



**MONUMENTAL NEWS-REVIEW**

*Holiday Issue . . . . 1954*





*Every year the holiday season seems to bring added significance and a deeper meaning to the true spirit of Christmas. It is a time when we are approaching the end of another year of pleasant associations with those whose good will we value . . . a time when we especially appreciate your friendliness throughout the year. With all sincerity we send you our warmest Season's Greetings with the wish that your holidays will be happy and that you may enjoy the best of everything through the New Year.*

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







O Come All Ye Faithful

Old Latin Hymn

Fideles

II Ea græge relicto humiles ad cunabula  
Vocati pastores adproperant;  
Nosque ovanti gradu festinemus  
Venite, etc.

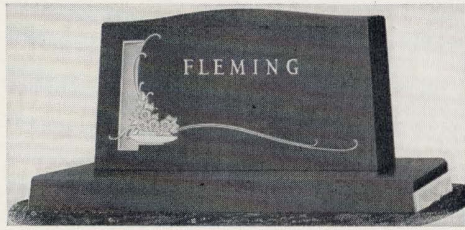
IV Pro nobis egredere et foeno cubile  
Plis faciemus complexibus!  
Sic nos amantem quis non  
Venite, etc.

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



## RIB MOUNTAIN PRESTIGE MEMORIALS OF LASTING VALUE

For quality products buy from an authorized Rib Mt. Granite manufacturer. Get our certificate of guarantee on all your merchandise. All leading monumental granites available with the type of service you desire.



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### GILMER MONUMENT WORKS, INC.

Wholesale Manufacturer

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HOWARD LAKE, MINNESOTA

## GRAY ROCK OFFERS MORE FOR '54



EXTRA DARK  
AND MEDIUM QUINCY  
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BLUE-WHITE WESTERLY  
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BALMORAL, BEERS,  
SWED ROSE AND  
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•  
SELECT CHESTER,  
EMERALD AND BLUE PEARL,  
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129 CENTRE STREET

QUINCY 69, MASS.



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MILFORD • SWED BLACK GRANITES  
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### NATIONAL GRANITE & POLISHING CO.

QUINCY, MASS.

## 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 censor on material of 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.

### M.I.A. ANNOUNCES EXHIBIT PLANS PROGRESS

Monumental News-Review:

Plans have been completed and much Exhibit space has been sold for the monument industry's bi-annual trade Exhibit, which will be held January 9-12th, 1955, in the Cleveland Civic Auditorium, in Cleveland, Ohio.

Only members of the Monument Institute of America, wholesale division and suppliers to the trade, will be eligible to exhibit. However, the Exhibit will be open to all retail dealers as well as to the public. All persons attending the Exhibit as spectators, will be asked to register at the door. There will of course, be no charge for registration, this is merely for purposes of information.

The Exhibit will officially open Sunday afternoon, January 9, 1955 at 1:00 p.m. and remain open until 5:00 p.m. On Monday and Tuesday, the Exhibit will be open from 1:00 until 9:00 p.m., and on Wednesday, the last day of the Exhibit, it will be open from 1:00 until 5:00 p.m.

All of the old familiar faces will be back on the Exhibit floor in '55 along with several new firms who did not exhibit in 1953, but have contracted for Exhibit space this coming January. Also, several of the manufacturing firms have opened new quarries since the last Exhibit and are very anxious to introduce their new product to the retail dealers. So, the dealers who are planning to visit the Exhibit, can expect a variety, not only in design, but in material. All of the principal quarrying districts will be represented by several firms.

One of the larger manufacturing companies is planning a most unusual exhibit. Something new and different. This outstanding exhibit should be one of the features of the entire show.

The theme of the Exhibit will be lighting, both dramatic and conventional. The Exhibit Committee has been working in cooperation with the General Electric Research Development Department at Nela Park in Cleveland, and believe that they have an outstanding demonstration of lighting to compliment the monumental displays.

The Bates Convention Decorating Co., will furnish the furniture and decorations for the booths and the very popular Heckelmann Bros. have been engaged once again to assemble and dismantle the exhibits.

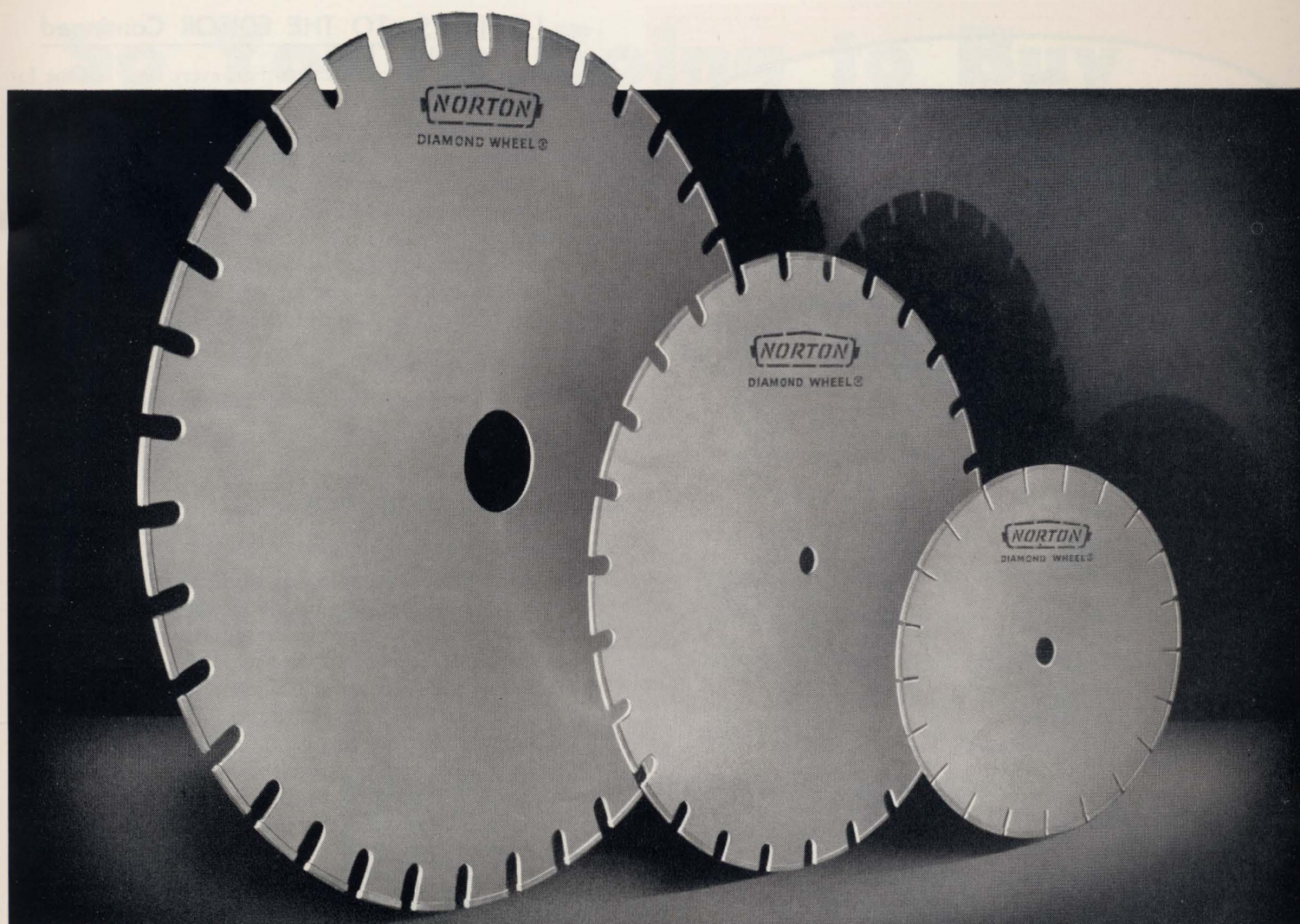
The Exhibit will be in the auditorium's main arena, which is on the street level. The main entrance is from East 6th St. The design of the Exhibit is such that all space is of maximum value. Spacious aisles will facilitate the free flow of traffic.

Believing that the Exhibit is an exceptional opportunity for any wholesale member of M.I.A. to greatly benefit by gaining added respect and publicity for its product, and realizing that

[Continued on Page 6]

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*They save more, because they  
cut faster...finish better...last longer*

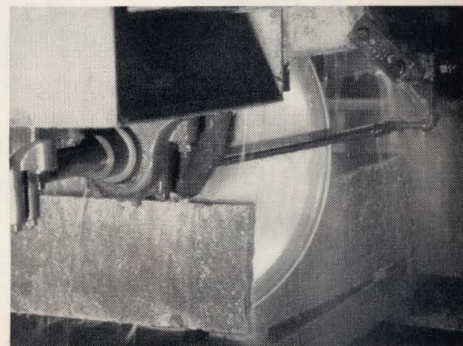
***Norton diamond saws are  
top performers in every type  
of granite cutting***

Here are three good reasons why Norton diamond saws are among the best investments you can make for more efficient, lower cost stone cutting:

- These strong, steel centered saws cut  $2\frac{1}{2}$  to 3 times faster than silicon carbide wheels.
- They cut without chatter or waviness, producing sharp, clean edges while eliminating the need for cutting oversize.
- They're expertly engineered by Norton for longest, most productive service life — the most profitable advantage any diamond saw can offer you.

need for faster, better performance and steady savings in overhead. Or write to NORTON COMPANY, Worcester 6, Mass. Distributors in all principal cities, listed under "Grinding Wheels" in your classified phone directory. Export: Norton Behr-Manning Overseas Incorporated, Worcester 6, Mass.

*Making better products...  
to make other products better*



W-1596



**and its BEHR-MANNING division**

NORTON: Abrasives • Grinding Wheels • Grinding Machines • Refractories  
BEHR-MANNING: Coated Abrasives • Sharpening Stones • Pressure Sensitive Tapes

**See Your Norton Distributor**  
for prompt deliveries of the diamond saws you



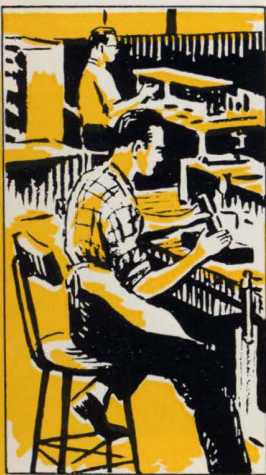
"Trowco's Repair Service  
sure keeps power tools  
in first class operating  
condition!"



In these days of rising costs . . . tougher competi-  
tion, it is more important than ever to keep power  
tools at peak operating efficiency.

TROWCO Repair Service helps eliminate costly  
down time due to power tool failure by putting  
"worn out" pneumatic tools of all makes in first  
class operating condition . . . giving them new life  
and many, many extra hours  
of dependable service.

Why not check and send us  
equipment that needs re-  
pairing today, any make  
and size. Estimates sub-  
mitted on request.



**TROW & HOLDEN  
COMPANY  
BARRE, VERMONT**

## LETTERS TO THE EDITOR Continued

during Convention and Exhibit time, every firm, and the In-  
stitute, is "On Parade," it is to our advantage to put on the  
best Exhibit possible. Working toward that end, the Commit-  
tee believes that the forthcoming Exhibit will be extremely  
interesting and informative and the success of the Exhibit  
can be measured only by the number of retail dealers who  
view the various booths. It is hoped that a sufficient number  
of retail dealers will view the Exhibit, so that the participating  
wholesale manufacturers and suppliers to the trade will be en-  
couraged and will feel that their efforts will be worthwhile.

FRANK E. FOSTER  
*Executive Vice-President*  
M.I.A.  
282 Delaware Ave.  
Buffalo 2, N. Y.

### ANNUAL CONVENTION OF M.B.A.-M.I.A.-A.M.A., CLEVELAND HOTEL, JANUARY 9-10-11-12, 1955 SPEAKERS ANNOUNCED Monumental News-Review:

The 48th annual convention of Monument Builders of  
America, in conjunction with the annual convention of the  
Monument Institute of America and American Monument  
Association, will offer one of the best programs and exhibits in  
the history of the Monument Industry.

The producers' exhibit will introduce many new exhibitors  
and promises to create unusual interest for the visitors. The  
Cleveland auditorium will be especially decorated and special  
lighting installed under the direction of General Electric  
technicians. The program will present such well-known speak-  
ers as:

Chuck Wallis, editor of the new book "Stories on Stone";

Dr. Kenneth McFarland, one of America's outstanding plat-  
form speakers representing the Public Relations Department  
of General Motors Corp.;

William C. Henning, Executive Secretary of American  
Cemetery Association;

Keith Campbell, President of Memorial Craftsmen of  
Canada;

PLUS—the following interesting topics:

Report by President of M.B.A., C. Douglas Cushman;

Future plans for the Veterans Marker Legislative Program;

What the M.B.A. Sales Institute can do for you;

M.B.A.'s place in the Industry;

Report of the M.I.A. advertising program;

What M.I.A. plans for 1955;

Also interesting membership meetings of M.B.A., M.I.A.,  
A.M.A.

BRING THE LADIES—an interesting and entertaining  
program is being arranged especially for them.

Outstanding entertainment for the Banquet! Make your  
hotel reservations now!

Cordially,

A. L. GREEN

*Executive Vice President*

MONUMENT BUILDERS OF AMERICA, INC.

### KIND WORDS FROM CALIFORNIA

Monumental News-Review:

It gives me great pleasure in renewing my subscription to  
the magazine as I could not be without one issue.

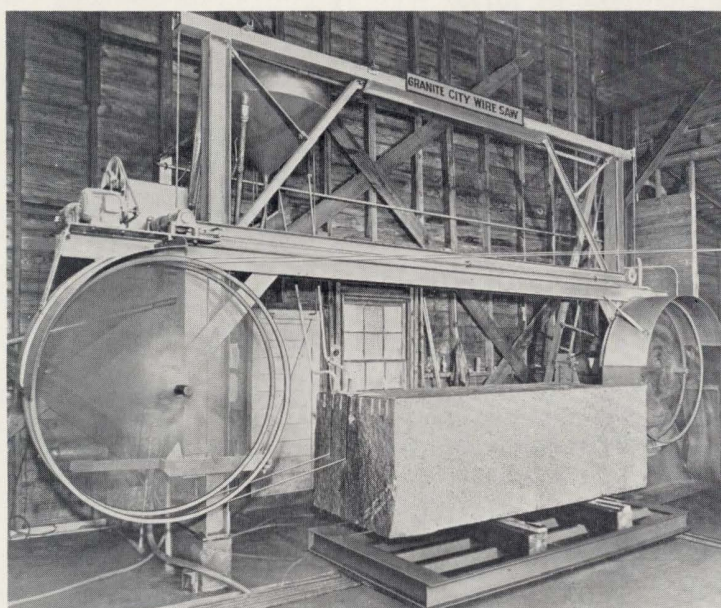
THE G. T. REINHARD GRANITE WORKS  
P. O. Box 543, Hanford, Calif.



# So You're Going to Buy a Wire Saw -

Well, sir, a large wire saw is fine if you have a circus tent housing for it. Complicated installation directions are not bad either if you own a degree in mechanical engineering, and neither are complicated maintenance problems if you have a good millwright on hand. A saw with a whale's appetite for wire saw grain is not so bad if you own stock in an abrasive company. But uncontrolled cutting can be a problem. You can see that in the Grand Canyon.

You want a saw that is compactly built yet large enough for average quarry blocks; one simple to install with prefabricated parts where possible; a machine simple enough for operator servicing. You want engineered economy in handling and conserving grain. But more than all these, you want controlled cutting—straight smooth slabs with little wire lining and less wind. To accept less lessens any gain over the shot sawing process.



*Granite City Wire Saws are built to give you a head start in steeling or polishing slabs.  
You gain more by doing less under the polishing wheel.*

# Granite City Tool

EVERYTHING FOR



STONE WORKING

ST. CLOUD

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FOR THE BEST IN SERVICE AND  
QUALITY

**A. MONTI GRANITE CO.**  
260 CENTRE ST., QUINCY, MASS.

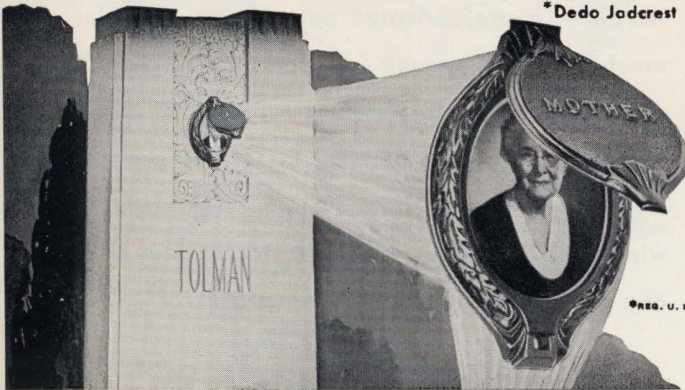
## SIENNA PINK

BALMORAL RED • BEERS RED  
ROSE RED • QUINCY • WESTERLY  
DEER ISLAND • GOLDEN PINK  
BARRE • MILFORD • RED-V  
MILLSTONE • AND OTHER  
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## Applied Sentiment — by DEDO

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*Serving You for 60 Years with  
the Best in Monument Pictures*

**J. A. DEDOUCH Co., Inc.**  
608 HARRISON STREET  
OAK PARK, ILLINOIS

## LETTERS TO THE EDITOR Continued

DAWSON-MACDONALD JOINS M.I.A.

Monumental News-Review:

It is a pleasure to announce that Dawson-Macdonald Co. was the first supply house to join the M.I.A. a requirement necessary for any firm to exhibit at the National Convention in Cleveland in January, 1955.

We have several new items that we are sure will be of great interest to the trade. Several of our representatives will be in attendance.

We look forward to seeing our many friends at Booth 55.

Yours sincerely,

RENA P. DAWSON, *President*  
DAWSON-MACDONALD CO.

141 Pearl Street, Boston, 10, Massachusetts

## "CLEVELAND HILL FIRE MEMORIAL" DEDICATED

Monumental News-Review:

Enclosed please find a copy of the speech used at the dedication of the Cleveland Hill Fire Memorial, which was donated to the community by the Western New York Monument Builders Association, Inc., September 25, 1954.

The enclosed speech was part of that program, in an effort on the part of the local Monument Dealers Association to encourage and promote the use of traditional memorials over the so-called living memorial.

You may publish any of this information which you feel appropriate.

Very truly yours,

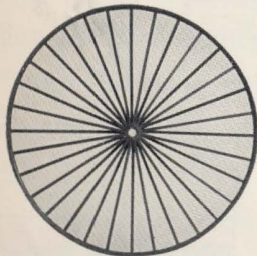
JAMES G. KNOBLOCH, *President*  
WESTERN NEW YORK MONUMENT  
BUILDERS ASSOCIATION, INC.

## EDITOR'S NOTE:

Just before noon on Wednesday, March 31, 1954 an explosion and fire destroyed a frame eight room annex to the Cleveland Hill Elementary School, Cheektowaga, New York. Of the approximately 30 children in the sixth grade music class, the only one in the building at that time, the toll was 15 dead. A total of 22 teachers and children were injured. The disastrous fire was believed to have been caused by a defective furnace.

Of the money collected for the victims none of it was appropriated as a memorial to the children. There were suggestions as to playgrounds and swimming pools and various other forms of recreational facilities being erected in their memory. The Monument Builders of Western New York felt that these were not truly memorials. So, in a tract of land where 15 crab-apple trees symbolize the 15 young lives lost in this tragedy, they erected a monument to them. The dedication of this monument took place on September 26, 1954. Following are

[Continued on Page 10]



## 5 ft. Diameter, All Steel WHEELS

for Granite Cutting Wire Saws

WIRE SAW WIRE - WIRE SAW ABRASIVE  
AMERTWIST RIBBON WIRE  
GRANITE CITY WIRE SAWS

Prompt  
Delivery

**Granite City Tool**

EVERYTHING  FOR GRANITE  
BARRE — ST. CLOUD — ELBERTON

## MEMORIAL DESIGNER WANTED

\$150.00 per week. Submit sample designs and references.  
Good knowledge of symbolism needed. Our concerns are  
manufacturing retailers and wholesalers.

**GREAT LAKES GRANITE DIST., INC.**

9906 Miles Avenue — Cleveland 5, Ohio



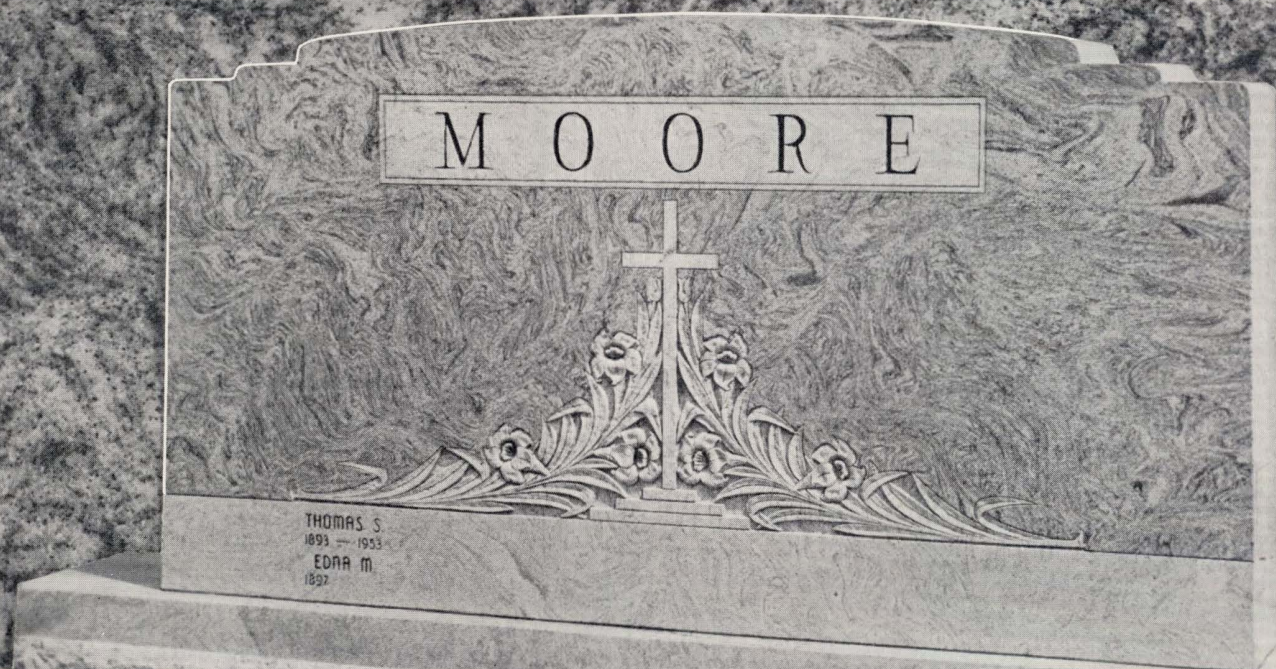
## Tapestry Gray

Where several dealers buy the same granite, they can no longer use *granite* as a selling point. They must sell the prospect on low profit margin. With Tapestry, only *one* dealer can buy it — and Tapestry's beauty sells the prospect regardless of price comparison. Tapestry's price is interestingly low for its high voltage selling power. Territorial franchises are still available. Act now — there is no second chance!

CONTINENTAL MEMORIAL CORP.

3100 Rosehill St.

Phila. 34, Pa.





# Merry Christmas

...Ed O'Hagan, Manager

**ROUX Granite Company . . . . BARRE, VERMONT**

## PREMIER GRANITE & POLISHING CO., Inc.

Manufacturers of High Grade Granite Memorials.

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**EDWARD R. PETERSON**

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Season's Greetings from

Zampieri & Buttura

BARRE, VERMONT . . . .



## LETTERS TO THE EDITOR Continued

excerpts from one of the articles carried by a local newspaper.

"May this forever be a reminder to us that we must always be alert to protect the lives of our children . . ."

"These words of Cheektowaga Supervisor Benedict T. Holtz rang through the quiet of Cheektowaga Town Park this afternoon as parents and children alike gazed solemnly at a 3 foot stone monument and the 15 young crab-apple trees planted around it.

"The gathering was to commemorate the tragic death of the 15 Cleveland Hill pupils who were burned to death last March 31 in the school-annex fire. The Cheektowaga Garden Club sponsored the ceremony and the granite monument was contributed by the Western New York Monument Builders Association, Inc.

"Fifteen stars, intermingled with ivy to form a wreath, are engraved on the stone. In the center of the wreath is inscribed; 'In memory of the children who perished in the Cleveland Hill Elementary School Fire March 31, 1954.'

(A picture of this was published in "Monuments Make News" in MONUMENTAL NEWS-REVIEW, Oct. 1954.)

"Marilyn Max, 11, of 22 Bigelow Road and Robert Pearson, 11, of 208 South Huxley Road, schoolmates of the deceased pupils and children of Garden Club members, unveiled the monument. An honor guard of Boy and Girl Scouts from the school stood by as the Rev. Charles B. Smith, minister of Maryvale Drive Presbyterian Church, delivered the invocation and the Rev. Walter M. Gonter, pastor of St. Aloysius Gonzaga Church, the benediction."

We publish herewith, in full, the speech delivered by Mr. Knobloch at the memorial dedication service. We feel that Mr. Knobloch has expounded very clearly on the worth of a monument as a proper memorial:

### Let Us Commemorate Respectfully

Relatives of the deceased, members of the clergy, officers and members of the Cheektowaga Garden Club, officers and members of the Monument Builders Association of Western New York, Inc., ladies and gentlemen.

Those whom we commemorate today by the dedication of this memorial have not died in vain. Today we have seen reforms in the educational program, and planning throughout the country. If this tragic loss, as I believe, has brought this about; they have then not died in vain.

The co-sponsors and donors of this memorial known as the Monument Builders of Western New York, Inc., were faced with an unusual problem. I call it unusual because when tragedy strikes, the public is determined to do what it can to prevent a recurrence of such tragedy, by keeping itself mindful that such a thing must never occur again. We still all

[Continued on Page 13]



Wishing You A  
VERY MERRY  
CHRISTMAS

and

A HAPPY  
NEW YEAR

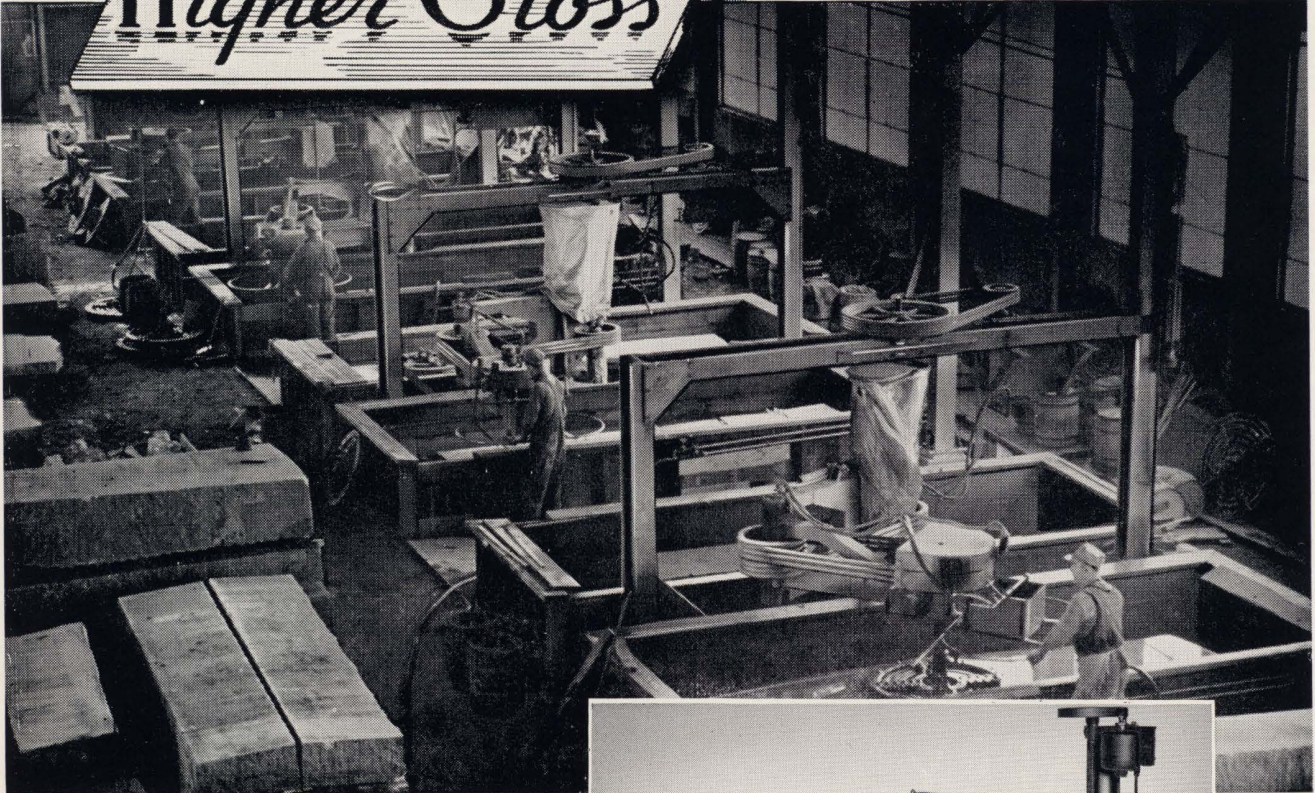
Chioldi Granite Co.

Barre, Vermont





# Higher Gloss



BATTERY of 3 Patch-Wegner Super Polishing Machines in Beck & Beck plant, Barre, Vermont.  
INSERT — The New Gem Polisher.



## PATCH - WEGNER Super Polishing Machines

9'7" AND 11'5" REACH 25/12 HP MOTOR

High production and high gloss result from the high speed operation of the NEW Patch-Wegner Super Polishing Machines. Stronger and lighter frames and totally enclosed ball bearings thruout mean ease of operation, long life, lower power costs, lower maintenance costs. Patch-Wegner also manufactures Rotary Shot Saws, Gang and Wire Saws, Profile Grinders and Edging Machines. Write for information.

- Save Time
- Save Power
- Ball Bearings
- Vee Belt Drive
- Easy to Operate
- Raise and Lower Motor Furnished

WRITE FOR DETAILED INFORMATION ON THE JUNIOR WIRE SAW

Polishing machines now available for prompt delivery

# Patch-Wegner Company Inc.

Specialists in Stone, Marble, Granite and Slate Working Machinery  
RUTLAND, VERMONT, U. S. A.



# The CENTURY GRANITE CO.

QUARRIERS AND MANUFACTURERS  
**SNYDER • OKLAHOMA**

*Finished Memorials*  
*Saw Blocks*  
*Sawed and Polished Slabs*



*Rose Pink — Mottled Pink*  
*Variegated Pink*  
*Century Tweed*

## LETTERS TO THE EDITOR Continued

remember that tragedy. We hope this memorial will help the community remember for decades to come.

Most of us here today have at one time or another entered the Buffalo Memorial Auditorium. Can anyone here tell me to whom this is a memorial?

Some of us have been privileged to visit one of our country's leading shrines, the Lincoln Memorial. I have heard it said many times that men from both the north and the south stand before the figure of Lincoln in the great city of Washington in awe, inspired to the point where tears flood their eyes.

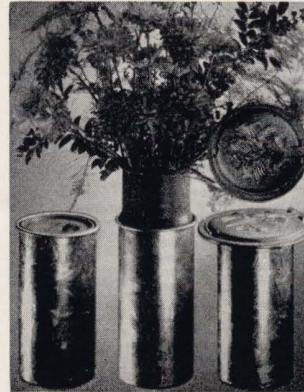
Our problem in the memorial business is to make people more aware of the importance of our tradition through the use of memorials. Many of us have heard numerous proposals by some of our town's leading citizens as to how the money collected in this community after that great tragedy should be spent. It has been suggested that we should spend that fund for a youth center, for additions to a park. Some of that money has already been spent for an organ in the school.

Now I believe it is right that our community should have all of these things. I believe these improvements are necessary to the fulfillment of our children's education and development. My association agrees that such things are not only necessary, but, if they and other necessary structures were properly planned and developed, all of us here today know this tragedy would never have occurred.

The Monument Dealers wanted to be sure that this community would not forget that tragedy. We wanted to be sure that it would not be forgotten for decades to come. Will all of us remember that tragedy when we hear the strains of beautiful organ music? Will a youth center bring to the mind of those who participate in its activity that our citizens must be more vigilant? If such projects are constructed and called memorials they will be for the living to enjoy at the expense of the dead. A memorial of this kind would be a memorial to selfishness. A place for enjoyment on the part of those who have felt no suffering.

A monument which is built of enduring material, symbolic in design and reverent in purpose is a tribute of respect and honor to the dead and a constant source of inspiration to the living.

How many people could attend a function of one of these projects suggested by some in our community, would breathe a prayer as you enjoyed its function? These same people would remove their hats and bow their heads at the tomb of the unknown soldier. Let us not lose our sentiment. Remember the words of president Wilson, "A nation devoid of sentiment cannot survive." Let us build parks, pools, play grounds, organs and youth centers, but let us not call them a memorial.



**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 as shown are now available in either Cast Bronze material or 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

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1333 S.E. 45th Ave.  
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**POLISHES**  
— BETTER —  
— FASTER —  
**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. Red Rouge and Cerium Rouge also available.

Send for prices, free samples.

DEPT. RM-8  
**TAMMS INDUSTRIES, INC.**  
228 N. LA SALLE ST., CHICAGO 1

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



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

**CARL KASTRUP**  
DESIGNER  
1705 AUBURN ST.  
ROCKFORD, ILLINOIS

QUINCY

SWED ROSE RED

BALMORAL RED

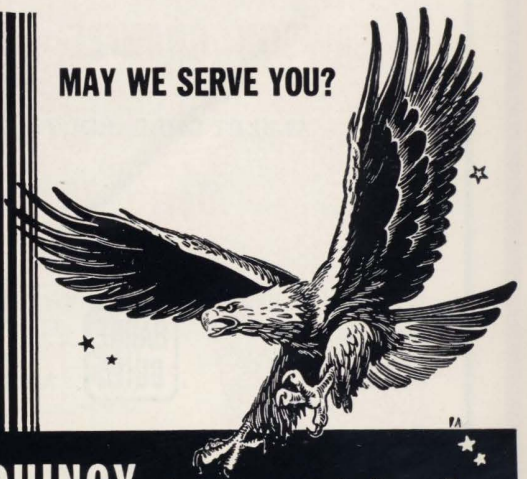
BEERS RED

RED V

Also All Other  
N.E. Granites

Estimates  
Cheerfully Given

**MAY WE SERVE YOU?**



**WEST QUINCY** Granite & Polishing Co.

QUINCY 69, MASS.





## "Greetings"

**J**ust as evergreens and candles  
are symbols of Christmas,  
let this message be a symbol of  
our appreciation of your patronage  
and Good-Will.  
May good fortune, good friends, and  
good cheer be yours in the year ahead.



**LAWSON GRANITE CO., Inc.**

ALBERT GHERARDI, *Proprietor*

**Barre, Vt.**



### BARRE MANUFACTURERS PURCHASE BARCLAY PLANT

The following announcement appeared in *The Barre Daily Times*, Barre, Vt., Nov. 9, 1954:—

"It was announced today by Ateo Brusa that a group of granite manufacturers consisting of Adams Granite Company, American Granite Company, Anderson & Johnson, Barre Hickey Mill, Brusa Brothers, Giudici Bros. & Co., Johnson & Gustafson, LaCross Memorials, Lawson Granite Company and Zampieri & Buttura have purchased the Rock of Ages Barclay plant. When it was learned that Rock of Ages intended to move out of this plant this group voluntarily united to negotiate with Rock of Ages to purchase the plant and the three wire saws presently operating in the plant.

"Brusa stated that the sales agreement had been signed and the new owners hope to take over the operation on July 1, 1955.

"The Barclay plant was built in 1898 by Mackie and Hussey and in 1900 the operation was taken over by William Barclay, Sr., and his son until 1929 when the plant was merged with Rock of Ages. Operation was intermittent during the 1930's and in 1937 the plant was shut down completely until World War II when a group of manufacturers formed a company to manufacture chain for the United States Navy.

"Marr and Gordon Company used the plant following their disastrous fire at their Willey street plant in 1945 until their present plant was ready to go into operation in 1947. Since that time the Rock of Ages Corporation has used the plant for a very extensive program to develop wire sawing now so generally used in the Barre granite industry. Officials of Rock of Ages are very happy that these new arrangements have been made and that the services this plant offers to this industry will not be terminated.

"The new firm will be called Consolidated Memorials, Inc., and the officers are Ateo Brusa of Brusa Brothers, president; Albert Gherardi of Lawson Granite Co., vice president; Louis LaCroix of LaCross Memorials, clerk; Elmo Sassorossi of Colonial Granite Co., treasurer. The executive committee in addition to the president and clerk consists of Hugo Giudici of Giudici Brothers & Co., and John Watt of American Granite Co. All participating firms are represented on the board of directors."

### CANADIAN ROSE COLOR APOLOGIA

One of the unfortunate facts of comparatively small class and trade journal publishing with limited advertising and editorial budgets is the prohibitive costs of four color plates and full color printing. Naturally a national advertiser paying \$30,000 or more for a single page advertisement in *Life* or *The Post*, isn't hurt very much by a bill of \$2,000 for the color plates, and by printing a full form of 32 pages or more, the extra cost of the press runs for each advertiser is shared. However, in magazines such as ours full color reproduction is too expensive for single editorial or ad pages, and is feasible only for advertisements that are to be run many times. The only practical solution for our quarriers and manufacturers of colored granites and marbles is the overlay color process, which at best only approximates color tones and formations. After considerable experimentation we have been quite successful with some colored stones. Unfortunately, we sometimes fail to achieve the desired results. Last month we ran an advertisement of the Everlasting Memorial Works, Inc. of Montpelier, Vt., featuring their CANADIAN ROSE GRANITE. Unfortunately, our printer, (whom we are very proud

[Continued on Page 16]





# Seasons Greetings

BEST WISHES  
FOR A  
PROSPEROUS  
NEW YEAR  
FROM THE  
PRODUCERS OF  
THE "WORLD'S  
FINEST GRANITE  
MEMORIALS."

**ANDERSON BROS.  
& JOHNSON CO.**  
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Exclusive producers of the only genuine  
WISCONSIN RUBY RED.





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A MERRY CHRISTMAS  
AND A HAPPY NEW YEAR

*Antonio Ruscitto & Sons, Inc.*

159 BROOK ROAD

Write To Us Today

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**COISSON BROS.  
BURNT-IN PORCELAIN  
PICTURES**

WARRANTED—EVERLASTING  
WEATHER-PROOF

SEND FOR  
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No. 1.  $3\frac{1}{2} \times 4\frac{1}{2}$  No. 2.  $4\frac{1}{2} \times 5\frac{1}{2}$  No. 3.  $5\frac{1}{4} \times 6\frac{1}{4}$  No. 4.  $6\frac{1}{4} \times 7\frac{1}{4}$

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

PLEASE MENTION  
MONUMENTAL NEWS-REVIEW  
WHEN ANSWERING ADVERTISEMENTS

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**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.

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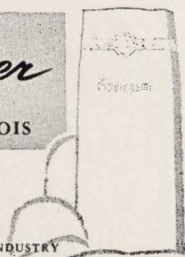
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The new Lithichrome "Material List" with information and prices of the latest developments in contrasting, adhesion and water repellent materials. Information every monument dealer can use. Write for your copy.

Booth 27 Cleveland Exhibit.

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

**CANADIAN ROSE . . .**

*Continued from Page 14]*

of incidentally) in an effort to improve the first proofs we had seen did the negatives over and changed the inks, with unhappy results. Actually, he used the steeled side of the sample rather than the polished surface, not realizing that we and our advertiser are not so concerned with the reproduction of a steeled finish. This month on page 26 we repeat the CANADIAN ROSE advertisement with a closer reproduction of the color and formation of this fine granite. Actually with the simple two color process it is impossible to do full justice to any colored granite, but we feel that most of our readers realize this.

**DESIGN CONTEST OF THE NEW YORK STATE MONUMENT BUILDERS ASSOCIATION, INC.**

The following announcement was recently received from James G. Knobloch, Pres. N. Y. State M.B.A.:—

"The contest is open to all who wish to compete and comply with the following rules:

"Prizes—\$100—\$50—\$25 and 4 plaques to those judged as meritorious

"Material may be of granite, marble or bronze. The contestant shall assume that cemetery regulations restrict size of monument in accordance with the so-called 'superficial area' principle and in this problem the total area of the front elevation shall not exceed fifteen square feet. Symbolism might be of added interest. The surfaces may be polished or hammered or treated at option of the contestant.

"Each design shall be done on cardboard 22 x 15 rendered in any medium at option of contestant. Each design shall be done in perspective with 4'-0" horizon line or front elevation—background treatment at option of contestant. The background shall occupy an area not to exceed 15 x 11—balance of space to be utilized for a fragment of ornament or any detail to be drawn at larger scale together with a small scale drawing of front and side elevation with dimensions clearly indicated. This is mandatory. If necessary, a scale plan may be shown.

"Each contestant may submit one or more designs in this contest. The contestant shall print his or her name and address on reverse side of each design near the center of the board. This name and address will be concealed by the design committee before designs are exhibited.

"No designs will be returned unless return postage accompanies the drawings. All submitted designs are to become

*[Continued on Page 64]*

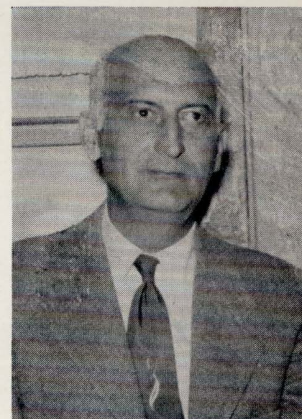


# Monuments in the Cemetery Today

*Address to Illinois Cemetery Association*

By PETER TROOST

*Mr. Troost of The Peter Troost Monument Co., Hillside, Ill., is well known as a director of the M.B.A. and president of the A.I.C.A. This talk was given on Sept. 16, 1954.*



PETER TROOST

Last February, here in Springfield, your president, Arnold Kugler, addressed the Illinois Monument Association meeting. Before and after Mr. Gugler's talk, he and I discussed cemetery and monument dealers' problems. During our discussion, I must have said things that interested Mr. Kugler; things that he thought would be of interest to the group assembled here. As a letter was received by me this past July from your first vice-president, Paul T. Klenk, stating that your association extends to me a cordial invitation to appear on your program. I replied to Mr. Klenk's letter that I deemed it an honor to address the cemetery group and that the subject of my discussion would be "Monuments in the Cemetery of Today."

However, before I start discussing my subject, I would like to have you gentlemen know that the monument man that takes an interest in his business knows a considerable amount about the problems of the cemetery.

I feel that, perhaps, I know a little more about this than the average monument dealer for the reason that I am a director of a small cemetery and also, in the town I reside in, I have been called upon on several occasions to give advice and counsel to a group of men that act as the board of directors of the town cemetery.

For that reason, I realize the many problems the cemetery has had to face in the past as well as the present. I recall that not too many years ago, in fact as short a time ago as 1935, the cemetery had no labor problems. You were able to get all the needed help you wanted at an average hourly wage of 40c. Yes, a good many of these men were receiving 25c per hour. During those days, your cost of labor was down, and due to the scarcity of cash, the interest on your trust fund was up. Then came the war years: the inflated prices, the drafting of men for service, and the bidding up of wages for the remainder of the men by all industry. At the same time the cemetery saw wages being advanced, they also witnessed the decrease in return on trust funds. Back in 1935, trust fund money could be invested in good sound securities, mortgages, etc., yielding 6 to 8 per cent.

Then, due to the pump priming program of the government, money became free, wages high, and interest rates went down. Not long after this, to make things still more difficult for the cemetery that was investing these funds wisely, the state stepped in to supervise the funds held in trust, and put such restrictions on the type of investments the trust fund money could be invested in, that about the only place you could invest it, to comply with state restrictions, was in government bonds, and all of us know that the best yield from this type of

security is 2½ to 3 per cent. We all know that there has been some let-up on this stringent investment restriction and that the state is now permitting a percentage of the money to be invested in preferred and blue chip common stock.

Although some of these restrictions were lifted, the cemetery has been faced with constant increases in wages of labor, office personnel, and supplies; so as I see it, the cemetery felt that they had to do something to cut down the cost of maintenance. They thought a good way of doing this was to eliminate the monument and raised marker. New cemeteries cropped up and some new sections in old cemeteries only permitted lawn level markers; and some of them went so far as to permit only lawn level markers of bronze; and made the restrictions such by exorbitant foundation charges or only permitting a certain manufacturer's plate, that the monument man was the fellow on the outside just allowed to look in. No one can dispute that the lawn level marker has cut the cost of cutting grass, but I feel for only one reason, and that is that the cemetery is not maintaining the lawn level marker as well as the marker above ground. If the grass is not trimmed around the raised marker, the overall appearance of the whole section is unsightly, while the marker being level with the lawn can be half overgrown with crab grass, as well as covered with grass that has been deposited on top of the marker from mowing.

This does not give an unsightly appearance to the overall look of the cemetery; but have you gentlemen ever stopped to think about how your lot owner feels when he visits the grave and sees the marker half covered with grass? Mind you, I am not advocating that all markers be set above lawn level, I am merely pointing out with my own conviction that if the lawn level marker was maintained as well as the marker above ground, it would cost more to maintain than the marker above ground.

All of us know that due to the freezing and thawing of the ground, the ground raises around the marker and seldom levels back to its original height. This gives the marker a sunken appearance. Next winter, I suggest to you gentlemen that have lawn level markers in your cemetery, that you take a walk over one of these sections after we have had a snow, a thaw, and a freeze. I am sure you will find many of these markers coated with ice and you will notice that some of the last remaining leaves that have fallen are imbedded in the ice, making the lettering on the marker invisible.

I feel something should be done to rectify this situation

[Continued on Page 52]





*to Our Many Friends  
throughout the Industry  
from*

**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 66 *November 1954*  
NUMBER 11

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E. H. WHITAKER, *Editor*

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## When Winter Comes . . .

*the time when there is time  
to plan for NEW BUSINESS!*

Smart monument dealers know that winter is an excellent time for planning Spring sales programs, developing new business leads, analyzing office problems, overhauling equipment . . . and for checking inventories against "busy season" needs. Yes, the winter months can mean EXTRA PROFITS to the dealer who uses this time to prepare and plan.

NOW, during the winter months, foresighted dealers are preparing for the months ahead, and planning to utilize to the fullest extent the fine dealer helps provided by the Barre Guild. Remember, Barre Guild Monuments are *guaranteed in*

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1889 - 1954**

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## An Open Letter

# ON THE PROBLEM of STANDARDS for THE MEMORIAL INDUSTRY

*The letter below is from Henry J. Benisch, a member of a long respected family of memorialists in Brooklyn, N. Y., who for eighty-three years has been a credit to the industry, not only in its conduct of a family business but in its efforts to improve the industry itself. The Benisch Plan of an earlier era is but one example of the clear thinking of the Benisch family. In this letter a plea is made for "an adequate opportunity for those not on the committee (a Joint Committee suggested by the A.I.C.A. for consideration of practices, specifications, and a Code of Ethics) to make suggestions and raise questions on a tentative outline before making any final decisions." Editorially we add our voice to this thought as well as Mr. Benisch's concern with "too much regimentation" and "too many regulations."*

### "TO THE EDITORS OF OUR TRADE MAGAZINES:

"Have read, with a great deal of interest, the suggestions of A. I. C. A. that a Joint Committee meet to set up practices, specifications and a Code of Ethics.

"No one should oppose the attempt to better our Monument Industry. However, before any final decisions are made, the tentative outline of such purposes, specifications, definitions and codes should be given wide publicity, with an adequate opportunity for those not on the Committee to make suggestions and raise questions.

"Here are some points that immediately come to my mind. If you look around at older sections in cemeteries, what impresses you? First, that the Monument has been durable, is free of cracks and seams; second, that the inscriptions are readable and, third, that the design is pleasing.

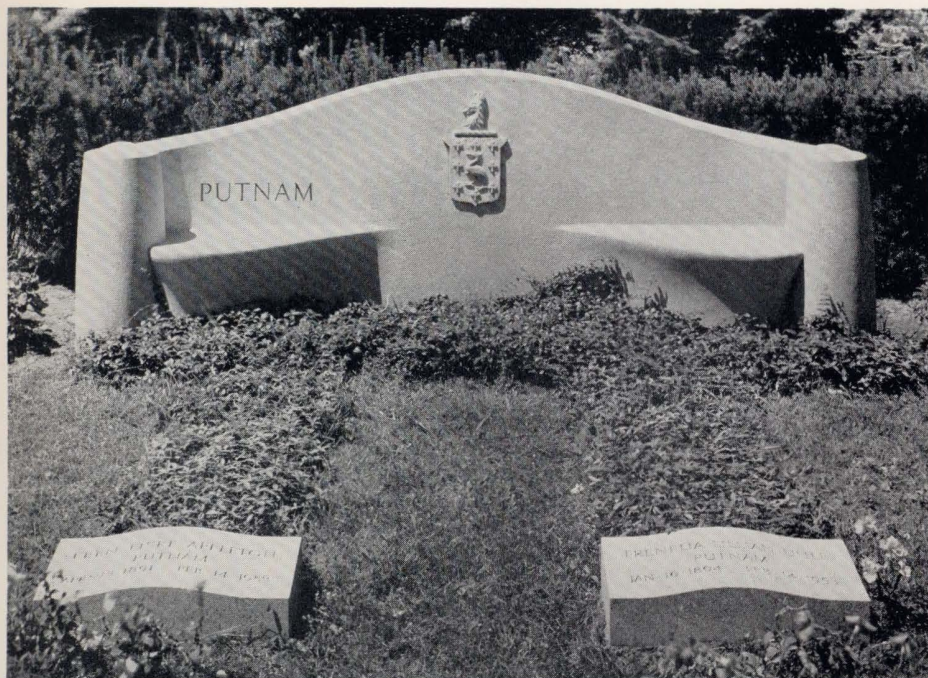
"After the Monument has weathered for some years, you are not particularly impressed with the kind of stone that is used—in fact, many times it is very difficult even for an experienced person to tell what kind of Granite was used. A wave or a vein, or even a tool mark, may not even be apparent. Entirely too much emphasis is placed on waves and veins. Some of our leading architects and artists definitely prefer varied textures. Who are we to tell these people what they must like? Many Cemetery Regulations have already gone haywire—no colored granites, no black granite, no raised letters, no panels in stones, only a standard size—no larger or smaller—no rock pitched over 1" projection. In fact, *too much regimentation*. In many sections, a customer can't spend \$500 on a single grave if he wants to. Too much emphasis is placed on materials and finishes, and not enough on design.

"Then, when you start to classify the industry, you have quarriers, manufacturers, wholesalers and retailers. It is difficult to limit a person's activities—how about the manufacturing retailer? Is sawing a manufacturing process, or are quarriers to take over this function? Neither my Father, Brother nor I devote all our time to the Monument business and yet we believe we are considered pretty good retailers. The answer is that the economical way in each case is the way it should be done. As in most other businesses, the economical method of distribution will supplant high cost methods. There will always be discount houses in spite of fair trade prices.

"This is still a free Country. One of the sure ways to help our industry (a slow method, to be sure) is to educate dealers and the public to want better monuments, and not give our customers, or dealers, too much regulation."

HENRY J. BENISCH





*The fine Putnam exedra was erected by Presbrey-Leland, Inc., of New York City in Putnam Cemetery, Greenwich, Conn. Nativi Granite Co., of Barre, Vt. manufactured this memorial using Smith-Barre granite.*

## Two Exquisite Exedrae by Presbrey-Leland, Inc. of New York City

The industry and the public has long come to expect distinguished cemetery commemoration from the justly famed Presbrey-Leland Company, and these two recent memorials are indeed in the accepted tradition. Even the most untutored layman recognizes the beauty of the form itself, but only those with architectural or art training fully appreciate the creative mind behind the subtle composition itself, not to mention the many details on these memorials worthy of study and emulation. The beauty of the lettering and the carving as well as the superb composition and placement of the ornament are

indeed admirable. Perhaps the greatest lesson for the industry is how this outstanding firm of creative memorialists achieve individuality or personality or whatever one chooses to term it, in utilizing the same basic theme. The coat of arms and the name placement on the Putnam exedra and the ornament and name inscriptions on the Briscoe-Quatrano illustrate this all important point. The curved headstones on the Putnam plot are another example of the care in detailing of the work erected by these distinguished memorialists.

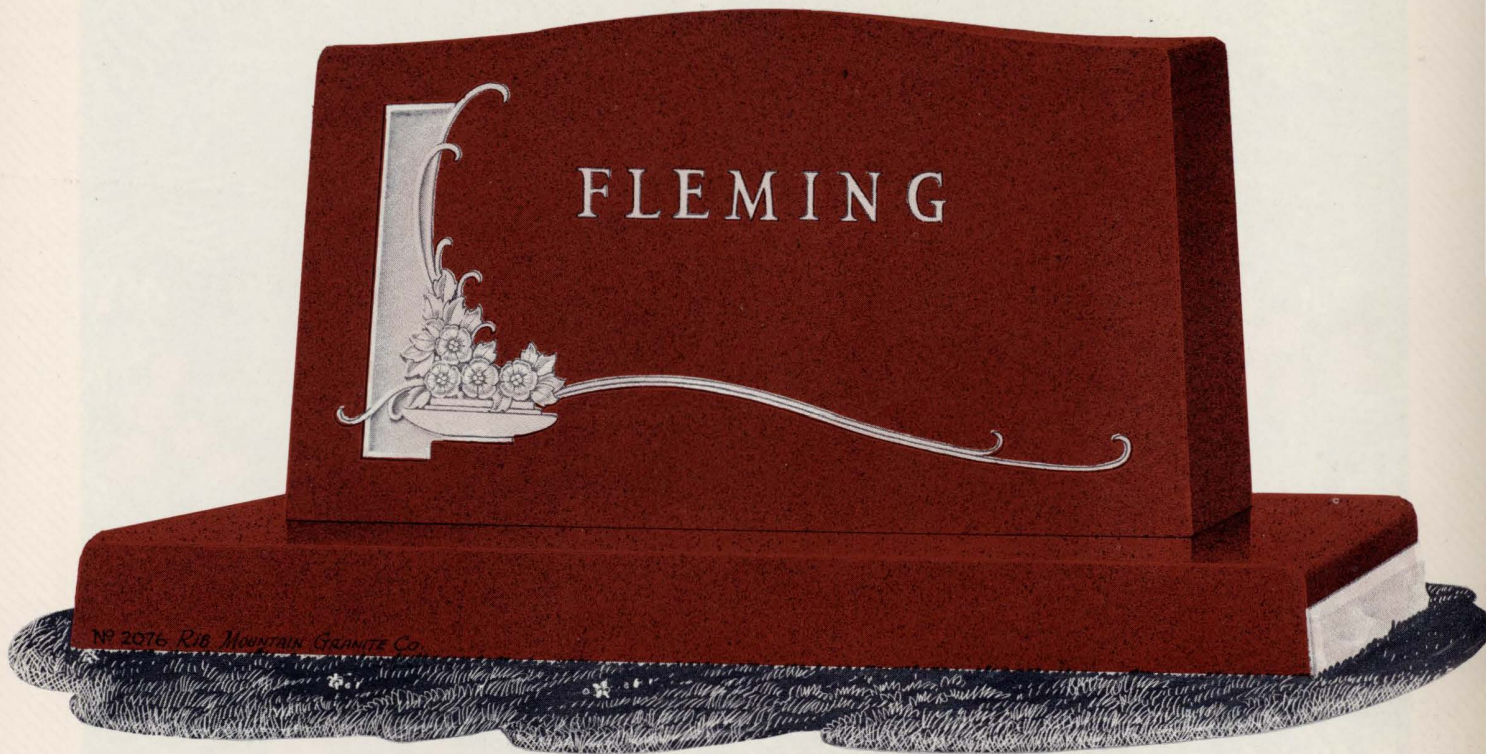


*The Briscoe-Quatrano exedra, another version of this appealing design type, was also erected by Presbrey-Leland, Inc., of New York City. It stands in Mountain Grove Cemetery, Bridgeport, Conn. Nativi Granite Co. of Barre, Vt., used Smith-Barre granite in its manufacture.*



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*Quarried Solely and Only By*

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*From an original painting by Sister Mary David of Madelon College, Plymouth, Michigan*

MAY THE PEACE OF GOD  
BE WITH YOU AND HIS  
GENTLE MOTHER BLESS THE  
HEARTS OF ALL AROUND  
YOU WITH GRACE AND  
HAPPINESS.

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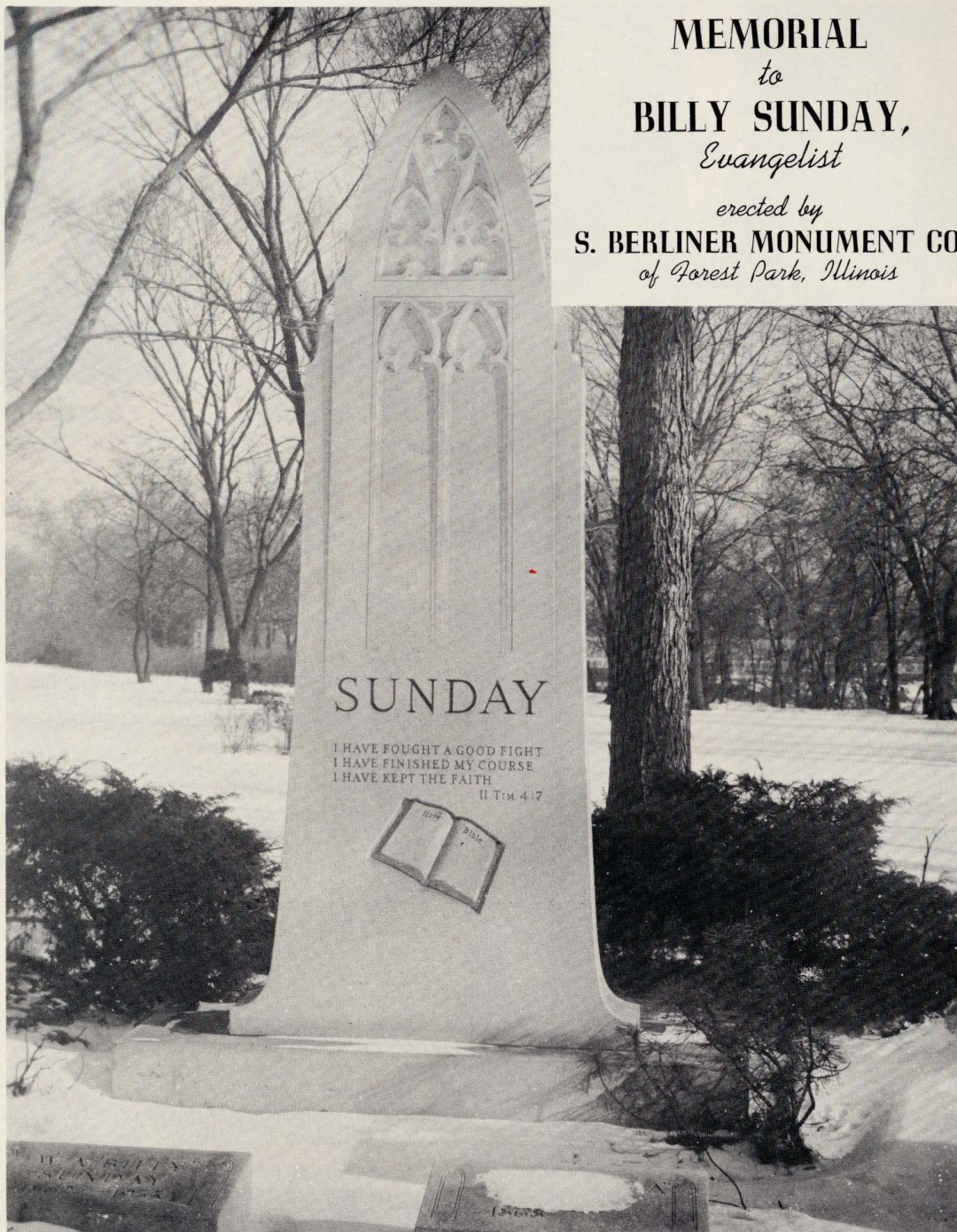
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to  
**BILLY SUNDAY,**  
*Evangelist*

*erected by*  
**S. BERLINER MONUMENT CO.**  
*of Forest Park, Illinois*



Memorials to prominent people always have a special significance and we are most gratified when we receive photographs of such monuments. While the younger generation will not find the Sunday name familiar, there are millions of older Americans who will recall the dynamic "Billy" Sunday, whose record in mass appeal is only challenged today by "Billy" Graham. We are indebted to the well-known S. Berliner Company for this photograph and the following data.

The famous Evangelist is buried in Forest Home Cemetery, in the Chicago suburb of Forest Park, Ill. This beautiful memorial marking his grave was manufactured by Cross Brothers Granite Company, Northfield, Vt., of Wetmore & Morse Barre Granite for the S. Berliner Monument Co.





*Facing Galveston's famous Broadway is the establishment of Ott Monument Works. Part of the personnel is shown with, left to right, John Schlitzberger, stone-cutter; Chas. E. Ott, executive director; Dwight Smith.*



CHARLES E. OTT.

## OTT MONUMENT WORKS of Galveston, Texas

### *Celebrates 100th Anniversary*

By FORREST LORD

**T**HIS year in the storied city of Galveston, Texas, the Ott Monument Works rounds out 100 years of continuous and successful operation.

In recognition of the firm's 100th anniversary and of the active part that Charles E. Ott, the present head, plays in the civic life of Galveston, numerous personal and business friends sponsored a page salute to the Ott family in recent issues of the local daily newspapers which also carried a lengthy illustrated feature story on the firm's history.

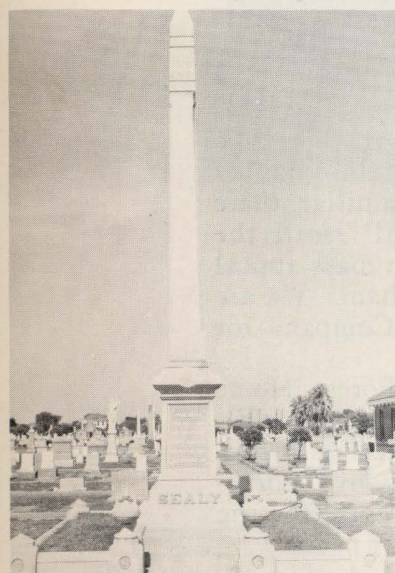
Charles Ott recalls that the business was founded by A. A. Allen, an easterner, and that it passed into the hands of Mr. Ott's paternal grandfather, Charles Sebastian Ott, upon the death of Allen a few years later.

Three generations of Otts have kept the business going and growing through national depressions, local yellow fever epidemics, fire and two death-dealing hurricanes. Their contributions to the civic, business and religious welfare of their city have left an impress that may well prove to be as enduring as the granite and marble from their workshop.

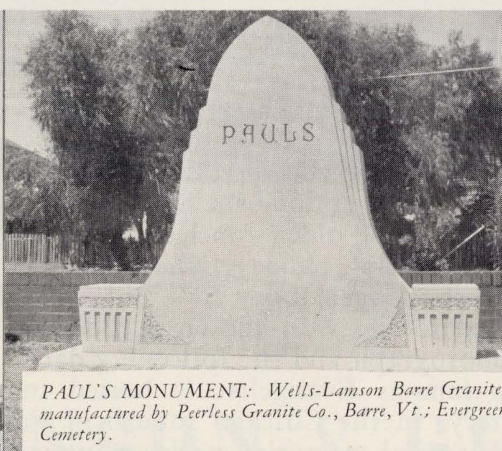
The Galveston of 1854 was not far removed from the buccaneering days of Jean Lafitte who once made Galveston Island his headquarters and whose house still stands there; from the memorable day when Sam Houston won the battle of San Jacinto nearby and saved Texas from Mexican conquest; from the administration of David Burnet, first president of the Texas Republic who established a temporary seat of government in Galveston; nor from the time when the dead were buried in the sands along the Gulf of Mexico and whose rude coffins were frequently exposed by the action of winds and water.

About the time A. A. Allen set up his marble works in Galveston, the little city had set aside certain lots for permanent cemeteries, and soon neat gravestones and handsome memorials of monumental art began to rise from the silent places.

Much of the marble of the period came from Italy and other European countries. Galveston was an important export town then as now, but few imports were received. Sailing ships bound for Galveston were obliged to carry ballast and in most cases this was marble which was bought at low prices to identify and embellish the graves of the dead.



**SEALY SPIRE MONUMENT:** Lot of John Sealy, pioneer builder of railroads, banker, philanthropist. He and his family gave over \$11,000,000 to build Sealy Hospital, perhaps the finest and largest in Texas. Monument is placed in Evergreen Cemetery. Of Barre Granite (records lost in 1900 storm) but believed it was from either the Pirie or Wells-Lamson Quarry. Marr & Gordon, Barre, Vt., was the manufacturer.



**PAUL'S MONUMENT:** Wells-Lamson Barre Granite, manufactured by Peerless Granite Co., Barre, Vt.; Evergreen Cemetery.



**TOPPING MONUMENT:** Silver Grey Greystone Georgia Marble; the Old Catholic Cemetery, Galveston.



**RENFERT MONUMENT:** Cross Bros. Co., Northfield, Vt. In Galveston Memorial Park, Hitchcock, Texas.



Charles Sebastian Ott, a native of Louisville, Kentucky, and an expert stone cutter, brought his family to Texas in 1877, and for a time worked on the elaborate post office being built in the capital city of Austin. He arrived in Galveston two years later and began a career in the monument business that soon stamped him as a man of substance and high citizenship.

Homes of the wealthier of the period were often built of masonry with marble accessories and many of them still stand in splendor revealing the craftsmanship of Charles Sebastian Ott.

There were ten children, and the entire family was deeply religious. Three daughters took the veil and were educated in the now century-old Ursuline Convent.

At the entrance to this massive structure stand four life-sized statues of Carrara marble, the gift of Mr. Ott. The group consists of life-sized figures of The Virgin, St. Joseph, St. Theresa and St. Ignatius. Within the convent is a marble plaque depicting the Nativity which was sculptured by Charles Ott's son, John, when he was but 15 years old.

In 1897, fire destroyed the Ott plant, and three years later the great flood that took the lives of 6,000 Galvestonians inundated both his new establishment and his home. His health began to fail and in 1909 he died.

His son, John, who had entered the monument business on his own in Beaumont, Texas, disposed of his holdings there and he and his wife took over where the father had left off.

John was not only a skilled worker in stone, but a musician of considerable talent. He could play every kind of musical instrument except the piano which was too difficult for his stone-roughened fingers. For a time John Ott earned his livelihood by teaching music.

The young man never lost his interest in music, but most of his time now was taken up by the demands of a business. He paid off accumulated debts, and in a few short years the Ott Monument Works was back on the high road to success.

A faithful employee, say the Otts, had much to do with the rehabilitation of the business following the periods of disaster. He was Joseph Tickle who, at the age of 18, went to work for the original Ott in 1886, and later perfected his art as a stone-cutter with apprenticeships in Boston. Returning to Galveston he became Charles Sebastian Ott's and later, John Ott's right-hand man, remaining with the firm for a total of 50 years. Tickle died in 1952 at the age of 84.

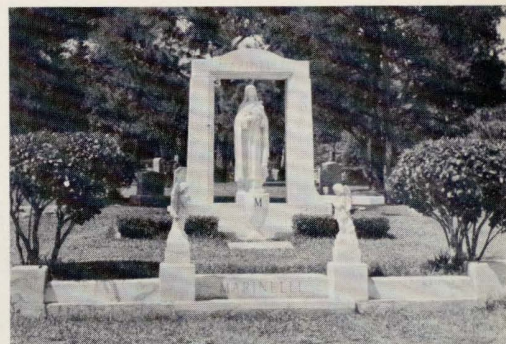
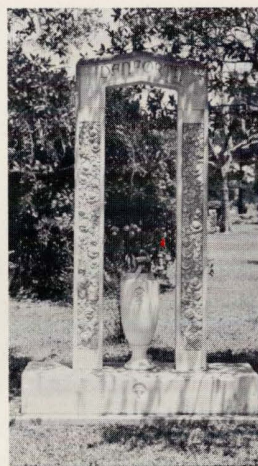
John Ott died at the early age of 46, leaving his wife with three small children and a thriving business to manage. And she managed well until the son, Charles E. Ott, had learned the business sufficiently to take over.

Mrs. John Ott still retains a financial interest in the business and when Charles was in the Navy during the last World War, she returned to the office and kept things going despite her then 67 years. Now in her 77th year, she is still an active woman.

The handicraft of the Ott Monument Works and its artisans may be found in nearly every cemetery in Galveston county. Some are humble stones, but many are massive and intricately engraved and inscribed to the memory of the great and near-great who rest there.

Of 24 civic memorials in the county, 23 are of Ott creation. Several of them commemorate events that shocked the world when they happened:

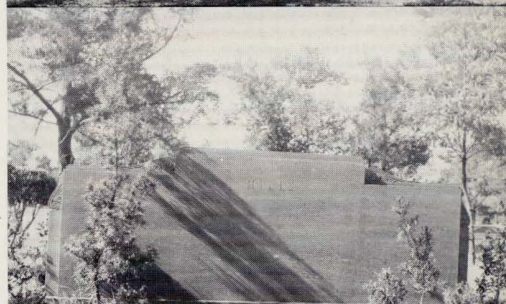
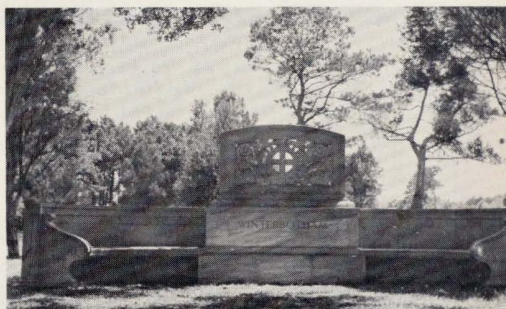
**KEMPNER MONUMENT:** Barre Granite from either Pirie or Wells-Lamson (records lost in 1900 storm). On lot of Kempner family, pioneer bankers, cotton compressors, stocks and bonds, owners Imperial Sugar Co., Sugarland, Texas; Hebrew Benevolent Society Cemetery, Galveston.



**DANFORTH MEMORIAL:** Colorado Yule Marble from Vermont Marble Co. On lot of Dr. Danforth, well-known physician of Texas City; Galveston Memorial Park Cemetery.



**MARTINELLI MEMORIAL MONUMENT:** Imperial Danby from Vermont Marble Co. Statues from E. G. Ladewich Co. of Mansfield, Ohio; Galveston Memorial Park Cemetery.

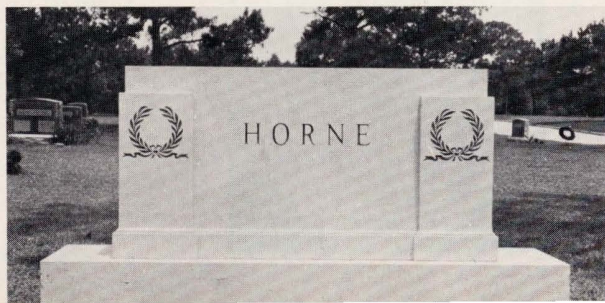


**CONE MONOLITH:** Guardian Memorial; Jones Bros., Barre, Vt. On lot of Edward O. Cone, Galveston banker, in Episcopal Cemetery, Galveston.

**FAMILY OF PHIL FLAKE CROSS:** Imported Black Marble from Austria; W. C. Townsend Co. of Zanesville, Ohio, supplied this work.

**HORNE MEMORIAL:** Elberton Blue Granite; manufactured by Oglesby Granite Quarries; Galveston Memorial Park, Hitchcock, Texas.

**REYMERSHOFFER MONUMENT:** Statue is 6 feet tall. Barre Granite; Wells-Lamson Quarry. All work finished in Ott plant. Stands in City Cemetery.







**CIVIL WAR MONUMENT:** Erected in Central Park, Galveston; Light Pink Texas Granite.



**WORLD WAR I MONUMENT:** Placed in Menard Park on the beach at Galveston. Fredericksburg Red Granite; manufactured by Nagel Bros., Fredericksburg, Texas.



**MONSANTO CHEMICAL COMPANY MONUMENT:** To those employees who lost their lives in the terrible Texas City disaster of April 16, 1947. Manufactured by Premier Granite Quarries, Llano, Texas; National Blue Granite.

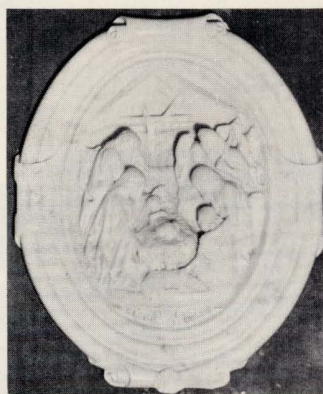
**WORLD WAR II MONUMENT:** Blue Diamond Granite. Finished for Ott completely by Oglesby Granite Quarries of Elberton, Ga. Placed in downtown Galveston.



**SPIRE MONUMENT TO FIRST PRESIDENT OF TEXAS REPUBLIC, DAVID C. BURNET:** He was president when Santa Ana took the Alamo at San Antonio, Texas. It is of Barre Granite from the original Rock of Ages Quarry.



Head of woman carved by John Ott while in his teens.



Marble plaque depicting Nativity of Christ, carved by John Ott, father of Charles, when he was 15 years old.

There is the colossal monument erected by the Modern Woodmen of the World in memory of their members who died in the 1900 hurricane. And there is the chaste granite that stands at the entrance to the Monsanto Chemical Company inscribed with the names of their employees who were among the 600 that perished in the Texas City explosion in 1947.

There are Ott-carved memorials to veterans of the Civil War, World War I and II, and within the vault where lie the remains of the late W. L. Moody, Jr., who was rated as one of the ten wealthiest men in America, is the marble crypt cover engraved in August by the Ott Monument Works with a simple record of the philanthropist's name, dates of birth and death.

Charles E. Ott, who has brought the firm to the zenith of its career, is one of Galveston's most prominent and highly regarded citizens. He is well-known, too, in monument industry circles, being a charter member of the Monument Institute of America and a director of the Monument Builders of the Southwest.

He conducts his business along strictly ethical lines, without any fanfare or obvious display of salesmanship. Because of the Ott family's long association with the older families of Galveston and the civic prominence of the present Charles Ott, much of the business comes into the door.

The establishment, too, is conspicuously located on Galveston's beautiful oleander-blooming and mercury vapor-lighted four-mile long Broadway, with perhaps a half hundred stones and statues neatly displayed in plain view of the tens of thousands of motorists who pass the place each month.

"All we try to do," says Ott, "is to keep alive the traditions of our firm for conscientious and sympathetic service. We deal with many of America's most noted quarriers and producers of monumental works of art and can deliver nearly any kind of stone or statue desired by those who seek our services."

Right-hand man of the contemporary Ott is stone-cutter John Schlitzberger who has been with the firm for 10 years and is its Galveston county representative. Assisting him in the plant is Dwight Smith.

Charles E. Ott was elected this year as a trustee of the Galveston County Independent School District, and was local chairman for the Texas Emergency March of Dimes. He was also parade chairman of the current year's March of Dimes and was instrumental in organizing one of the biggest parades in the history of the city. He is a director of the local committee of the National Foundation for Infantile Paralysis, past president of the Kirwin High School Boosters' Club, past commander of the local VFW post, and is affiliated with numerous other local clubs and organizations.

Among letters of congratulations to Mr. Ott on his firm's 100th anniversary was one from Nelson P. Wright, sales manager of Rock of Ages Corporation, for whom Ott Monument Works is Galveston county dealer. Said Mr. Wright in part:

"Few firms can boast of having served the public for 100 years. We have a number of dealers who have been in business a long time, but none has equaled your record. Knowing that the average life of a retail dealer is 7 years, you and your mother must feel very proud that your company has been in business since 1854, and have gone through wars and depressions with a fine reputation."

And the mayor of Galveston, Herbert Y. Cartwright, Jr., summed up the sentiment of the community when he declared, "Galveston is proud of the record of the Ott Monument Works. Its distinguished career of 100 years in business is a tribute to the integrity and industriousness of the Ott family."





LET us all join in sparing no effort to make 1955 the Monument Industry's greatest year . . . by insisting on quality workmanship, excellence in design, the best in materials and by donating as much of our time as possible for the betterment of the Industry.

BUTTURA & SONS

BARRE, VERMONT







*Memorial to*  
**HANK WILLIAMS**  
*America's Foremost*  
**BALLAD MAKER**  
*Dedicated September 21*  
*in*  
**Montgomery, Alabama**

*Thousands of prominent Americans saw this impressive example of personalized cemetery commemoration upon its dedication in Oakwood Annex Cemetery in Montgomery this past September. Thousands more have visited the cemetery since then. Thousands more of the fans and friends of this talented poet-singer will visit his grave in the years to come. It might well be said that our L. C. Henley has richly earned another kudo for his contribution to the industry's future. His firm, Henley Memorials, designed and built this outstanding monument of Georgia Marble.*

The story of Hank Williams, known and loved by millions of Americans, is one that could happen only in America. This talented composer of folk music was born in a two-room log cabin in the scrub-pine country in backwoods Alabama. He lost his father, a World War I hero who was gassed and shell-shocked, when he was but five years of age. Moving to Montgomery in 1935 when he was but 12 years old, he was soon helping support his family. His schooling was little and the poverty of his youth undoubtedly impaired his health. His phenomenal success was not overnight, but his unusual talents and lovable personality finally helped him reach the pinnacle of his profession. Walking horses, Cadillacs, and all the appurtenances of wealth and success were his, but health and happiness were never to be long with him. Nevertheless, or perhaps because of his personal troubles, he gave America many songs and hymns that will be everlasting. Though only 31 years of age when he breathed his last, he left a legacy of ballads unrivalled by any composer of his time. More than 40,000 people honored him at his funeral shortly after New Year's Day of 1953, the very week that "Jambalaya", his latest top song, was voted Number 1 on the Hit Parade. His monument in Oakwood Annex Cemetery in Montgomery is perhaps the most outstanding example of personalization that our craft has yet created.







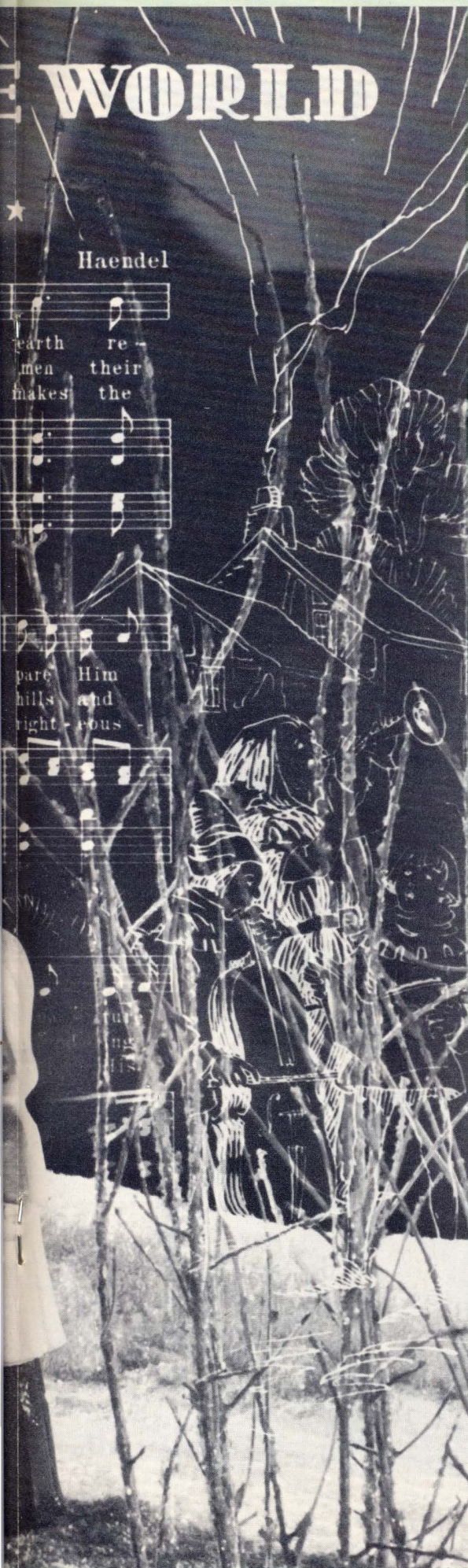


# JOY TO THE

1. Joy to the world! the Lord is come: Let  
2. Joy to the earth! the Sav - iour reigns: Let  
3. He rules the world with truth and grace, And

ceive her King; — Let ev - 'ry — heart — pre  
songs em - ploy, — While fields and — floods, — rocks  
na - tions prve — The glo - ries — of — His





**Merry Christmas**

*and a*

**Prosperous 1955**



*from*

## **"Barre District" Manufacturers**

AMERICAN GRANITE COMPANY

BRUSA BROTHERS

GREARSON & LANE COMPANY

L. Z. HOTTE GRANITE COMPANY

HOYT & MILNE

LETTER GRANITE COMPANY

MARR & GORDON, INC.

WILLIAM SAPORITI & COMPANY

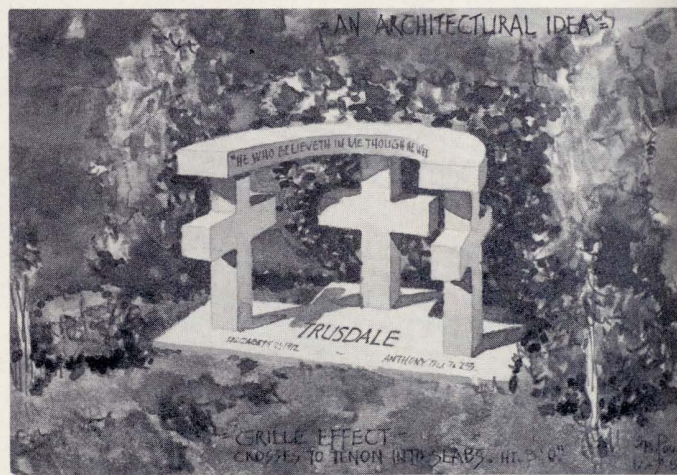
SOUTH END POLISHING MILL, INC.

VALZ GRANITE COMPANY



*Original  
Designs  
Only*  
by S. R. POOL Architect,  
60 years experience.

by S. R. POOL Architect,  
60 years experience.



WHEN THE SEVERITY OF PROJECTED PROFILES ARE WANTED, OR A WIDE AND LOW CUBAGE — TO LOOK WELL, A VERY WIDE FRONTAGE IS BETTER DESIGNING, TO WHICH KEEPS THE VIVIDITY OF THESE PROFILES FURTHER APART THAN NARROW MEMORIALS MORE SLENDER SHAPED. S.R. POOL, 9-20-54.





THE MAIN PURPOSE  
OF MY DESIGNING  
IS TO SHOW THE BEA-  
UTY TO THEIR GRAN-  
ITE RATHER THAN  
CHILD-LIKE SAND-  
BLASTED ORNAM-  
ENTINGS., GELORE.

SIZE OUT = 5'-6" x 1'-4" x  
0'-5" THICK.  
AXED MARG. AROUND  
POLISHED FACE. POL. 2.

MONUMENTAL DESIGNING, NOT SHOW-CARD  
ILLUSTRATING, IS WHAT DESIGNING NEEDS.

S.R. POOL -  
5-54.



ASTEC STYLE -  
(OR TOLTEC.)



Egyptian Mon.  
by S.R. Pool  
2-4-53.  
SKETCH.

- A 'GRILLE TYPED' DESIGN =



ORIGINAL DESIGNING PLUS RENDERATIONS  
MAY HELP OUR CAUSE ALONG. S.R. Pool 12-22-53.

ANGLES; CUTS; AND SINKAGES CHANGE  
THE GENERAL CHARACTERISTICS OF MEM-  
ORIALS RATHER THAN THE ORDINARY USE  
OF A SYMMETRIAL SAMENESS -- RELIEF-  
VED ONLY BY SANDBLASTED ORNAMEN-  
TING --- WHICH HAS A SAMENESS ALSO.



Merry Christmas and a Happy New Year



DIXIE GRANITE COMPANY

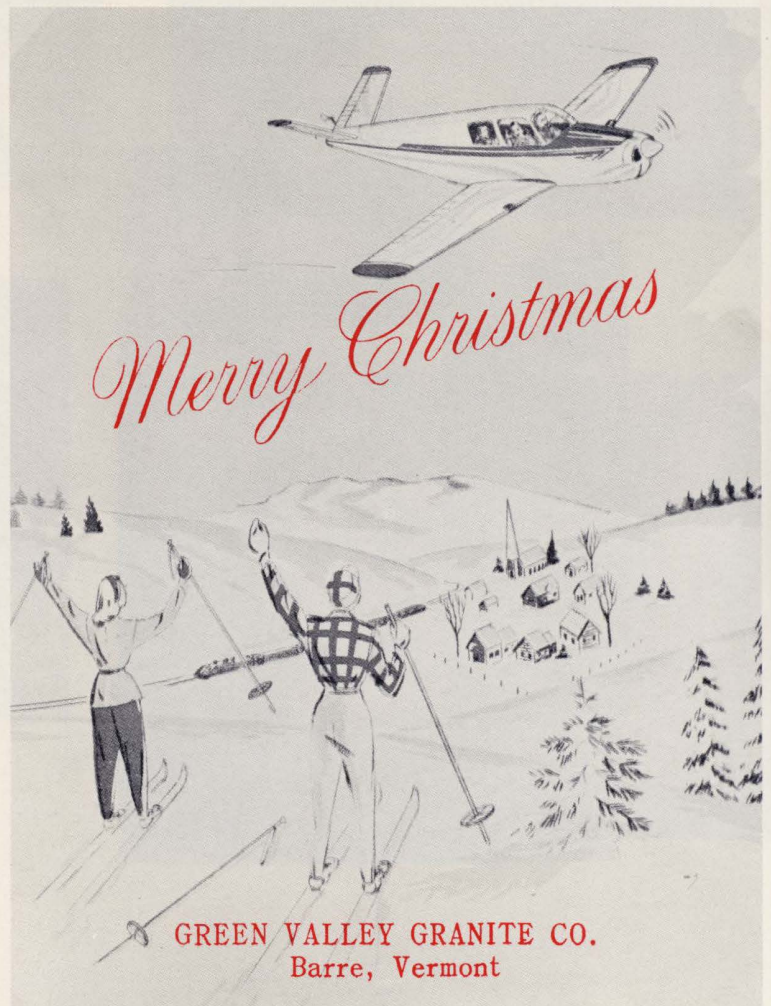
Elberton - Georgia



Our Best Wishes for a  
Merry Christmas and  
Prosperous New Year

SOUTH BARRE GRANITE CO.

BARRE, VERMONT

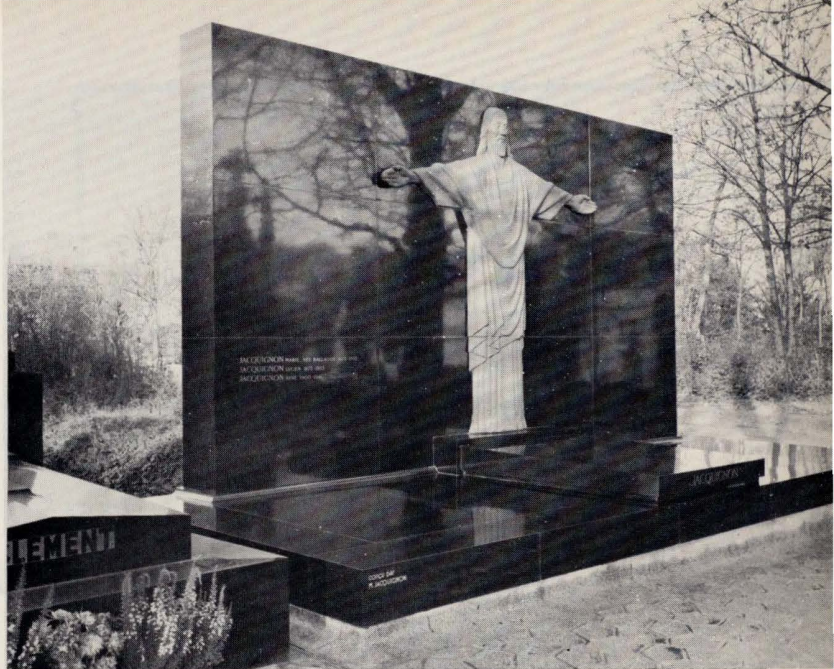


Merry Christmas

GREEN VALLEY GRANITE CO.  
Barre, Vermont

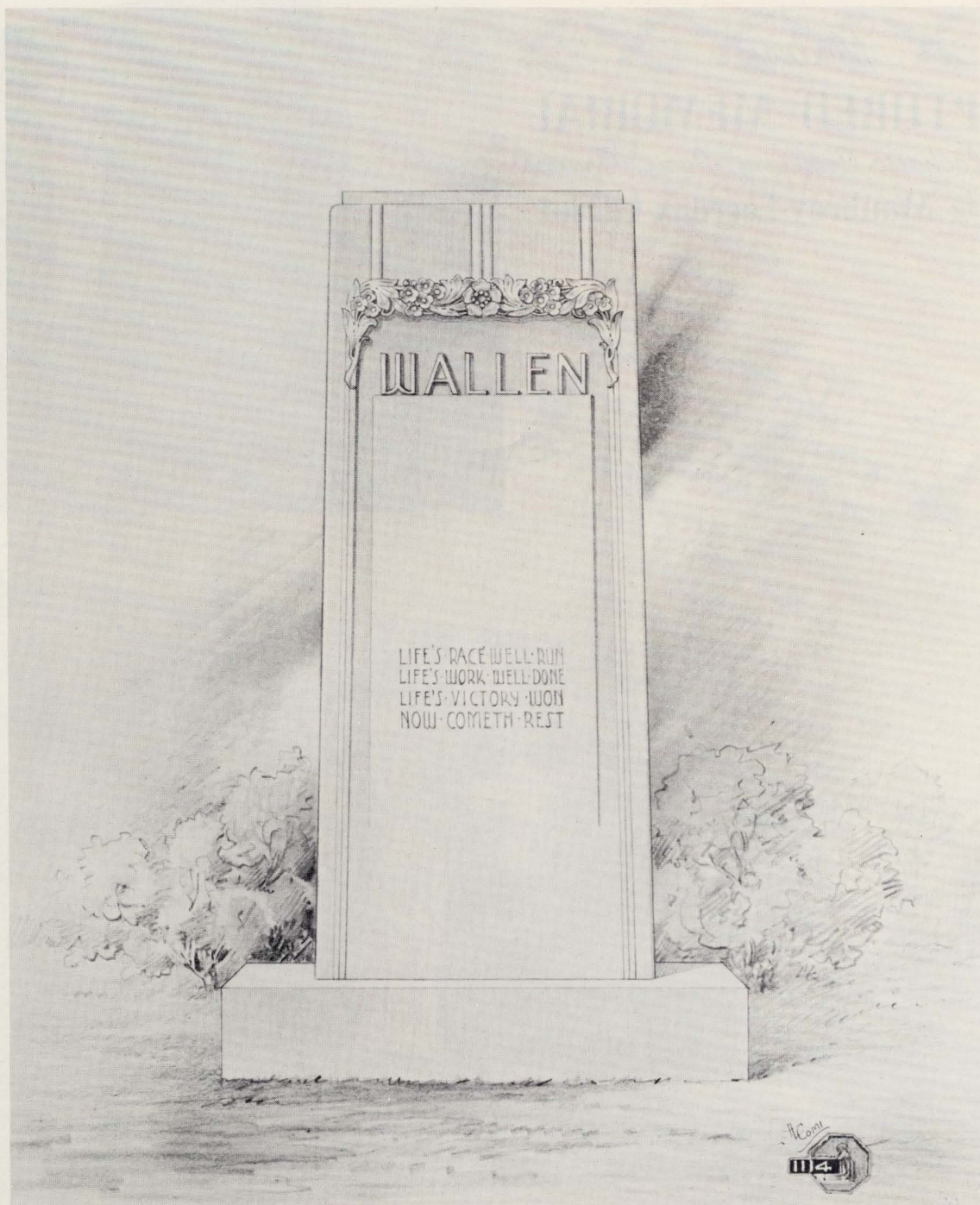


*Modern*  
**SCULPTURED MEMORIAL**  
*in Pere-Lachaise Cemetery, Paris, France*  
*erected by Maubrey-Lecreux-Lardot*



The Maubrey Lecreux-Lardot Firm of memorialists at 23-25 Boulevard de Menilmontant, Paris, was founded in 1811 and has been in a large measure responsible for the standing of famed Pere Lachaise Cemetery in Paris as one of the truly outstanding cemeteries of the World. The Jacquignon memorial is indeed one of the most striking that we have published for many a year. Modern in feeling and spirit with all the vitality and strength of the best of modern architecture, there is withal in both the sculpture and lettering a strong feeling of the traditional. The sizes of this work are approximately as follows: Base, 22' x 7'6" and the figure is somewhat over 8' in height. It was built of Ebony Black Granite from A. K. F., Sweden.





## MODERN SCULPTURED DESIGN

By  
**Al Comi**

BARRE DESIGN SERVICE  
BARRE, VERMONT

We particularly like Mr. Comi's presentation for this issue. Once again Mr. Comi convincingly proves that modern production techniques need not produce stereotyped designs, and that beauty and individuality can be attained with little if any added cost. The name inscription featuring an engaged letter in a blued or stippled background is most pleasing and such a treatment requires very little more time than the usual name inscription. Note that Mr. Comi adds materially to the appeal of the Wallen design by rounding his edges and utilizing a slight taper in the tablet.





+ DESIGNS +  
by KURT ERNST KUNZ  
P.O. BOX 118 BARRE VERMONT

## Have You Joined The MONUMENT INSTITUTE OF AMERICA?

when you support  
the  
M.I.A. PROGRAM,  
you help to secure  
your own  
FUTURE!

## COLORED GRANITES

TRANAS RED  
BEERS RED  
BALMORAL RED  
ROSE RED  
BLACK SWEDE  
BONNACORD BLACK  
EMERALD PEARL  
BLUE PEARL  
ZANE GREY

ITALIAN MARBLE  
STATUARY  
VASES  
MONUMENTS

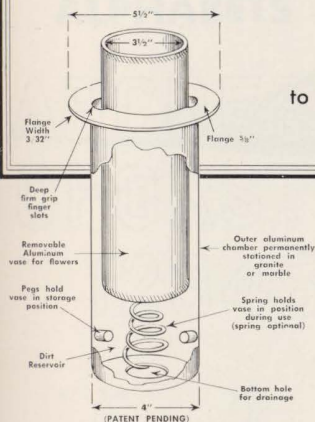
**J. V. EBERLY & CO.**  
ZANESVILLE, OHIO

*Attention!* Monument Manufacturers and Dealers

"Champion" SPECIAL  
DESIGN

**D.A. Vase**

to be used as inserts in Markers  
and Monuments



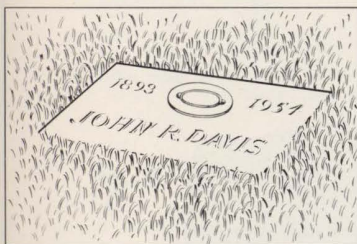
Two (2) piece Durable Aluminum Marker Vase  $5\frac{1}{2}'' \times 9''$ .  
Heavy cast aluminum outer Vase. No seams, no rivets. Deep  
finger slots.

Flange designed to make a very attractive finish when set.  
Inner Vase, one piece Anodized Impact  $3\frac{1}{2}'' \times 8''$ ; extra long.  
No jamming, no sticking of inner vase, yet fits snugly in  
position. Inner Vase rests on lugs 1" above dirt reservoir.

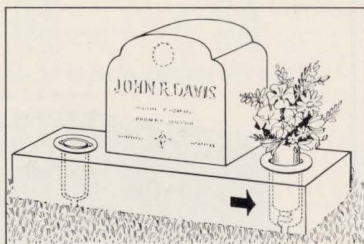
Newest design in Cut Flower Container used as inserts for  
Markers and Monuments.

Write now for prices.

Drill —  $4\frac{1}{2}$  to 5" hole. Fill in with cement.



Marker design showing vase in storage  
position. Particularly attractive in Double  
Markers.



Showing vase in use on Monument Base.

## COLUMBIA MARBLE COMPANY

QUARRIERS AND MANUFACTURERS  
MARBLE, NORTH CAROLINA

SAND BLAST ENGRAVING  
LETTERING  
DUPLICATE WORK and SLABS



POLISHED  
STEELED  
AXED

**50 Years' Experience**

IN MANUFACTURING BARRE GRANITE  
in Quality MONUMENTS—MARKERS

**PROVOST GRANITE COMPANY, INC.**  
RIVERTON, VERMONT

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

**SANGUINETTI SAWING COMPANY**

DEPOT SQUARE

LEO E. SANGUINETTI, Proprietor

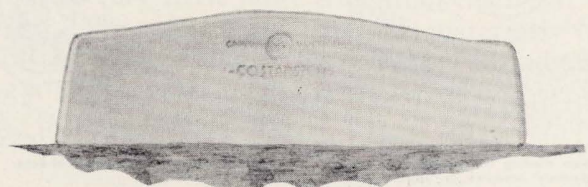
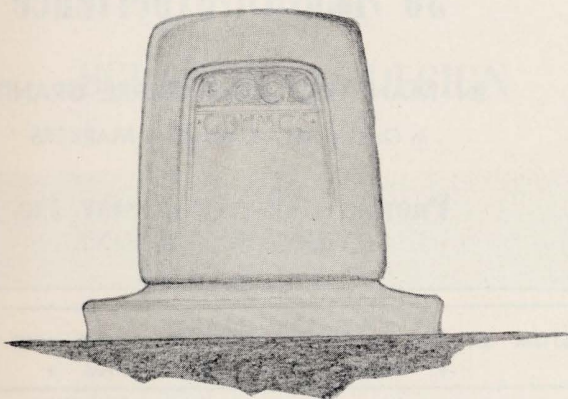
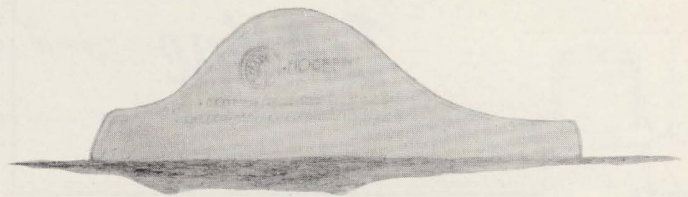
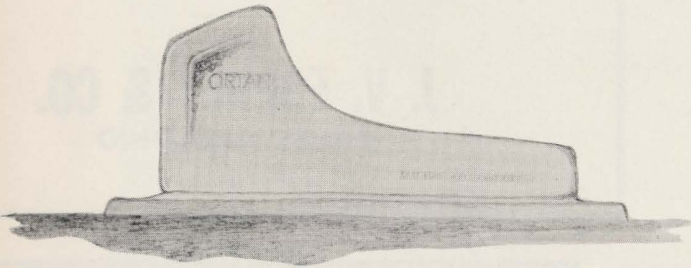
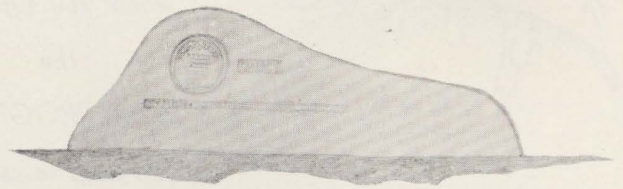
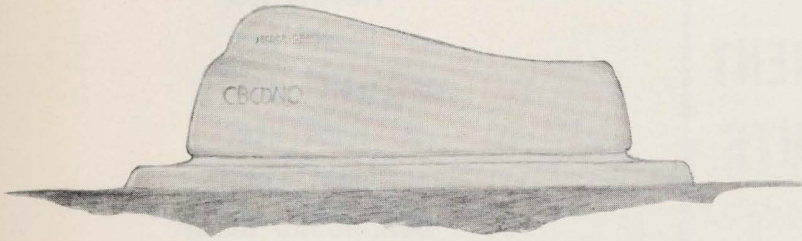
BARRE, VERMONT



# SKETCHES *for* CURVILINEAR MEMORIALS

*by Ernest Stevens Leland*

That Ernest has regained his mastery of the pencil is convincingly shown in these latest sketches. His many friends will be pleased to know that his condition continues good and that soon he is going to try his hand at writing.







*La Cross Memorials*

*Sawing - Polishing - Manufacturing*

BARRE, VERMONT



**NOW AVAILABLE**

**SPLAYED CORNER GOTHIC  
ALPHABETS and NUMERALS**

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ&.  
1234567890--

**ALPHABETS**

Size	Each	Alphabet	Alphabet and 14 extra letters
1-1/4"	\$ .33	\$ 8.75	\$13.37
1-1/2"	.37	9.80	14.98
1-3/4"	.41	10.85	16.59
2"	.45	11.90	18.20
2-1/2"	.56	14.00	21.84
3"	.66	16.50	25.74
3-1/2"	.79	19.80	30.86
4"	.92	23.10	35.98

Alphabet prices in size 1-1/4" to 2" include 26 letters, & sign, and period.  
2-1/2" to 4" sizes include 26 letters only.

**NUMERALS**

Size	Each	Set	Size	Each	Set
1-1/4"	\$ .33	\$3.30	1-3/4"	\$ .41	\$4.10
1-1/2"	.37	3.70	2"	.45	4.50

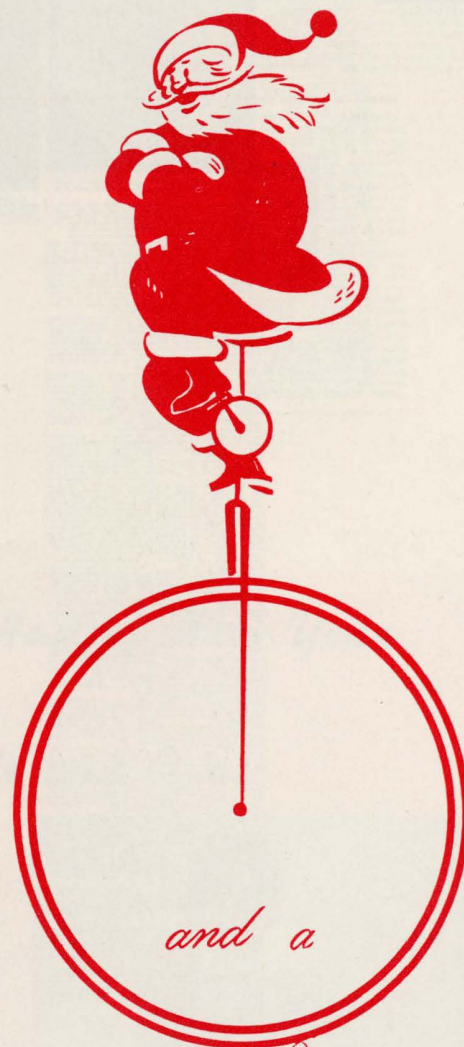
Adjustable Dash Ends included with each set

**SPACERITE COMPANY**

56 Berlin Street

WOLLASTON 70, MASS.

*Merry Christmas*



*Happy New Year*

*from*

**CENTRAL GRANITE  
COMPANY  
ELBERTON, GEORGIA**



# MONUMENTS MAKE NEWS in THE NATION'S PRESS

## DIRECTOR



CHARLES E. OTT  
Director of Ott Monument Works

## ON 100TH ANNIVERSARY

### Ott Monument Works Glances Back on Century of Progress

By FOREST LADD

This year is the 100th anniversary of the Ott Monument Works, which Charles E. Ott is managing director.

Charles E. Ott, just beginning his 40th year, is one of the most important men in the monument industry.

He has been in the business since 1900, when he was 16 years old. He has been in the business since 1900, when he was 16 years old.

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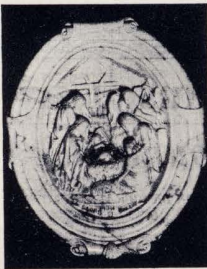
He has been in the business since 1900, when he was 16 years old. He has been in the business since 1900, when he was 16 years old.

## PAGE 2 — The Galveston News, Sunday, August 29, 1934

### FAMILIAR MONUMENT



Here is a familiar monument, that to the Civil War dead, which stands in Central Park and a work of the Ott Monument Works. It is one of the 25 monuments erected since 1900.



Shown in the month picture showing the Statue of Liberty, which was erected by John Ott at the age of 16. It is now stands in the park in the center of the city.

At the same time, the Ott Monument Works is also working on a number of other monuments, including a large one for the city of Galveston.

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# We Salute.....

# OTT Monument Works ON ITS 100th Anniversary



From left to right in the picture: John Schlitzberger, Charles E. Ott, Dwight Smith

The business now owned by the Ott Monument Works has operated successfully and without interruption in Galveston for 100 years. Three generations of Ott have triumphed over difficulties that have spoiled failure for many other commercial firms, and the name of Ott has become a synonym of ability and permanence as the marble and granite on which the company's artisans work.

It is with pleasure that we, the undersigned personal and business friends of the Ott family, embrace the occasion of their business centennial to extend our compliments and congratulations on their remarkable business career.

TURF GRILL 2114 Market	ISLAND MOTORS 1928 Pustifolia	MALLOY & SON Funeral Directors 3228 Broadway	ROCK OF AGES CORP. Barre, Vermont
BLACK HARDWARE CO. 2217 Strand	GULF LUMBER CO. 2201 Maritime	McDONOUGH IRON WORKS 2701 Water	PREMIER GRANITE QUARRIES Lima, Texas
LEON M. BLUM, INSURANCE Trust Building	W. A. KELSO BUILDING MATERIAL CO., INC. 2210 1/2 Maritime	THE MOODY NATIONAL BANK Of Galveston	SMITH & JOYCE Austin 2212 Maritime
BROADWAY FUNERAL HOME 2215 Broadway	E. S. LEVY & CO. 2227 Pustifolia	NASH'S HUMBLE SERVICE STATION 3228 Broadway	TEXAS MOTORS 2428 Church
FRED J. CAPPADONA Owner, R. H. John, Inc.	J. LEVY & BRO. Funeral Directors 2128 Broadway	AFFILIATED NATIONAL HOTELS	W. C. TOWNSEND & CO. Zanesville, Ohio
"THE CHAMPION CO." HYDRATED VAULTS Springfield, Ohio	J. LEWIS LOPEZ, JEWELER 2118 Pustifolia	OGLESBY GRANITE QUARRIES Elberton, Georgia	WILBERT VAULT CO. Houston, Texas
ROBT. I. COHEN, INC. 2121 Market	MARSHALL McNEEL Commissioner of Water, Sewer and Light	PLANTOWSKY FURNITURE CO. 2117 Church	LEE OTIS ZAPP Red Bluff 910 Moody
PHIL FLAKE Galveston Sportsman			
ALVESTON MEMORIAL PARK 2204 Strand			



## Shriners Line Up Top Stars For Hank Williams Day Fete

By JAMES K. BUTSELL

The August delirium being the dominating theme they are at

to get around the Alabama Shrine

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MONTGOMERY ADVERTISER

### Shriners

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## Tombstones Shattered By Vandals

Decency dipped to a new low early last Sunday when vandals desecrated the Mikveh Israel Beth-El-Ebeneh Cemetery, 55th and Market sts., one of the city's historical Jewish burial grounds.

Thirty-three tombstones were shattered and overturned, a number of which showed evidence of having been violently struck with sledge hammers or other heavy instruments to make the destruction complete.

### Rabbi Buried There

The cemetery, more than 170 years old, is the final resting place of Rabbi Bernard L. Levintal, who was dean of the Orthodox rabbinate in this country, and many others who had an important part in the local community's growth. It is one of three belonging to Congregation Mikveh Israel, Broad and York sts. All have important historical backgrounds. The Mikveh Israel Cemetery, one of the others, on Spruce st. near 8th, is the burial place of Haym Salomon, the Revolutionary War patriot, and many others who were prominent in the Colonial beginnings of this nation.

### No Previous History

There has been no previous history of vandalism at the cemetery, so when William Smith, the caretaker, found two stones overturned a week prev-

(Continued on Page 2)

## Vandals Wreck Historic Cemetery



BROKEN and toppled tombstones are shown in Mikveh Israel Beth-El-Ebeneh Cemetery, 55th and Market sts., following a night of desecration early Sunday by vandals. In all 33 stones were up- set and shattered. The late Rabbi Bernard L. Levintal, who was dean of the Orthodox rabbinate of the United States, is among the community notables interred there. Police and the Jewish Community Relations Council are investigating.

## Vandals Desecrate Historical Cemetery

(Continued From Page 1)

ous to Sunday, it was assumed they might have toppled from their own weight. But Sunday's episode of wreckage dispelled such beliefs.

Louis Neuman, chairman of the cemetery committee, reported the desecration to the police of the 29th District and they and Harry H. Rosenthal, of the Jewish Community Relations Council Research Division, are

conducting an investigation.

### Broken Bottles Found

Neuman said some of the stones, including many which cannot be replaced, were shattered beyond repair. Some of them, he said, were at least 75 years old. He added that some broken wine and beer bottles were found in the rear section of the burial ground near Volge st., indicating that a number of persons had been on the property during the night.

### Babis Named to Repair Vandalized Tombstones

Robert L. Babis, of the local Memorials firm which bears his name, has been selected to repair

the damage recently created by vandals at the Mikveh Israel Beth-El-Ebeneh Cemetery at 55th and Market sts.

In a night of vandalism, intruders at the cemetery over-

turned and shattered many tombstones, striking

a number of them with heavy

instruments to make the wreck-

age complete. It will be the work

of Mr. Babis, who is the youngest

man in Philadelphia in his field,

to repair and restore the tomb-

stones to their original appear-

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A Merry Christmas and A Happy New Year  
to  
You and Yours from Us and Ours



Judee, Susan and Jay Chatot



Joannie Leppanen

NORTH BARRE

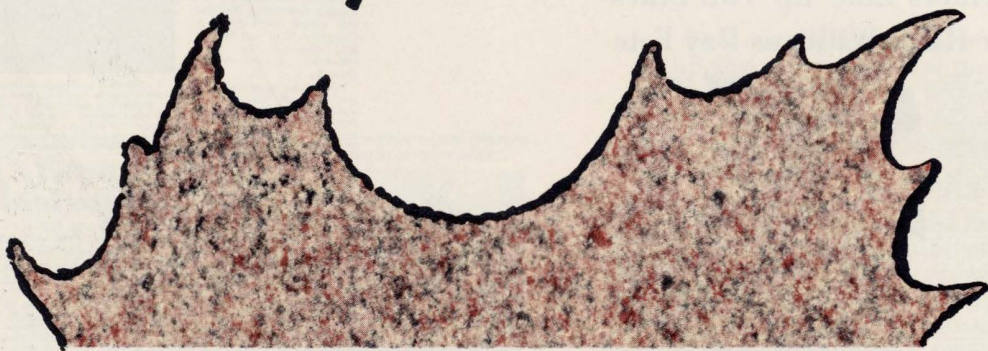
GRANITE COMPANY  
BARRE, VERMONT

John Leppanen and Jules Chatot, Proprietors

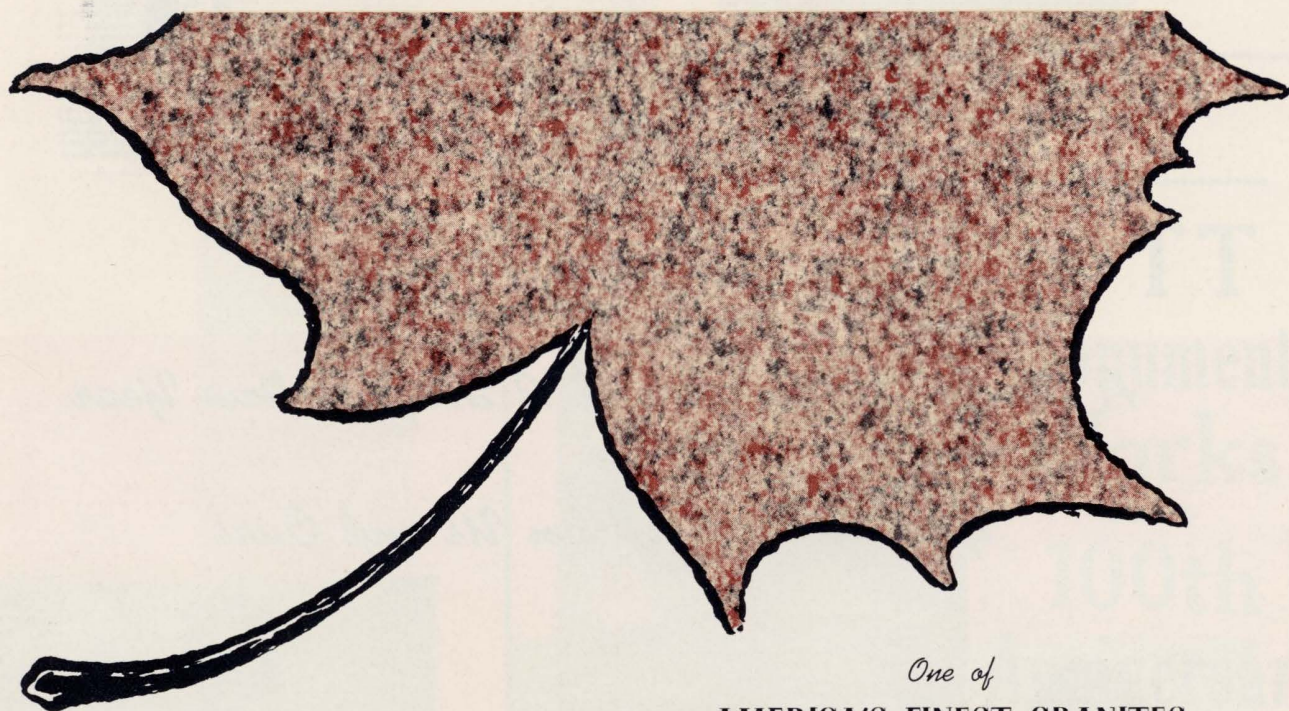




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FINE GRAIN  
EXCELLENT CONTRAST  
UNIFORMITY  
DURABILITY

Combined with  
ONE of BARRE'S  
MOST RELIABLE  
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SERVICES

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**AMERICA'S FINEST GRANITES**

From one of the oldest and best developed quarries in the Laurentian Mountains of Canada comes this beautiful Monumental Granite. Its fine grained beauty and conservative color, plus its exceptional contrast make it an outstanding specialty material. Either polished, steeled, or stippled, you'll find it equally effective. It is particularly suited to sculpture and fine shaped carving.

NOW, you can feature this material with the plus value of our artisanry, which is not surpassed in the Barre district.

Investigate this profitable specialty today!  
Exclusive territories are still open!

**EVERLASTING MEMORIAL WORKS, INC.**  
MONTPELIER, VERMONT



*"High-Grade Memorials"*



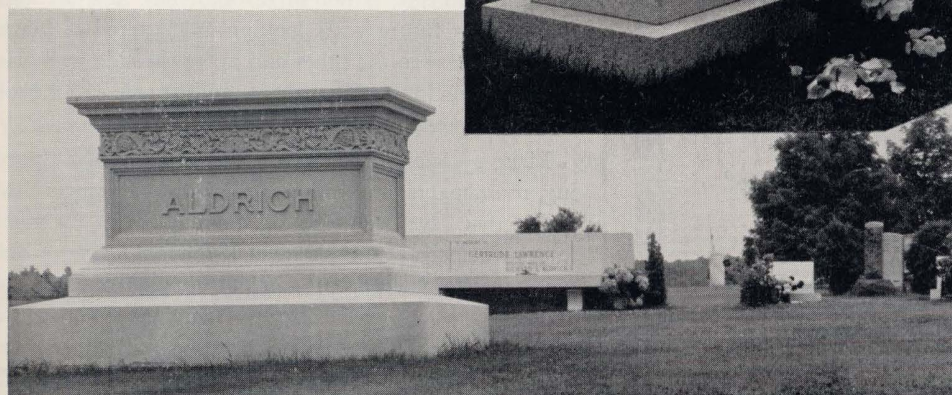


## The Gertrude Lawrence Memorial in Upton, Massachusetts

In peaceful, picturesque Lakeview Cemetery near the small colonial town of Upton, Mass., an internationally famous and greatly loved actress is at rest. Gertrude Lawrence's story was one that captured the hearts and imaginations of people all over the world. Her rise from less than average surroundings to a position of world-famed prominence was unmarred by scandal or notoriety of any kind. In a profession exposed to emotional demands perhaps beyond that of any other, her marriage to Richard S. Aldrich, scion of a wealthy old New England Family and a talented playwright and producer in his own right, long served as a model for emulation. For more than two hundred years the Aldrich family played an important part in the life of the Upton Community, and it was most fitting that Mr. Aldrich should have chosen the family burial place for this beautifully designed and crafted memorial.

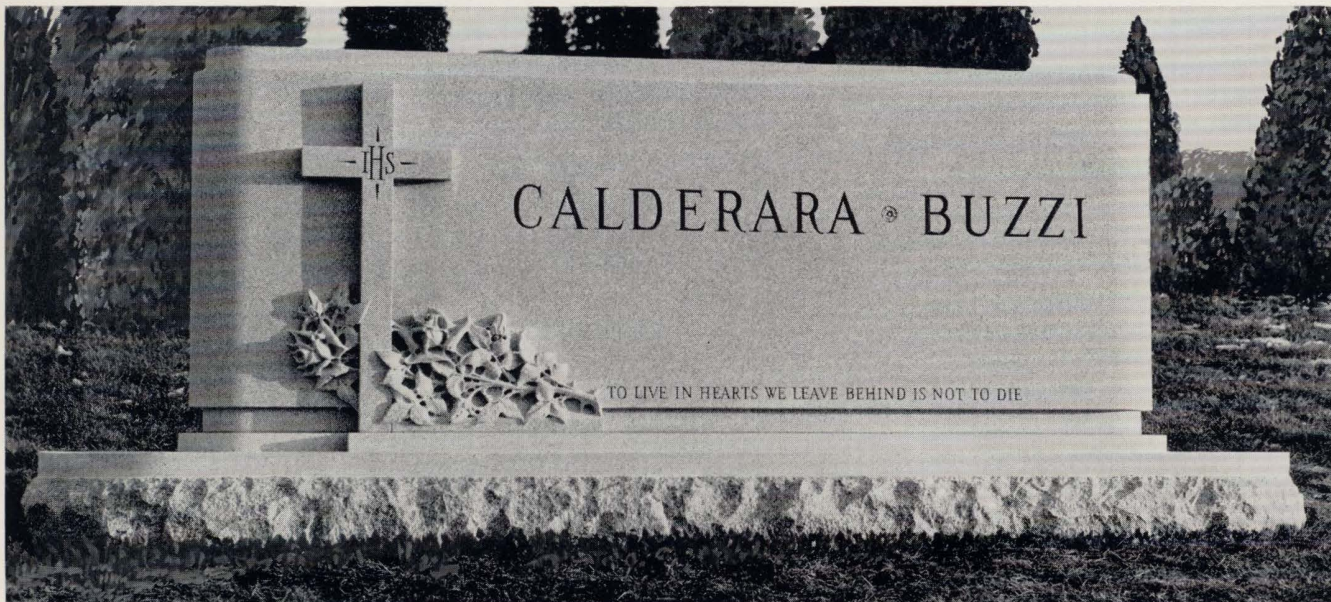
Robert H. Girvin of Holliston, Mass., was the memorialist selected for this important commission, and we feel that he has indeed reflected honor on his vocation. Mr. Girvin's architectural training and consummate good taste have created a shrine that will long be admired. The exedra and the headstones below are admirably suited to the site and the surrounding memorials. To Mr. Di Bona of the Peerless Granite Company, Quincy, Mass., goes credit for the manufacture. Smith-Barre was the material selected.

*The subtle niceties of the exedra itself are reflected in these three flanking headstones, so well suited in style to the older monuments nearby, yet having an identity all their own, one more convincing argument for the headstone as opposed to the ground level marker.*



*To the left is seen a view of the large Aldrich family plot with a sarcophagus type memorial to one of the most illustrious members of the Aldrich forbears.*





*The Calderara-Buzzi Memorial in Pirie's Select Barre Granite was recently erected in Hope Cemetery, Barre, Vt.*

### *Sixty-Four Years of KNOWING HOW*

More than six decades of monument manufacturing embraces more than two generations of operation in times that have seen vast changes in public taste as well as in manufacturing techniques and machines. The fact that we have enjoyed a successful record of one family operation all these years indicates that we have kept up with these changes, but more than that it proves the worth of our unchanging standards of service. So, at another Christmas-Tide, may we extend seasonal greetings to the Industry with especial appreciation for the patronage of our clientele.

## **GIUDICI BROTHERS & CO. . . . Barre, Vt.**

MONUMENTS . . . STATUARY . . . Established in 1890 . . . MAUSOLEUMS

### **PETER TROOST . . .**

*Continued from Page 17]*

and I suggest that you give consideration to the practice put into effect by the Catholic Cemeteries of Chicago about two years ago. They have discontinued the building of foundations under lawn level markers and some raised style markers.

The Catholic cemeteries charge \$10 for installing a baby size marker; \$15 for a 2-0 x 1-0; and \$30 for a 3-6 or 4-0 x 1-0. As I understand, \$5 is credited to labor for installing the baby marker; \$10 on the 2-0 x 1-0; and \$15 on the 3-6 or 4-0. The balance of the money is put in thrust and invested in sound securities; and the interest from this money used to raise the markers to ground level when necessary and keep the grass off the face of the marker.

Now I wish to discuss the subject I chose; and that is "Monuments in the Cemetery of Today."

Any monument dealer that has the interest and future of his business at heart, is not in favor of any new section in any cemetery in future years looking as cluttered as houses built one right next to the other and up to the side walk. However, there is some improvement that can be made and the following are my recommendations.

Make a count in one given section of all the tipped, leaning, monuments, and markers. Call the monument dealers together that have been erecting the majority of the monuments in your cemetery and ask them if they will give of their time gratis in straightening up a certain number of the monuments and markers in a given section. I am sure if you will do this, you will be amazed at the co-operation you will receive.

*[Continued on Page 55]*

## **The L. M. GILBERT COMPANY**

*Extend to All*

*The Best of Good Seasonal Desires*

*and for*

**1955**

**Goethe's Wish and Ours**

Health enough to make work a pleasure

Wealth enough to support your needs

Strength enough to battle with and overcome difficulties

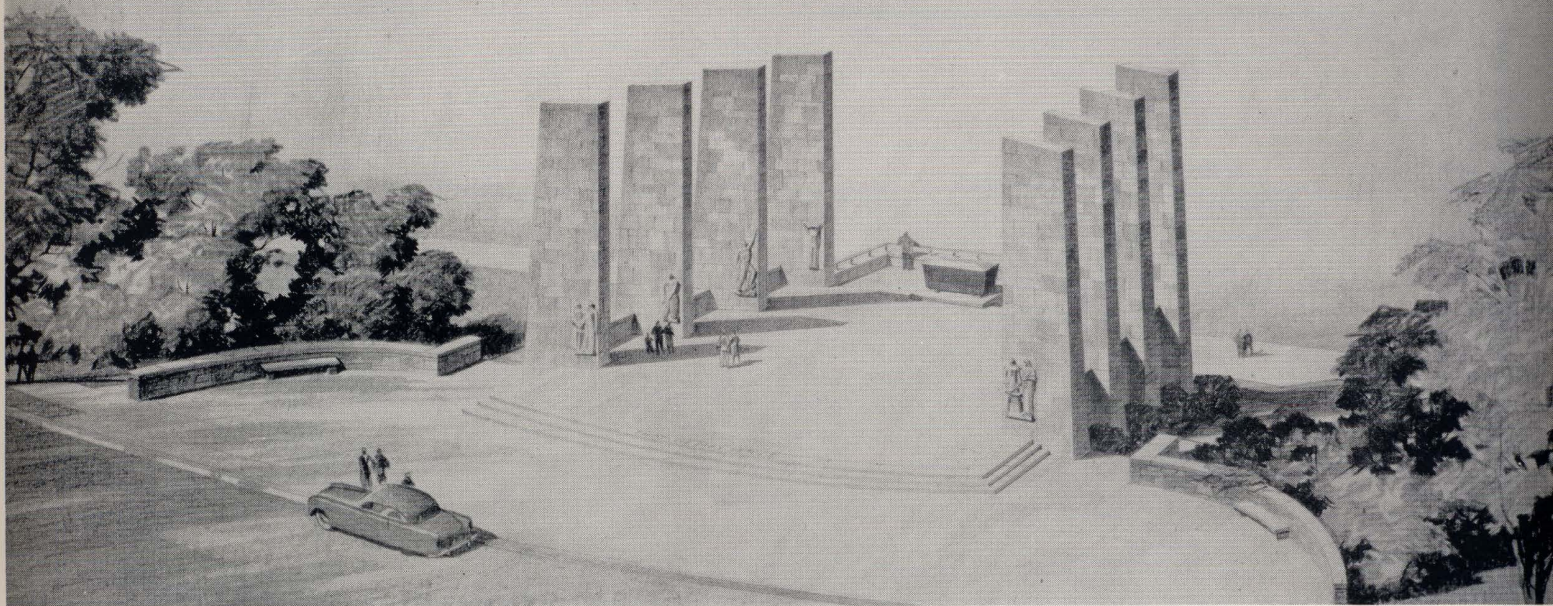
Patience enough to toil until some good is accomplished

Love enough to move you to be useful and helpful to others

Hope enough to remove anxious fears concerning the future

L. M. Gilbert Company . . . . . Philadelphia, Pa.





## Virginia Polytechnic Institute Memorial to Have Nine Sculptures

*Reprinted from THE NATIONAL SCULPTURE REVIEW*  
(Summer 1953 Issue)

**T**he War Memorial of the Virginia Polytechnic Institute, now under construction on the college-sponsored Mall in Blacksburg, Virginia, will have nine works of sculpture to complement its basic theme, which is to express the best aspects of the training, character and performance believed to have been operative in the war dead of V.P.I. to whom it is dedicated, and to provide a means of perpetuating such traits in future students of the Institute.

The memorial defines itself into two phases—the upper level, or memorial court (above), with four massive pylons rising on either side, and the lower level, which is to be a chapel.

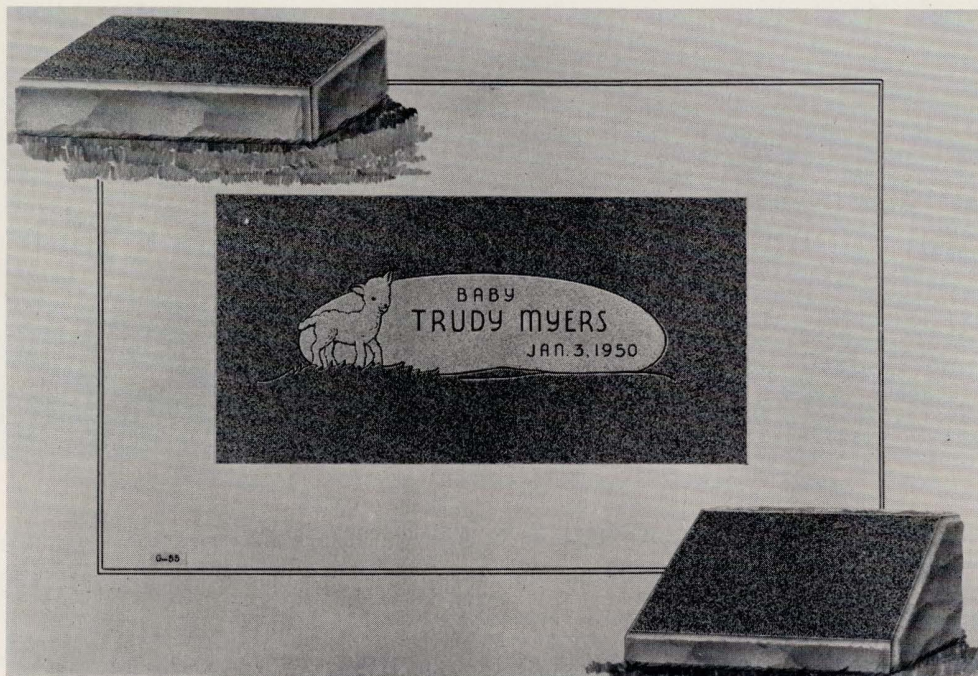
On the east face of each of the eight pylons will be placed nine sculptures—four by Henry Kreis and four by Charles Rudy—depicting aspects of character, training and performance. The works are entitled "Ut Prosim," "Duty," "Loyalty" and "Service" (by Mr. Rudy), and "Brotherhood" (right), "Honor," "Leadership" and "Sacrifice" (by Mr. Kreis). On the inner faces of the pylons will be carved the names of the V.P.I. war dead.

The forty-foot chancel wall of the memorial chapel will be adorned by sculptures in high relief executed by Donald De Lue. The works will represent man's recognition of his relationship with his Creator.

Architects for the new memorial are Harbeson, Hough, Livingston and Larson, of Philadelphia.







## A Baby Marker *Design*

The "Trudy Myers" Design (G-55) is another of our new creations for children's markers. In this series, as we stated last month, we are stressing simple yet appropriate symbolic details. This particular design has appeal for the bereaved family who have lost a child at birth or shortly thereafter. They will want something more than a plain "name-plate" if something more is available. Here the infant obviously has no personalization that can be fitted to the individual but there is symbolism that denotes infancy that will add a little warmth to the marker just as the "spot" detailing empanelling the name will be out of the ordinary and more pleasing than a more conventional approach.

*This is No. 155 of a monthly series of designs produced in the studios of the Bliss Design Co., Rockford, Ill.*



*Continued from Page 52]*

After one section is out of the way, do the same with another.

Pass a rule that in duplicating any marker with a base under it, the monument man and the cemetery instruct the lot owner that the base or bases under the present marker or markers on the lot are to be removed. If the lot owner will not agree, and you will find a few that will not, tell the lot owner that the bases can remain under the marker or markers already on the lot, but the new marker will have to be set without a base. If this is the case, you will find, as we have from experience, that after the new marker is set, the lot owner will agree to removing the bases from the other markers on the lot.

However you must go a little farther than just making the rule; and that is, the cemetery and the monument man should explain why this rule was made and the explanation is as follows:

Years ago, graves were mounded 6 to 8 inches high and invariably were planted with flowers almost as high. Due to the raised grave, and the high flowers, the lettering on the marker was obscure. However, today the grave is lawn level, high flowers are not being used, making the lettering on the marker readable without the height of the base.

Then another rule that should be carried out is that all markers which are more than 14 inches high when duplicating, be set down to a height of 12 inches if possible. The reason why I say if possible, is that some markers do not have what is termed in the monument business "a high front nose" making it impossible to set the marker down without obscuring some of the lettering.

As I previously stated, the monument man and the cemetery owner that has the interest of his profession at heart does not want new sections of the cemetery to appear like a stone orchard. Some cemeteries have tried to rectify this situation by making a rule in a given section that no monument exceed a height of three feet. By so doing, you get a monotonous repetition. I am sure you will agree that this has not accomplished the aim and purpose that the cemetery was trying to accomplish by making such a rule; no more than the builder accomplished a thing of beauty in erecting a group of houses all the same style and height even though he had put some space between them and kept them back some distance from the sidewalk.

In the suburbs around Chicago, there have been new real estate developments that have been well planned out by a diversity of the style, size, and type of home to be erected on a certain street. When you purchased the lot, you were told that this particular lot had to have a two-story residence containing at least so many cubic feet, while the next lot called for a low style. The real estate man did not tell the lot purchaser that his two-story home had to be of English, Georgian, or Swiss architecture; nor did he tell the person that bought the lot next to it that his lot style home had to be of modern or period architecture. But the planner, by so developing the rules, was getting height where he wanted height and lowness where he wanted lowness.

To accomplish a monument section of beauty and one that will add interest to the overall appearance of the cemetery, a lot of thought has to be given in planning such a section. The cemetery man must know when the section is being planned, how that section is going to look when it is sold out, and the

*[Continued on Page 58]*



WISHING

EVERYONE a

MERRY

CHRISTMAS

and a

PROSPEROUS

NEW YEAR

from

Marion and Chuck Prehn

of the

RIB MOUNTAIN GRANITE CO.

WAUSAU, WISCONSIN





# The BUSINESS COUNSELOR

By

HAROLD J. ASHE  
*Compton, Calif.*

## What Is Profit?

Not long ago a monument dealer informed this writer that he had made about \$7,500 net profit from his business for the year. He was quite pleased with this return, and apparently considered it entirely satisfactory. Yet, the fact of the matter is that very little of this net gain represented real profit in the true sense of that word. Traditionally, profit is a term indicating gain on capital as distinguished from a return for personal services.

However, the Treasury Department requires that sole owners and co-partners determine net earnings of a business without first making an allowance for personal services. This, so that all earnings may be subject to income taxation. In this process, though, a good many businessmen have gotten in the habit of considering such net earnings as business profits, and which they are not.

Thus, in arriving at his \$7,500 net earning figure, this dealer did not allow anything for his personal services to the business. Neither did he take into account the fact his wife works four hours daily in the office. Therefore, this \$7,500 actually represents a return to this dealer for his personal services and those of his wife as well as a return, if any, on about \$25,000 invested in the business.

Now the simple truth of the matter is this dealer could have been gainfully employed in his community throughout the year at a salary of \$80 a week, with two weeks paid vacation annually. His wife could readily have found employment elsewhere on a similar part-time basis at an annual minimum of \$1,200. In addition, the money he has tied up in his business could have earned, at six percent interest, \$1,500 with slight risk. The total family income could have been \$6,860 at the very least. This could have been had without the worries and risks of owning a business, and without putting in hundreds of hours of gratuitous overtime.

So, from where this writer sits, it seems that this dealer made only \$640 (\$7,500 less \$6,860) as his reward for owning a business. And, if he adequately compensated himself for overtime even this sum might disappear.

If there is a moral to this situation it is that too many dealers mistake the hired-hand wages of their businesses for real profits which should accrue to them for their management, labor and not inconsiderable capital investment. Once dealers realize this circumstance they have made an important step toward analyzing their business operations with a view to at least attempting to make a genuine profit. This profit must be over and above a reasonable compensation for their personal services and a conservative interest on their business investment. Too many dealers have become reconciled to low pres-

ent earnings because salaries are lumped in with business earnings and are referred to by the more beguiling term "profit."

While income tax regulations forbid the deduction of salaries of proprietors as an expense item in arriving at profit or loss, this does not prevent a proprietor from so doing, except for tax purposes. Such deductions should be made for the purpose of determining the real profit-on-investment figure. If annual earnings are not to be distorted with profit looming larger than reality, such a salary charge is imperative.

Incidentally, the superficial critics who scream against our admittedly imperfect profit-and-loss system of free enterprise need to take another look at profits and redefine terms. Monument dealers, too, need to re-analyze profit-and-loss statements to determine what part of net earnings can properly be considered profits. And, when they do, they will cease apologizing for their business and business generally, and for the system which has made our country great and the envy of at least a good part of the free world.

## When To Write Off Accounts Receivable

Probably most monument dealers err in continuing to carry certain accounts receivable on their books as assets long after they have become uncollectible. In so doing dealers are practicing a form of self-delusion. Moreover, they are overlooking the income tax implications of writing off such losses.

As time goes on, a dealer may acquire more and more such dubious "assets" which artificially inflate his net worth, or at least mislead him into believing his net worth is far greater than it is. If these accounts are allowed to accumulate and increase in total, year after year, the time must come when such so called assets will be large in relation to other assets, and will sharply distort the picture.

Without relaxing a determination to collect such accounts, a dealer should nevertheless take a realistic view of accounts receivable which are degenerating into uncollectible accounts. At some point, these accounts should be removed as accounts receivable and be transferred to profit-and-loss accounts.

As the year draws to a close, accounts which appear to be uncollectible should receive final collection efforts. The reason for this is to demonstrate before year-end whether or not such accounts are, in fact, uncollectible. If they are uncollectible, they may be written off as bad debts and materially reduce the income tax. This, of course, assumes a dealer uses the accrual method of accounting. That is, the bad debts must have been reported previously as income. Therefore, failure to collect represents a loss.



**30 YEARS of Cutting Experience . . .**

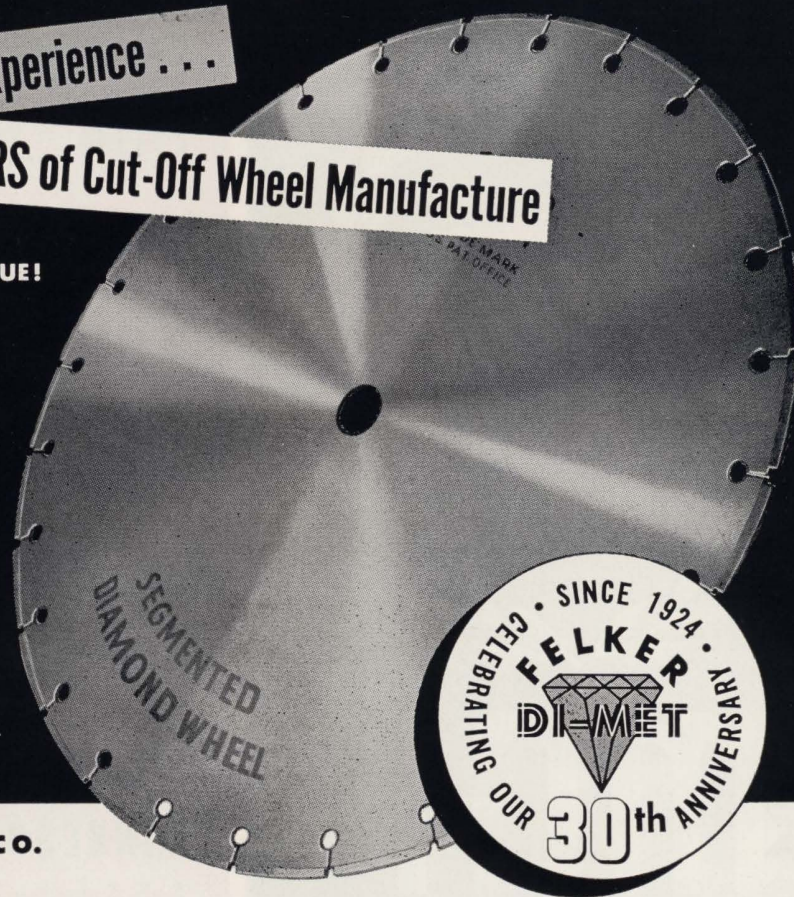
**30 YEARS of Cut-Off Wheel Manufacture**

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When you buy DI-MET, you receive far more than an ordinary diamond wheel! DI-MET Segmented Type Wheels are the culmination of 30 year's continuous research concentrated toward developing and building the *best in the industry today!* They're made by the only manufacturer specializing in diamond abrasive cut-off wheel production.

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**WORLD'S OLDEST AND LARGEST MANUFACTURER OF DIAMOND ABRASIVE CUT-OFF WHEELS AND MACHINES**

A final, exhaustive effort to collect certain delinquent accounts is important from an income tax standpoint. This is for the purpose of establishing proof of such debts worthlessness as a condition of writing them off as bad debts. In this connection, it is important to keep in mind that bad debts must be deducted in the year in which it is demonstrated they are uncollectible. Thus, if a certain debt does not become uncollectible until 1954, as determined by efforts made to effect collection, it could not properly have been deducted in 1953. Neither can it be carried along until 1955. It must be written off in 1954, and be taken as a deduction in the 1954 income tax return.

In some instances court action may be necessary as a step toward proving or disproving that a certain debt is uncollectible. However, this is not always required. If it can be shown that a legal judgment would be futile, if obtained, then the creditor is not obliged to go to this expense to justify classifying a certain debt as uncollectible. On the other hand, if no real effort has been made to collect a debt, such an income tax deduction may become suspect.

Occasionally, an account may be written off as uncollectible and be deducted in the income tax return of one year as a bad debt only to be collected in a later year. This can happen no matter how good the judgment in determining that an account is uncollectible. In such an event, the collected account must be reflected in the income tax return for the year in which the account is collected.



*May the Blessings of*  
**CHRISTMAS**  
*Be Yours throughout 1955*  
**BURKE BROTHERS**  
*Established 1892*  
*Barre, Vermont*





## OUR **GREETINGS** AND OUR **APPRECIATION!**

. . . . BECAUSE it is that wonderful time of year when all men share a feeling of true goodwill . . .

. . . . AND BECAUSE, for us, it is evident again that the memorial industry has given us another year of opportunity and growth . . .

. . . . FOR THOSE REASONS . . . and many more . . . here's greetings and here's gratitude from the home of IMPERIAL MAHOGANY and VARIEGATED AGATE.

### MINNESOTA GRANITE INDUSTRIES

★ ★ ★ ★ DELANO, MINNESOTA ★ ★ ★ ★



*and a Joyous and  
Prosperous  
1955*

Attend Your State Conventions

### ANDERSON & JOHNSON, Inc.

FRANK A. FRIBERG, Pres.

BARRE, VERMONT

PETER TROOST . . .

*Continued from Page 55]*

monuments erected. He must know that it is going to be a thing of beauty for as long as his cemetery exists. I am confident this can be accomplished if the time and effort is put forth to do so and by adhering to the following recommendations:

The cemetery manager knows the percentage of single graves he sells to two-grave lots, twos to fours, fours to sixes, sixes to eights, and so on up. So, instead of laying out a single section or a row of single graves in a given section, as well as a row of two and four-grave lots, he inter-mingles these singles, twos, and four-grave lots amongst his six, eight, and larger lots. By doing this, he automatically creates an air of spaciousness by permitting monuments on the larger lots. However, the next step is the most important one and this is to determine on which lots lowness is required and on which lots height is required. By so planning, you do not tell the lot owner that his monument must be Gothic, Grecian or Modern in architecture; but by so doing, you get height where you want height and lowness where you want lowness, thus giving a pleasing overall picture to the section. You do not tell the lot owner that his monument must be of grey, red, or brown in color, or that the sides of the monument must be polished, smooth or the natural rock finish, as a variation of finishes and color adds beauty to the overall picture.

One other requirement on the lots permitting monuments, and that is that you must have a rule governing a minimum and a maximum size. On some lots where a tall or low monu-





*A*t this Joyous Holiday Time we take the opportunity to  
 send Our Most Sincere Good Wishes of the Season  
 to our customers and other good friends in the Industry.  
 Our pleasant business relationships mean much to us  
 throughout the year . . . We wish all of you the best of  
 everything for a Happy and Prosperous New Year . . .  
 May 1955 be a successful, gratifying year.

**USLE & PEROJO GRANITE CO.**  
**Barre, Vt.**



*"Supreme Quality Memorials"*  
**Manufactured in Select Barre Granite**  
**Missouri Red • Dominion Pink**

ment is required, one certain lot may require a monument six to seven feet high overall and narrow of width. So, stamped right on the deed, the monument requirements would read as follows:

"Monument not to be less than six feet nor more than seven feet in height; width not to be more than five feet nor less than four feet."

The thought at this time may be entering your mind that this is all well and good but you can not tell the lot owner what size monument he may erect. This I disagree with, as you are already telling the lot owner that in this section or on this lot, only a lawn level marker is permitted.

And perhaps another thought in your mind is why should we go through all this work? Why doesn't the monument man do it? My answer to this is that all monument men are not qualified to carry out this program, no more than all cemetery superintendents would be able to lay out and plan such a section. The monument man may make a study of a given lot and recommend to the family that on their particular lot, for the overall appearance of the cemetery, the monument to be erected should be tall. The family may say that they want a low monument and if you do not want to erect a low monument, they will go elsewhere to purchase—and believe me, we have had this happen.

Then again, you will find a good many families will comply with the monument man's recommendation. But what upsets the apple cart is that some families having other lots in the same section will not go along with the monument man's recommendation or the monument man is not capable of

*[Continued on next page]*



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



*To Our Friends  
 and Customers  
 We Wish  
 A Merry Christmas  
 and a  
 Happy New Year*

**THURBER GRANITE CO.**  
**BARRE, VERMONT**





Our Sincere Greetings of the Season and our Best Wishes for a Successful 1955  
**PEERLESS GRANITE CO. . . . . BARRE, VERMONT**

**WELCOME**  
*to the*  
**RETAIL DEALERS**  
*at our*  
**BOOTH 32**  
*at the*  
**CLEVELAND CONVENTION**  
**EXHIBIT**  
**JAN. 9-12, 1955**

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

**PETER TROOST . . .**

*Continued from Page 59]*

knowing the style of monument that is best suited for a certain lot, thus upsetting the overall picture that is trying to be accomplished.

By planning your sections such as this, it will help to do away with one of the drawbacks you are now contending with, and that is the undertaker calling up over the phone and stating that he wishes to purchase for Mrs. Smith, a one or two-grave lot. Your answer to Mr. Undertaker should be, "Mr. Undertaker, our new sections are planned sections and certain one and two-grave lots only permit lawn level markers while others will permit a raised style or monolith type of tablet. For that reason, will you please bring Mrs. Smith to the cemetery to make her selection?" If he is not willing to co-operate with you in this manner, you inform Mr. Undertaker that you will be pleased to send a car for Mrs. Smith so she can come right to the grounds to make her selection, thus avoiding the creation of ill will on the lot owner's part by the undertaker's choice of a lot which does not meet with the family's approval. It has often been our experience when families come into our office that we must inform them the type of marker or monument they wish to erect does not meet with the restrictions of the lot the undertaker chose for them; and consequently, they are often disappointed with the undertaker's choice.

If the undertaker still will not give you this co-operation, you will have to take the order over the phone but you still do not have to break into your planned section as I am sure you have plenty of single and two-grave lots in other sections in the cemetery.

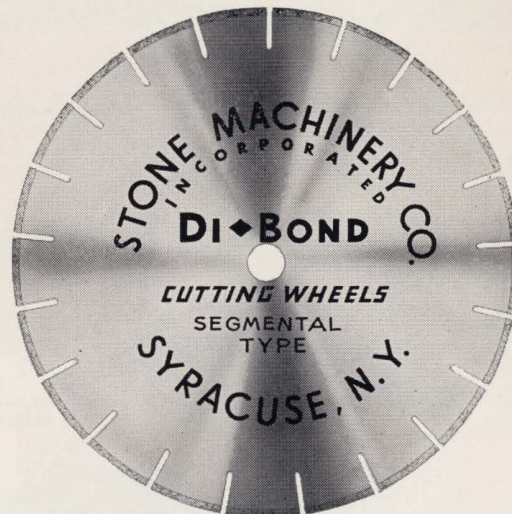


# Announcing— **NEW LOWER PRICES** **on DI-BOND DIAMOND WHEELS**

**YES** — it's really true — new lower prices on our famous Di-Bond Diamond Wheels. It's the same high quality, fast cutting wheel that gives you more square inches of cutting per wheel.

**THE SAME HIGH QUALITY—IMMEDIATE DELIVERY**  
**— NEW LOWER PRICES!**

**STONE MACHINERY CO., INC.**  
**BOX 1363**                      **SYRACUSE 1, N. Y.**



**WRITE FOR**  
**NEW PRICE LIST**

This type of planning of a section will be a great asset to you in pre-need selling as you will be able to show the prospective purchaser by a drawing, just how the section will appear when it is completely sold out and the monuments erected.

One attempt of a planned section such as this was opened by a certain cemetery in the Chicago area. Right next to this section are two memorial park sections that are restricted to lawn level markers. Although these memorial park sections were opened years before the planned monument section, the planned monument section is just about sold out while the memorial park sections are practically at a stand still. Yes, I know that the public will buy and prefers monument sections to the regimented lawn marker sections if the monument section is properly planned. Just to give you an example that the statement I have made is correct, I want to tell you about the purchase of a cemetery lot by a friend of mine who lost her husband. The husband passed away on a certain afternoon and I received a telephone call informing me of his death. That same evening, I went to the home to express my condolence to the widow, and she said to me, "I wonder if you can help me as we do not have a cemetery lot." I said I would be pleased to do so and made arrangements to meet her the following morning.

The following morning, she said to me, "Do you have a certain cemetery in mind?" I replied that I did and that the cemetery was located only a short distance from her home. We went to the cemetery office and I told them I had a friend in the car that was in need of a cemetery lot and that I would like to have her shown lots in the planned monument section. We

*[Continued on next page]*



*A Very Merry Christmas*  
*and a*  
*Happy, Prosperous 1955*  
*from*

**COLONIAL GRANITE Co.**  
MANUFACTURERS OF QUALITY  
BARRE GRANITE MEMORIALS  
BARRE, VERMONT





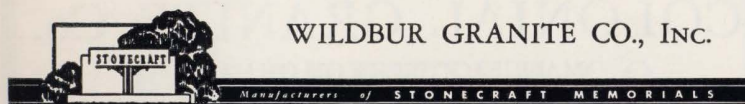
# THE SEASON'S VERY BEST!

FROM THE SOURCE OF THE  
INDUSTRY'S BEST IN GRANITES,  
IN FINISHING, IN FINE CARVING.

**GRANITE CITY GRANITE CO., ST. CLOUD, MINN.**



Merry Christmas  
And Many Good Wishes  
for a Happy  
and Prosperous 1955



Barre Guild Inspected Monuments

BARRE, VERMONT

PETER TROOST . . .

*Continued from Page 61]*

went out into the section and I explained to her that on a two-grave lot in this section, she was only permitted a lawn level marker, while on a four-grave lot, she could have a raised style marker set six inches above ground level. However, if she wished to erect a monument, a minimum of eight graves were required and the monument would have to be of a certain size. She at once replied that she did not need an eight-grave lot as she only had one daughter and inevitably she would marry and wish a lot of her own. I explained to her that this was all good and well, but if she will look back at the time she and her husband were planning on building a home, they did not purchase a lot so small in size that it would just accommodate the house. They purchased a lot large enough so they could set the house back from the sidewalk and have additional property on each side and the back to beautify it. The only answer that she gave me was, "Pete, you're right. I'll take the eight-grave lot." It was not long after the husband's passing that I again heard from her, stating that she wished to make a selection of a monument. This was accomplished and the monument erected and properly landscaped. This monument is a thing of beauty; an added interest to the cemetery; a source of consolation, respect and honor to the dead.

Now I ask you, had this been strictly a memorial park cemetery, do you believe this widow would have purchased eight graves with only the privilege to erect a lawn level marker? You may be interested in knowing that this sale led to the sale of a twelve-grave roadside lot to another friend of mine, although the lot will only be used for two interments.





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.

I personally think that you men that will create planned monument sections will have a great deal to offer the public; and if the public is given the choice in purchasing property with monument privileges instead of the regimented brass or granite lawn markers, you will be amazed at the results and the added beauty to the cemetery.

If you plan such a section, do make restriction as to the lettering that is to appear on the monument or marker. Some cemeteries have gone so far as to permit only the name, Smith, Jones, etc., on the family monument and on the marker they will only permit the name, year of birth and year of passing. Be perfectly honest with yourself in answering this question: Do you think the carving of only the family name of Smith or Jones adds interest to the monument? Don't you think an inscription such as this will add love, respect, and honor to the dead and create for the cemetery in the public mind that this is truly God's Acre? An ideal inscription, I feel, is as follows:

THOMAS MILLING JONES, M.D.

HE DEDICATED A LIFE OF SERVICE TO MANKIND.  
BORN, CAMBRIDGE, MASS., JULY 1, 1882  
DIED, CHICAGO, ILLINOIS, JANUARY 10, 1954  
FOND FATHER OF JOHN, MARY AND MARGARET.

I am sure you will agree that many people visit old cemeteries, not that they know anyone laid to rest in these cemeteries, but to read the inscriptions that tell a story about the family or life in the community a hundred years or more ago. Yes, the sooner we go back to some of the old fashioned ways of memorialization, the better it will be. Instead of making rules that only permit erection of a bronze or granite lawn marker, or a rule against the planting of flowers on the grave, or prevent having anything other than the family name on the monument, we will be recreating God's Acre and the cemetery will once again become a place of peace for the dead and a source of consolation to the living.

I say again with firm conviction, that if the purchaser is given the choice between a lot in a planned monument section against a memorial park section, he or she will select, if properly presented, the planned monument section over the memorial park section 3 to 1.

Did you gentlemen ever give this a thought that if you con-

*[Continued on next page]*

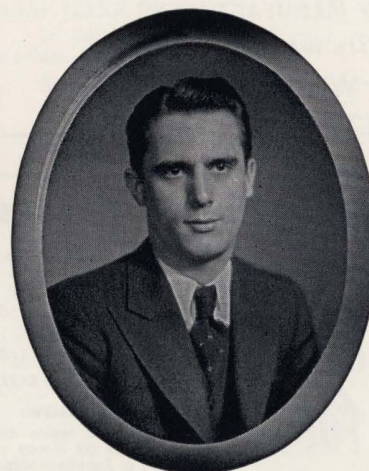
Season's Greetings

from

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

Barre, Vermont

**Manufacturers of High Quality Monuments**



**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

*To all our friends*



**MONTPELIER, VERMONT**

*A Merry Christmas and Happy 1955  
from*

**BONAZZI & BONAZZI**

UNVARYING QUALITY IN DESIGN, MATERIAL AND WORKMANSHIP · PROMPT SERVICE



*Continued from Page 63]*

tinue only to have wide open spaces of grass, deprive the lot owner of planting the grave, erecting a monument and evergreens to help beautify the lot, that people may begin to think, "Why not forget the whole thing and just cremate, as the cemetery will not permit us to show any outward signs of respect for the dead?"

What is the monument industry trying to do to help create the cemetery beautiful? They are doing many things. The most important was the creation of *The Monument Institute of America*. This organization deals in national advertising. A good many of these ads have already appeared in national publications. The ads stress the monument idea—the selection of a cemetery lot in advance of need—and that when making a selection of a lot, you may have, if you wish, the privilege of erecting a monument.

Still to further this idea, a booklet was prepared entitled "Help at a Time of Sorrow." This is something that I think has been excellently presented. They are available on a cost price basis from *The Monument Institute of America*, whose address appears on the back cover. Here's a brochure that every cemetery ought to have a quantity of. They should be placed on the counter in the cemetery office, given to their salesmen to leave with families, and distributed through the mails to families in your community. Then, too, *The Monument Institute of America* has field men who are trained in public relations.

Last, but not least, they have employed the service of an outstanding cemetery designer who has made a study of the planning of monument section. His preliminary services are available to you gratis. However, right here in the state of Illinois, our company has engaged a man who we consider an authority on planning cemetery sections incorporating monuments. He not only knows the monument business, but knows how a section should be planned to incorporate monuments. The preliminary services of this gentleman are also offered you gratis by our company.

Thank you for listening. You have been a kind audience; and again, I say it has been a privilege to be here.

**N. Y. M. B. DESIGN CONTEST . . .**

*Continued from Page 16]*

property of the Association. The New York State Monument Builders Association, Inc. will exercise every effort to safeguard each design but will assume no liability for any damage done to any drawing at any time. All designs will be exhibited by the New York State Monument Builders Association, Inc. at the convention to be held at the Hotel Statler in Buffalo, New York on January 13, 14 and 15, 1955. The designs shall be judged by popular vote of those attending the convention, the balloting to close at 5 p.m. on January 14, 1955.

"Designs must be in the hands of Frank Zinter, Secy. of the New York State Monument Builders Convention Committee, of 2427 Genesee Street, Buffalo, New York, not later than January 10, 1955.

"A ballot box will be provided marked Contest Exhibit and official ballots will be provided. These ballots will be issued only to persons registered at the convention and no person shall cast more than one ballot. Each ballot will be numbered and shall bear name and address of the voter. A corresponding number and record will be kept by an attendant in charge of the exhibit. The design receiving the largest number of votes shall be awarded \$100—second largest \$50—third largest \$25—and the next four to receive plaques."

A-1  
ABO  
QUINCY  
CHESTER  
WESTERLY  
MILFORD, BARRE  
GOLDEN PINK, RED V.  
SWED ROSE RED, BEERS RED  
BALMORAL RED, MILLSTONE POINT  
DEER ISLE, DAKOTA MAHOGANY, REGINA RED  
BLACK SWEDE, ORCHID PINK, SHERWOOD PINK  
ALSO  
PETERHEAD  
AND BOTHNIA

**SEASON'S GREETINGS**

**E. SETTIMELLI & SONS, INC.**

*Member M.I.A.*

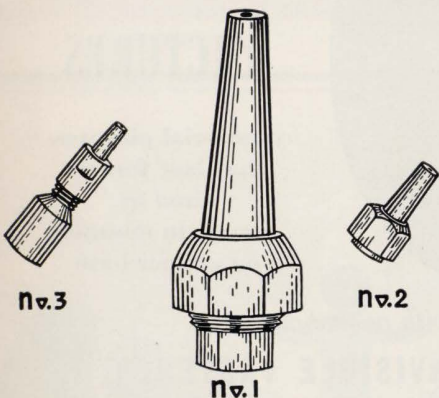
QUINCY 69, MASS.

**DE VOE GRANITE COMPANY**

QUARRIERS AND MANUFACTURERS

P. O. BOX 162-116 WAUSAU AVE.

WAUSAU, WISCONSIN



**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 @ \$2.50—give inside diameter of pipe OR if now use Ruemelin or Pangborn holder. Holder to fit Ruemelin or Pangborn Screw—\$1.50.
- #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

**enerson·design·studio**

32 Nelson Street  
Barre · Vermont



# THE GLOBE STEEL ABRASIVE COMPANY

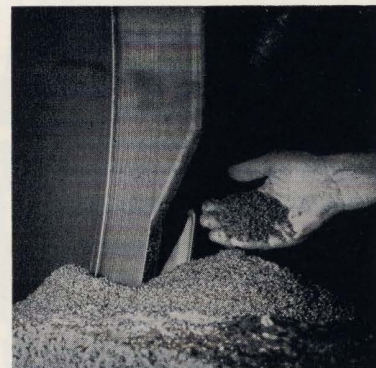
*Manufacturers since 1907*

## 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.



## Obituary Record . . .

### ATTILIO PERANTONI

Attilio Perantoni, 66, partner in Chioldi Granite Co., Barre, Vt., died at his home shortly after 2:30 o'clock on the morning of Oct 31, 1954. He had been in failing health for the past several years although able to be about until confined to his home only a short time ago.

Born in Ponton, Province of Verona, Italy, on March 2, 1888, he was the son of Massimino and Carlotta (Donatoni) Perantoni. He spent his youth in Italy and learned the granite cutting trade there at an early age. He came to this country and settled in Barre in 1907, after having lived at South Ryegate for a short time. He has since made his home in Barre and been associated with the granite industry.

For a few years, when first coming to Barre, he was employed at Jones Brothers. Then in 1919 he joined with Guiseppe Semprebbon, Louis Veronesi, and the latter's son, Jerome Veronesi, in acquiring the Chioldi Granite Co., which was then located off Granite Street. Later the firm bought out the former Dewey Column Memorial Co., on South Front Street, and has since been located there. At the time of his death, Perantoni owned the firm with Jerome Veronesi. Both have been actively employed in the business.

Perantoni was one of the most experienced men in the granite industry. Learning the trade when a youngster in Italy, he had devoted more than 50 years to his work. His main interests were centered about his work, and summer camping at Joe's Pond.

He was married on Sept. 4, 1909 to Giovannina Tedeschi, and two sons and a daughter were born to this union. He was married a second time to Jeannette Maisonneuve, and she survives him.

The survivors include two sons, Olvero Perantoni and Edo Perantoni, both of Barre; a daughter, Mrs. James (Eda) Burnett of Ballston Spa, N. Y.; a brother, John Perantoni of Barre; two sisters, Mrs. Emilia Butturini, John Massimina Gasparini, both of Ponton, Italy, and five grandchildren, Giannina and Ann Burnett of Ballston Spa, N. Y., Judith and Jerry Perantoni

[Continued on next page]

## 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

## WATCH THIS PAGE FOR 4 COPYRIGHT DECISIONS!

Since the copyright law states that one may not add to, take away, or alter a copyrighted design, it will be interesting for the trade to know the outcome of these cases.

For anyone who copyrights monuments or is interested in the copyright law, we recommend that they write to the Superintendent of Documents, Government Printing Office, Washington, D. C., and ask for the book, COPYRIGHT DECISIONS, 1947 - 1948, Bulletin No. 26.

### WOODBIDGE MONUMENT WORKS

Charles Frank, Prop.

Woodbridge, New Jersey



**Compare the  
ECONOMY**

**Compare the  
POWER**



**THE SMITH MODEL 75-P  
AIR COMPRESSOR**

RIGHT FOR MONUMENT SHOPS, CEMETERY OPERATORS

EASILY PORTABLE . . . TOW IT ANYWHERE

GIVES LOW-COST COMPRESSED AIR FOR MANY NEEDS

THE SMITH MODEL 75-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. Actually delivers 4 more cu. ft. per minute than its 75 c.f.m. rating. Evenly spaced power impulses. Has ample reserve power—designed for high compressions with large valve area, smooth carburetion. Water-jacketed discharge chamber. Super finished bearings, pistons; long-life stainless steel and bronze compressor valves. Wearing parts at Chrysler, DeSoto, Dodge truck dealers.

*Write for Literature and Prices!*

**GORDON SMITH & COMPANY**  
470 COLLEGE ST. • BOWLING GREEN, KY.

**When you SUPPORT your  
ASSOCIATIONS  
You are helping to SUPPORT  
YOURSELF!**

**Sell  
More**

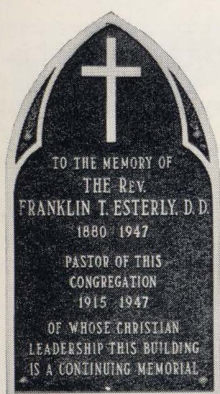
**All Year  
'Round**



**do it with NEWMAN  
PROFIT MAKERS**

HAND-CHASED cast bronze memorial **GRAVE MARKERS, HONOR ROLLS AND CEMETERY VASES**, famous for finer quality since 1882, assure quick sales and good profits for you. Investigate! Don't delay . . . DO IT NOW!!

**FREE!** Attach this advertisement to your letterhead and mail it RIGHT AWAY for folders, prices and sales information!



**NEWMAN BROTHERS, INC.**

670 W. 4th St.

Cincinnati 3, Ohio

## Obituary Record

[Continued]

and Edward, Robert and Alan Perantoni of Barre. Also surviving are three step-children, Mrs. Patricia Wakefield of St. Petersburg, Fla., Janet Maisonneuve of Burlington, Vt., and Mrs. Richard (Marilyn) Eurbin of Northfield, Vt.

Perantoni was a charter member of the Barre Lodge of Elks, and also member of the Italian Pleasure Club, and the Barre Granite Association.

### AXEL B. MARTINSON

Axel B. Martinson, Sauk Rapids, Minn., died Sunday Oct. 10, 1954 at the age of 63. He had been in ill health for several years.

He was born June 8, 1891, in Matvik, Trensrum, Blekinge, Sweden. When he came to this country in 1910 he lived in Chicago, Ill., for a short time and in 1912 came to Sauk Rapids, where he had resided since.

November 24, 1914, he married Anna Zniewski at the Trinity Lutheran church Sauk Rapids.

He is survived by his wife; a son, Eugene, Bedford, Ohio, and a daughter, Mrs. James Sims (Florine), Sheboygan, Wisconsin. One son, Lance, preceded him in death. There are four grandchildren.

Also surviving are a brother Edwin, Sacred Heart, and three sisters, Mrs. Alma Hoy, San Rafael, California; Mrs. Anna Nilsson, Sweden; Mrs. Effie Gault, Mill Valley, California.

Axel Martinson was secretary-treasurer of the Rex Granite Company, St. Cloud, Minn. He was well known in the granite industry having established the Rex Granite Company in 1921. Since 1923 he had been associated with his brother-in-law, Emil Zniewski. He also was secretary of the Victory Granite Company in Sauk Rapids, a member of the board of directors of the Union State bank, Sauk Rapids and the Granite Supply Company. He was a member of the Lions club in Sauk Rapids.





## SPECIFY . . .

"FRENCH CREEK" the Extra Dark Monumental Granite.

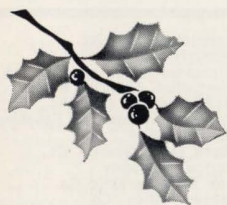
## RECEIVE . . .

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



To all our friends  
in Canada, Mexico,  
and the United States—

A Merry Christmas  
and a  
Happy New Year

## Granite City Tool

EVERYTHING  FOR GRANITE  
ST. CLOUD — BARRE — ELBERTON

and for a number of years served on the Sauk Rapids city council.

### ARON GUSTAFSON

Aron Gustafson, 75, long-time respected resident of Barre, Vt. and granite manufacturer, died Nov. 16, 1954 at the Barre City hospital, where he had been a patient since Veterans' Day. He had been active until hospitalized and worked at the Johnson and Gustafson plant, of which he was sole owner, as usual the previous Wednesday.

Aron Bergfelt was born June 14, 1879 in Saby Smoland, Sweden, the son of Gustaf and Hannah Bergfelt. As the oldest son, he later assumed the name of Gustafson as is the custom in Sweden. As a youth he engaged in farming in Sweden. He came to America in 1906 and settled in Quincy, Mass. Soon after he moved to Montpelier, then to Barre where he went into business in 1908 as Johnson and Gustafson in Barre.

In 1912, he married Antonette Andersen of Barre, a native of Aalborg, Denmark, who survives.

Mr. Gustafson was a past director of the Barre Chamber of Commerce, a charter member of the Barre Lodge of Elks and the Barre Country Club, a past director of the Barre Granite Association, vice president of the Granite Manufacturers' Mutual Indemnity Insurance Company, a member of Granite Chapter 26, R.A.M.; St. Aldemar Commandery 11, K. T.; Mt. Sinai Temple 3; Bill Duthie Club of Barre and the Green Mountain Shrine Club of Burlington.

At the time of his death, Mr. Gustafson was a director of Consolidated Memorials, Inc.

Survivors in addition to his wife include a sister, Mrs. George (Hannah) Stone of Arlington, Mass.; two brothers, Karl and Johan Bergfelt in Sweden; three daughters, Mrs. Bernie (Daisy) Gomo and Mrs. Shirley Welkey, both of Barre and Mrs. Harry (Elaine) Parker of Johnson; eight grandchildren, Anne and Gail Gomo and Jon, Joseph and Greta Welkey, all of Barre and Deborah, Harry, Jr., and Eric Parker of Johnson, nieces and nephews.

Funeral services were held at 2 on the afternoon of Nov. 18th at the Universalist church. Dr. Fenwick L. Leavitt, Jr., pastor of the church officiated. Burial was in the family lot in Elmwood cemetery.

A spokesman for the Barre manufacturers said that "Barre has lost one of its finest manufacturers, who knew fine material and quality merchandise. His business policies were of the best. They kept Barre Granite Memorials at the high standard, which has been recognized throughout the nation. Mr. Gustafson was a fine man to work with and a man respected by his competitors."

### STATE AND NATIONAL CONVENTION DATES—1954-1955

January 9 thru 12, 1955:—NATIONAL CONVENTION—  
M.B.A., M.I.A., A.M.A.

Cleveland, Ohio  
Cleveland Hotel

January 13, 14, 15:—N. Y. STATE MONUMENT BUILDERS  
Buffalo, N. Y.  
Statler Hotel

January 17, 18, 19:—MEMORIAL CRAFTSMEN OF CANADA  
Montreal, Quebec, Canada  
Mount Royal Hotel

January 20, 21, 22:—TRI STATE  
(PA., N.J., MD., W.VA., & D.C.)  
Harrisburg, Pa.  
Penn-Harris Hotel

[Continued on next page]

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MONTPELIER, VERMONT

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### CONVENTION DATES . . .

*Continued from Page 67]*

**February 4:—MONUMENT BUILDERS OF WISCONSIN**

Milwaukee, Wis.

Plankinton House

**February 14-15:—M.B. OF ILLINOIS**

Chicago, Ill.

Conrad Hilton Hotel

**February 17-18:—NORTHWEST MONUMENT BUILDERS**

St. Paul, Minn.

St. Paul Hotel

**February 28:—M.B. OF INDIANA**

Indianapolis, Ind.

Washington Hotel

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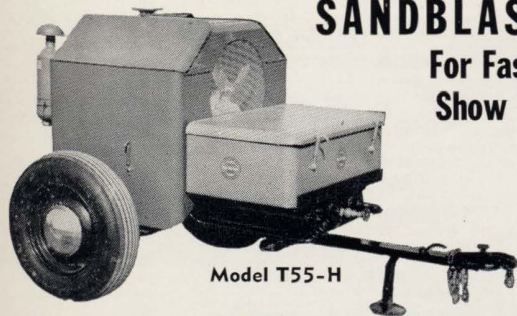
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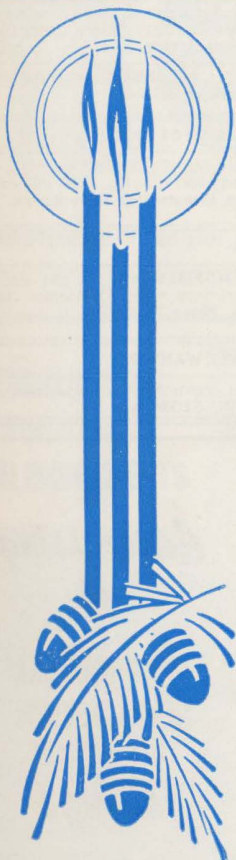
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## . . . Not So Editorial



### "SARTUS RESARTUS"

Unless our Latin training was faulty "Sartus Resartus," Matthew Arnold's intriguing title, means "The Tailor Retailored." In the snapshot above we see The Photographer Rephotographed. The above switcheroo featuring your aging and fattening editor in one of the many positions demanded by the trade was taken by "Master of Commemoration" Howard Smith of Westfield, Mass., while we were photographing The Lady of Fatima Shrine, one of the features in his fine outdoor display. In this case the position was required to avoid reflections on the polished surfaces. We might add a slight sidelight in that just about the time we were about to snap the photo another member of the Smith family got into the act. Their two-way beagle who serves as watch dog and official greeter decided to leave his mark on the base of the Shrine, all of which put a stop to photographic operations for the day. By the time things dried out, the sun had passed by. Well, we've been foiled by blackberry-fed birds, automatic sprinkler cemetery systems, and human vandals, but this was the first time we'd been undone by a dog . . . Man's Best Friend . . . Bah!

### REGIMENTATION AND REGULATIONS

In our long quest to aid and abet Standards of Conduct and Ethical Codes within the Industry, we note that one fact emerged in all categories; to wit, that regulations are always for the other guy. In fact whenever we got into discussions on this problem with quarrier, manufacturer, cemeterian, or memorialist, the one party persistently ignored, and the most important one of all, was John Q. Public.

### MATARESE MEMORIAL DATA

As is often the case when we try to credit line our memorials, we have to await publication for proper credits. We now are pleased to credit the interesting Matarese bench memorial and marker shown in our October issue on page 23 to the proper firms. The memorialist was Winsted Monumental Works of Winsted, Conn. The manufacturer was Anderson & Johnson, Inc., of Barre, Vt. The granite was Rock of Ages.

*E. H. Whitaker*





# Seasons Greetings

*W*ith sincere appreciation we wish to take this opportunity to send our warm greetings of the season-- also to thank our many friends and customers whose good will and pleasant relationships have meant so much throughout 1954 . . .

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*A Merry Christmas  
and  
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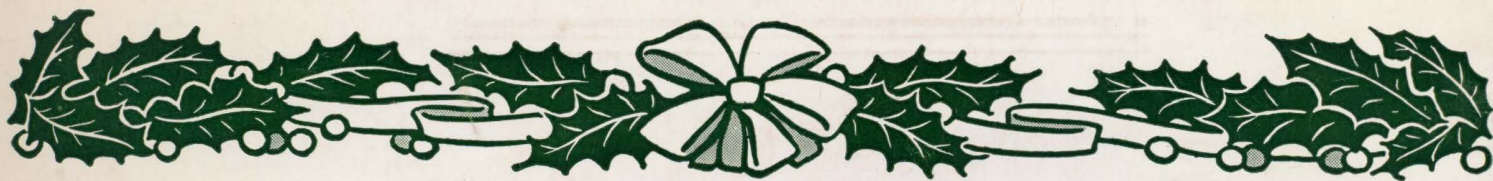
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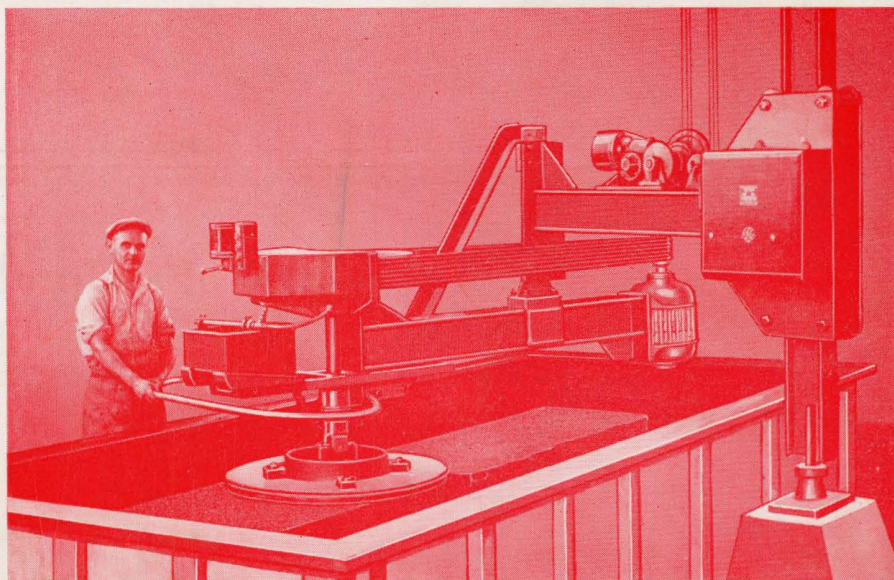
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