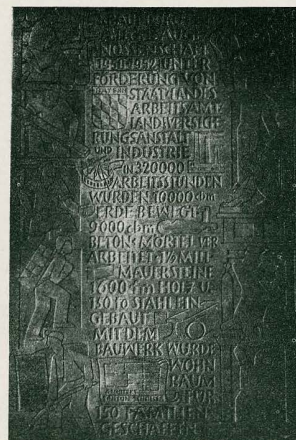


Abb. 2: Ausgeführte Platte, Solnholmer Schieler, Größe 100X150 cm



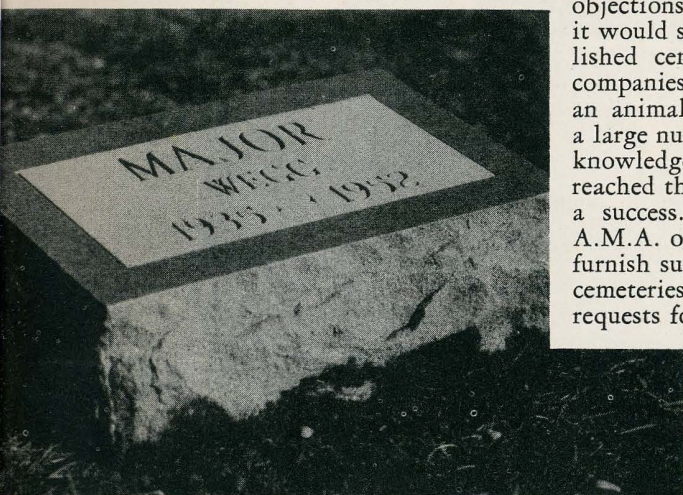
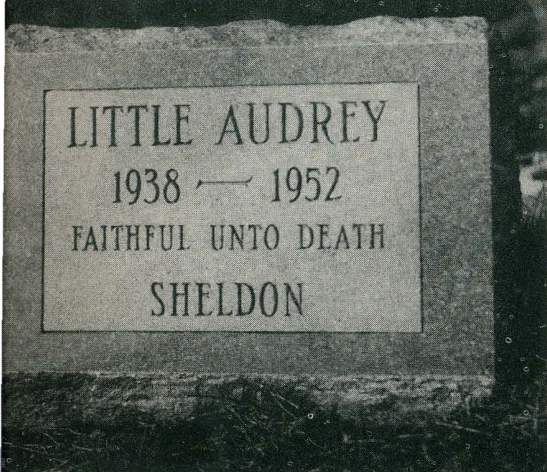




## Typical Memorials in PINE RIDGE ANIMAL CEMETERY of The Animal Rescue League in Dedham, Massachusetts

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 many esthetic 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. Your national office is always at your service.

"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."

**Faster Cutting  
Longer Lasting**

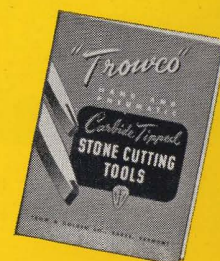
## TROWCO *Carbide-Tipped* **STONE CUTTING TOOLS**

You are looking at the "business end" of two TROWCO machine chisels. These tips are made of carbide for faster cutting and longer life. With proper care, these tools will outlast the conventional type 10 to 20 times!

There are many other types of stone cutting tools in the extensive TROWCO line. Beautifully balanced, correctly heat treated . . . all combine the composite skill of the best designers and craftsmen to give you the most, and the best for your money.

Try them! They'll save time on your production schedules.

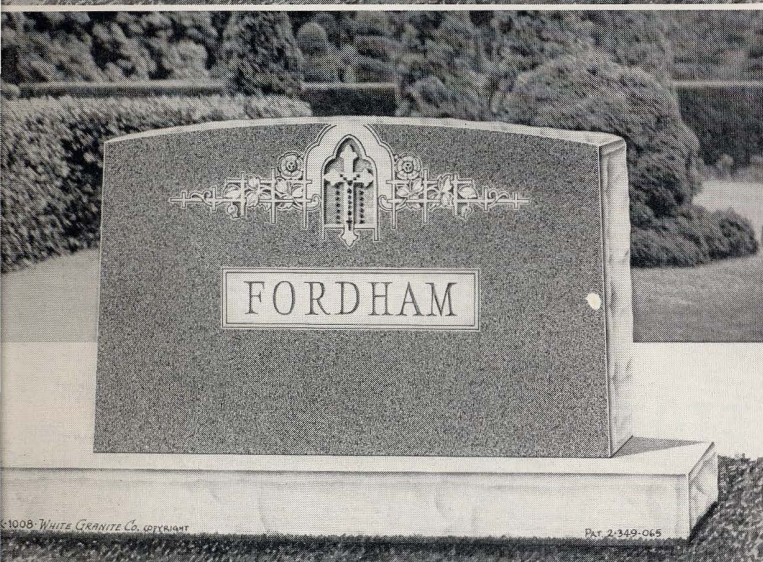
Write direct or ask your distributor for this new bulletin, illustrating and describing the complete line of TROWCO hand and pneumatic stone cutting tools. No obligation.



**A BETTER TOOL MAKES A BETTER WORKMAN**

**TROW & HOLDEN**  
COMPANY  
BARRE, VERMONT



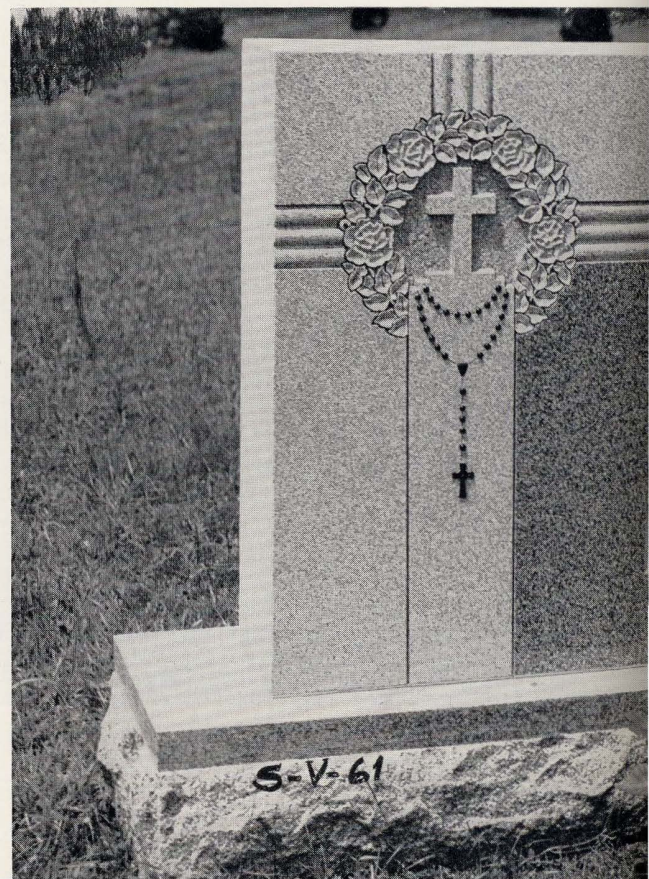


All the designs on these pages are Copyrighted,  
White Granite Co. . . . U. S. Patent No. 2349065—  
Canadian Patent Applied For.



*By the*

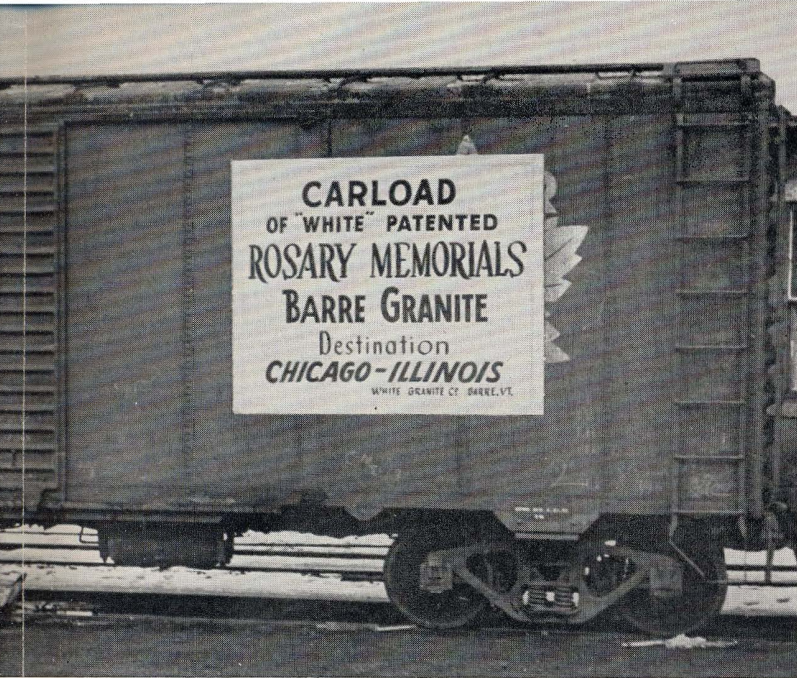
Early in March, this year, we shipped  
memorials to Chicago, Illinois, one of  
has the largest cemeteries in the world!  
such as this insist on *more and more*  
family monuments, they do so with g  
nificance that your clients have been lo  
promptly.



**WHITE GRANITE COMPANY**

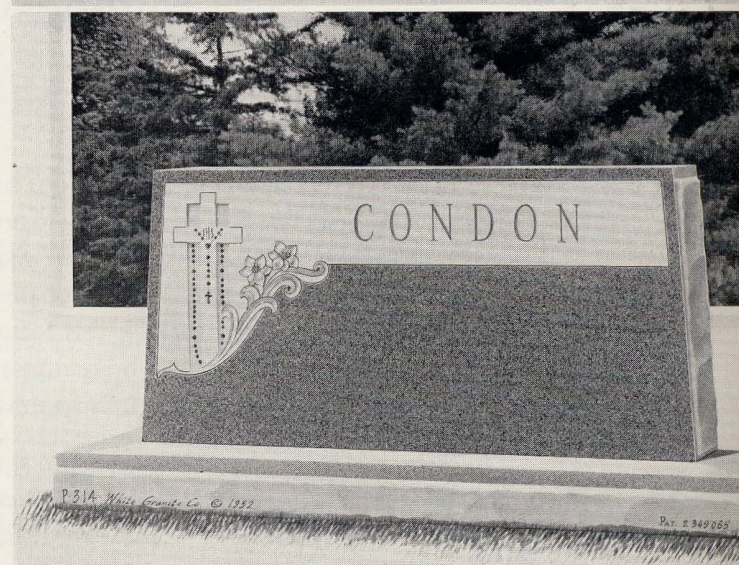
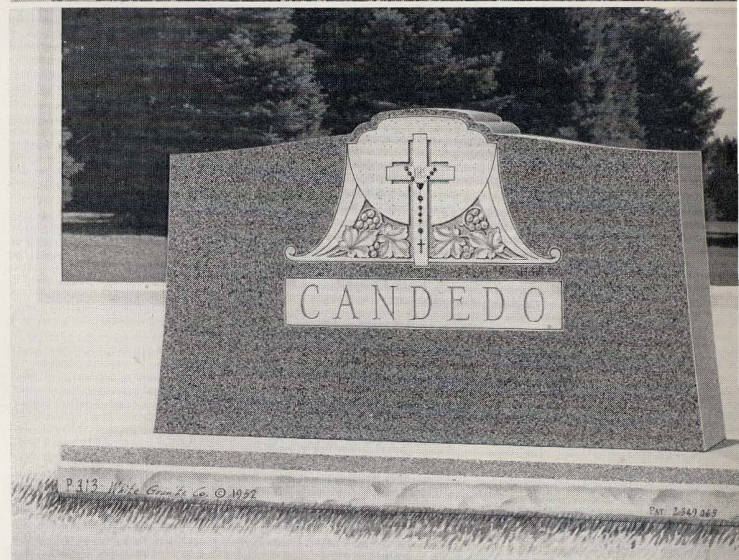
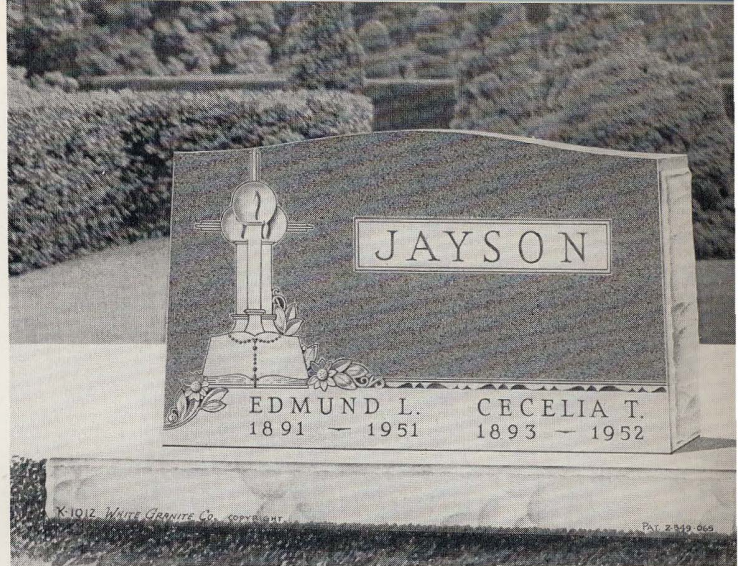
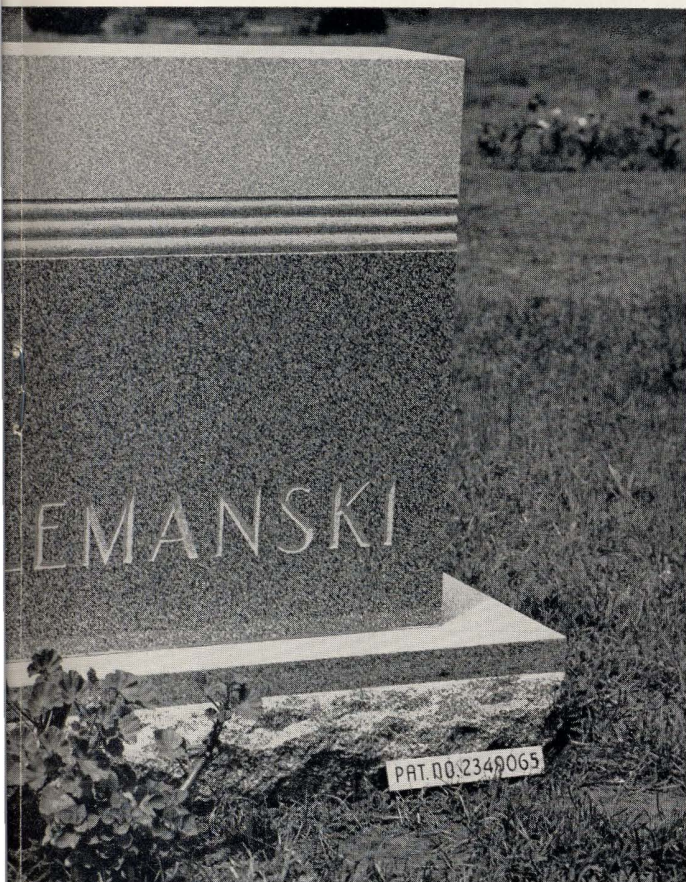
*Barre, Vermont*





## Carload!

an entire carload of our patented Rosary  
the world's largest cities . . . a city which  
When the people of a metropolitan district  
White-created Rosary Memorials for their  
good reason. Here is the deep religious sig-  
nifying for. Your inquiries will be answered

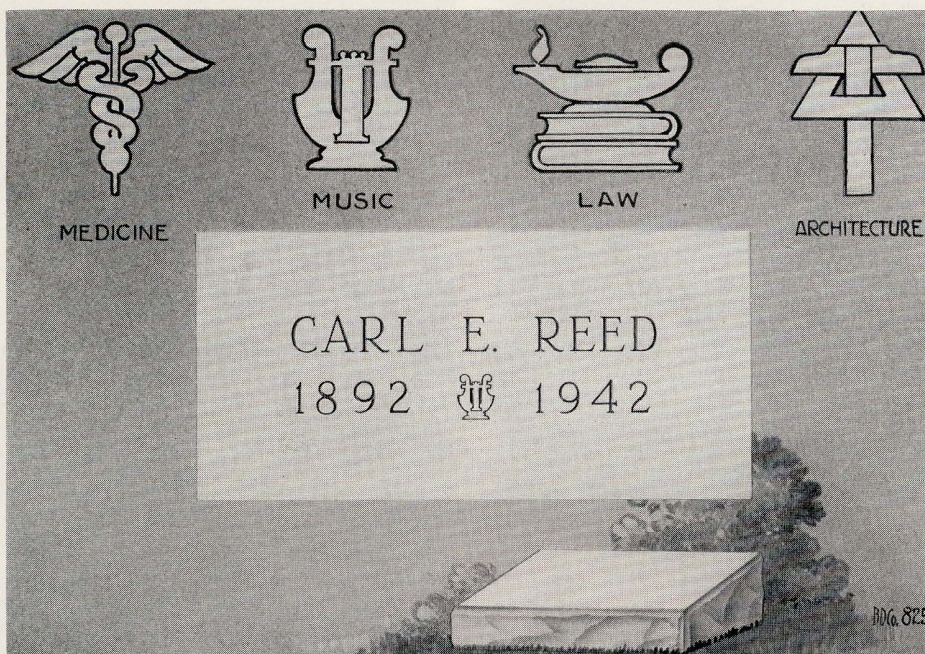


Our Patented Rosary is a reproduction of an actual Rosary, permanently embedded in stone.

**WHITE GRANITE COMPANY**

Barre, Vermont





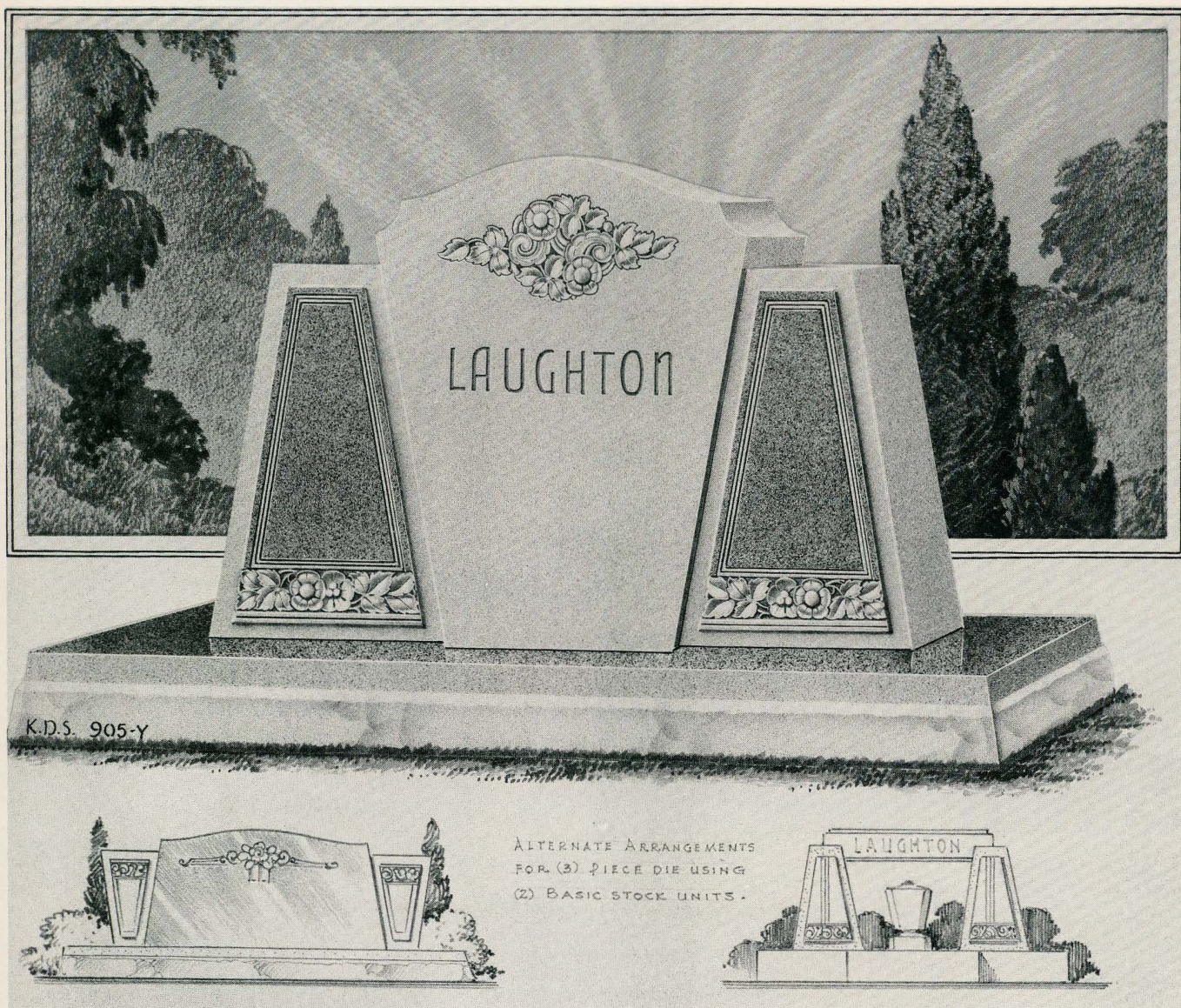
## Personalizing Even the Smallest Marker

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.

*This is No. 136 of a monthly series of designs produced in the studios of the Bliss Design Co., Rockford, Ill.*





## *Interchangeable Units*

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.

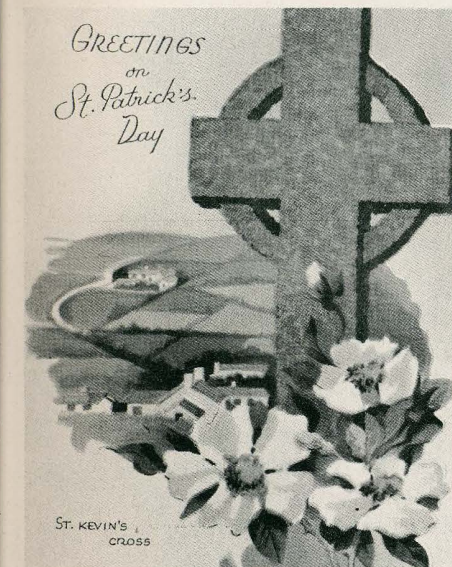
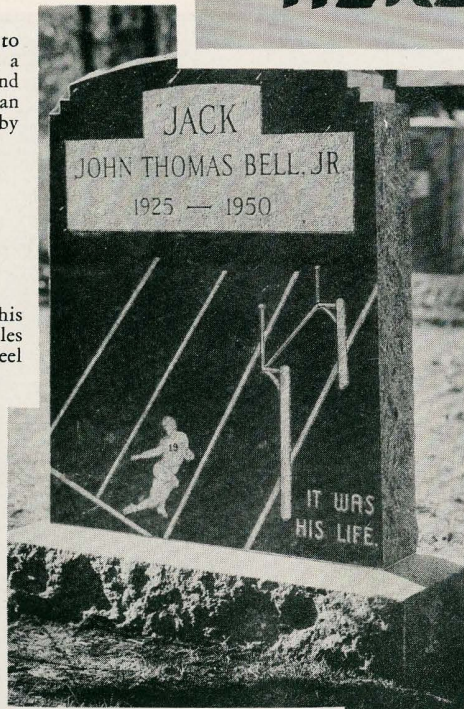
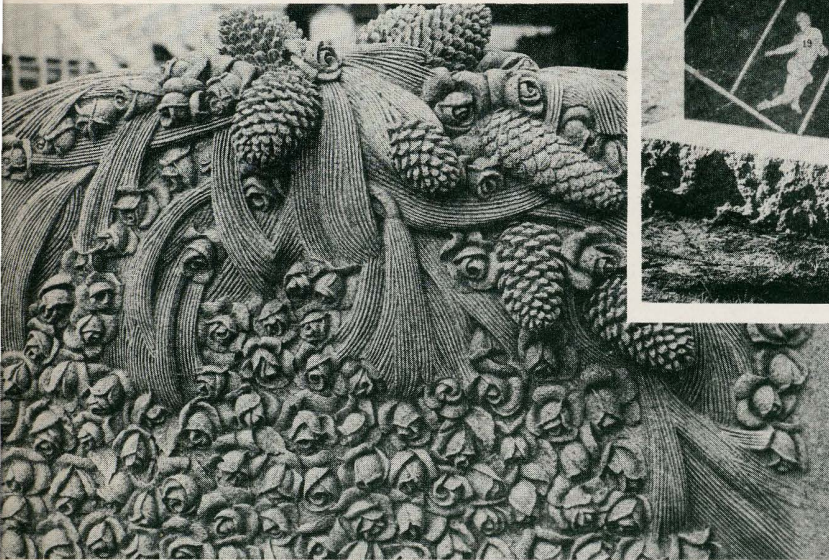
KENNERSON DESIGN STUDIO  
Barre, Vermont



# HERE AND THERE

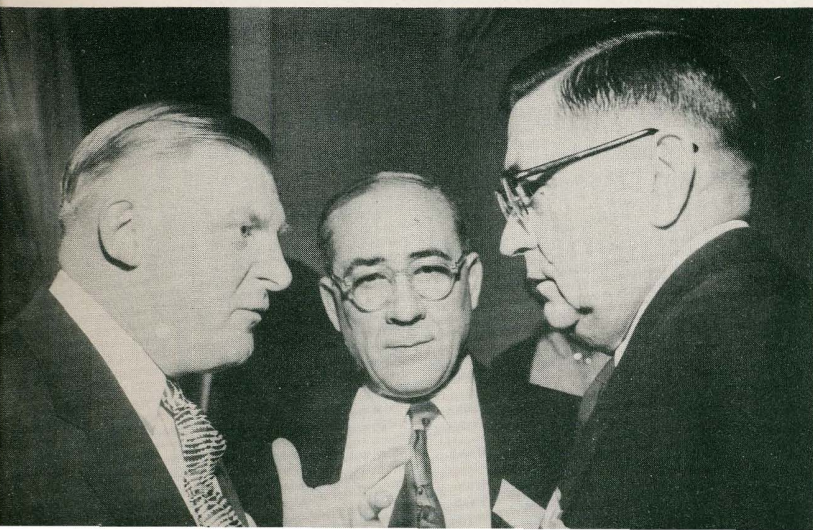
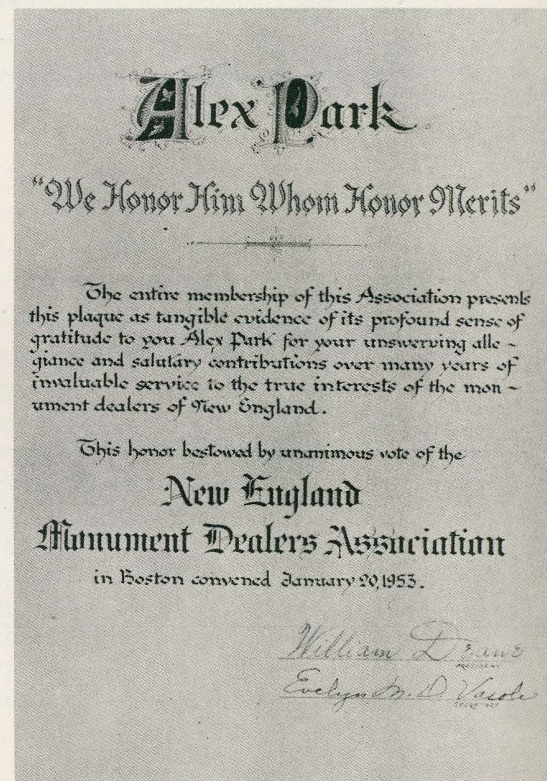
**INTERESTING PERSONALIZED MEMORIAL.** We are indebted to Edgar Krauch of the Amherst Memorial Co. of Williamsville, N. Y., a Buffalo suburb, for these fine photographs of a monument he designed and erected in Sarnia, Ontario. The tragic story of this popular Canadian youth is fully told on this interesting 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 McNeel with justifiable pride.



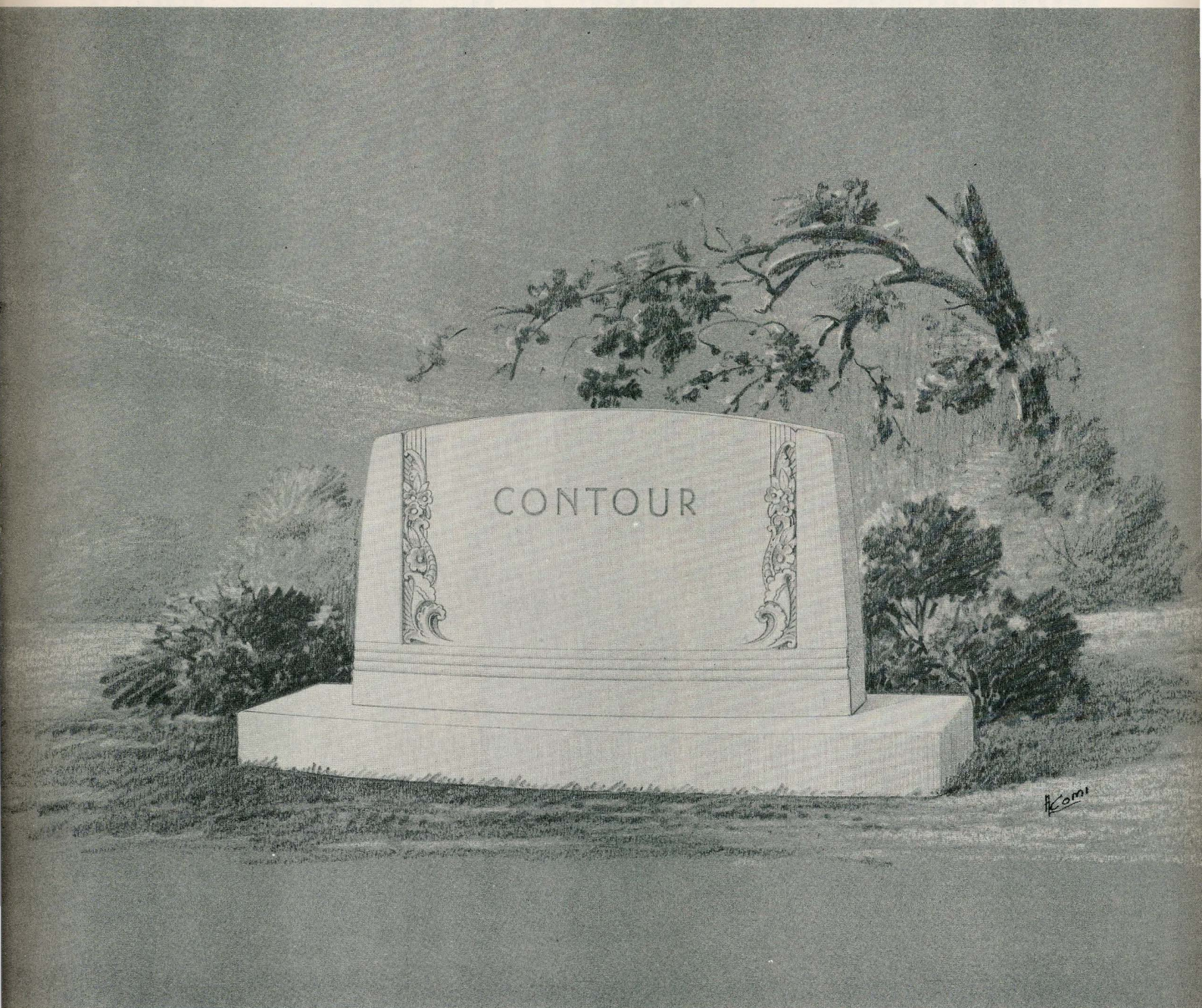
**CELTIC MONUMENT FEATURES ST. PATRICK'S DAY GREETING CARD.** Once again a greeting card manufacturer of national standing has seen fit to feature a monument on a greeting card. Last year the Rustcraft Co. created a popular card on this theme. This card is the work of the well-known Volland Co.

**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 Pirassi of Donaelli 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 12-hour work day and a 4-o'clock breakfast call.





*Designed for*

## **MODERN MACHINE TECHNIQUES**

**By**

**Al Comi**

**BARRE DESIGN SERVICE  
BARRE, VERMONT**

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

By ARTHUR L. DAVIS

**WASHINGTON**—Gregory Slye has a monumental job. It's one he's proud of. After all, he's probably the only man in the world who's charged with keeping a 555-foot shaft as clean as a whistle.

Mr. Slye is janitor of the Washington Monument.

He says he rather enjoys dusting his way down 898 steps in a day. But he never can catch the gremlins who follow him down the stairs spraying chewing gum on the floors and smearing lipstick on the walls and their 189 carved stone memorials.

Sweeping the 50 flights of stairs is a Monday job, but Mr. Slye spends part of nearly every other working day scraping away at the chewing gum and lipstick with steel wool and wire brush.

The 50-year-old janitor works from 8 o'clock in the morning to 3:30 in the afternoon, five days a week.

Before his weekly workout with the broom, Mr. Slye mops up the first-floor waiting room and guard room and boards the elevator to perform the same chore in the observation room at the top of the shaft.

It's generally about 9 o'clock when his broom glides over the 898th step at the 555-foot level.

"I'm about 300 feet from the ground at lunchtime," Mr. Slye says. By 3:15 the monument has been cleaned from top to bottom.

The elevator meets him at various landings along the way to take on the dirt he has collected.

**DURING THE REST** of the week, he just sweeps at spots where the stairs are exceptionally dirty.

There are also 2000 feet of stair railing to clean, windows, walls around top monument, and



Charles L. Herman, former Buffalo man, is chief custodian of Washington Monument.

doubling at times as elevator operator.

His biggest headache is created by lipstick and gum artists, Mr. Slye says. A putty knife is the answer to gum on the floor but women's "war paint" is a different matter.

"It seems like pranksters follow me right down the steps when I sweep," the janitor says. "I don't see red then, but the next day I do."

The night guard at the monument walks down the steps at closing time to be sure everyone's out, at the same time making note of the location of lipstick and blotches to be removed.

For several years the night patrol was the duty for a former Buffalo man, Charles L. Herman, now chief custodian at the monument.

An employee of the National Park Service, Mr. Herman has worked at the monument since 1934. Before that, he and his wife lived at 389 Winslow Ave., Buffalo. She is the former Miss Augusta Dugler.

Mr. Herman is a lifetime member of the City of Tonawanda's Niagara Hose Company 2, a volunteer fire-fighting unit he joined 35 years ago.

**MR. SLYE HAS** quite a following among the persons who visit the monument.

They cluster around while he sweeps the stairs, inquiring how long the job takes and how many steps there are.

"I sure feel sorry for you, Mister," some exclaimed. "You have a rough job."

Mr. Slye says he is constantly amazed at the number of elderly men and women who walk down the 898 steps.

"Some of them can hardly drag one foot after another," he remarks.

An old war veteran with a string of medals and ribbons on his chest, told the janitor: "Son, I knew this place before you were born. I've been visiting the monument since it first opened in 1889."

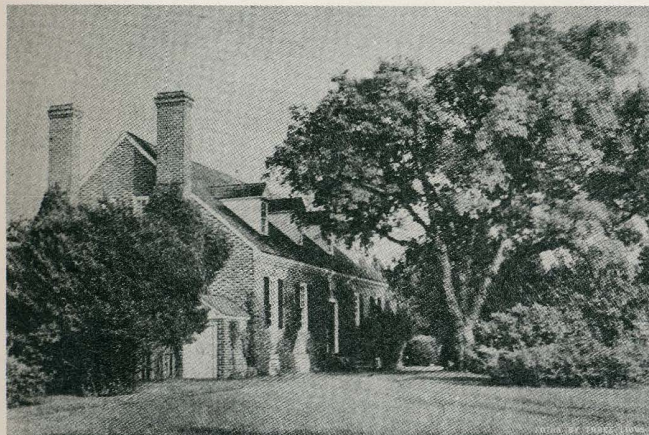
Mr. Herman says that more than 26,500,000 persons have visited the monument since it was opened Oct. 9, 1888. Some 4,500,000 of these walked to the top; the remainder rode the elevator.

The total of energetic pedestrians does not include the many important visitors who wanted to make the hike and had the custodian accompany them, Mr. Herman remarked wryly.

Mr. Slye has walked down the monument about twice a week since he took the janitorial job eight years ago (2 times 898 times 52 times . . .). Not once, however, has he walked up.

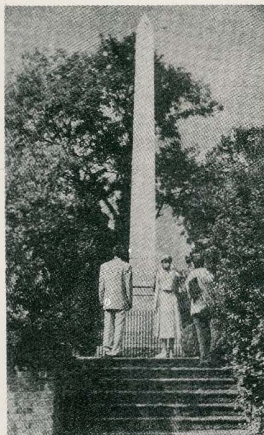


Gregory Slye sweeps down the 898 steps in Washington Monument once a week. The job takes about six hours.



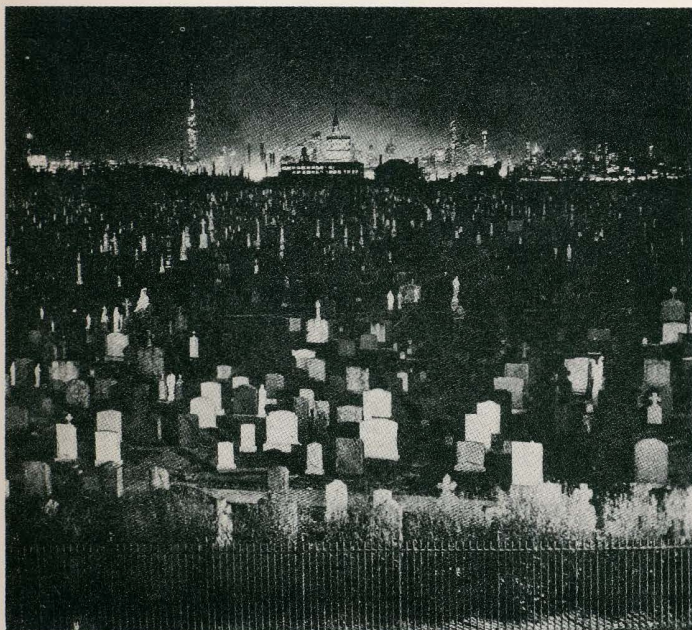
On the site of the home where Washington was born on Feb. 22, 1732, is a thoughtful reconstruction of a Colonial house of the period. Fire de-

stroyed the actual home of his birth and building plans for the house have never been found. The new house is built on foundation of the old one.



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

## Famous Landmarks Honor Washington



### TOMBSTONES AND CITY LIGHTS

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

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.

BOSTON TRAVELER, THURSDAY



**NEW HAMPSHIRE SEEKS STATESMAN'S REMAINS**—Small cemetery at Franklin, N. H., where the parents of Daniel Webster are buried and where, if a movement now underway succeeds, the remains of the statesman will be buried. Richard H. Moulton of Webster, N. H., has started a move to have the remains of the Granite State's famous son moved from Marshfield to Franklin. Headstones of the parents of Webster are at either side of the picture. Local folks don't know how rock got atop the common marker to Ebenezer and Abigail in foreground.

### Dispute Over Statesman:

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

WEBSTER, N. H., Jan. 28—Massachusetts and New Hampshire have more than just Henry Long's Battle of the Bottle to fight. Now it's the War over Webster—Daniel, that is.

★ ★ ★

Atty. Richard H. Moulton of Webster recently suggested in a letter to selectmen of Marshfield, Mass., where the statesman-orator lies buried, that it would be appropriate to move his body to his native Old Elm Farm in Franklin. Webster spent most of his adult life in Marshfield.

★ ★ ★

Robert Boies, chairman of Marshfield selectmen, replied huffily today that "if Black Daniel Webster's body is moved, it will be over our dead bodies. His grave here has become a national shrine that is visited by thousands of people from all over the country every year."

At least, shot back Moulton, if Webster's body were moved to New Hampshire, it wouldn't lie close by "a roller-skating rink, as it does now."

The town of Marshfield, it develops, several years ago turned down the Webster estate as a gift. Now the house is occupied as a day camp for children in the summer, and the clackety-clack of wooden wheels is heard nightly—even as far back as the graveyard, Moulton intimated.

### LAUDS N. H. SPOT

"How much more appropriate it would be," he observed today, "for him to lie in a quiet, serene and dignified place, in the old family graveyard where his parents sleep, near the beautiful calm river—near the Pulpit Rock where, as a youth, he practiced his speeches; in the country he loved so well."

"He was," Moulton concluded, "for more important things than to be buried so scandalously close to a place of light-hearted recreation. Here in his native heart, he may have the dignity which is rightfully his."

THIS STONE SHAFT was erected at Fort Meigs in 1908 in honor of the men who fought and died there in one siege of the War of 1812.



THE HIGHWAY TRAVELER



## Wealthy Widow Would Beautify Potter's Field, Be Buried There

**Special to the Herald Tribune**  
NEW HAVEN, Conn., Feb. 28.—A wealthy widow, member of an old New Haven family, has offered to fence, landscape, refurbish and maintain Potter's Field here on the condition that an inconspicuous plot be reserved for her burial. Mayor William C. Celentano revealed today.

The mayor said he did not know why the condition was imposed but he would recommend to the Board of Aldermen on Monday that the offer be accepted.

The proposal was made by Mrs. Anna Finch Ardenghi, sixty-six, whose first husband was the late William W. Farnam, former treasurer of Yale University. She made the offer during an extended visit to New Haven which ended Thursday when she returned abroad to her home near Paris. She has maintained her main residence there since her marriage in 1930 to Vincent Ardenghi, French army officer who died three years ago.

Mayor Celentano, who owns a funeral home, said Mrs. Ardenghi told him she was distressed at the condition of the pauper's burial ground on the northern outskirts of the city adjoining the poorhouse. The field's 385 graves are under a tangle of tall weeds and unmowed grass, and the city-installed metal markers, anchored in the earth and painted with the names of the dead, are rusted and worn.

Mrs. Ardenghi hired an architect to make plans for the cemetery and a month ago made known her offer, the mayor said.

Mrs. Ardenghi's plan would be to build a five-foot-high metal-mesh fence, 850 feet long, around the gently sloping field and erect an ornamental stone gate with a metal archway inscribed, "Unto the last of these—from the twenty-fifth Chapter of St. Matthew, which says: 'Inasmuch as ye have done it unto one of the least of these my brethren, ye have done it unto me.'"

There would also be a plain stone cross, twenty feet high, made of Stony Creek Conn. granite, in the center of the cemetery, and a small brick house with a copper roof to serve as tool shed and receiving vault. A circular paved road would be built around the field's perimeter, inside the fence. Evergreen trees and shrubs would be planted, and a stone marker would be put on each grave.

The mayor said Mrs. Ardenghi promised to set aside a fund large enough to provide interest payments adequate to maintain the cemetery.

**Records Available**  
Under her plan, the city Parks

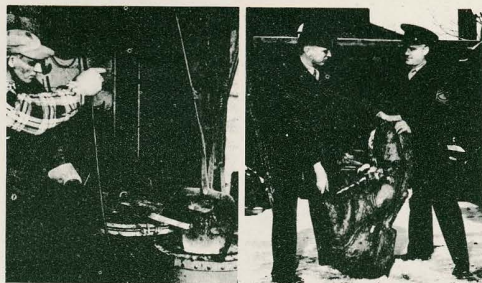
Department would have charge of the cemetery, now under the administration of the Department of Welfare. The latter department has records of burials from which the data may be taken for the new stone markers.

Mr. Farnam, Mrs. Ardenghi's first husband, was for thirty-four years a member of the City Park Commission. He was treasurer of Yale from 1888 to 1899, a fellow of the Yale Corporation from 1885 to 1918, a trustee of Yale's Sheffield Scientific School from 1894 to 1923, and president of the school in 1922 and 1923. He died in 1929 at the age of eighty-five.

In 1930, after her second marriage, Mrs. Ardenghi presented the Farnam house and grounds at 335 Prospect St. to Yale University. The property was named the "William Whitman Farnam Memorial Garden," and the building still is in use.

**Home in France Since '10**  
Mrs. Ardenghi has made her home in France since 1930. She and Mr. Ardenghi lived in New Haven temporarily during World War II, and Mrs. Ardenghi had been in the city for five years at the time of her departure Thursday for France. She rented a hotel suite and visited with her sister, Mrs. Frederick F. Brewster, who lives here.

Mayor Celentano said he asked Mrs. Ardenghi if she would prefer a plot near the stone cross, but she rejected it, saying she preferred



**TWO JIMA STATUE IN CASTING STAGES**—Giant hands, feet, heads and weapons composing sections of the new 119-foot-high two Jima Memorial are currently in final casting stages at the Bedi-Bassy Bronze Foundry in Brooklyn, N. Y. The 100-ton bronze replica, sculptured by Felix de Weldon, depicts the memorable flag-raising by U. S. Marines atop Mt. Suribachi on two Jima during World War II. When finished, the statue, largest of its kind in the world, will be located somewhere in the Washington, D. C. area. The memorial foundation, headed by Major General Merritt A. Edson, USMC (ret.), is presently campaigning for additional funds to complete the tribute to Leathernecks' heroism. A small group of Marines from the New York area recently visited the foundry to watch the casting.



These pictures show some of what they saw. At left, a foundryman removes a crucible of molten bronze at 2000° F. from the melting furnace for pouring into a statue mold. The metal is actually composed of mostly copper with some zinc and tin. Corporal Richard R. Zander and Technical Sergeant Charles F. Housh express amazement at the size of a bronze "boondocker" belonging to one of the statue's six figures. They later came upon one of the figure's huge hands and were quick to compare its size with their own. Sergeant Howard W. Bonious concentrated his interest on the floating mold for a Kabar knife carried by one of the figures. The core (dark, knife-like shape) is suspended in the form by two pins on each side of it.

## MISSOURI VACATION

A spring holiday in the "Show Me" state



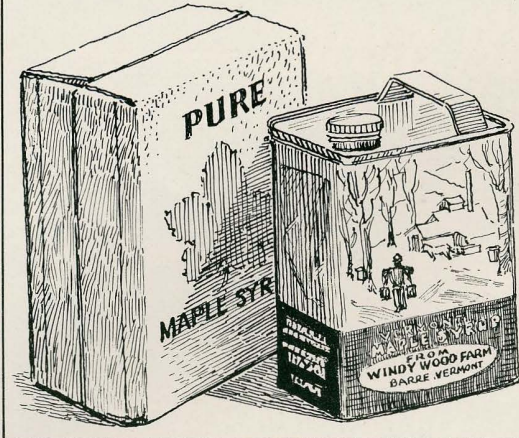
Here at the "birthplace of mirth," Hannibal, the statue of Mark Twain looks down on his beloved Mississippi.



King, nine-year-old Collie, with a spot of Shepherd, rests on grave of young Angelo Del Plato, Batavia, N. Y., during his annual visit at St. Joseph's cemetery. The boy's family says the dog hasn't missed a daily visit in eight years to the grave of his former playmate.

## SPRING 1953 CROP of PURE 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

	Pts.	Qts.	1/2 Gals.	Gals.
New England New York, N. J. Pennsylvania	\$1.25	\$2.40	\$3.95	\$6.90
All Other States East of Mississippi	\$1.35	\$2.50	\$4.25	\$7.50
West of Mississippi	\$1.45	\$2.60	\$4.50	\$7.90

(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



Kirchgesner Photos, 187 Columbia Drive

The past is literally being unearthed as the graves at the old cemetery on North Eggert Road, adjacent to St. Benedict's Church property, are being opened. The remains are being reinterred in the Skinnerville Cemetery, and the work is being done by Edgar J. Krauch of the Amherst Memorial Co., 416 Main Street, Williamsville, who has the contract for excavating and transferring the bodies, the repair of the monuments which are salvageable, and the erection of new "Rock of Ages" granite markers for all at the Skinnerville Cemetery. In addition, Mr. Krauch will erect a monument at the Skinnerville Cemetery 2 1/2 ft. long and 4 1/2 ft. high as a tribute to all of the unknown reinterred there. The burial of the dead is being done by the Skinnerville Cemetery Association.

Amherst authorities have requested

that 303 graves of known and unknown persons be opened. Up to the present time, Mr. Krauch and his associates have uncovered 131 bodies and opened 22 supposed graves in which nothing was found. They have gone down as deep as 4 1/2 feet, in some cases digging through a solid rock shelf 4 1/2 ft. to 6 ft. in depth, which runs under the cemetery. When the work is completed, it is expected over 375 graves will have been opened.

Although the earliest grave was dated 1811, it is believed burials were made there considerably earlier, judging from the condition of the bones unearthed. The Wisner family is believed to have been one of the sponsors of the cemetery, and in the northwest corner are buried the Rev. Henry and Andrew Wisner families.

In opening Rev. Wisner's grave, it was found he was buried in a zinc lined, redwood rough box which had been shipped from California in 1884. Inside the box was the casket, still intact, and acting as a lining for the roughbox were newspapers from Inglewood, Calif., which are still legible. The casket was opened and the complete skeleton was found intact, but nothing else. The remains were placed in another box and reinterred in a most prominent place in the Skinnerville Cemetery.

Mr. Krauch has contacted grandsons of the family; there are four, one living in Pittsburgh, another in Lockport, a third in Akron, and the fourth in Amherst.

Next to Rev. Wisner's grave, and unknown to the family descendants, was found the skeleton of an adult who was over 7 feet in height. The skeleton was not in a roughbox or casket, and was close to Rev. Wisner's roughbox. There are many Wisner relatives buried there, including members of the Peters, Pelters, Staleys and Eley families.

One of the most interesting discoveries in opening the cemetery was a casket which is believed to have contained a two-headed baby. The casket contained two skulls, one set of ribs, and one set of arm bones, and the bones were of an infant not over five months old.

The bones were in a little white

A gruesome discovery was the remains of a man, buried face down, with a bullet hole in the back of his skull. Examination showed that the hole was probably a ball and powder shot. There was no casket or powder box, and the grave was found directly inside the entrance gate, not over three feet below the earth's surface.

The Federal Law prohibits the taking of any object buried with the dead, even though it might be for historical purposes. In unearthing the Christine Roof grave, on the bone of a finger of her left hand was found a three-quarter-carat diamond in a platinum setting, which was unusual in those days as it does today. The most elaborate casket exhumed was that of a child. The little white casket was elaborately trimmed with solid silver; six silver handles with ornamental buttons were around the top of the box and two-inch-high ornamental doves, hand carved from solid silver, were at either end of the casket. The top of the casket was of glass, but that had been broken. Mr. Krauch said the doves were so exquisitely carved they were pieces worthy of a museum, but that they were reinterred to conform with the Federal Law.

Another exhumed grave disclosed not so pleasant a sight; placed on the eyes of the corpse were two large pennies. The remains of an elderly woman with five back teeth filled with gold amalgam instead of the silver used today, also was found. Another skeleton had a complete set of dentures.

The cemetery was abandoned about 42 years ago, and has stood forlorn and uncared for. Tons and tons of earth are being moved by hand, but for Mr. Krauch will not permit the use of a bulldozer or any other mechanical machine in fear some of the graves might be destroyed. Every shovel of earth is screened, so that not a single bone is missed.

The crew has found the work rough going, and every one of them has suffered from frequent contact with poison ivy. In addition, a number of them experienced severe hemorrhages when several nests were disturbed. It is hoped to complete the work by September 1, unless delayed by bad weather. Eggert Road will then be widened, and the rest of the cemetery property devoted to St. Benedict's Church for conversion into a parking lot.

Mr. Krauch has been extremely interested in the work, both from a technical as well as an historical aspect. He is taking numerous notes on the findings; included are some of the epitaphs which appeared on the tombstones. Among the inscriptions are:

Henry W. Gasner  
Died Jan. 24, 1899  
Age 59 years, 1 month, 10 days  
"Rest Brother, Rest in Quiet Sleep,  
While Friends in Sorrow O'er Thee Weep"

Magdalena Gasner  
Born April 23, 1873  
Died June 19, 1919  
"A rose of promise  
Plucked on earth  
To bloom in Heaven"

Another inscription was for Michael Schenck, born in Lancaster County on April 2, 1772, at Warwick Township, Pennsylvania. He died on Feb. 22, 1844, at the age of 71 years, 10 months and 20 days.

Many of the inscriptions were in German, as this was a German-speaking community in the early days.

## Chesapeake Country



JAMESTOWN IS THE SITE of this statue of Captain John Smith. Shown on the right—the Yorktown Victory Monument erected to our defeat of the British.

monument, erected in 1907, commemorates the Jamestown settlement of May 13, 1607.

Williamsburg is a story in itself. There you find the most perfect restoration work ever achieved. It reflects nearly all aspects of Colonial Virginia life after the capital was moved from Jamestown to Williamsburg. John D. Rockefeller, Jr. has devoted many years and millions of dollars to Williamsburg's restoration. You can visit the restored Capitol, the Governor's Palace with its beautiful gardens, the Public Gaol, the Raleigh Tavern, the Ludwell-Paradise House, the George Wythe House, and numerous other reconstructed buildings that have been resurrected from our historical past. Williamsburg is one of the most rewarding attractions the history-minded traveler will find anywhere.

The Yorktown Battlefield, where American and French allies carried out a siege of 1781 that forced the surrender of Lord Cornwallis' British army, is probably the most interesting site at Yorktown.

You will find historic sites too numerous to mention scattered over the fingers of land that jut into the Chesapeake Bay to form the Tidewater Region. Not only were various campaigns of the Revolutionary War and the War of 1812 waged here, but it is

THE HIGHWAY Traveler



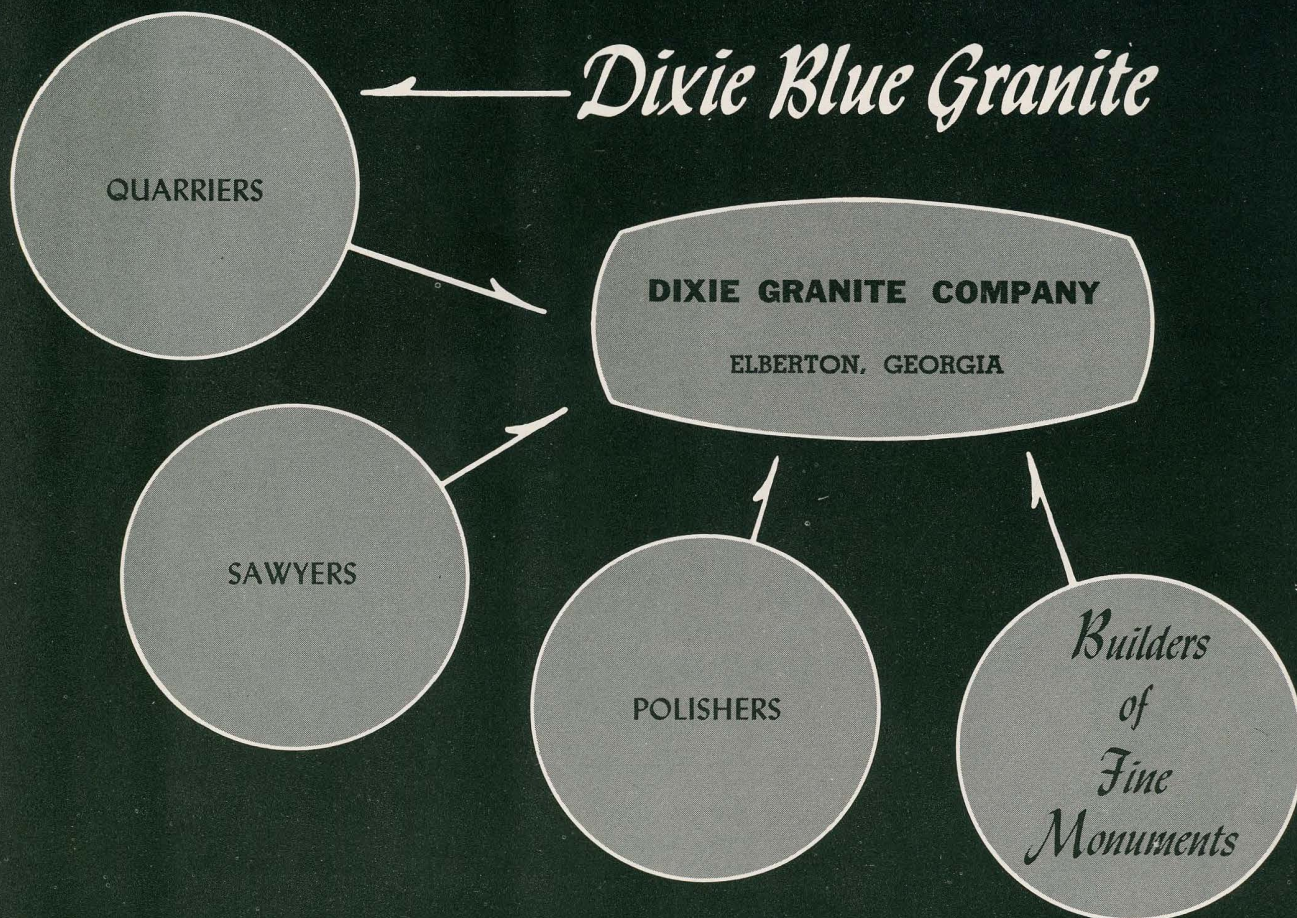


## *Modern* **MONOLITHIC CROSS**

*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**

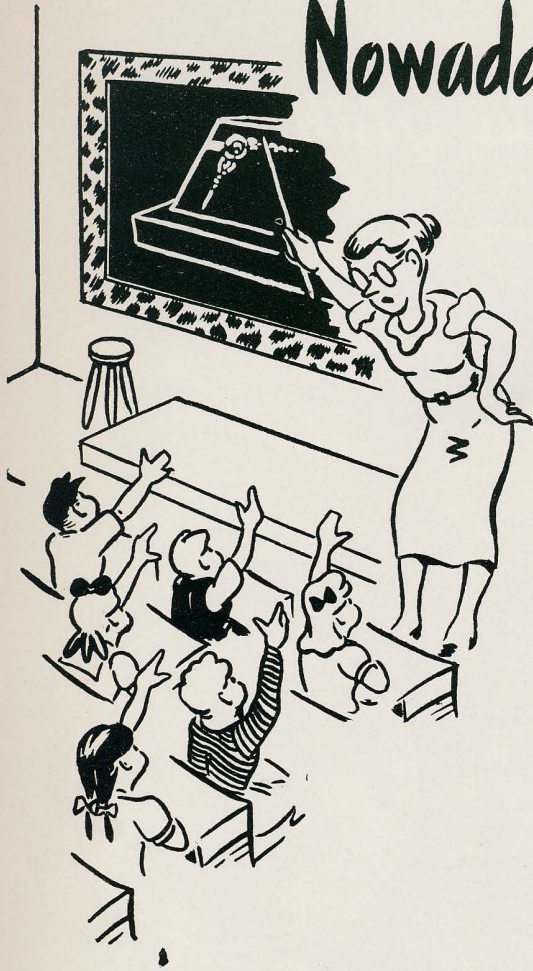
*Reasonably Priced*

**ABRASIVE PRODUCTS COMPANY**

Factory and Office — LANSDOWNE, PENNA.  
Canadian Agent — Ritchey Supply Co., Toronto, Ont.

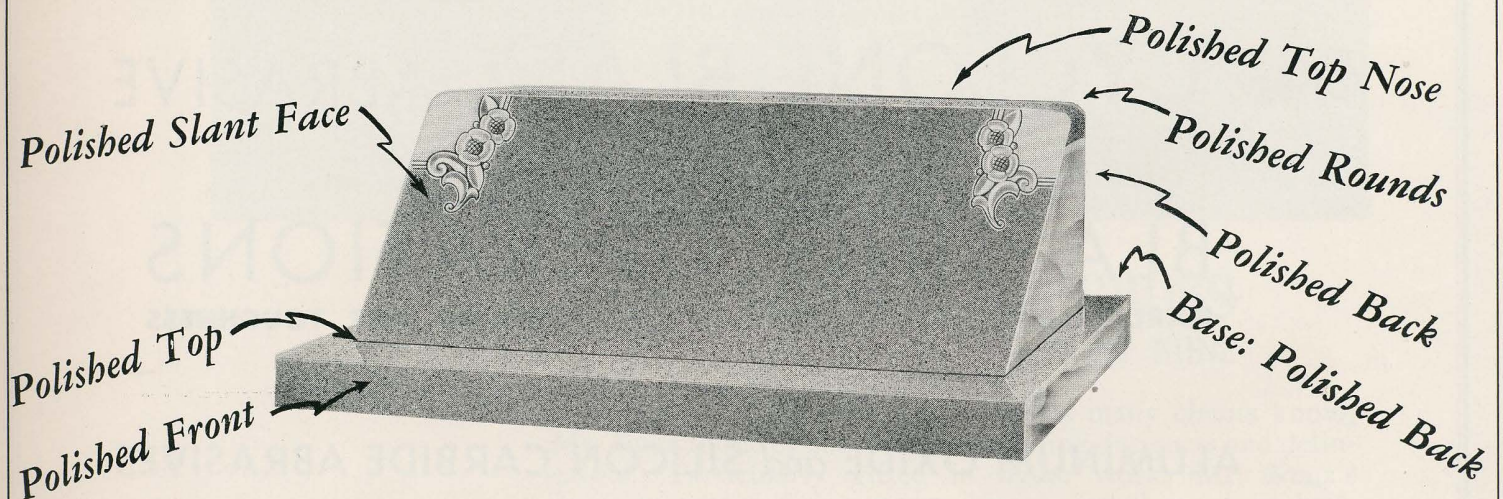


# Nowadays even first graders know...



**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!**

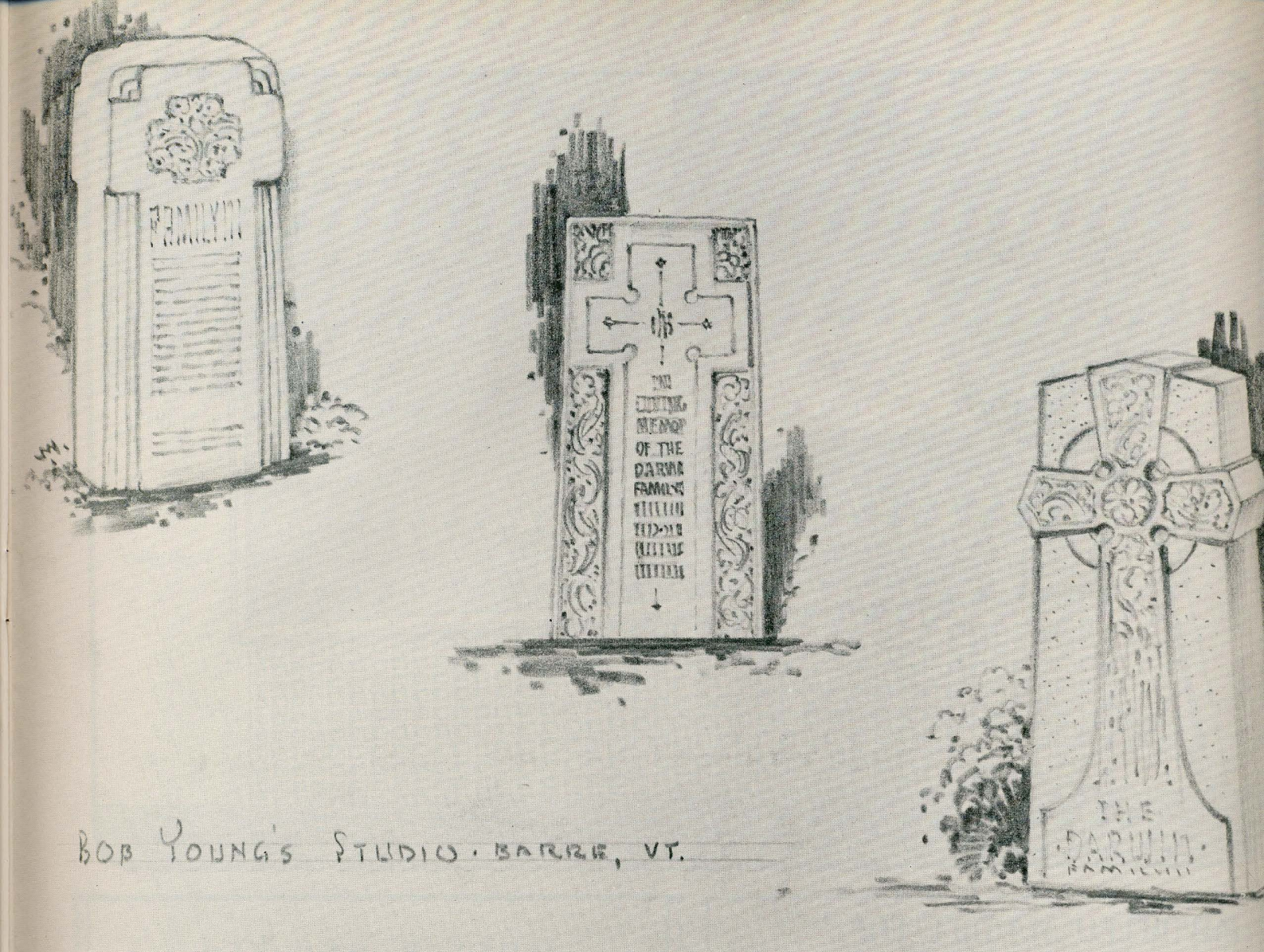
The attractive and modern appearance of GARAND-TEED Western Style Slants as displayed in your yard will convince your customers of visual **VALUE SATISFACTION** and your ability to effectively price these markers will easily convince them of actual **VALUE SATISFACTION.**



**GARAND-TEED**  
S. L. GARAND & CO.

**MARKERS INC.**  
MONTPELIER, VT.





## CROSS TABLET MEMORIALS

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.*



Inquire about our ..... PEERLESS EXTRA BLUE  
and  
DARK ROYAL BLUE GRANITES



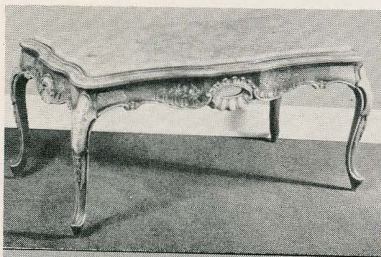
Elberton's  
Most Beautiful  
Granites  
Unequalled in  
Beauty  
and Durability

**Comolli Granite Company**  
WHOLESALE QUARRIERS  
AND MANUFACTURERS  
Elberton, Georgia

## IMPORTED MARBLE TOP COCKTAIL TABLES

*... A Profitable Side-line*

No. 5213 VENETIAN TABLE—This handsome cocktail table, 38" x 21" x 17 1/2" high, features a Brocatello 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





FRED J. PLIMPTON  
*President*



HERMAN G. PHILLIPS  
*2nd Vice-President*



BRADFORD C. PATCH  
*Treasurer*



FRANK COGGINS, JR.  
*Secretary*

(Editor's Note: A photo of Donald J. Bohmer, 1st Vice- President,  
was not available at press time.)

#### AMERICAN MONUMENT ASSOCIATION OFFICERS - 1953

##### *President*

Fred J. Plimpton  
Vermont Marble Company  
New York, N. Y.

##### *First Vice President*

Donald J. Bohmer  
Melrose Granite Company  
St. Cloud, Minn.

##### *Second Vice President*

Herman G. Phillips  
Phillips Granite Co.  
Rion, S. C.

##### *Treasurer*

Bradford C. Patch  
Cook, Watkins & Patch, Inc.  
Boston, Mass.

##### *Secretary*

Frank Coggins, Jr.  
Coggins Granite & Marble Industries, Inc.  
Elberton, Ga.

Frank Coggins, Jr.

Coggins Granite & Marble Industries, Inc.  
Elberton, Ga.

Carl W. Grewe  
Grewe Granite Co.  
St. Cloud, Minn.

John T. Heyward  
The Winnsboro Granite Corp.  
Rion, S. C.

W. H. Hoover  
Hoover Granite Co.  
Elberton, Ga.

M. Walker Jones  
Jones Brothers Company, Inc.  
Barre, Vt.

Clarence R. McLanahan  
Republic Granite Co., Inc.  
Elberton, Ga.

H. A. Olson  
Anderson Bros. & Johnson Co., Inc.  
Wausau, Wis.

#### AMERICAN MONUMENT ASSOCIATION DIRECTORS - 1953

Charles L. Beck  
Beck & Beck, Inc.  
Barre, Vt.

Ernest F. Beers  
Rock of Ages Corporation  
Barre, Vt.

Donald J. Bohmer  
Melrose Granite Co.  
St. Cloud, Minn.

Ateo Brusa  
Brusa Brothers  
Barre, Vt.

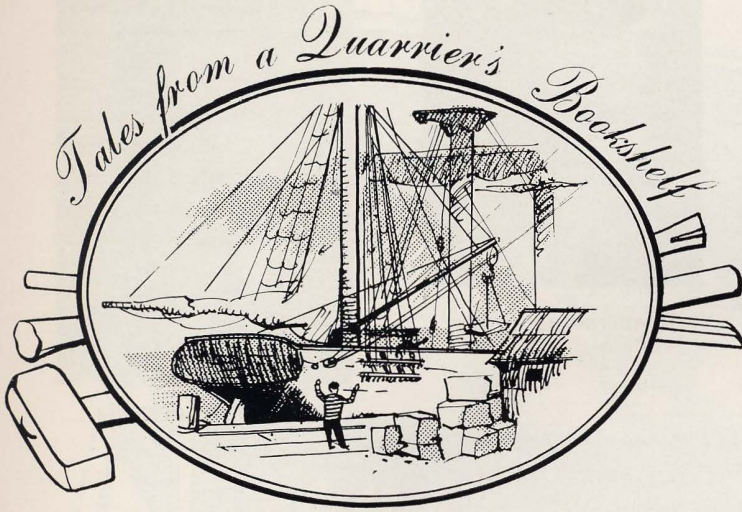
Bradford C. Patch  
Cook, Watkins & Patch, Inc.  
Boston, Mass.

Herman G. Phillips  
Phillips Granite Co.  
Rion, S. C.

Fred J. Plimpton  
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,moil 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]*

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 de-control 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 uniting 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 associations. 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]*



# REPORTS from the STATE and DISTRICT MEETINGS

## 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. Philpott, 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.

*BOARD OF DIRECTORS*:—*Maine*,—Ernest P. Belisle, Lewiston; Thurston H. Jordan, Ellsworth; Donald T. Page, Bath. *Connecticut*,—Anthony Giordano, West Haven; Arthur C. Keith, Putnam; Charles C. Piola, Waterbury; Milton W. Slade, Bristol. *Rhode Island*,—Maurice L. Caron, Pawtucket; A. DelGiudici, Providence; Harold J. Graham, Paw-

tucket. *Vermont*,—Thomas J. Adams, White River Jct.; Ernest H. Javery, Bennington; John R. Temple, Rutland. *New Hampshire*,—Arthur E. Howe, Claremont; C. Wesley Lyons, Rochester; William H. Perry, Concord. *Massachusetts*,—Gordon D. Carr, Quincy; William Deane, Forest Hills; George B. McKenna, Lowell; Roscoe Sylvia, Roslindale.

## "TRI-STATE" MONUMENT BUILDERS CONVENTION

The opening meeting on January 26, 1953 of the "Tri-State" Monument Builders Convention (Md., Del., 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-Austermuhl 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. Shawvan, 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 L. Cullis, then read the minutes of the last meeting and motion was duly made, seconded and carried that they 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, Brad-dock; Clark Gladfelter, Manchester; William Gray, Johnstown; Leonard Kelly, Jr., Altoona; Arch Buono, Dravosburg.

*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.

(Upon 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. Harvard 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. Goffredo, 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



office—1 year:—

Ralph Ardolino, President, Long Branch Monument Company, West Long Branch, N. J.; Mrs. John F. A. McGovern, Vice-Pres., 485 Bramhall Avenue, Jersey City, N. J.; Mr. Virgil J. Zucchi, Treasurer, New Jersey Marble & Granite Co., Crescent Blvd. & King Ave., Merchantville, N. J.; Thomas P. Goffredo, Secretary, Thomas Meloro & Son, 271 Ridge Road, North Arlington, N. J. **DIRECTORS:** Mr. John Dickson, Dickson Brothers, 303 Ocean Ave., Jersey City, N. J.; Mr. Al Forti, Hollywood Monumental Co., 1618 Stuyvesant Ave., Union, New Jersey; Mr. Peter J. Malnati, Arlington Monument Wks., 30 Prospect Place, Arlington, N. J.; Mr. Gene F. Long, Long Brothers, Verona & Palermo Aves., Pleasantville, N. J.; Mr. Nick Christopher, Paterson Monument Co., 317 Totowa Ave., Paterson, N. J.; Mr. Louis Pompilio, Guarantee Monument Wks., 565 S. Orange Ave., Newark, N. J. **STATE DELEGATE:** Mr. Gene F. Long, Long Brothers, Verona & Palermo Aves., Pleasantville, N. J.; **Alternate**—Mr. Nick Christopher, Paterson Monument Co., 317 Totowa Ave., Paterson, N. J. **TRI-STATE CONVENTION, NEW JERSEY MEMBERS OF BOARD OF DIRECTORS:** Mr. Nick Christopher, Paterson Monument Co., 317 Totowa Ave., Paterson, N. J.; Mr. Peter J. Malnati, Arlington Monument Wks., 30 Prospect Place, Arlington, N. J.; Mr. Gene F. Long, Long Brothers, Verona & Palermo Aves., Pleasantville, N. J.

#### **NEW YORK STATE RETAIL MONUMENT BUILDERS ASSOCIATION CONVENTION**

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, at 9 A.M. on Thursday. The registrations were the largest that the New York State Ass'n has had since it's 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 co-operating 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. Strack, 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, un-

der 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 Martinello, 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]



Nominating: Arthur Bauer, Alton Simpson, Al Raisch  
Auditing: Reg Chadwick, Bob Butts, Fred Marsh  
Membership: Mike Allen  
Resolutions: Victor Ferguson, Mrs. Petty

Place of 1954 Meeting: Hans Frederickson, Pete Fletcher, Bruno Nowicki.

A subscription to AMERICAN ART & STONE was won by Carl Schmidt, Redford, Granite Co. Meeting adjourned at 12:00 p.m. The afternoon meeting was called to order at 2:10 p.m. Door prizes were drawn as follows: MONUMENTAL NEWS - REVIEW subscription donated by Monumental News was won by Dick Knapp. MONUMENTAL NEWS - REVIEW subscription donated by Anderson Brothers and Johnson was won by Leonard Engquist. Subscription to ART AND STONE was won by Pete Fletcher.

Following these prize drawings President Vandercook reviewed the activities of the Michigan Monument Builders for the past year.

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. Mortinson, Mother of Arnold Mortinson, 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

[Continued on Page 66]



# PUBLIC RELATIONS

*By H. W. Hopwood*

*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 organiza-

tion. 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 generally met union resistance. If such a machine was installable, let us say, to be operated only by one man, yet producing at the equivalent rate of three men, it was not unusual to find the machine deliberately operated at far less than its capacity. Efforts to fully utilize the capacity of the machine 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.

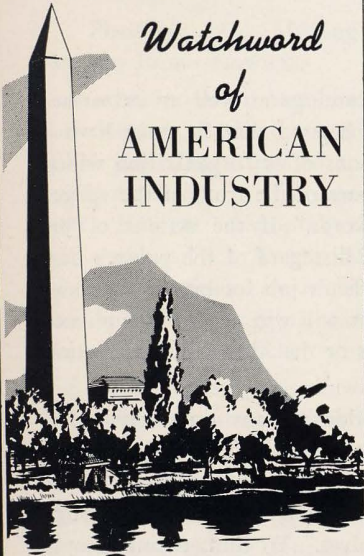
The public relations agency then went to work. In articles and advertisements, booklets and pamphlets, in speeches and forums, these statistics were set forth and the contention that

*[Continued on next page]*



# INTEGRITY...

Watchword  
of  
AMERICAN  
INDUSTRY



Business integrity is a characteristic to be admired. For 50 years the Ottawa Silica Company has been serving industry with the highest quality Silica Sand.

Flint Shot Is The Recognized  
Standard of Mineral Abrasives



Ottawa Silica Co.

Plants located at  
OTTAWA, ILL.  
ROCKWOOD, MICH.

## Save Time—Use Nash's MERCHANT & SEAMAN'S EXPEDITIOUS MEASURER

Indexed tables showing at a glance the cubic contents of any stone, according to its length, breadth and depth. Used by stone cutters all over the world. Reinforced index tabs.

Price \$5.50 Per Copy, Postpaid

The Baker & Taylor Co.

HILLSIDE, N. J.

## SUPPORT YOUR STATE & NATIONAL ASSOCIATIONS

MEMORIAL DESIGN  
and  
COMMERCIAL ART  
We Invite  
Your Inquiries



BOB YOUNG'S STUDIO

51 NORTH MAIN ST., BARRE, VT., TEL. 2032

## AM I A BUILDER?

*Continued from Page 56]*

the monument dealers or I would not have accepted this position. I have some plans for the future of this organization and if you will join with me in the MONUMENT BUILDERS OF AMERICA we can work together for the betterment of the industry and will benefit thereby. It appears to me that we are either helping to build our industry by our cooperation, or by our indifference we are tearing it down, which reminds me of a poem that I found many years ago and framed and hung it above my desk. Whenever I was tempted to avoid payment of dues or refuse my talents to my trade associations, civic organizations, community chest, or any like cause, or when I was tempted to buy some cheap merchandise to compete with a competitor who was selling that type of merchandise, I would read that poem and could arrive at but one answer. I want to close by quoting it to you.

The title is — "Am I A Builder?"

I saw them tearing a building down,  
A group of men in a busy town,  
With a Ho! Heave! Ho! and a lusty yell,  
They swung a beam and the side walls fell.  
I said to the foreman, "are these men skilled?  
The kind you would hire if you were to build,"  
And he gave a laugh and said, "no indeed,  
Common labor is all I need,  
And I can wreck more in a day or two  
Than builders would take a year to do."  
And I thought to myself, as I went my way,  
Which of these roles am I trying to play,  
Am I a builder, working with care,  
Measuring life with rule and square,  
Am I shaping my deeds to a well-made plan,  
Patiently doing the best I can.  
Or am I a wrecker walking the town,  
Content with the labor of tearing down?

## PUBLIC RELATIONS . . .

*Continued from Page 61]*

machines make jobs pounded home over and over. Every time a booklet was produced, copies were distributed widely to editors, writers, educators, and public officials. Every speech was printed and circulated to mailing lists of thousands of thought readers. The change in opinion began slowly, as it a'ways does. It might still be progressing slowly except that the defense production of World War II virtually eliminated unemployment and forcibly called to the attention of the public the tremendous importance of highly mechanized mass production industry. Ultimately, union leaders began to understand the matter more clearly and today some contracts include reasonable provisions allowing for technological advancements which may cause some temporary dislocation of employment. You seldom hear it argued today that mechanization is an evil which creates unemployment. More people realize that it is extensive mechanization that has taken us out of the Model T. era, into today's high production, high wages and short work week. This was a public relations achievement of top quality . . .

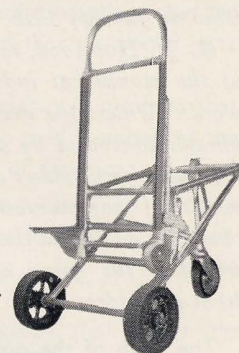
I am not familiar with your problem. One of them, I am told involves the practice of numerous cemeteries in recent years of prohibiting monuments or other grave markers other than those flush with the ground. I have no other information as to what effect this trend has had on your business, but I

*[Continued on next page]*



## NEW Portable Banker

for all types of stone. for plants large or small.



## At Last One Truck For The Complete Operation



## Saves Time

LOADING MARKING RAISING MOVING CUTTING STENCIL SAND BLASTING



## MODEL No. S-6

Fully Descriptive  
Folder sent on Request

## Standard and Special Trucks

Write for catalog

ORANGEVILLE MFG. CO.

Orangeville 14, Pa.

"Since 1879"





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

**FELKER  
DI-MET  
SEGMENTED  
DIAMOND WHEELS**

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

Wheel sizes from 6" to 24" inclusive

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

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

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.

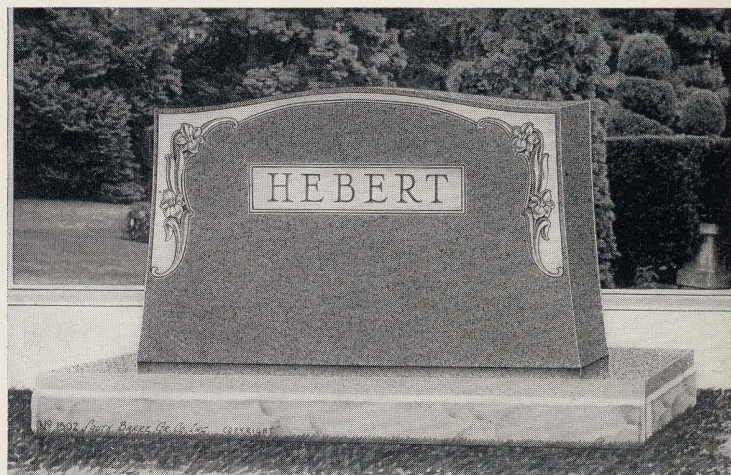
Having done these two things—and perhaps you already have, you should have a pretty good idea exactly what your problem is. I think you will agree you should know exactly

*[Continued on next page]*

**Emphasis  
on  
DEALER  
PROBLEMS**

**DESIGNS**

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



... Select Barre and Dominion Pink Granites ...

**SOUTH BARRE GRANITE CO.**





## “MARIA SS. DELLA FONTANA”

This exquisitely carved hard, white Carrara Marble statuary group, “MARIA SS. DELLA FONTANA,” is just one of the virtually limitless number of religious subjects that we can furnish . . . The matchless beauty and symbolic meaning of our Carrara Marble statuary will provide a soul-satisfying fulfillment of your customer’s desire for a truly fitting religious memorial.

*When you have need for a certain subject please write us and we will be glad to send you a photograph promptly . . . we can quote you some very interesting prices.*

# E. G. LADEWICH CO.

37 PARKWOOD BOULEVARD  
MANSFIELD . . . . . OHIO

When You  
Want  
BETTER MEMORIALS  
it’s  
BURKE BROTHERS

Established 1892  
Barre, Vermont



## 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.



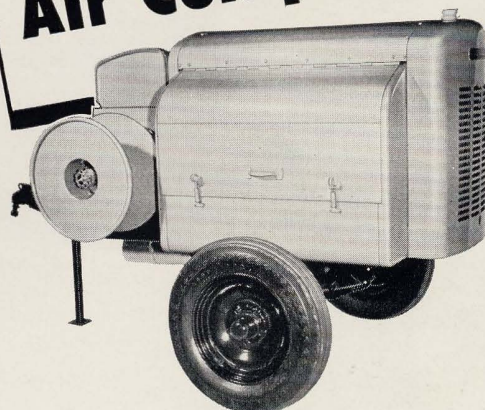
THE SMITH MODEL 70-P is powered with a CHRYSLER Industrial Engine—three cylinders for power, three for compression. Delivers continuous, on-the-job compressed air at low cost. Capacity 70 cu. ft. per minute. Evenly spaced power impulses. Has ample reserve power—designed for high compression with large 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.

*Write for Literature and Prices!*

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

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

# THE SMITH MODEL 70-P Air Compressor



Right for  
MONUMENT SHOPS . . .  
CEMETERY OPERATORS

LOW COST  
COMPRESSED AIR  
for many needs

PORTABLE  
Tow it Anywhere

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

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.

## Sheahans SELECT MISSOURI RED GRANITE

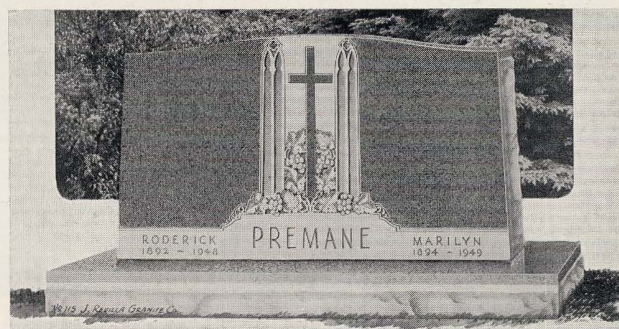
Polished slabs—dies—bases—slants—hickies  
Repolishing—refinishing—repairs  
*Wholesale manufacturers*

**R. J. COX MONUMENT CO.**

28th & State St.

East St. Louis, Ill.

## Another STELLAR MEMORIAL



The Premane design has proven itself as exceptionally saleable . . . Here is a STELLAR MEMORIAL that will be an important addition to your Spring Display.

Immediate attention to your inquiries

QUALITY • DEPENDABILITY  
• PROMPT SERVICE •



*J. Revilla*  
GRANITE CO.  
BARRE, VT.





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 1½" inscription letters in granite, using electric furnace abrasive, in less than two minutes each.

## 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 1½" 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.

**P. K. LINDSAY CO.**

97M Tileston St. Everett 49, Mass.



**FINE DESIGN**

**EXPERT  
CRAFTSMEN**

**MODERN  
PRODUCTION**

**PROMPT  
SERVICE**

**MORE SALES FOR YOU**

The Beecher design is one of our new series created especially for your "stock" sales program. Our new, varied selection of designs in this field will mean more sales for you.

**Zampieri & Buttura**



**BARRE, VERMONT**

## 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



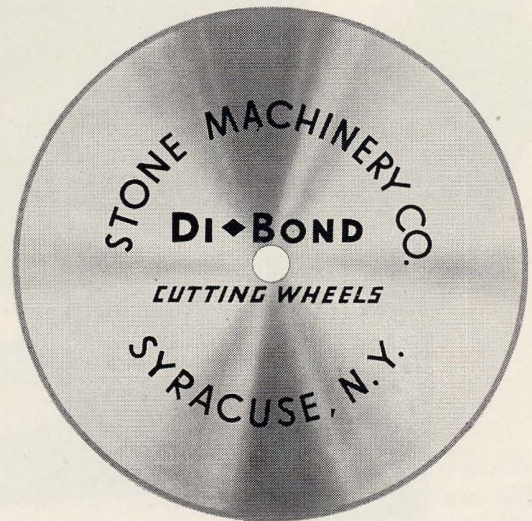
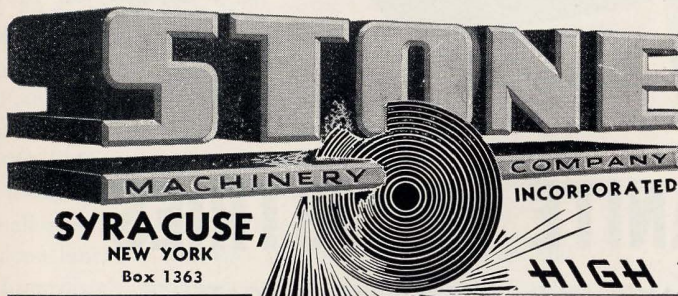
# IMMEDIATE DELIVERY

## 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.



**Order Your Wheels — TODAY!**

Write direct to Stone Machinery Co.

**HIGH SPEED CUTTING MACHINERY**

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. Riehm, Riehm & Gerlack Memorials, Louisville, secretary; P. B. Holland, Muldoon

[Continued on next page]

#### MAKE MORE MONEY WITH **NEWMAN**

Bronze Tablets  
Bronze Sundials  
Bronze Markers  
Bronze Vases

Fellow Craftsmen say:

"It has been a pleasure to do business with your firm."

—J. J. Hesley Monuments  
St. Louis, Mo.

"The plaque is very lovely and we thank you for your cooperation."

—Sumter Marble and Granite Works  
Sumter, N.C.

"I want to compliment you on your nice work."

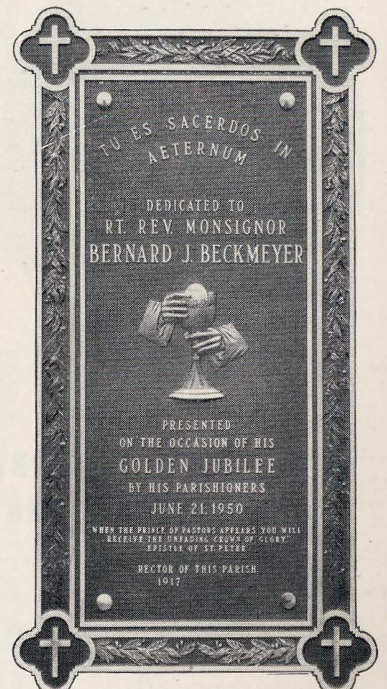
—Louis W. Kenngott, Jr.  
Newark, N.J.

"The bronze tablet is beautifully made and we are extremely well pleased with it."

—C. B. Derrick & Son,  
Le Roy, N.Y.

NOTE: TODAY attach this advertisement to your letter-head and mail it for your **FREE FOLDERS AND JOBBERS' PRICES.**

**SELL THE BEST . . .  
DON'T SETTLE  
FOR LESS!**



**NEWMAN BROTHERS, INC.**

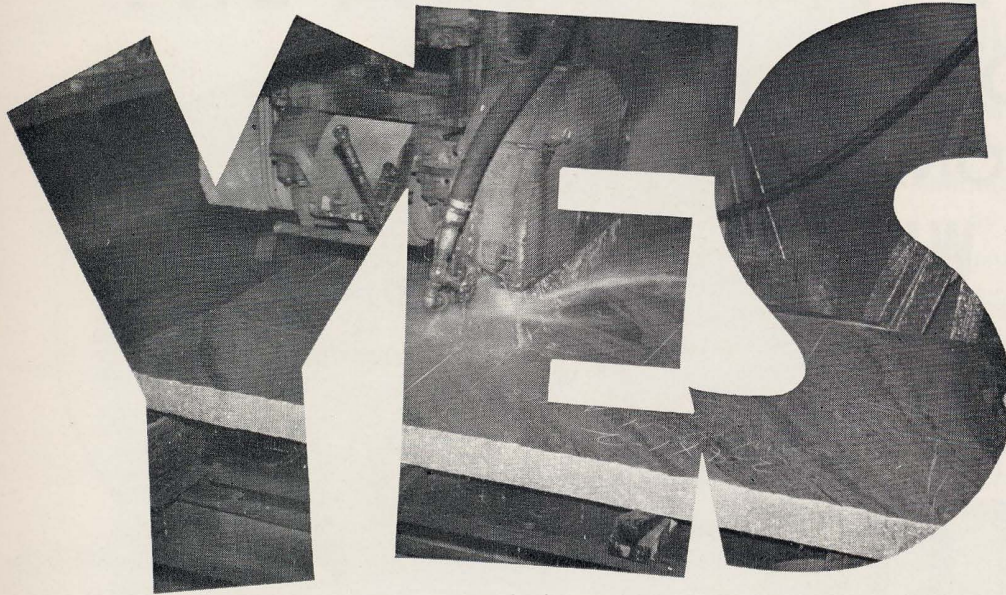
ESTABLISHED 1882

670 West Fourth St.

Cincinnati 3, Ohio



# THE ANSWER IS



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.

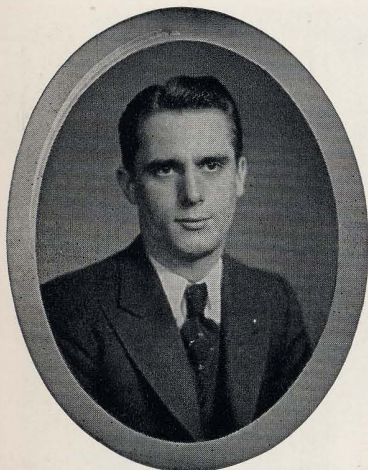
The answer is "YES" to practically any specification, and the net result will be a tailored job in top-grade stock at a price that's right every time!

## MINNESOTA GRANITE INDUSTRIES

Exclusive Quarriers of IMPERIAL MAHOGANY and VARIEGATED AGATE

DELANO

MINNESOTA



### STOLA MONUMENT PICTURES

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

*with or without*

**MONEL INVISIBLE FASTENER  
COVERED BRONZE CREST**

*all sizes available—send for illustrated catalogue*

**OAK PARK CERAMIC COMPANY**

*John O. Stola*

6336 ROOSEVELT ROAD  
OAK PARK . . . . . ILLINOIS

### 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 high lights 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

May we hold up a perfect example of a **SUPERIOR POLISHING POWDER?**

**#12 RAREOX**  
Optical Quality **CERIUM OXIDE**  
Polishing Powder

**OUT-PERFORMS**  
**ALL OTHERS ON**  
**GRANITE and MARBLE**

- Polishes faster and easier
- Quality is uniformly controlled
- Lasts longer effectively
- Assures brilliant precision finish—often preferred by many over tin oxide
- Clean to work with
- Increase production efficiently
- Adaptable to all types of polishing equipment

Prove Rareox Superiority By Actual Test.  
Send for **FREE** Sample!

**RARE EARTHS, INC.**  
Mfrs. of **RAREOX** R.D. #4 Paterson, N. J.

**Order From Your Supplier**  
Packed in 25, 50 and 100 lb. drums. Ask for it by name.



Join Your Associations

**BARRE**

**DESIGN SERVICE**

**AL COMI**

PHOTOGRAPHIC - PRINTS  
ARCHITECTURAL RENDERINGS  
MEMORIAL MOTIFS

**BARRE**



**SPECIFY . . .**

"FRENCH CREEK" the Extra Dark Monumental Granite.

**RECEIVE . . .**

Quality merchandise...  
unsurpassed contrast...  
dependable workmanship...  
exclusive designs  
prompt shipment...  
less competition . . . better profits.

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

**FRENCH CREEK**  
**GRANITE CO.**

ST. PETERS, PENNSYLVANIA



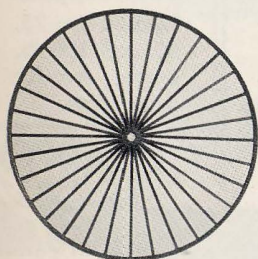
# THE GLOBE STEEL ABRASIVE COMPANY

*Manufacturers since 1907*  
METAL ABRASIVES



Action packed to give you more and faster sawed feet per pound of shot. It's new and our regular customers like it. Prove to yourself the quality of our new Alloyed Shot with a trial lot. A full line of high and low speed polishing sizes and small well-graded sizes for panel and carving work.

MANSFIELD, OHIO, U. S. A.



5 ft. Diameter, All Steel

**WHEELS**

for Granite Cutting Wire Saws

Prompt Delivery

**DESSUREAU'S MACHINE SHOP**

Manufacturers of  
Abrasive Cutting Wire Saws

BARRE . . . . . VERMONT

Write for Literature . . .

## 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 . . .

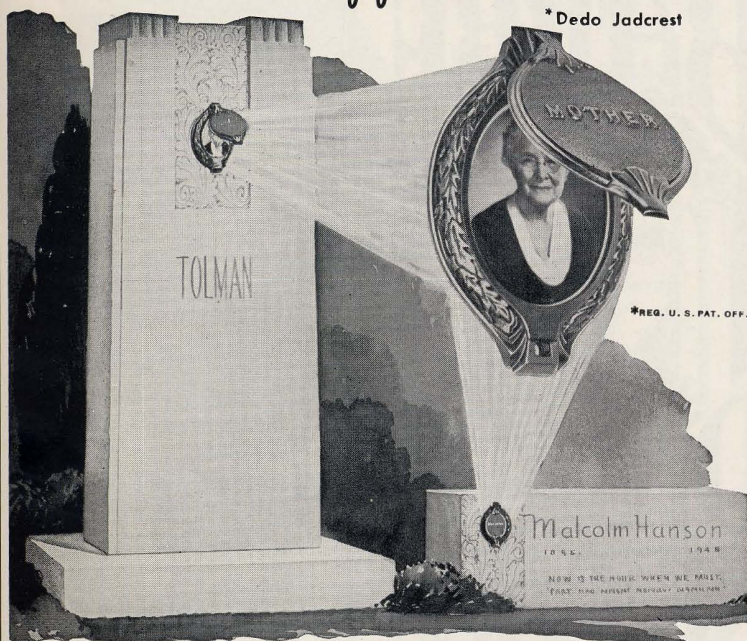
*Continued from Page 4]*

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.

## DEDO MONUMENT PICTURES — Applied Sentiment

\*Dedo Jadcrest



\*REG. U. S. PAT. OFF.

**With Finest Artistic Treatment—  
60 Years of "KNOW - HOW"**

Catalogues  
on Request

**J. A. DEDOUCH Co., Inc.**

608 HARRISON STREET

OAK PARK, ILLINOIS



LET US SERVE YOU, TOO . . .  
 QUINCY • SWED ROSE RED  
 BALMORAL & BEERS RED • RED V  
 ALSO ALL N. E. GRANITES

**WEST QUINCY GRANITE & POLISHING CO.**  
 QUINCY 69 -- MASS.

CONFIDENCE  
 BUILT ON  
 FAITHFUL  
 SERVICE

PA

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 has 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 McNeel, Leonard Braun, Aubrey Cody, Peter Troost, Harold Schaller and Robert Graham.

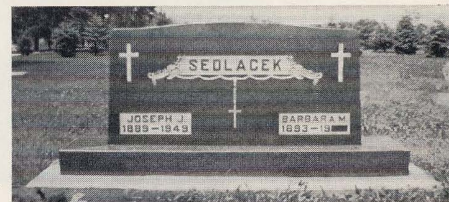
Mr. Olsen made a motion that nominations be closed and the new officers be elected by acclamation, seconded by Aubrey Cody.

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.

### PRESTIGE MEMORIALS IN ALL LEADING GRANITES

NOW is the time to act! Replenish and enlarge your displays and stock rooms at our current low prices. Bring your problems to us; our facilities and production methods are adequate to handle your desires. All work positively guaranteed, with prompt shipment assured.



(Actual Monument photo)

WE ARE SERVING MANY OF THE LEADING MEMORIAL DEALERS IN THE U.S.—  
 MAY WE ALSO SERVE YOU?

### GRANITE MONUMENTAL COMPANY

Phone 3366  
 153 Cooper Ave. N.  
 ST. CLOUD, MINNESOTA

CUSTOM SAWING • HIGH SPEED POLISHING AND STEELING  
 • ROTARY AND GANG SAWING •

### SANGUINETTI SAWING COMPANY

LEO E. SANGUINETTI, Proprietor  
 DEPOT SQUARE BARRE, VERMONT

Better POLISHES  
 . . . in LESS TIME!

**Tamms**

### Peerless WHITE ROUGE

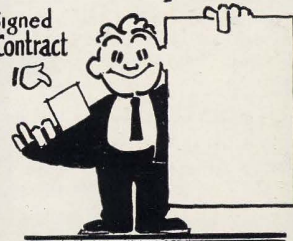
Works faster — saves polishing time. Economical — goes twice as far as ordinary rouges. Non-injurious! Non-poisonous! Clean! Sanitary! Used by leading firms the world over. Comes in dust-proof, moisture-proof drums. Send for prices and free samples.

Write Dept. RM-8

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

*Carl's Special  
 did it again!*

Signed  
 Contract



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

**CARL KASTRUP**  
 DESIGNER

1705 AUBURN ST.  
 ROCKFORD, ILLINOIS

### COISSON BROS. BURNT-IN PORCELAIN PICTURES

WARRANTED—EVERLASTING  
 WEATHER-PROOF

SEND FOR  
 CATALOG



No. 1. 3½x4½ No. 2. 4½x5½ No. 3. 5¼x6¼ No. 4. 6¼x7¾

**COISSON BROS.,** ULSTER PARK, NEW YORK



Our

50<sup>th</sup>

Anniversary  
Year

--- For 50 years the name  
'Settimelli' has meant  
Quality and Service in  
the Quincy District.

Write for prices on your requirements in QUINCY, BAL-  
MORAL RED, SWED ROSE RED, BEERS RED, CHESTER,  
BARRE, RED V., ORCHID PINK and other granites.

**E. SETTIMELLI & SONS, Inc.**

QUINCY 69, MASS.

Tel. GRanite 2-5050

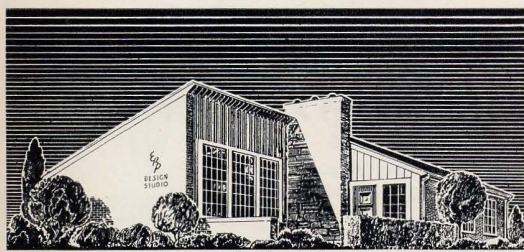
**R. SIERRA GRANITE CO., Inc.**  
Barre, Vermont

**Manufacturers of High Quality Monuments**

A LARGE STOCK OF SLABS

**All Dimensions - Dark and Light - Always At Your Disposal**

*Inquire about Our Specialties—Sawing, Polishing, Steeling*



**MEMORIAL DESIGN  
DIRECT MAIL  
ADVERTISING  
PRINTING AND  
PHOTOGRAPHY**

**EDWARD R. PETERSON**  
DESIGN SERVICE - - - LOVES PARK, ILL.

**EVERLASTING PORTRAITS FOR MONUMENTS**



**NOW AVAILABLE!!**

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

CATALOG AND PRICES . . . ON REQUEST

**THE ABENDROTH STUDIO**

7008 S. PAULINA ST.

CHICAGO, ILL.

## 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.

### 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





MONTPELIER, VERMONT

## BONAZZI & BONAZZI

UNVARYING QUALITY IN DESIGN, MATERIAL AND WORKMANSHIP · PROMPT SERVICE

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 \$17,463,447, 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.

During 1952 investments in new facilities totalled \$5,404,585 compared with \$2,968,925 in 1951 and \$1,660,606 in 1950. The new facilities program includes expansion of the production capacity of the silicon carbide furnace plant in Vancouver, Washington, and expansion of the Globar Division's facilities in Niagara Falls, N. Y. for the manufacture of heating elements and electronic resistors. The Carborundum Metals Company, Inc. is building a plant in Akron, New York. Canadian Carborundum Company, Ltd. completed the installation of new furnaces at Niagara Falls, Ontario and built a new warehouse and sales office in Toronto.

### 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.



SOLE PRODUCERS

**THE BOTTINELLI GRANITE CO.**  
NEW LONDON, CONN.

*For Best Results—*

*Use MN-R Classified Ads*



**Closed Open With Cover**  
Above is our 3H Style Vase. Our 4H Style is Ground Level Whether in Closed or Open Position.  
**Covers Fit Both Styles**

Two Styles of 4" x 8" Cemetery Vases are available in either Gleaming All Stainless Steel Material, or the very durable Heavy Galvanized Iron with Stainless Steel Heads.

Covers shown are made of Silicon Aluminum Alloy.

Stainless Steel Liners for holes in Stone bases or Urns.

Stainless Steel Burial Boxes for Urn Gardens.

Pine Wood Boxes for Shipment of Urns.

Write for prices and descriptive literature to

**H. & H. SIGNAL CO.**

7305 North Seward Ave.  
Portland 17, Oregon

## SINUS SUFFERERS

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.

**NATIONAL LABORATORIES, — LODI, CALIFORNIA**





YOU'LL LIKE DEALING WITH US . . .

We try to please you with our finest workmanship and prompt delivery, combined with our friendly service. Try us on that next order or quotation.

BLUE PEARL-  
ALL FOREIGN  
AND DOMESTIC  
GRANITES



**L. VOLPE & SONS, INCORPORATED**  
Quincy 69, Mass.

## REMEMBER

We specialize in giving the very best in BARRE GRANITE either DARK or LIGHT.

In addition we can fill your requirements in other granites and marbles.

Send for our free price list. Always pleased to furnish estimates.

**D. J. SMITH & SON**

Brattleboro, Vt. • Phone 529

## FREE CATALOG!

### MORE THAN 300 MEMORIAL DESIGNS

The latest Guy Design Catalog contains horizontal and vertical dies and a broad selection of markers, all of them potential sales for you! This useful book is yours — absolutely free! Send your name and address to:

**GUY DESIGN COMPANY**  
1600 - 6th Avenue No.  
St. Cloud, Minnesota



**Granite City Memorials...**  
**FINEST ON**  
**THE FLOOR!**

Put life and action and "sell" into your exhibit by showing Granite City monuments. They are produced to be "The Finest On the Floor" and they won't stay there long.

Let us quote you on first-quality finishing on first-quality granites. Our Mahogany stock, either clear or variegated, can't be beat for quality and value.

The Hillman design (illustrated above) is just one of many handsome Granite City designs available to you.

**GRANITE CITY**  
**GRANITE COMPANY**  
QUARRIERS • MANUFACTURERS  
**ST. CLOUD, MINNESOTA**

## 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 Shelby. 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 Shelby, 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



## REMOVAL SALE

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

## REMOVAL SALE

1 Stone Saw-Take About, Type S-14, 13 1/4" Cut Recently overhauled, in good condition (Used).	\$300.00
1 Pangborn Sandblast Generator (Used), like new 750 lb. Capacity.	\$270.00
1 Pangborn Sandblast Curtain Front to fit 8 foot long room #NH7 (New).	\$300.00

All prices are FOB, St. Louis, Mo., and are good only until such time as we move to new location in the near future.

**CLEARVIEW EQUIPMENT CO.**

**7259 Lansdowne Ave.**

**St. Louis 19, Mo.**

### 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]*



Makers of  
the famous  
"Century"  
Invertible  
Flower  
Vase.



## CEMETERY FLOWER VASES in genuine bronze

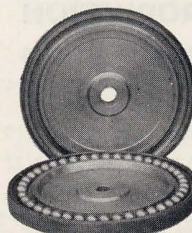
Our latest catalog of cemetery flower vases shows numerous artistic designs, in cast and spun bronze. Now is the time to place your order for early spring business. Write for our latest price list and dealers' discounts.

**MEIERJOHAN • WENGLER**

METALCRAFTSMEN

1102 W. 9th St. CINCINNATI 3, OHIO

## WUNDERLICH WONDER SPINNER



(OPEN)

WILL TURN  
ANY STONE  
WEIGHING UP  
TO 21 TONS



(CLOSED)

CAN'T BREAK OR GET OUT OF ORDER  
RECOMMENDED BY 2000 DEALERS

THIRTY DAYS TRIAL

\$25.00 — 8 INCHES IN DIAMETER  
\$18.00 — 5 INCHES IN DIAMETER

**A. G. WUNDERLICH**

**JOLIET, ILLINOIS**

# JOIN TODAY

MONUMENT  
INSTITUTE  
OF  
AMERICA

### CEMCO PRODUCTS

Shaping—Sculpture Pencils

Stencil Knives & Blades

Setting Compound—17 lb. Cans

Hand Trucks—Four Wheel

Granite Cleaner

### USED EQUIPMENT

Air Compressors 10-15-75 H.P.

Sandblast Generators—Curtains



### OTHER STOCK ITEMS

Air Compressors

Sandblast Generators

Carbide Tipped Tools

Helmets—Respirators

Sandblast Nozzles

**CLEARVIEW EQUIPMENT CO.**

**7259 Lansdowne Ave.  
St. Louis 19, Mo.**



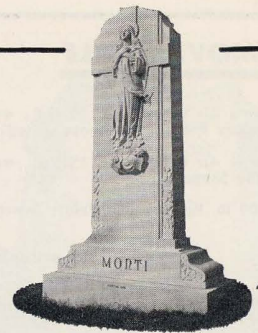
FOR THE BEST IN SERVICE AND  
QUALITY

## A. MONTI GRANITE CO.

260 CENTRE ST., QUINCY, MASS.

## SIENNA PINK

BALMORAL RED • BEERS RED  
ROSE RED • QUINCY • WESTERLY  
DEER ISLAND • GOLDEN PINK  
BARRE • MILFORD • RED-V  
MILLSTONE • AND OTHER  
FOREIGN & DOMESTIC GRANITES.



## DE VOE GRANITE COMPANY

QUARRIERS AND MANUFACTURERS

P. O. BOX 162-116 WAUSAU AVE.

WAUSAU, WISCONSIN

## MINING & QUARRYING ASSOCIATES

W. P. MOULD & C. B. MOULD

CONSULTANTS IN  
WIRE SAWING

BUILDERS OF  
WIRE SAWING EQUIPMENT

FOR: QUARRYING  
SLAB SAWING  
VENEER SAWING  
CONTOUR SAWING

ORIGINAL DESIGNERS  
AND BUILDERS OF THE  
MODERN WIRE SAW.

KEESEVILLE, ESSEX CO., NEW YORK

## Obituary Record

[Continued]

### 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."

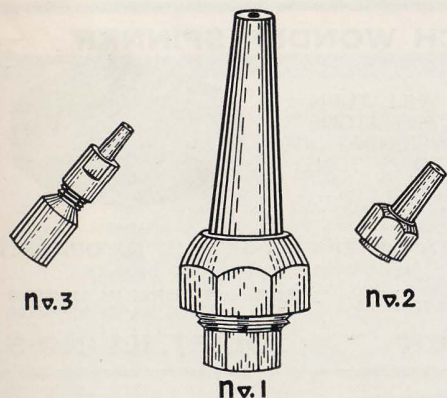
### JAMES FINDLEY BOOTH

James Findley Booth passed away on Feb. 7, 1953. 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

## INDEX TO ADVERTISERS

Abendroth Studio, The	72	Logan Granite Co., J. A.	30
Abrasive Products Co.	51	Meierjohan-Wengler	75
Adrian, William H.	76	Messerly, B. J.	6
Anderson-Friberg Co., Inc.	20, 27	Mining & Quarrying Associates	76
Anderson & Johnson, Inc.	78	Minnesota Granite Industries	68
Baker & Taylor Company, The	62	Monti Granite Co., Inc., A.	76
Barre Design Service	69	National Granite & Polishing Co.	6
Barre Guild, The	10	National Laboratories	73
Bates Supply Company	80	Newman Bros., Inc.	67
Beck & Beck, Inc.	5	North Barre Granite Co.	4
Bettercraft Memorial Co.	27	Norton Company	11
Bicknell Mfg. Co.	56	Oak Park Ceramic Co.	68
Bonazzi & Bonazzi	73	Orangeville Mfg. Co.	62
Bottinelli Granite Co., The	73	Ottawa Silica Co.	62
Burke Brothers	64	Pangborn Corp.	12
Buttura & Sons	9	Patch-Wegner Co., Inc.	8
Central Minnesota Granite Works	4	Peterson, Edward R.	72
Chiodi Granite Co.	27	Pirie Estate, J. K.	3
Clearview Equipment Co.	75	Provost Granite Company, Inc.	49
Cleveland Lithichrome Co., C. E.	78	Rare Earths, Inc.	69
Coisson Bros.	71	Revilla Granite Co., J.	65
Columbia Marble Co.	49	Rock of Ages Corp.	25
Comolli Granite Co.	54	Sanguinetti Sawing Co.	71
Cox Monument Co., R. J.	65	Settimelli & Sons, Inc.	72
Dawson-Macdonald Co.	79	Sierra Granite Co., R.	72
Dedouch Company, J. A.	70	Signal Co., H. & H.	73
Dessureau's Machine Shop	70	Smith & Son, D. J.	74
De Voe Granite Co.	76	Smith Quarry, E. L.	18
Dixie Granite Co.	51	Smith & Co., Gordon	65
Dominion Pink Memorials	27	South Barre Granite Co.	27, 69
Elberton Granite Association	15	Spacerite Company	67
Felker Mfg. Co.	69	Stone Machinery Co., Inc.	67
French Creek Granite Company	63	Sullivan Granite Co.	19
Garand-Teed Markers, Inc.	52	Tamm's Industries, Inc.	71
Georgia Marble Co., The	7	Townsend & Co., W. C.	49
Globe Steel Abrasive Co.	70	Trow & Holden Co.	39
Granite City Granite Co.	74	Urie & Perojo Granite Co.	27, 54
Granite City Tool Co.	17	Van Cleaf Bros.	16
Granite Manufacturers' Association, Quincy, Mass.	13	Volpe & Sons, Inc., L.	74
Granite Monumental Co.	71	West Quincy Granite & Polishing Co.	71
Gray Rock Granite Works, Inc.	6	Wetmore & Morse Quarry	2
Guy Design Co.	74	White Granite Co.	40, 41
Hoffe Granite Co., Louis Z.	6	Wildbur Granite Company, Inc.	78
Jenkins Tool Co.	49	Windy Wood Farm	47
Kastrup, Carl	71	Wunderlich, A. G.	75
Kenerson Design Studio	76	Young's Studio, Bob	62
Ladewich, E. G. & Co.	64	Zampieri & Buttura	66
Lane Manufacturing Company	80	Zane Monument Co.	54
Lindsay Company, P. K.	66		



**BILL ADRIAN'S**  
FASTER BLASTER NOZZLES  
AND HOLDERS

## INCREASE YOUR PRODUCTION

WITH THESE NOZZLES.

- #1 with bores 1/8", 3/16", 1/4", etc.
- #2 with bores 3/32" and 1/8".
- #3 with bores 1/16" and 3/32".

HOLDERS AS BELOW:

- #1 @ \$1.50—give inside diameter of pipe OR if now use Ruemelin or Pangborn holder.
- #2 @ \$1.00 fits hose nipple.
- #3 @ \$1.50 fits hose nipple.

## ADRIAN OF QUINCY

48 Penn St., Quincy 69, Mass.

## MEMORIAL DESIGN

RENDERINGS - DETAILS - PHOTOS

**Kenerson·design·studio**

32 Nelson Street  
Barre · Vermont



# CLASSIFIED ADVERTISING

## MONUMENTAL NEWS-REVIEW

429 Franklin Street, Buffalo 2, N. Y.  
RATES for classified advertisements are \$5 a word, in advance, minimum price 50c; 15c extra for replies sent in our care; count your words, including heading and signature, and send money with order, as we cannot bill or open account for these many small transactions. No receipts sent; the insertion of advertisement is your receipt. Advertisements in bold face type 10c a word.

## CEMENT

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

## DESIGNS

### L. ORSINI

118-40 Metropolitan Avenue, Apt. 4-H  
Kew Gardens 15, N. Y.

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

DESIGNS, SKETCHES AND FULL SIZE DETAILS. Specializing in full size carving details. **Pingree Design Service, 1517 Beal Street, Rocky Mount, N. C.**

### PAUL J. SCHORR—DESIGNER

2009 Mulberry St.  
Rockford, Illinois

## SPECIAL DESIGNS

20 years experience. Excellent references. Air brush. Water Color. Pencil. Good service. Moderate Prices.

## DRAFTING

**DRAFTING:—FOR PROMPT AND SATISFYING SERVICE—**send your drafting to us. We specialize in full size details. For additional information write **MEMORIAL DRAFTING SERVICE, P. O. Box 373—Tel.: 910, W. Second St., Barre, Vt.**

## EQUIPMENT FOR SALE

For Sale: MODEL B. AIR COMPRESSOR SMITH HEAD newly overhauled. 120 lb. generator. One set transfer letters. \$400.00 takes all. **Melvin Moye, 244 Monroe, Lebanon, Mo.**

A RECONDITIONED GRANITE KING ELECTRIC POLISHING MACHINE with a 10-6 reach, can travel in complete circle, with bed capacity of approximately 200 sq. feet Grinding wheels up to 36" diameter. A bargain. Write for drawings of complete machine and price. We also have a good used wall or post type polisher, price \$125.00, F.O.B. **Keokuk, Cameron, Joyce & Schneider, Keokuk, Iowa.**

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

We have TWO CIRCLE SAWS one complete with 15 HP Westinghouse Motor 900 R.P.M., \$500.00. One not complete Large Ball Bearings Shaft and frame, \$200.00. All Steel Derrick lift 5 tons with two hand winches, \$200.00. One 25 HP Motor Westinghouse 720 R.P.M., \$150.00. 5 x 7 Pennsylvania compressor, \$75.00. Come and see them. **Crystal Granite Co., Mountain Park, Okla.**

TROW & HOLDEN JR. SURFACER, including equipment for connecting to dust collector. One large hand operated 5 to 10 ton setting derrick. Mast 45' by 12" x 12", boom, 40' by 12" x 12", Western fir timbers, includes American winch, wire cables, sheaves and other fittings ready for operation. All in A-1 condition. Write for prices. **G. Reinke & Company, 901-913 South Main St., Oshkosh, Wis.**

## 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 1072, DeLand, Florida.**

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 LEVEL RETAIL OR WHOLESALE

EXECUTIVE AVAILABLE FOR SALES, ADMINISTRATION, purchasing, production, cemetery relations. Acquainted leading quarry and mill sources, first hand knowledge of retail trade on nation wide basis. Knows markets and their potentials, extensive experience in creative profit making designs and mausoleum sales and construction. Salary 3-figure. Available at present on consultant basis with highly trained and heavily experienced staff for merchandising on modern trend. Reply "Box 881" c/o Monumental News-Review.

## 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., Milford, Mass.**

FINE RETAIL MONUMENT BUSINESS in a middle western town of 20,000. Established 50 years. On account of age owner wants to retire. Full particulars on request. Address **X. Y. Z. c/o Monumental News-Review, Inc., 429 Franklin St., Buffalo 2, N. Y.**

DO YOU WANT TO LIQUIDATE your monumental stock, if so write us, large or small, we pay CASH. **Robbins Monument Co., 2710 Washington Ave., Houston, Texas.**

WHOLESALE—Send us a list of your accumulation of STOCK ODDS, that you cannot dispose of, Dies, Bases, Markers. We will make you an offer, WE PAY CASH. **Robbins Monument Co., 2710 Washington Ave., Houston, Texas.**

**RETAIL MONUMENT BUSINESS IN CENTRAL CALIFORNIA.** Due to illness, owner is selling 30 year old established business, buildings, office and shop, fully stocked and equipped. Located on large valuable corner lot in the County Seat of Merced County, Calif. Asking \$27,500 with reasonable terms. For full particulars write **E. Vanden Heuvel, 1004 19th St., Merced, Calif.**

RETAIL MONUMENT BUSINESS, complete stock and equipment on leased property. Must sell to settle estate because son is being drafted into the Army. Price \$6,500.00. **Kahler Monument Co., 1530 Lucas & Hunt Road, St. Louis, Mo.**

ROCK-OF-AGES—distributor. Complete modern plant, rolling stock, equipment and modern six-room home. New gas furnace. Serving 130,000 population—Missouri—no real competition—buy business—lease property—or buy all. Entire investment back in three years. Act now—wire—phone. **McHugh Inc.,—Realtors, 928 Grand, Kansas City, Mo. Vi 1200.**

MONUMENT BUSINESS TOOLS, hoist truck, blasting equipment, compressor, \$4000.00. Monuments at 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 latest most modern equipped shop. Established 25 years. Volume \$65,000 to \$75,000 a year. Owner retiring. Will sell or lease. Write full qualifications to "Box 868" c/o Monumental News-Review.

## HELP WANTED

WANTED MECHANICS, cutting, sawing, polishing, carving and lettering, ALSO FOR SANDBLAST DEPARTMENT. An experienced GRANITE SETTER about 40 years old. Write **The Raubar Granite Co., 9455 W. Fort St., Detroit 9, Mich.**

WANTED EXPERIENCED MEN IN TRADE: Layout, sandblasters, polisher, stone cutters and raised letter cutter. Top wages paid, good working conditions. Write at once, "Box 855," c/o Monumental News-Review.

EXPERIENCED LAYOUT, STENCIL CUTTER AND SANDBLAST MAN. Also one able to sell from display and take charge of 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 carving and some raised letter work. \$2.25 per hour time and one-half for overtime, paid vacation and holidays, steady year round work in modern shop located in fine Catskill Mountain City, good living conditions. Only 90 miles from New York. Write **James P. Byrne Monuments, P. O. Box 914, Kingston, N. Y.**

WANTED AT ONCE. EXPERIENCED SHOPMAN for layout, dopecutting, sandblast, and some raised letter work. Top wages and permanent position for qualified man. **WOOD-RUFF MONUMENT CO., 2836 Biddle Ave., Wyandotte, Michigan.**

WANTED A FIRST CLASS LAYOUT MAN but capable and willing to do any work. Very large stock, if a good shop salesman, fine. Steady work. Top wages. **Lucky & Sons, 150 W. Main St., Galesburg, Ill.**

WANTED SANDBLAST MAN who can do some raised letter cutting. Guaranteed year around work. Excellent pay. Write "Box 875" c/o Monumental News-Review.

ALL-AROUND POLISHER WANTED. Experienced in hand and bed polishing. Modern factory, ideal working conditions. Year around employment. \$19.00 per day, week's vacation with pay, etc. San Francisco area. Write "Box 877" c/o Monumental News-Review.

## PARTNERSHIP

PARTNER WANTED with thorough knowledge of manufacturing wholesale and retail. Old established firm with good reputation. Suburb near Chicago, Ill. Investment \$5,000.00 to \$10,000.00 Write "Box 863" c/o Monumental News-Review.

## PETERHEAD GRANITE

Scotch PETERHEAD Granite, blocks, slabs, or polished, available direct from Peterhead Granite Works, Scotland. Sole Distributors: **Calcagni & Belkin, Inc., 29 Pearl St., Worcester, Mass. Order now.**

## POSITION WANTED

EXPERIENCED MANAGER—OFFICE OR PRODUCTION—desires permanent connection with eastern firm. Expert draftsman and estimator with designing experience. Several years in management. Write "Box 879" c/o Monumental News-Review.

POSITION WANTED, AFTER JUNE 1st, in modern equipped one or two man shop, Lay-out, Blast, Shape-Carving, all kinds lettering with tool, light cutting in emergency, shop sales and management. Age 59, sober and reliable. 36 years in the trade. Please state shop facilities and proposition in first letter. Write "Box 876" c/o Monumental News-Review.

## RETAIL BUSINESS WANTED

WANTED TO BUY: SMALL RETAIL MONUMENT BUSINESS, well established. North-eastern 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.**

Salesman 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 part interest. State full qualifications first letter to "Box 866" c/o Monumental News-Review.

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

OPPORTUNITY FOR RELIABLE EXPERIENCED RETAIL SALESMAN: I want to hear from a good reliable experienced retail salesman who is capable of managing and providing the volume of sales to successfully run a retail shop. Will set up in territory of your own choice anywhere in middle west. Full line of first class granites, marble and bronze. Little or no investment on your part. Here's 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 possibly make. Give full particulars and references in first letter. "Box 882" c/o Monumental News-Review.

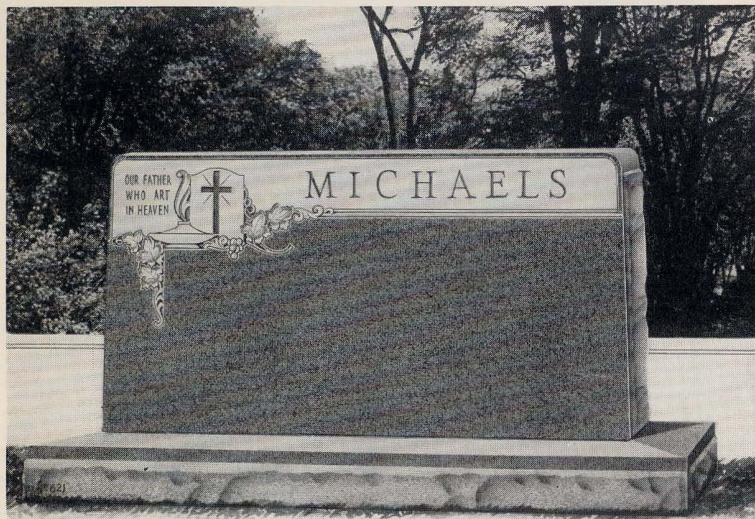
## STATIONERY

IN THESE MODERN DAYS, STYLES HAVE CHANGED in printing as well as in cemetery memorials, and you can be assured of your leadership when you use modern, attractive, business-building stationery. For more than fifty (50) years we have been designing and printing this type of work, and our new portfolio of letterheads, invoices, envelopes, business cards, blotters, notification cards, etc. will show you the kind of stationery that will help build your business. Write for portfolio on your present stationery today. **Tucker Printing Co., Box 494, New Philadelphia, Ohio.**

## STONE SETTING

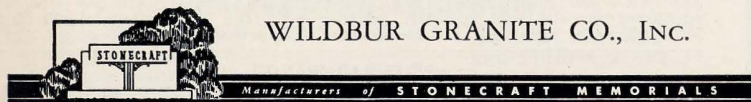
STONE SETTING—Have your MAUSOLEUMS and MEMORIALS delivered and erected the SAFE and QUICK WAY. Ample equipment and experienced crews. Quotations cheerfully furnished. **L. C. BEARDEN, BALL GROUND, GEORGIA. Phone 2371.**





## The Michaels Design . . .

. . . a moderately priced religious tablet in the so-called "stock" category . . . yet the studied composition of the enrichment supporting and enshrining the rightfully predominant Cross makes this design most appealing and saleable.



Barre Guild Inspected Monuments

BARRE, VERMONT

**THE NEW LITHICHROME "MATERIAL LIST"**  
**IS FULL OF IDEAS FOR THE PACE SETTERS**  
**OF THIS INDUSTRY.**

**Write For Your Copy.**

**C. E. CLEVELAND LITHICHROME CO.**

Wall Street at Broadway  
**FORT SCOTT, KANSAS**

**JOIN YOUR ASSOCIATIONS**



## . . . Not So Editorial

### ANOTHER FAMOUS SON . . . HERB SHRINER

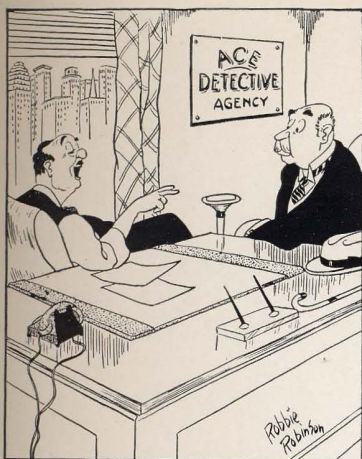
It may well be that psychologists of the various schools will see matters of moment in the intelligence that Herb Shriner, currently America's number one TV & Radio comedian like his worthy confere, Bob Hope, is a son of a gravestone maker. It may well be that there is some deep Freudian plot in all 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, presently in the \$12,000 to \$20,000 a year categories adjusted to a \$8,000 to \$15,000 living scale, who are literally 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*





"Don't worry, Mr. Blake, if someone's out to murder you we'll get them sooner or later."

# "BLAST WITH CONFIDENCE"



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!

— RECENT REPORTS FROM BARRE, VT., CLAIM THAT D-M WIRE SAW ABRASIVE IS LEADING THE FIELD!



PREPAID

FASTER  
CUTTING

LONGER  
LIFE

HIGHER  
TOUGHNESS  
RATING



TO YOUR

NEW  
GRAIN

DUST  
FREE

GREATEST  
VALUE



DOOR

## "SCOTCH"—

STILL THE OUTSTANDING

NAME IN STENCIL!

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



# DAWSON-MACDONALD COMPANY

141 PEARL STREET  
BOSTON 10, MASS.  
BRANCH OFFICE,  
BARRE, VERMONT



## HERE'S A BARGAIN!!

YOU GET — 6 Heavy  
Duty Granite Scrub  
Brushes FREE with  
every order.

FOR — 30 lbs. BACO  
Granite Cleaner

\$19.50

6 — Brushes @  
\$1.00 ea. 6.00

Total \$25.50

ALL FOR \$19.50—  
YOU SAVE \$6.00

WITH — 10 lbs. BACO  
Granite Cleaner \$7.00

we give you FREE—  
BRUSH — Value \$1.00



## 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."

## BACO SETTING COMPOUND . . .

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.

NO FINER COMPOUND MADE!

DARK GREY, LIGHT GREY	\$5.00 Ea. Per Gal. Can
6 Cans	\$4.50 Ea. Per Gal. Can
MAHOGANY, RED, BLACK	\$5.50 Ea. Per Gal. Can

SPECIAL WHITE Mastic Compound

for MARBLE \$5.50 Ea. Per Gal. Can

The above offer on BACO Cleaner and Setting Compound expires June 15, 1953

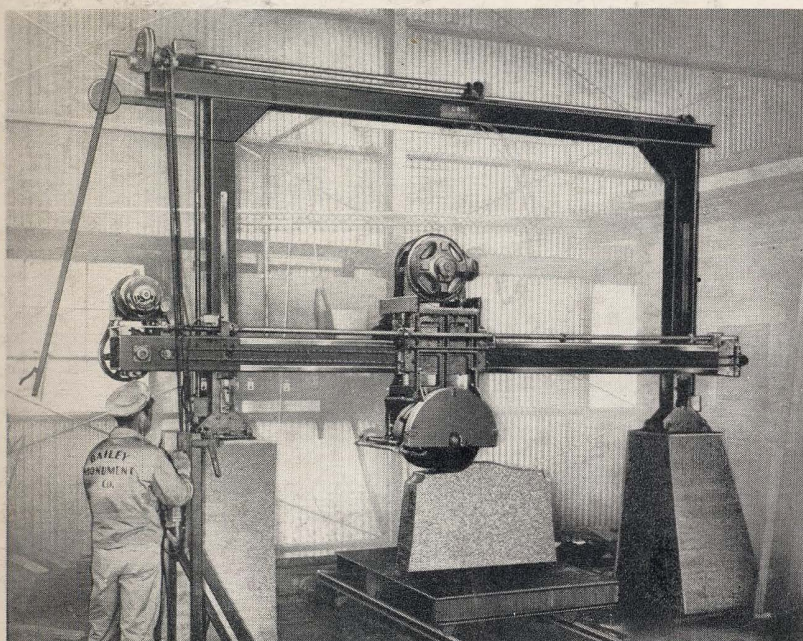


FOR YOUR SUPPLIES — YOU CAN RELY — ON BATES SUPPLY

# BATES SUPPLY COMPANY



11 VERNON STREET  
QUINCY 69, MASS.



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 thruout

# LANE

REG. U. S. PATENT OFFICE

*Manufacturing Company*  
MONTPELIER, VERMONT

a bunch of peaches

Georgia

Bailey  
Monument  
Company

Lane  
2-G  
Grinder

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 informa-  
tion sent on request.